



Finding a safe harbor within the IT storm

Managing the delivery of IT services is a turbulent process. The unified capabilities of Dell and BMC Software can help you find a safe harbor within the IT storm.



The big meeting just ended and you are leaving with a long list of projects, all urgent. Ten years ago, IT was barely recognized at executive meetings, but today every department is asking you to help them meet their goals. The VP of sales is demanding advanced real-time reports to help the team improve pipeline management and revenue forecasting. The new CMO wants robust business intelligence tools for improved analysis of consumer behavior and market segmentation. Meanwhile, the CEO wants to cut spending by 25 percent or more, and IT is a possible candidate.

Once IT served a back-office role – not anymore. We are living through an accelerated growth cycle for information technology; this is a time when access to technology is expanding so quickly that everyone is struggling to keep up. It's hard to find a way forward. You're forced to anticipate and exceed the demands of executives and stakeholders, while technology budgets shrink and tech-savvy employees continually expect more from corporate IT.

Today, rather than merely focusing on providing a new product or service, IT is all about how you deliver what the business needs — now -- while ensuring the success of your organization in the right way, at the right time, for the right cost.

Finding a safe harbor

The answer is to start with a new approach that looks at IT comprehensively. It's called IT Service Management (ITSM), and it enables new efficiencies and capabilities.

ITSM is a transformational step beyond old models of systems management. It is a procedural approach that focuses on "how" you deliver services to your customers. Previous approaches addressed the availability and performance of your systems. ITSM takes it a step further and asks you to focus the interaction with your customers, which may involve multiple systems and processes.

Dell and BMC Software, both experts in implementation of Information Technology Infrastructure Library (ITIL) methodology, can help you maximize your resources. You can eliminate the barriers that hold back innovation and limit service delivery. Together, Dell and BMC Software can help you find a safe harbor in the storm.

Dell Services understands the benefits of IT Service Management transformation first hand. Implementation of a comprehensive BMC Software solution within Dell helped accelerate responsiveness and reduce administrative burden by up to 75 percent.

- *Global Challenges of IT Automation, Dell 2009*

While you recognize the value of an ITSM approach, you also know that change is often viewed with concern. Would the support of two industry leaders help you transform your IT organization?

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Chart a new course

ITSM is rich in benefits, including optimization of IT costs, greater control of risk, transparent operations, and assurance that you can deliver the promised quality of service. ITSM takes you away from low-priority issues and instead helps you drive innovation and increase business value.

Optimize IT costs

Every IT organization needs to optimize costs. Adopting an ITSM approach can help you manage your physical assets and make sure you receive your full return on investment. But cost optimization does not stop with asset management; ITSM can help you manage all your resources and deliver services more efficiently.

Control Risk

Risk for most organizations has emerged in ways unforeseen just a few years ago. Of course, data loss and downtime are obvious. But IT's efforts to control risk

have often resulted in new concerns that aren't as obvious.

All too often IT processes change without an understanding of how the change impacts users. Leveraging an automated ITSM solution can help reduce the time your staff spends documenting changes to essential processes, allowing you to focus on assessing risk and addressing it before there is an impact on the business.

Demonstrate Transparency

Often, lines of business don't understand the value of IT because they do not know what they are getting for their IT investments. Unfortunately, IT often struggles to provide information in ways both business unit leaders and end-users understand and value. Communication between IT and business units is often ad hoc and focused on problems, not opportunities. A comprehensive ITSM solution can help you demonstrate the value of business investments and help your users understand how IT decisions correlate to business performance.

Assure Quality of Service

Many organizations struggle to assure quality of service because they lack a comprehensive view. When IT is organized in a traditional, siloed approach, problems can arise. Failures occur frequently and take too long to assess impact, diagnose, and restore. Implementing an ITSM solution can help ensure coordination among your team and efficient transfer of knowledge. This can lead to proactive problem resolution and improved end-user satisfaction.

Increase Business Value

Finally, we come to the most significant opportunity of all. Every CIO wants to increase the business value of IT -- doing so would provide the greatest benefit of ITSM for your organization. However, in many organizations there are distinct obstacles to increasing business value. These include processes and services that don't scale, IT investment and operational priorities that aren't mapped to business priorities, business decisions made with no IT input, and problems with integrating acquired or merged IT organizations.

Dell and BMC Software

Since the mid 1990s, Dell and BMC Software have helped hundreds of customers accelerate their re-alignment of IT with business value. Together, Dell and BMC Software can provide you with a complete, end-to-end ITSM solution. From concept to implementation, you can count on our partnership to deliver.

How do we get you there? Through Dell and BMC joint innovation. Why should you care about Dell and BMC innovation? Because our innovation is the first step toward freeing your assets -- people, programs, and services -- to better align with business requirements. Dell and BMC allow IT organizations to automatically provision and configure their business services within traditional, virtualized, or cloud-based data centers -- from a single platform.

With its strong infrastructure portfolio and managed service expertise, Dell's capabilities complement BMC's end-to-end management software to help people and organizations be more effective.

Dell and BMC Software offer comprehensive ITSM capabilities to help you increase the business value of IT on a scale and timeline you choose. We're experts at aligning your IT investments with business strategies and priorities. How you implement ITSM is your option:

you can identify a single problem and extend innovation over time, or you can take on multiple areas simultaneously. It's your choice -- with Dell and BMC.

Five Key Innovations for ITSM

You can rely on Dell and BMC, working together, to drive your IT transformation through these ITSM innovations.

