

# BMC Digital Enterprise Management

A set of innovative IT solutions designed to make digital business fast, seamless, and optimized from mainframe to mobile to cloud and beyond

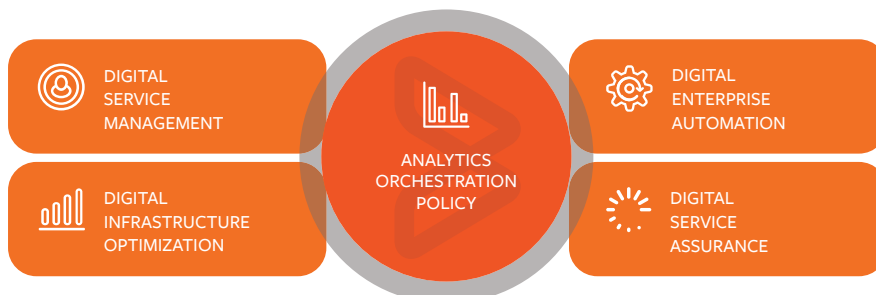
## THE RISE OF DIGITAL BUSINESS

Today, businesses are at a critical juncture: adopt and adapt technology to meet the 24x7, anytime, anywhere demands of customers, employees, partners, and IT departments—or risk becoming obsolete. One of the primary shifts in responding to such demands is the creation and delivery of digital services: **mobile-first applications that are intuitive and intelligent, bringing contextual information to people based on who they are, where they are, and what they are trying to do.** They provide automated self-service, crowdsourced collaboration, and are continuously refined at high speed.

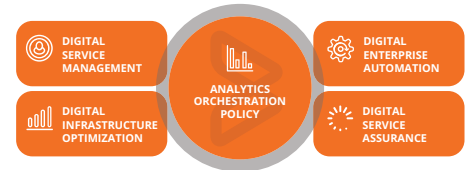
With new demands on business, more moving parts than ever before, and speed of delivery that cannot come at the expense of quality and security, **the old ways of managing technology can only go so far.** A new approach is needed: one that's real-time, intuitive, automated, secure, and open.

## BMC SOLUTION

BMC Digital Enterprise Management (DEM) is a set of innovative IT solutions designed to make digital business fast, seamless, and optimized from mainframe to mobile to cloud and beyond. It enables continuous innovation and improvement by managing & optimizing technology, processes, and policy in real time. Digital Enterprise Management includes a structured approach to IT management that focuses on four key disciplines, Digital Service Management, Digital Enterprise Automation, Digital Service Assurance, and Digital Infrastructure Optimization. Each discipline is designed to address a set of specific demands placed on IT. In addition, Digital Enterprise Management comprises a shared solution foundation that spans analytics, orchestration, data management, and service level management.



## Digital Enterprise Management



## DIGITAL ENTERPRISE ADVANTAGES

Companies that are more digitally advanced perform significantly better financially than companies that are less digitally mature.<sup>1</sup>

↑ **26%**

increase in productivity

↑ **12%**

increase in valuation

↑ **9%**

increase in revenue to asset ratio

\* Source: George Westerman, Mael Tannou, et al, "The Digital Advantage: How digital leaders outperform their peers in every industry," Capgemini Consulting and the MIT Center for Digital Business, November 5, 2012

◀ DEM comprises four distinct disciplines and a shared foundation to address the needs of the modern day digital enterprise.

## THE CORE DISCIPLINES OF BMC DIGITAL ENTERPRISE MANAGEMENT

A digital enterprise is an organization that has a digital service first mindset for new services, and is actively working to convert and automate internal and customer-facing services. These services are fulfilled through agile applications, mandating fast development cycles, and continuous maintenance. New apps marry data, policy, and workflows in real-time, and are hosted on infrastructure more dynamic than ever before. Massive automation ensures that apps, infrastructure, and policy are all optimized to serve end users with unprecedented ease and efficiency.



### Digital Service Management

BMC Digital Service Management is IT service management transformed for the digital era. Our suite of Digital Service Management solutions enables improved employee productivity, efficiency, and innovation with human-centric technologies that are mobile, self-service, and intuitive.



### Digital Enterprise Automation

BMC Digital Enterprise Automation solutions enable the accelerated delivery of digital services at scale while improving quality, control, and compliance. Our comprehensive platform orchestrates and automates the full digital infrastructure.



### Digital Infrastructure Optimization

BMC Digital Infrastructure Optimization solutions help IT build and maintain a leaner, more cost-effective digital infrastructure with dynamic capacity management for improved ROI and reduced business risk.



### Digital Service Assurance

BMC Digital Service Assurance solutions combine data collection and predictive analytics to give IT a comprehensive view of service quality and performance for reliable delivery of critical business services.



### A Shared Foundation for Analytics, Orchestration, and Policy

BMC provides a common foundation for configuration data, automation, orchestration, analytics, and policy, enabling businesses to share a single, real-time view of their infrastructure across teams and processes. Businesses can automate complex tasks that span multiple systems and can uncover relationships and patterns between IT operations disciplines, helping drive continual improvement.



## START THE DIGITAL TRANSFORMATION TODAY

To find out more about how organizations are working with BMC to build an effective approach to Digital Enterprise Management, please visit [bmc.com/DEM](http://bmc.com/DEM)

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IT Service  
Management



Workload  
Automation



IT  
Operations



Cloud  
Management



IT  
Management



Mainframe

**BMC is a global leader in innovative software solutions that enable businesses to transform into digital enterprises for the ultimate competitive advantage.** Our Digital Enterprise Management solutions are designed to make digital business fast, seamless, and optimized from mainframe to mobile to cloud and beyond.

**BMC – Bring IT to Life**

**BMC digital IT transforms 82% of the Fortune 500®.**



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