

# BMC Advantage Program

Accelerate value realization with customized program oversight



## BUSINESS CHALLENGE

IT organizations often struggle to communicate the business value of their digital transformation initiatives. Additionally, IT Leaders need to ensure that they really are achieving the outcome and value objectives that their investment decisions are based on. This means that IT teams need to look beyond mere implementation to focus on adoption, utilization and formally measuring success. For this to happen, there must be a clear understanding of what success looks like and a framework in place to measure it.

## BMC APPROACH

The BMC Advantage program provides you with the framework and resources to help keep your organization's IT initiatives on track to achieving and demonstrating business value. Our framework is a best practice approach that identifies activities and deliverables that impact business value and assesses your organization's ability to achieve its objectives. Establishing and executing the framework is a collaborative process. BMC's participation is led by a highly experienced Customer Success Executive backed by Architects and an Executive Sponsor who work with you to develop and execute a long term, jointly defined Success Plan. A key aspect of the framework is our value alignment and governance model which provides the ongoing commitment to help you achieve and demonstrate continuous value.

## OFFERING DETAILS

The BMC Advantage program is a tiered subscription service with two levels: BMC Advantage Enterprise and BMC Advantage Enterprise PLUS. Both tiers bring you:

- A Customer Success Executive (CSE) who works with you to develop the Success Plan and stays actively engaged with you throughout the term. In particular, the CSE will assist you as part of the governance and orchestration model to oversee the value measurement process and leveraging the entire BMC ecosystem to help achieve the desired business outcomes. The CSE will review with you the progress of our partnership regularly as well as through formal quarterly business reviews (QBRs).
- A BMC Executive Sponsor who partners with your leadership team to ensure strategic alignment.
- Two Advantage Insights in which BMC Architects will work with you to analyse your BMC solution adoption against your objectives and BMC best practices to identify opportunities to do better or do more. Each insight will provide a report that includes recommendations and a roadmap.

BMC Advantage Enterprise PLUS brings you all of the above plus:

- **Operational Readiness Assessment** – Identifies the people and process change activity necessary for successfully

embedding your solution. It includes facilitating and clarifying your stakeholder impact assessment, as well as assisting with your communication strategy and plan.

- **Operational Governance Assessment** – Guides your set up of the operational governance framework for the management and control of your BMC solution capabilities. Assistance includes framework definition as well as providing best practices for governance forums, escalation points, managing demand, and continual service improvement.
- **Technical Advisory Assistance** – Builds on the Advantage Insights to provide additional BMC Architect guidance on solution adoption, utilization and optimization. The Architects will provide input on a range of topics such as preparing to upgrade; migrating to the Cloud; expanding automation; reviewing architectures and designs; assessing integration and authentication standards, and validation or development plans and roadmaps.

#### PROGRAM BENEFITS

- Increased access to and leverage of the BMC ecosystem focused on our joint Success Plan
- Improved ability to communicate value-impacting deliverables and activities aligned to a roadmap
- Greater consistency and predictability in your delivery of value over time
- Reduced risk to your achievement of business outcomes

#### CUSTOMER EXAMPLE

**US Health Information Solutions (HIS) Provider:** The HIS provider struggled to control IT overspend due to its limited visibility of storage utilization capacity. Prior attempts to execute against capacity management initiatives were delayed by months because of shifts in focus and priorities. To accelerate their storage capacity optimization initiative, the BMC Advantage Program developed a joint Success Plan as well as established a governance structure which included measurement of actual

results vs. forecasted. As a result of the clarified focus, governance, and measurements, the customer reached their storage capacity goals four months ahead of schedule and achieved 3% storage recovery, leading to \$7M cost savings.

#### European Multinational Networking & Telecommunications

**Company:** The 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.



#### FOR MORE INFORMATION

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

#### About BMC

From core to cloud to edge, BMC delivers the software and services that enable over 10,000 global customers, including 84% of the Forbes Global 100, to thrive in their ongoing evolution to an Autonomous Digital Enterprise.

**BMC – Run and Reinvent**

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

