

# IT Service Management Buyer's Guide for the Mid-Market

Break free from your legacy service desk  
with BMC Helix Remedyforce



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# Executive Summary

The speed of business in today's hyper-competitive world means companies often run up against the limitations of legacy systems. Whether held over from an earlier time or inherited from mergers and acquisitions, these systems may:

- Create poor user experiences
- Obstruct agility
- Generate high ownership costs

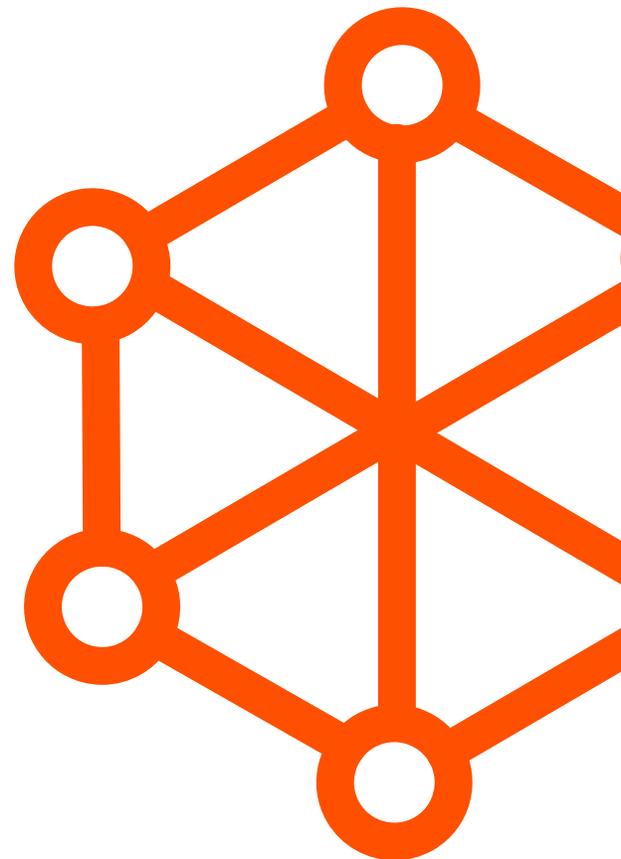
Today's IT departments must drive efficiency and reliability while meeting user demands for new technology-enabled innovations. Your business depends on scalable, adaptable IT services that can be delivered quickly. Investing in a new service management infrastructure can improve service delivery, foster transparency, drive innovation, and reduce friction between IT and business units.

A new IT service management (ITSM) solution can take your business to the next level—as long as you choose carefully. Your mid-market company should look for a solution offering enterprise-level capabilities and speed and ease of implementation, as well as suitability for budget and staffing resources.

This buyer's guide, tailored to the needs and resources of mid-market organizations, explores key considerations for choosing your next ITSM solution.

## Problems with Legacy ITSM

- It's too complex or resource-intensive for your organization.
- The platform doesn't fit your IT strategy.
- It lacks consumer-oriented social and mobile capabilities.
- It can't enable the new services you want to deliver.
- It's not cost-effective.



# How ITSM Drives Competitiveness and Digital Transformation

What roles can a new ITSM solution play in your business? In addition to optimizing service delivery costs, a new ITSM system can be a prime enabler of digital transformation by helping your company meet demand for rapid innovation, continuous improvement, and customer-centric experiences. By making it possible to introduce new services more quickly, while maintaining high quality, an ITSM solution can increase your company's competitiveness.

Internally, well-managed digital services help improve user productivity and efficiency, and deliver a fully modern work experience that attracts and inspires top talent. Today's employees want to solve their own IT issues, and lines of business seek more autonomy regarding digital technology. Putting technology in users' hands allows them to innovate more easily.

ITSM helps IT transform from a reactive function to a proactive, strategic department that enables new opportunities for the business. For mid-market companies, that scenario can make all the difference.

## Modern ITSM can:



Reduce costs and complexity



Increase business agility



Streamline and accelerate service delivery



Improve ease of use



Optimize IT investments

# Meeting the ITSM Needs of Mid-market Companies

Mid-market companies face competitive pressure from both sides: large enterprises with ample IT resources and small, digital native startups that aren't burdened with legacy apps and processes.

At the same time, being a mid-sized business offers several key advantages. Your company is large enough to field a highly professional IT organization, but small enough to be agile for digital transformation. Budget constraints may require your IT staffers to wear multiple hats, but having multi-skilled personnel in each role can be a strength. To level the playing field with both types of competitors, all that's missing is an ITSM solution that empowers your team to deliver enterprise-level services at midmarket prices and to innovate like digital native startups.

