

BMC Atrium CMDB

The Market-leading CMDB for Business Service Management

Business Service Management (BSM) is the most effective approach for managing IT from the perspective of the business. BSM is comprised of three dimensions: best-practice IT processes, such as those described by the IT Infrastructure Library® (ITIL®), automated technology management, and a shared view of how IT services support business priorities. Only BMC has the depth, breadth, and experience to ensure successful BSM implementations time after time.

BMC pioneered the concept of BSM and started delivering it to the market in 2002. Now, as the recognized leader in BSM, BMC offers more proven solutions for integrating IT with the business than any other vendor.

At the core of BMC's approach is BMC Atrium, a service-enabling architecture that discovers, models, and manages business and IT services and processes. BMC Atrium is designed around ITIL best practices, and has been deployed by large enterprises worldwide.

With BMC Atrium, you will:

- > Know what you have with a single source of truth for your IT infrastructure
- > Make better decisions with a comprehensive view of how IT impacts your business
- > Continuously use metrics to improve alignment of support decisions and actions to business priorities

BMC ATRIUM CMDB

At the heart of BMC Atrium is the BMC Atrium Configuration Management Database (CMDB). As the industry's leading ITIL-based CMDB, the BMC Atrium CMDB provides a "single source of truth" for your IT infrastructure — including IT operations, service support, and mainframe operations. As such, it provides a complete, accurate, and up-to-date view of the people, processes, and technologies that make up your business and IT environment. The BMC Atrium CMDB consolidates silos of data (often through federation) into an enterprisewide view of IT that shows not only infrastructure components and their physical and logical relationships, but also the relationships of the components to business services.



"Over the years, BMC Software has evolved from business service management (BSM) thought leader to BSM market leader. With BSM now a mainstream proposition, BMC is able to reap the benefits, becoming a strategic partner for many accounts."

Forrester Research, Inc., "The BSM Bet Is Paying Off For BMC Software: SWOT Analysis: BMC Software, Q4 2007 (December 2007)"

“[The] BMC Atrium CMDB provides one of the most comprehensive sets of ITIL-aligned CMDB capabilities available on the market today — and these capabilities are helping our customers to address IT and business alignment challenges right now.”

Kevin Johnson, President
Seamless Technologies, Inc.

“BMC Software’s Business Service Management strategy has been a significant success factor in helping us achieve our ITIL initiatives. The BMC Atrium CMDB provides a central point for controlling key information about our environment and allows us to both drive our ITIL initiatives forward and ensure we are making strides to improve our service commitments.”

John Payne, CIO
San Francisco International Airport

“IT exists to support and drive the business. The performance of IT is critical to the success of our online loan business. The ability to import Business Process information from ARIS into the BMC Atrium CMDB will allow us to speak the same language as the business and dramatically improve how IT events and changes are managed.”

Dr. Torsten Greiner, Chief Architect
Norisbank AG

THE HEART OF BSM

The BMC Atrium CMDB captures and accurately represents the complex relationships that exist across your IT infrastructure, encompassing service-oriented architectures, virtual environments, distributed and mainframe environments, and more — including how they all relate to supporting a business application or service.

By providing this comprehensive, business-service view, the BMC Atrium CMDB significantly enhances the efficiency of your IT processes. For example:

- > The service desk is better able to prioritize incidents and problems based on business requirements and priorities.
- > Change management is able to understand hidden dependencies that may increase the risk of change, and allow changes to be scheduled based on business requirements for such things as service availability.
- > Performance management is able to isolate application problems and provide the detailed forensic information necessary to resolve problems quickly, before users are affected.
- > Event and impact management is able to take incoming infrastructure events and correlate them to business services, allowing IT operations to understand the potential business impact of a system outage.
- > Asset management is able to understand the cost of IT assets (such as hardware and software), as well as how those assets support a particular business service. This allows IT to budget and structure asset spending based on line-of-business needs and requirements, and to charge those costs back to the business owners.
- > Application performance and analytics is able to unite end-user and infrastructure data and metrics to help IT find problems earlier, fix them faster, and ensure quality of service to the business.
- > Configuration automation is able to deploy complete business services, getting the right changes to the right devices at the right time, every time.

