**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 subscription service that brings 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 leverage 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 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 analyze your BMC solution adoption against your objectives and BMC best practices to identify opportunities to do better, do more, and get more value. Each Insight will provide a report that includes recommendations and a roadmap.
**PROGRAM BENEFITS**

- Increased and proactive 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.

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**FOR MORE INFORMATION**

To learn more about the BMC Advantage program, visit bmc.com/it-services/advantage