To choose the right ITSM solution for your mid-market company, keep these considerations in mind.

**Budget and resources.** You need to prioritize spending carefully to balance digital transformation efforts with ongoing IT administration costs and data center maintenance. The ability to extend the service management solution beyond IT to include human resources, facilities and maintenance, legal, and other departments makes it especially valuable.

**Scalability.** You need a solution that can adapt easily as your business grows, adjust quickly to seasonal demand and other fluctuations, and avoid the friction and inefficiencies of inelastic legacy solutions. No business can afford to be locked into high costs, especially a mid-market company where every dollar counts. Flexibility to scale costs up and down based on actual need is crucial for cost control.

**Skills and expertise.** Your organization counts on IT to support the business, maximize employee effectiveness, and hire and retain the right experts, all while delivering 24x7 support. To get all of this done, a typical six-person IT staff may need expertise in ten to fifteen different domains. It's no wonder that most mid-market businesses face a shortage of talent to help with their digital transformation. Given this skills gap, intuitive usability is essential for your ITSM platform.

**Executive support.** Management issues, including a lack of senior management buy-in and a failure to prioritize digitization, pose obstacles to digital transformation. To help overcome this resistance to investment in new solutions, an ITSM solution must provide short-term ROI. If it can earn its keep through more-effective routine service management, its impact for digital transformation comes at little or no cost.

**Data privacy and security.** Increasing security mandates fall particularly hard on smaller organizations with fewer risk management resources. An ITSM solution can play a key role in addressing these shortfalls by facilitating patch management and providing full visibility into and reporting on assets, configurations, and potential vulnerabilities throughout the environment.

# Solution Checklist

To guide your selection process, look for ITSM solutions that meet the following requirements, which can help you achieve your goals for IT efficiency, competitiveness, and digital transformation. You should also target solutions designed for mid-market companies.

A scalable, secure, and stable cloud platform

Comprehensive, easy-to-implement ITSM functionality

Fast time to value

Insight and visibility through dashboards, reporting, and analytics

A social, mobile, and modern user experience

Automation of tasks and actions

Integrated asset lifecycle management

Simple, value-based pricing

## **A Scalable, Secure, and Stable Cloud Platform**

Cloud-based ITSM solutions allow companies to move quickly. You can start small and scale on demand, and reduce or avoid costs for on-premises infrastructure and resources. With no software or hardware to install, manage, or update, IT staff can focus on higher-value work while the latest features are made available automatically by the solution provider. A unified platform with the versatility to deliver digital services of all kinds allows IT to create a customer-centric digital service management hub with reduced cost, less time, and fewer resources than separate solutions would require.

## **A Scalable, Comprehensive, Easy-to-Implement ITSM Functionality**

To enable your IT team to operate on a par with their enterprise peers while controlling costs, the solution should cover all key ITSM functions, including change, incident, knowledge, and release management, self-service, and asset discovery. Built-in best practices and templates can supplement staff expertise, helping professionals who are juggling multiple job titles perform each role effectively and adapt quickly as business needs change.

### **Fast Time to Value**

Mid-sized businesses can't afford to spend months putting strategic technology in place. The solution must be easy to implement and use so that users can put it to work quickly, achieve rapid business value and competitive advantage, and deliver near-term ROI to help the bottom line.

### **Insight and Visibility Through Dashboards, Reporting, and Analytics**

An ITSM solution should quickly display key performance indicators and service levels with out-of-the-box and easily customizable reports and dashboards for improved decision making. Reports must include data from other tools including IT operations, sales, and customer service.

### **A Social, Mobile, and Modern User Experience**

To provide the customer-centric experiences today's users expect, an ITSM solution should allow customers and employees to collaboratively resolve issues through social or mobile methods. These can include using social and mobile interfaces to submit new service requests, search for solutions to common problems in a vast knowledge base, or view the status of previously submitted incidents.

### **Automation of Tasks and Actions**

Given the limited staff resources of mid-market organizations, extensive automation is absolutely critical to help IT do more with less. By automating common tasks and activities, such as new employee onboarding and password resets, the solution can reduce manual effort and complexity, so IT can focus on higher-value work.

### **Integrated Asset Lifecycle Management**

For simple, efficient asset management, the solution should provide the ability to discover, configure, manage, and secure IT endpoints without requiring the purchase of additional products.