THE BMC DIFFERENCE

The BMC Atrium CMDB provides a number of market-leading, differentiated features that ensure successful implementations and deployments in environments that span both BMC and non-BMC IT applications and tools:

Automated Discovery – Spanning People, Process, and Technology

- > BMC has the most comprehensive set of both agent-based and agentless discovery tools that allow you to capture IT configurations across data center environments (including servers, networks, and applications) and desktop environments (including end-user desktops, laptops, and mobile devices).
- > BMC is the only vendor that is able to capture and represent the relationships that exist among IT elements, such as the mapping of a business-critical application and all the IT elements needed to support it — including the discovery of people information (user roles, access rights, and ownership) and business process data from BPEL and Enterprise Architecture tools.
- > The BMC Atrium CMDB is the first to allow you to create end-to-end maps of virtually all parts of a business service. This complete view, provided by BMC Discovery tools, is completely integrated with the BMC Atrium CMDB, allowing all of the discovered elements to be populated and maintained within the BMC Atrium CMDB Common Data Model.

Federated Environment – Creating a CMDB that Is Scalable and Maintainable

- > While the federation capabilities provided by most CMDB vendors are programming-centric (meaning customers must rely on skilled coders to develop and maintain federated CMDB links), the BMC Atrium CMDB is the only CMDB on the market today that provides a complete, application-based configuration environment for setting up a federated CMDB environment.
- > The BMC Atrium CMDB provides a market-leading approach to federation through the product registry, which allows you to register any product that will provide federated data through the CMDB — without programming.
- > The BMC Atrium CMDB uniquely integrates a graphical configuration relationship viewer that allows users of any IT process (whether BMC or not) to click and link to federated data stored in external repositories — instantly. This approach allows you to get up and running faster, and makes management and maintenance easier.

Common Data Model – The Link between IT Elements and Business Services

- > Unlike competitive solutions that can only store IT configuration data in their CMDBs, BMC is the first and leading vendor to support business service models in our CMDB, allowing you to map the infrastructure to the specific business services it supports.
- > The BMC Atrium CMDB Common Data Model is the only solution on the market today that provides a flexible, complete graphical interface for extending its standards-based model to support advanced customer requirements in verticals, such as telecommunications or financial management.

Rules-based Reconciliation Engine

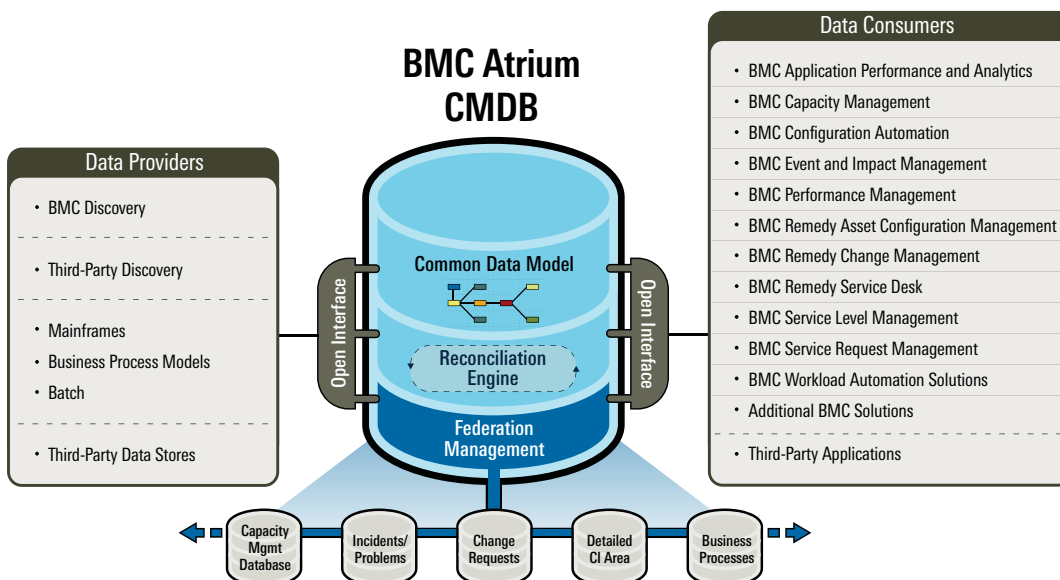
- > The BMC Atrium CMDB provides a patent-pending reconciliation engine based on business rules, which allows you to leverage existing data coming from third-party asset or discovery tools. The solution does not lock you into any one vendor’s discovery tools or existing asset repositories.
- > To accelerate the population of clean data, the BMC Atrium CMDB provides a set of predefined best-practice, precedent rules out of the box. Customized reconciliation rules, which can be created via a configuration wizard, modify and change existing rules or create new ones without the need for programming resources for setup and maintenance.

