



# BMC Rapid Results for Application Performance Management for Application Operations

Guiding the way to a smooth implementation and optimized solution performance

## Key Benefits

- » Helps save time and money by expediting solution deployment and optimizing overall performance
- » Ensure reliable, high-performing applications
- » Exceed business expectations and increase customer loyalty
- » Avoid unresolved problems
- » Drive down costs and restore services faster
- » Achieve rapid return on investment through proven, repeatable processes

## Key Activities

- » Best practices review
- » BMC End User Experience Management solution implementation
- » Implementation of a Proactive Operations model focusing on policy, process, and organization
- » Synthetic and/or real end user transaction monitoring and service level reporting

## Business Challenge

To meet revenue and business goals, Application Operations teams need to ensure that every end user receives the service performance he or she expects. However, due to a growth in complex and dynamic application architectures, this is becoming increasingly difficult to do. If Application Operations staff continue to use multiple, un-integrated, platform-specific monitoring and management solutions, they will be unable to deliver expected levels of service, which leads to negative user experiences, customer attrition, and revenue loss.

While the value of an application performance management solution is significant, the challenges associated with proper planning, implementation, and achievement of fast time to value can pose major hurdles to even the most experienced organization.

## How BMC Can Help

Application Performance Management from BMC makes it possible to proactively detect and resolve application performance issues before they affect end users, and to enhance your business reputation and revenue. It simplifies and automates management across application technologies — spanning physical infrastructures, cloud, internet, corporate networks, and content delivery networks (ADNs/CDNs) — allowing you to spend less time reacting to user complaints and more time enabling business growth.

To ensure peak performance in your application performance management solution, you want experts to help you achieve fast application deployment, maximize the full functionality of the solution, and mitigate the risk of potential technical problems.

BMC Rapid Results for Application Performance Management provides the expertise to help smoothly design, implement, and test your application performance management solution. BMC consultants and engineers use proven methodologies to help achieve service level goals and take advantage of the advanced availability features BMC provides.

## Rapid Results Approach

In as few as 60 calendar days, BMC can implement a solution that can help proactively detect and resolve application performance issues before they affect end users. This effort will include:

- » Architecture recommendations
- » Implementation of BMC End User Experience Management for either:
  - Real user monitoring (Up to three watchpoints)
  - Synthetic monitoring (Up to three transactions)
- » Implementation of BMC Application Transaction Tracing or BMC Application Problem Resolution, integrated with BMC End User Experience Management
- » Out-of-the-box service level reporting for each transaction
- » Technical walkthrough of solution features and functionality

## BSM Blueprint Methodology

Leveraging the BMC Blueprint Methodology, BMC Rapid Results engagements use a pre-defined scope centered on installation and configuration of a new application performance management environment. BMC Consulting Services will help you quickly understand the full breadth of the out-of-the-box functionality and best-practice approach to configuring, deploying, and maximizing the full functionality of your BMC solution

## Additional Services

- » **BMC Rapid Results for Application Performance Management for IT Operations** – Provides the expertise to help smoothly design, implement, and test your BMC solution
- » **Premier Support** – Benefit from proactive situational analysis, weekly support case reviews, a named support engineer and account manager, annual site visits, and a sandbox environment
- » **Managed Operations** – Use BMC resources for remote management and administration, staff augmentation, and expert services after go-live

## BUSINESS RUNS ON I.T. I.T. RUNS ON BMC SOFTWARE.

Business thrives when IT runs smarter, faster and stronger. That's why the most demanding IT organizations in the world rely on BMC Software across distributed, mainframe, virtual and cloud environments. Recognized as the leader in Business Service Management, BMC offers a comprehensive approach and unified platform that helps IT organizations cut cost, reduce risk and drive business profit. For the four fiscal quarters ended September 30, 2011, BMC revenue was approximately \$2.2 billion.

quickly and securely. In addition, we will demonstrate how processes and procedures map to specific work instructions by role, thereby reducing the need for solution customization, speeding time to value, and reducing project risk.

BMC Consulting Services has developed a best-practice implementation approach for Proactive Operations based upon our experience in hundreds of successful projects. That experience has been codified into our BMC Blueprint methodology, which ensures a proven and repeatable path for project success that is designed to achieve measurable results, while also reducing costs, saving time, and minimizing risk.

Each BMC Rapid Results engagement follows the five phases of the BMC Blueprint Methodology illustrated below.

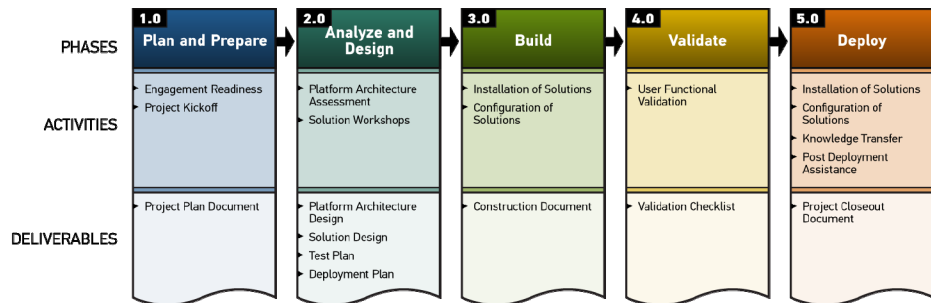


Figure 1: The BMC Blueprint Methodology

## Extended Implementation

If you are interested in extending your implementation, BMC can help you tailor your effort to cover:

- » Application discovery and dependency mapping
- » Application element monitoring
- » Application deep-dive diagnostics
- » Application transaction tracing and profiling
- » Integration with application release automation

Extended Implementation Services are provided under a separate statement of work as either a follow-on project, or in conjunction with the BMC Rapid Results for Application Performance Management.

## About BMC Global Services

With more than 2,000 customer implementations, BMC is uniquely qualified to help simplify and automate your IT infrastructure and processes so you can better manage business services. BMC has a consulting and education services team of more than 800 worldwide professionals committed to helping our customers achieve successful outcomes with tangible business value through Business Service Management.

## For More Information

For more information about BMC Rapid Results for Application Performance Management for Application Operations, please contact your BMC account manager or [BMC Consulting Services](#).