### **Simple, Value-Based Pricing**

No business can afford to be locked into high costs, especially a mid-market company where every dollar counts. Flexibility to scale costs up and down based on actual need is crucial for cost control.

# Why BMC Helix Remedyforce

As IT's strategic profile and impact grow, IT service management has become a key enabler of digital transformation. To compete effectively, mid-market businesses need to combine enterprise-level IT capabilities with the agility and versatility of a digital-native startup.

With BMC Helix Remedyforce, mid-market organizations can cost-effectively address the full range of ITSM requirements with the stability, scalability, and security their business demands, and the modern experiences today's users expect. BMC Helix Remedyforce enables the cost-effective delivery of high-speed digital services that empower users and accelerate the business.

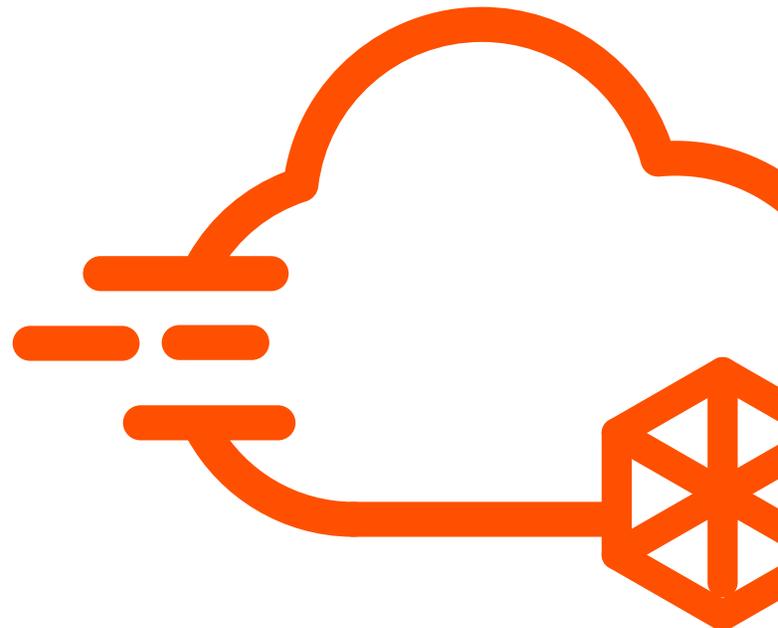
## **Built on a Scalable, Secure, and Stable Cloud Platform**

BMC Helix Remedyforce is built on the Salesforce platform, an extensible SaaS platform that allows multi-tenant add-on applications to be integrated into the main Salesforce application. IT can extend the value of the Salesforce platform by consolidating service desks across the organization into a customer-centric service hub across IT, HR, facilities and maintenance, and legal, as well as IT functions such as IT operations management (ITOM) and project portfolio management (PPM). This hub lowers costs by leveraging the same platform and administrative resources to serve multiple functions in the organization.

Enterprise-level scalability, stability, and security for data at rest help mid-market companies manage both cost and risk as effectively as larger organizations. An extensive value-added ecosystem complements the solution, with more than 3,000 applications available on Salesforce AppExchange, as well as proven partner solutions from Remedyforce Marketplace.

“BMC has put out a product that not only does what it's designed to do but is also able to do even more outside of that. I love the flexibility of BMC Helix Remedyforce and Salesforce.”

- Andrew Dorsey, IT Business Analyst, Goodman Manufacturing



## Enables Comprehensive, Easy-to-Implement ITSM functionality

BMC Helix Remedyforce provides comprehensive, out-of-the-box ITIL® functionality through a simplified, integrated service management platform that reduces cost and complexity. A single solution enables consistent ITSM processes throughout the organization.

With Smart Views, IT can easily visualize where a record lives within its ecosystem and access all related records, tasks, change requests, configuration items, notes, and attachments in one view.

### BMC Helix Remedyforce is a single solution for:



Change management



Incident management



Knowledge management



Release management



Self-service



Agentless discovery

“ We’re a small IT group with a lot of things to manage. A SaaS solution like Remedyforce makes sense for us because we don’t have to spend staff time on implementation, ongoing administration, and upgrades. We know that patches will be put in on time and, when an upgrade occurs, we know it’s been thoroughly tested. ”

– Eric Gleason, Service Desk Manager, Buckeye Partners

## Delivers Fast Time to Value

BMC Helix Remedyforce accelerates ROI to reduce the cost and friction of digital transformation while delivering enterprise-level ITSM capabilities. An optimized, agile onboarding process reduces onboarding time by up to 75 percent, making it possible to realize value in 45 days or less. With no software or hardware to install or manage, and easy configuration rather than customized coding, IT can deploy the solution quickly to begin driving value.

