Business Value Realization

Actively harvest business value

Key Benefits

» Drive implementation decisions by maintaining alignment between your BMC investments and the business value returned

» Assign benefit ownership to promote accountability

» Validate spans of control so that you know each benefit owner is able to realize his or her part

» Record a baseline of current performance in the area of each target benefit in order to quantify and recognize improvements

» Map interdependencies and put in place a plan to deliver the benefits desired

» Maintain an ongoing focus on achieving the business case initially identified

» Adjust priorities if business needs change

» Manage to an actionable plan to release business value — both during and after implementation

» Embed a Value Realization approach into your organization

Business Challenge

Businesses are applying ever-increasing scrutiny to IT investments, not only requiring a financially sound justification up front, but also demanding full transparency into implementation results. When a business reviews the results of its latest advertising campaign, it weighs its costs against the additional revenue brought in, and as a result, can see clearly the tangible result. Investments in IT are no different, in that they must not only deliver real value, but also be able to demonstrate tangible business impact.

By defining measurements for business value, you will clearly demonstrate progress to business stakeholders, drive improved adoption of your solutions, prioritize project activity, and derive the greatest benefit from your investment in BMC Software.

The BMC Solution

BMC has a rigorous focus on producing tangible business value for our customers — from product development, through pre-sale Business Value Consulting and Consulting Services delivery, to ongoing Customer Success support.

We recognize that true business benefits are not gained merely by installing a software solution, but by the way that solution is used and what is done with it. That's why we are committed to working with you to transform your processes, organization, and people as part of your software implementation. As a result, you will derive the projected benefits built into your business case — and clearly articulate those benefits back to the business.

Business Value is created when new **Capabilities** provide a **Benefit** that allows people to work differently.

Business Value Realization

As an integral part of BMC's Value Realization lifecycle, the Business Value Realization offering develops the business cases used throughout implementation, productive operation of the solutions, and effective use of the capabilities that underpin it.

As part of the Business Value Realization offering, we work with you to develop benefit profiles, which include a concise description of the benefits to be achieved, the basis of measurement to be used, and the expected realization time frame for each. We then use these profiles to prioritize solution implementation, monitor progress toward benefit achievement, and correct and optimize activity during delivery and the early life period of operations.
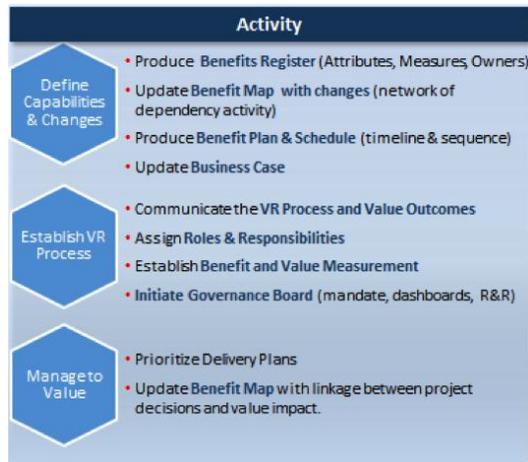
Our team also provides knowledge transfer during the execution of the Business Value Realization activity, enabling your staff to continue to increase the value delivered from your investment long after the solution implementation is complete. Value Realization is not a one-time activity. It must be embedded into the very fabric of your organization.

What You Should Expect from This Activity

The Business Value Realization offering is structured around the BMC Blueprint Methodology. This unique methodology builds on industry standards, including MSP® and the IT Infrastructure Library® (ITIL®), adding BMC's own learning and industry-leading best practices. It takes an OGSM (Objectives, Goals, Strategies, and Measures) approach to planning for — and demonstrating — business value.

Activities for Business Value Realization include:

» **Define Capabilities and Changes**: Establish the capabilities and changes needed to realize, measure, and recognize the business value projected in your business case

» **Establishment of the Value Realization Process**: Embed a Value Realization (VR) approach and industrial process within your organization for use by this initiative and the long term

» **Manage to Value**: Set processes in place to focus on your business case, monitor achievement progress, and optimize the outcomes throughout delivery and early operational life

Activity		
Define Capabilities & Changes	• Produce Benefits Register (Attributes, Measures, Owners) • Update Benefit Map with changes (network of dependency activity) • Produce Benefit Plan & Schedule (timeline & sequence) • Update Business Case	
Establish VR Process	• Communicate the VR Process and Value Outcomes • Assign Roles & Responsibilities • Establish Benefit and Value Measurement • Initiate Governance Board (mandate, dashboards, R&R)	
Manage to Value	• Prioritize Delivery Plans • Update Benefit Map with linkage between project decisions and value impact.	

Effort & Duration (typical)			
Activity	Role	Effort (days)	Duration
Define Capabilities & Changes	Sr. Consultant	5	
Establish VR Process	Sr. Consultant	15	~25 days
Manage Realization	Sr. Consultant	5	

About BMC Global Services

BMC Global Services helps you put technology at the forefront of ongoing business transformation. Our Consulting and Education teams partner with you to deliver innovative IT management solutions that improve how services are delivered and consumed by the business. With more than 1,000 Global Services employees worldwide, BMC Global Services delivers unparalleled expertise and best practices for BMC solutions, making us uniquely qualified to help customers worldwide face the challenge of constant and accelerated change. Choose from a range of services — from five-day engagements to a multi-year partnership with BMC — all designed to accelerate time to value and increase BMC solution adoption. Learn more at www.bmc.com/services.

For More Information

For more information about Business Value Realization, please contact BMC Consulting Services.

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IT'S AMAZING WHAT I.T. WAS MEANT TO BE.

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