



ACTIVATE BUSINESS WITH THE POWER OF I.T.™



## BMC Customer Support, an Investment in Business Success

Justifying the cost of BMC Customer Support

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## Executive Summary

Your company is rolling out a new, high-visibility, business-critical system that promises high return on investment (ROI). This project has already generated significant interest and excitement among senior managers. Getting funding for the new system is easy — just pull it from your support budget.

Sound familiar?

The temptation to divert money from the support budget to high-visibility projects is always strong because the expected ROI of these projects is seductive. The support budget, on the other hand, is typically considered to be an expense, rather than an investment. As a result, you may be considering reducing or even terminating outside support for your Business Service Management (BSM) solutions.

What's important to realize is that the BMC solutions you have implemented help you meet the challenge of maintaining your business-critical IT services at required levels of performance and availability. That makes the solutions themselves business critical. As a result, keeping them running at peak performance and availability is a business imperative. Consequently, you need to provide effective technical support for your BSM solutions, so your IT staff can realize the most value from them.

Because of the broad scope of solutions across IT, it is nearly impossible for your in-house staff to become experts in *every* technology. As such, your organization may not have the optimal experience and skills internally to maintain your BSM solutions at required levels of performance and availability, nor to provide effective support to users of these solutions. As a result, your business could be exposed to considerable risk when a disruption to BSM solution services translates directly into risk of disruption to critical business services.

Before you start cutting support, take a few minutes to consider the value that BMC Customer Support delivers. For example, what is it worth to your company to get a failed system running again in one hour instead of four? How about getting a new security update installed immediately, compared to rolling it out three weeks late?

The bottom line is that BMC Customer Support delivers significant value. That value includes substantial time savings for your IT staff, higher availability and speedier performance of your BSM solutions, and faster acquisition of knowledge to keep your BSM solutions running at peak performance and availability.

This paper:

- > Examines the costs you may incur by cutting support for your BSM solutions
- > Provides an overview of BMC Customer Support services
- > Discusses the value that BMC Customer Support delivers

## Eliminating Support Can Cost You Money

The pressure is always on to reduce IT costs, and vendor support may look like a good candidate for elimination. After all, your operations staff can figure out how to properly install, configure, and tailor your BSM solutions to meet your specific requirements, right? Your support staff can keep the solutions running at required availability and performance levels, can't they? What your IT people don't know now, they'll learn over time, right?

Realistically, however, your IT infrastructure is likely growing at such speed and complexity that it would be nearly impossible for your in-house staff to become experts in every single technology you own. It takes considerable knowledge, skills, and expertise to properly install, configure, and tailor your BSM solutions to meet your particular needs; to manage and maintain these solutions effectively; and to troubleshoot issues quickly to ensure maximum performance and availability. It also takes knowledge, skills, and expertise for your IT staff to fully understand the rich functionality of these sophisticated solutions. Can you realistically expect them to become experts fast enough to ensure your success?

Your IT support staff are valued and valuable members of your IT team. Without them, you run the risk of lost productivity every time something goes awry in your infrastructure. However, that same staff is being pulled in more and more directions as your infrastructure grows. With limited resources and personnel, it is nearly impossible for your in-house team to do it all. Yes, they will develop the required knowledge, skills, and expertise ... *eventually*. However, it takes considerable time to gain those capabilities. In the meanwhile, you may be incurring unnecessary costs — both to your business and to your IT organization.

### Direct Costs to Your Business

Your business could incur significant costs as a result of outages or performance slowdowns in critical business systems. These are direct costs that impact the bottom line. Here are some examples:

- > At the peak of the holiday season, an outage occurs in your online order entry system, and you lose sales because customers click over to a competitor's site.
- > A critical accounts receivable system fails, so you lose time in collecting receivables.
- > A major performance slowdown occurs in your supply chain inventory program, halting production.

