

# BMC Advantage Program

Accelerated value realization and customized program management



## BUSINESS CHALLENGE

IT organizations must rapidly deliver digital transformation at scale to drive business innovation. This requires a fundamental shift in focus from implementation and day-to-day technology operations to realigning core people, processes, data, and technology domains within the corporate ecosystem to enable desired business outcomes. To make this transition and ensure that critical initiatives quickly and measurably deliver the highest possible return on investment, IT leaders need focused, strategic governance for maintaining their path to value. Loss of focus on the overall vision and adopting new ways of operating often results in not achieving the desired outcomes of transformative IT investments and programs.

## BMC APPROACH

The BMC Advantage program enables you to create a focused value realization plan that will direct, coordinate, and align requisite initiatives for advancing your IT operations with measurable results. Led by your designated Customer Success Executive and supported by an executive sponsor, they collaborate with you to understand your business goals, develop a plan focused on achieving them, and provide ongoing measurement and governance to achieve your desired outcomes. The program guides the advancement of your operations by leveraging BMC's deep industry experience and best practices, helping your team to perform at peak levels. Our joint efforts result in strategic alignment to achieve maximum value for your business with BMC solutions.

## OFFERING DETAILS

**Designated Customer Success Executive:** Serves as a single point of contact to govern and drive outcomes through the BMC post-sales lifecycle

**Executive sponsor:** A BMC executive who partners with your principal executive sponsor to ensure overall success

**Tailored customer success plan:** Jointly defined action plan to align us on desired business outcomes and associated activities

**Value metrics and measurement:** Joint process to measure and communicate value that aligns with your business objectives

**Quarterly onsite business reviews:** Regular checkpoints to maintain alignment with BMC on your progress toward desired outcomes and ROI

**Governance model:** Ongoing governance over the execution of the mutually agreed customer success plan

**Preferred access to BMC resources:** Priority access to BMC resources (e.g., R&D, solution architects, product management) to assist with achieving your desired outcomes

**Solution adoption tracking:** Review of solution adoption and maturity, with recommendations for improvement

**Industry experience and best practices:** Proactive recommendations for adoption and utilization of BMC products, based on industry experience and best practices

## CUSTOMER EXAMPLE

### Major European Telecommunications Company

This company had significant difficulty achieving its service assurance goals and making methodical staff reductions. To address constantly changing business priorities and demands, the BMC Advantage program enabled a strategic joint governance framework and drove a success plan that ensured multiple business stakeholders were collaborating effectively to accomplish their cost savings initiatives. The plan delivered over \$2.5M of total savings over four years, resulting in even higher customer confidence about their investment with BMC.

## RELATED OFFERING

**Premier Support:** Provides proactive and tailored product assistance based on the specifications of your environment. If your team needs more direct, technical support for BMC solutions, visit [bmc.com/support/resources/bmc-premier-support-services.html](https://bmc.com/support/resources/bmc-premier-support-services.html).

## FOR MORE INFORMATION

To learn more about the BMC Advantage program, visit [bmc.com/it-services/it-consulting-services](https://bmc.com/it-services/it-consulting-services)

### About BMC

BMC helps customers run and reinvent their businesses with open, scalable, and modular solutions to complex IT problems. Bringing both unmatched experience in optimization and limitless passion for innovation to technologies from mainframe to mobile to cloud and beyond, BMC helps more than 10,000 customers worldwide reinvent, grow, and build for the future success of their enterprises.

**BMC – The Multi-Cloud Management Company**

[www.bmc.com](https://www.bmc.com)

