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, crowd-sourced 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 only get you so far. A new approach is needed—one that’s real-time, intuitive, automated, secure, and open.

DIGITAL ENTERPRISE ADVANTAGES

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

- 26% increase in productivity
- 12% increase in valuation
- 9% increase in revenue to asset ratio


BMC Digital Enterprise Management

A set of IT solutions designed to make digital business fast, seamless, and optimized from mainframe to mobile to cloud and beyond.
THE CORE ELEMENTS OF A DIGITAL ENTERPRISE

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 is ensuring that apps, infrastructure, and policy are all optimized to serve end users with unprecedented ease and efficiency.

THE DEM DISCIPLINES

Digital Service Management
Digital Service Management (DSM) is a groundbreaking new paradigm for IT Service Management (ITSM), based on a forward-looking and human-centric view of how IT is transforming employee productivity and driving innovation in the era of digital services.

Digital Enterprise Automation
Digital Enterprise Automation enables businesses to accelerate the delivery of digital services while improving quality and control. Our comprehensive and policy-driven platform helps orchestrate and automate the full digital infrastructure stack.

Digital Infrastructure Optimization
Digital Infrastructure Optimization is our approach to building and maintaining a leaner, more cost-effective digital infrastructure. Businesses benefit from a stronger return on investment and an easier to manage, lower risk platform.

Digital Service Assurance
Digital Service Assurance extends traditional assurance principles beyond mere monitoring. It integrates data from multiple external sources, including social human sentiment to allow businesses to take action quickly based on customer online posts and complaints.

Analytics, Orchestration, and Policy—a shared foundation
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

Key Digital Enterprise Management Solutions

IT Service Management | Workload Automation | IT Operations | Cloud Management | IT Automation | Mainframe

BMC is a global leader in software solutions that help IT transform traditional businesses into digital enterprises for the ultimate competitive advantage. Our Digital Enterprise Management set of IT solutions is designed to make digital business fast, seamless, and optimized. From mainframe to mobile to cloud and beyond, we pair high-speed digital innovation with robust IT industrialization—allowing our customers to provide intuitive user experiences with optimized performance, cost, compliance, and productivity. BMC solutions serve more than 15,000 customers worldwide including 82 percent of the Fortune 500.

BMC – Bring IT to Life