The longer it takes your staff to get the suffering business systems back up and running at agreed-upon levels of performance and availability, the greater the cost. To minimize these business costs, it's essential that your BSM solutions are available whenever and wherever they are needed. It also

requires that your IT staff is capable of using these solutions to their fullest potential to recognize, diagnose, and resolve problems quickly. Only in that way can you be sure that your business-critical systems are available and delivering required service levels.

### Indirect Costs to Your Business

Not having the optimum knowledge, skills, and expertise in BSM solutions can also result in significant costs to your IT organization. Many indirect costs such as lost productivity, less than optimal value realization, marred reputation and penalties and third-party costs may not be as obvious as the direct costs to your business. As a result, they are more difficult to track and calculate, and you may not be able to arrive at an exact dollar figure. The costs, however, can be substantial. Moreover, these indirect costs typically result in direct costs to the business.

#### Lost Productivity

Lack of availability or sluggish performance can be due to a variety of causes, such as misconfigurations or unresolved issues in the BSM solutions. If the support staff is not able to quickly resolve these issues, they may waste valuable time in coming up with fixes. For example, if support staffers do not have access to already resolved fixes to BSM solutions, they will waste time chasing issues that have already been fixed. What's more, if your first tier support technicians do not have access to higher levels of expert support to escalate the more challenging issues, they may spend an inordinate amount of time attempting to resolve the issues on their own.

Here's another source of lost productivity: When a crisis occurs in a BSM solution, your staff is under pressure to return the solution to service quickly. If they don't know how to resolve the problem quickly, they may attempt to restore service by simply restoring the data, leaving the problem unresolved (but getting the business service up and running through a workaround). Data restoration is tedious and takes time, and it may not resolve the problem. As a result, the problem may recur, and the staff may again waste time addressing the issue. Alternatively, the staff may attempt to rebuild the BSM application from the ground up. This approach still involves the restoration of data, and thus, may negatively impact other applications and still may not resolve the problem.

#### Less than Optimal Value Realization

Your staff needs to acquire a certain amount of knowledge, skills, and expertise to integrate, customize, and extend your BSM solutions in a way that fully takes advantage of their rich functionality. If your administrators are unfamiliar with the BSM solutions and are under pressure to get them configured and running quickly, they may make decisions

that limit functionality and flexibility. As a result, users cannot tap the full power of the solutions and, consequently, IT will not realize the full ROI that is possible with proper configuration.

Even if the administrators configure the solutions properly, users may not have sufficient experience and knowledge in the use of the solutions to fully exploit the rich functionality available. If your in-house support staff does not have the necessary knowledge and expertise to guide users in tapping the solutions' full functionality, the users will not realize the full value from the solutions.

Finally, BSM solutions are continually evolving, adding functionality and addressing issues. To take full advantage of this evolution, your IT staff must maintain continual awareness of new versions and upgrades, and be capable of quickly and successfully implementing them. This takes time and effort.

### **Marred Reputation**

No matter how reliable the BSM solutions, incidents do arise occasionally, and they may occur at exactly the most inopportune times. That could result in performance and availability problems of the business-critical systems that are supported by the BSM solutions, resulting in IT's reputation being damaged in the eyes of the business.

### **Penalties and Third-party Costs**

If you aren't meeting service level agreements for your business-critical systems, IT may incur penalties. In addition, you may have to pay for the use of outside consultants to help you deal with problems that are beyond the capabilities of your in-house support staff to resolve.

## **Getting the Knowledge, Skills, and Expertise You Need**

BMC Customer Support provides a comprehensive support offering that will help you realize the full potential of your BSM solutions to maintain high-quality delivery of business-critical services. Through BMC Customer Support, you can tap the vast knowledge, skills, and expertise of the BMC staff to augment your in-house capabilities, thus ensuring the high level of support appropriate to the business criticality of your BSM solutions.