“The BMC Atrium CMDB provided the flexibility we needed to build a unique data model to meet the needs of our Telco customers. Building on the default packaged Distributed Management Task Force’s Common Information Model used in ITIL, we developed our TeleManagement Forum New Generation OSS Shared Information Data Model (SID) directly into the BMC Atrium CMDB. As a result, our Telco customers are able to implement a ‘single source of truth’ for their live data – a capability seen as a prerequisite to enabling Telco environments to implement true OSS and IT convergence and do away with disparate ‘stovepipes of information’ found in their legacy systems.”

Phil Brooks, CEO
TuringSMI

“The BMC Atrium CMDB Reconciliation Engine has allowed our customers to leverage the existing investments they have made in configuration and application discovery sources to bring together data from multiple tools into a single, accurate and complete view of their IT infrastructures.”

David Savino, VP of Technical Services
Column Technologies



Real-Time vs. Expected State of Configurations

- > While many vendors approach the CMDB from the application-mapping world, and therefore only store real-time views of data, the BMC Atrium CMDB is the only CMDB that allows you to manage multiple configuration states, including real-time/near real-time views, expected state views, future states, and archived configurations.
- > The BMC Atrium CMDB allows you to restrict updates to only configuration changes that have been approved. For IT elements that change without a formal approval, the BMC Atrium CMDB is able to capture them as unplanned changes and trigger workflow to notify someone or submit an incident to investigate what happened.
- > BMC Atrium CMDB Configuration Audit (drift) capabilities ensure that unplanned changes are discovered and do not persist without your knowledge. Drift functionality discovers differences between a present state physical environment and a baseline CMDB to detect changes, determine if those changes are implemented as designed, or trigger workflow to notify the service desk.

PROVEN VALUE

At the end of the day, what makes a CMDB powerful is how it is used to create more efficiencies and synergies across IT processes. The BMC Atrium CMDB features more than 80 out-of-the-box BMC and partner solution integrations that offer a seamless implementation and deployment experience without the need for one-off, custom deployments.

Worldwide, customers are already reaping the benefits of the BMC Atrium CMDB:

- > CARFAX, one of the top five Web sites on which consumers rely for vehicle information, realized a 400 percent reduction in manual processes over a two-year period.
- > Mary Kay, one of the largest direct sellers of skin care and color cosmetics in the world, reduced costs, reduced man-hours, and became more efficient in managing the IT infrastructure.
- > Coldwater Creek, an integrated, triple-sales channel retailer of women's apparel, jewelry, gifts, and accessories achieved \$1.8 million reduction in annual expense budget, which contributed nearly two cents to earnings per share.

To learn more about the BMC Atrium CMDB, visit www.bmc.com/cmdb.

To learn more about the BMC Atrium service-enabling architecture, visit www.bmc.com/atrium.

ABOUT BMC SOFTWARE

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best-practice IT processes, automated technology management, and award-winning BMC Atrium technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the mid-sized business. Founded in 1980, BMC has offices worldwide and fiscal 2007 revenues of \$1.58 billion. Activate your business with the power of IT. www.bmc.com.

ACTIVATE BUSINESS
WITH THE POWER OF I.T.™

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