



# BMC MyIT for Retail

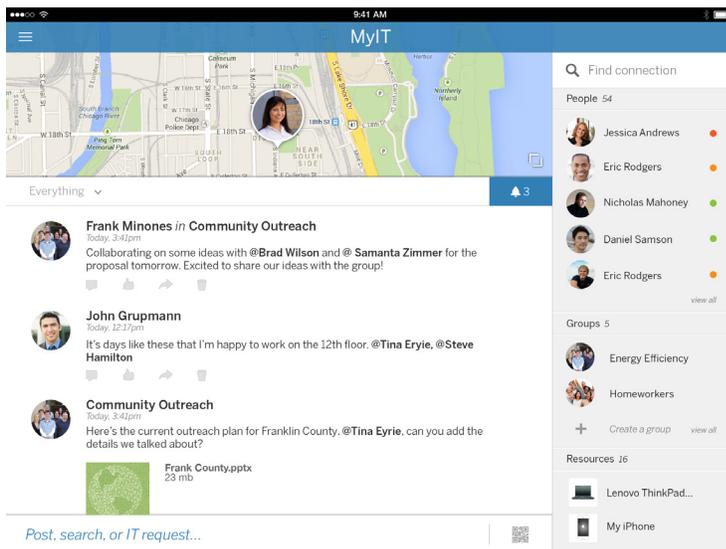
Boost staff productivity with formless requests, drive customer satisfaction with context-aware help, and build customer loyalty with social interaction

## BUSINESS CHALLENGE

Imagine this: in the midst of a major holiday sale, one of the point-of-sale machines goes down. As the cashier desperately tries to contact IT, customers grow frustrated with the wait. Down the aisle, a newly hired clerk is unable to help a shopper find the right product. And over at customer service, the line grows as each returned item is processed manually. Beyond poor staff productivity, these common retail problems hurt your revenue and alienate your clientele.

## PRODUCT DESCRIPTION

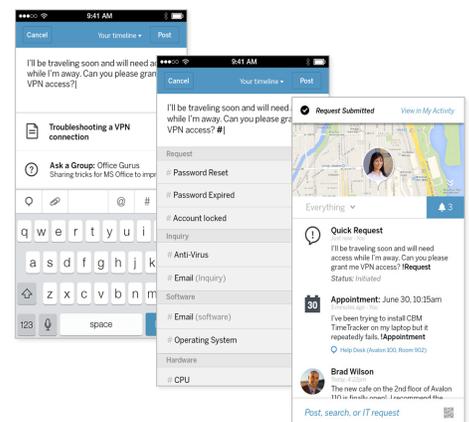
MyIT for Retail eliminates common roadblocks in your operations. Instead of picking up the phone, the cashier reports the broken POS with a text post, which protects sales and reduces IT support costs. The shopper is delighted when the new hire uses the context-aware floor maps in MyIT to locate what they are looking for. And customers simply drop off the items they have already returned through the app.



↑ In the activity stream, you can ask questions, contact experts, and track issues.

## PRODUCT OVERVIEW

- It's easy – Have a question or request? Customers and clerks just write a text post.
- It's fast – With a swipe, you find any item in the store.
- It's relevant – Because MyIT knows who you are, it displays only the information you need.
- It's personalized – Customers get tailored alerts about sales, recipes, and deliveries.
- It's ubiquitous – Beyond mobile iOS and Android apps, MyIT is available on any device.



↑ MyIT is formless so you can request services, set appointments, and report incidents with simple text posts.

## APP FEATURES

**Formless Trouble Tickets:** Write a simple text post to report an issue.

**Crowdsourced Collaboration:** See relevant social posts, previous incidents, and how-to articles within any query.

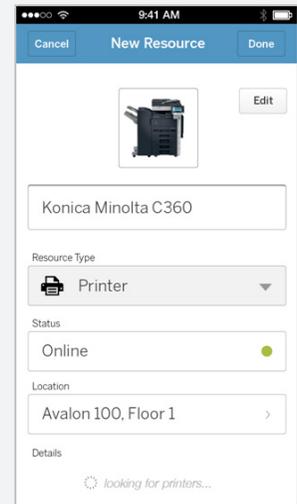
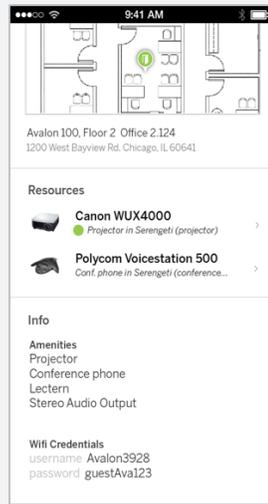
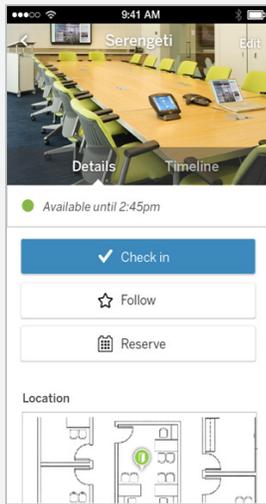
**Context-Aware Floor Maps:** Navigate the aisles with GPS and find information, report issues, and ask questions by clicking any icon on the map.

**Customer Portal:** Build customer communities, send mobile alerts, and provide self-service returns.

**Modern App:** Reduce staff turnover by rolling out a mobile, social, and context-aware business app.

## KEY BENEFITS

- Drive sales with uninterrupted services.
- Increase customer satisfaction with knowledge staff.
- Deepen customer loyalty by engaging them socially.
- Retain talent with modern business tools.



MyIT is context-aware, allowing you to find people and resources in your vicinity. When you need a conference room, for example, the office map displays available rooms and equipment.

By empowering employees to update infrastructure information, IT friction – time lost due to technology-related issues – is limited.

BMC delivers software solutions that help IT transform digital enterprises for the ultimate competitive business advantage. We have worked with thousands of leading companies to create and deliver powerful IT management services. From mainframe to cloud to mobile, we pair high-speed digital innovation with robust IT industrialization—allowing our customers to provide amazing user experiences with optimized IT performance, cost, compliance, and productivity. We believe that technology is the heart of every business, and that IT drives business to the digital age.

**BMC – Bring IT to Life.**



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