The BMC Customer Support staff has the breadth and depth of knowledge, skills, and expertise it takes to help you configure, tailor, manage, and maintain your BSM solutions effectively and efficiently. They help by providing your internal IT staff with immediate answers to complex questions, offering assistance with critical issues, providing guidance on implementing best practices, and assisting

your staff as they progress through the learning curve on new BSM solutions. With this support, you will improve service levels, while at the same time, reducing costs.

### **Unmatched Flexibility**

BMC Customer Support is unmatched in its variety and quantity of support offerings. Two types of service offerings are available: Standard Support, which provides reactive support, and Premier Support, which provides proactive support. Each type is available at three levels. The unparalleled flexibility offered by these six support levels permits you to match support closely to your specific requirements and to your budget.

BMC Standard Support provides telephone and e-mail access to highly experienced BMC support technicians and access to the BMC Support Web site, which contains an extensive knowledgebase, product documentation, and updates / patches. Three levels of service are available: Basic, Fast-Track, and Continuous. The levels differ primarily in support availability and incident response times.

BMC Premier Support elevates the support model to a proactive approach in which named BMC support staff maintain a forward stance to proactively head off issues before they result in problems or outages. This is especially important if your IT staff is responsible for keeping business-critical enterprise applications running at agreed-upon levels of performance and availability.

## **A Component of the BSM Delivery Model**

As the pioneer and leader in BSM, BMC has refined best practices and practical approaches over the course of thousands of implementations, and has structured them into a repeatable, predictable model for BSM delivery. This model — called the BSM Delivery Model — lays out the important milestones of a successful BSM program. It includes the solutions, services, and best-practice content available from BMC and its partners to achieve those milestones.

BMC Customer Support is a key component of the BSM Delivery Model, along with BMC Consulting Services, BMC Educational Services, and the BMC Partner Network.

BMC Consulting Services provides services customized to meet your unique needs, whether you need help planning and managing your entire BSM program, or expert advice and assistance with key activities. The BMC team of worldwide professionals is committed to helping you bridge the gap between BSM as a business strategy for IT, and the technology systems and business processes that help make it a reality. BMC Consulting Services can assist you in devel-

oping your strategy, implementing your BSM solutions, and managing your BSM environment to ensure that you obtain the maximum value from your investment.

BMC Educational Services offers more than 150 course titles that deal specifically with BSM solutions and technology, as well as industry best practices, such as the IT Infrastructure Library® (ITIL®) and COBIT (Control Objectives for Information and related Technology). BMC Educational Services offers learning paths that present training in prescribed sequences that are optimized for specific job roles. There are 18 learning paths, covering 25 different job roles. These learning paths ensure that your IT staff members learn exactly what they need to know to be more effective in their jobs.

The BMC Partner Network includes more than 500 technology companies worldwide, creating a delivery network with global reach. BMC carefully selects, trains, and supports partners to ensure that they maintain the highest standards of consulting, educational, and support services. BMC partner contributions significantly enhance the BMC solutions and services offering. They extend geographic coverage through local presence worldwide, and increase the pool of resources available to BMC. In addition, they increase the range of available expertise through specialization in distinct areas, such as strategy consulting.

Through the BSM Delivery Model, BMC Customer Support works with these other BMC organizations to ensure that your in-house support team realizes maximum value from BSM solutions.

## Conclusion

It's the same story every budgeting cycle. Budget dollars are limited, so you need to invest every dollar wisely and you need to justify every expense. With BMC Customer Support, you will demonstrate significant return on your investment in support.

BMC Customer Support will help you ensure the high availability and fast performance of your BSM solutions, and that helps you ensure the high availability and fast performance of your critical business systems. That makes an investment in BMC Customer Support an investment in your business success.

For more information on BMC Customer Support, please visit [www.bmc.com/support\\_home](http://www.bmc.com/support_home).



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## About BMC Software

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best-practice IT processes, automated technology management, and award-winning BMC Atrium technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the mid-sized business. Founded in 1980, BMC has offices worldwide and fiscal 2007 revenues of \$1.58 billion. Activate your business with the power of IT. [www.bmc.com](http://www.bmc.com).

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