Pre-built service request templates, configurations, and demo data put BMC digital transformation expertise at IT’s fingertips from day one. In-app training provides embedded access to technical documentation, pop-up best practice tips, and videos to help IT staff, employees, and customers use the solution to its fullest potential. BMC business relationship managers provide dedicated service to each BMC Helix Remedyforce customer to ensure successful adoption and strong ongoing impact.

“ What makes BMC’s support the best is the individually assigned CSM (Customer Success Manager), a resource to meet your current needs and solve questions. ”

– Mindy Heindl, Florida Department of Business and Professional Regulation

## Provides Insight and Visibility Through Dashboards, Reporting, and Analytics

BMC Helix Remedyforce offers intuitive dashboards and reporting that enable measurement and optimization of the effectiveness and efficiency of service management processes. Reports can be scheduled with distribution to pre-defined recipients. This automatically extends data-driven analytics and insights to key stakeholders within and beyond IT.

“ Remedyforce captures data and generates meaningful reports that provide managers at all levels with visibility into what’s happening in their departments. As a result, they have actionable data that improves decision making. ”

– Steven Vandamme, Global CIO, The Barry Callebaut Group

## Offers a Modern Social and Mobile User Experience

BMC Helix Remedyforce enables IT to deliver modern user experiences through social, mobile, and live chat channels. Users can solve incidents, submit approvals, crowdsource information, and connect with each other through a variety of collaborative capabilities. An intuitive self-service portal lets users submit service requests or resolve their needs and issues by searching for solutions in a knowledge base or viewing the status of previously submitted incidents.

“ With Remedyforce, our service levels have dramatically improved. Customers have one place to go for any kind of help that they need, and we’ve been able to replace multiple legacy tools with a single, comprehensive solution that simplifies IT workflows across our enterprise. ”

– Pauline Mulvey, VP of Enterprise Business Technology, Mitchell International

### Enables Task Automation

BMC Helix Remedyforce automates common IT tasks to maximize agent productivity, reduce manual effort, and improve the speed and consistency of issue resolution. These tasks include the resolution of repetitive tickets, automated routing and assignment of incidents, new hire onboarding, and employee relocation. Automatic routing of approval requests can be set up quickly and easily using out-of-the-box workflow options.

### Includes Integrated Asset Lifecycle Management

BMC Helix Remedyforce includes integrated agentless discovery and asset and client management, which enable IT to quickly discover, access, and manage endpoints. The automation of routine tasks such as software delivery and patch management increase customer satisfaction by improving first-call resolution rates and speed of resolution. Integrated asset management enables IT to identify and manage assets and configuration items proactively throughout their lifecycle with innovative capabilities that drive simplification and automation while optimizing investments and mitigating risks.

### Offers Simple, Value-Based Pricing

BMC Helix Remedyforce offers organizations the flexibility to adapt cost-effectively to changing needs with casual licenses for seasonal peaks and a “pay-as-you-grow” licensing model. Yearly maintenance and new releases are provided at no additional cost.

“ The ROI on this tool is strong if you are using Salesforce as your CRM platform. The tool has great capabilities and you don’t have to hire an army or bring your team up on another set of tools to leverage all this has to offer. ”

– Pauline Mulvey, VP of Enterprise Business Technology, Mitchell International



# Conclusion

Success in the digital era depends on your ability to deliver IT services quickly and efficiently, support rapid innovation, and empower employees while controlling costs. The right ITSM solution can free your mid-market business from the constraints of legacy systems and processes, and improve competitiveness with both resource-rich large enterprises and fast-moving, digital-native startups.

By framing your product evaluation with the key capabilities discussed here, you can select a solution that provides a foundation for agile, scalable, and user-friendly IT service delivery today—and position your organization to meet the demands of the future.



## Get Started Now

Start your free 30-day trial of BMC Helix Remedyforce at [bmc.com/tryremedyforce](https://bmc.com/tryremedyforce)

### About BMC

BMC delivers software, services, and expertise to help more than 10,000 customers, including 92% of the Forbes Global 100, meet escalating digital demands and maximize IT innovation. From mainframe to mobile to multi-cloud and beyond, our solutions empower enterprises of every size and industry to run and reinvent their businesses with efficiency, security, and momentum for the future.

### BMC – Run and Reinvent

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