Data Integration -- Leverage Dell web services and BMC Asset Management to automatically capture asset data, from dispatch to deployment to de-commissioning.

Data Center Orchestration -- Dell AIM integrated with BMC Atrium Orchestrator and BMC Change Management allows the virtual server provisioning and mobility features of AIM to be driven by environmental changes like performance bottlenecks. It also delivers full insight and logging to facilitate automated enterprise change control, automates workload migration across heterogeneous hypervisors, and streamlines disaster recovery.

Lifecycle Controller -- BMC Server Automation integrated with the Dell Lifecycle Controller secures provisioning of Dell servers anywhere, anytime without PXE. You get hardware change management that's out-of-band or in-band, secure and efficient.

Native Instrumentation -- BMC ProactiveNet Performance Management integrates natively with Dell OpenManage Server Administrator (OMSA) to retrieve health, fault, and status information from a wide range of Dell hardware.

Dell Services Portfolio -- Dell is one of the largest providers of outsourced Service Desk and both Professional and Managed services for ITIL Service Desk using BMC Remedy ITSM. Dell is also one of the only vendors that provides on-site, reference blueprints to help document and implement your desired

IT Service Management Solutions from Dell and BMC Software

Dell Consulting Services

Leverage Dell's deep expertise and experience implementing ITIL best practices for hundreds of outsourcing clients.

IT Service Management Strategic Assessment

Service Request and Support Assessment

Service Catalog Assessment

IT Asset Management Assessment

Service Costing and Chargeback

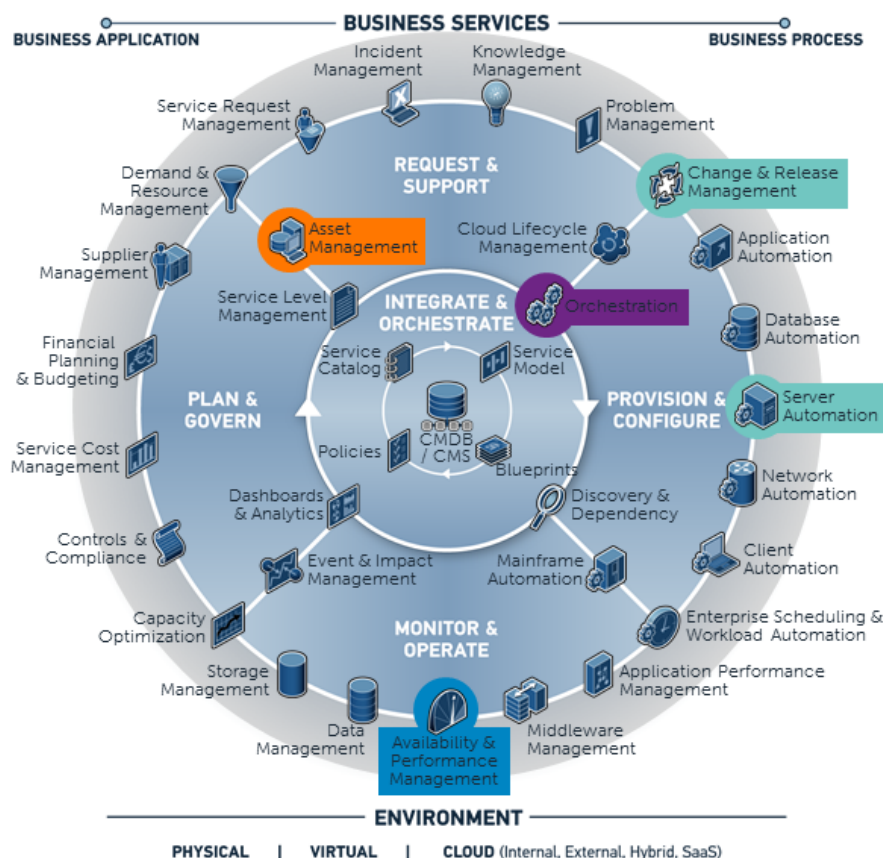
BMC Remedy OnDemand

BMC Remedy OnDemand for Public Sector, hosted by Dell, is a comprehensive, private cloud solution that helps you reduce administrative workload, lower IT costs and protect sensitive information.

BMC Remedyforce

BMC Remedyforce is an ITIL-compliant, out-of-the-box, help desk solution that runs on the Salesforce.com platform.





Data Integration

Leverage Dell web services with BMC Asset Management for purchase catalog and additional asset data like purchase date, warranty status, lease data, and service history.

Dell Services Portfolio

Dell is one of the largest providers of hosted Service Request Management and both Professional and Managed services for ITIL Service Desk based on BMC Remedy ITSM.

Data Center Orchestration

Dell AIM integration with BMC Atrium Orchestrator and BMC Change Management enables the OS mobility features of AIM to be driven by environmental changes like capacity or proactive change as well as integration with enterprise change control.

Lifecycle Controller Integration

LCC integration enables BMC Server Automation to securely provision Dell servers any where, any time without PXE. Hardware change management means remote, out-of-band server configuration and update.

Native Instrumentation

BMC ProactiveNet Performance Management integrates natively with Dell OMSA agent or can retrieve health, fault and status information directly from Dell hardware.

Figure 1: Dell and BMC integrations

strategy and tactics. Dell also has a broad reach with dozens of IT service management experts. Dell's unique Expert Center helps organizations instill process discipline with ITIL, improve service desk efficiency, transform the asset management lifecycle, define service catalogs and SLAs, and determine service costing/implement chargeback.

ITSM: The Dell and BMC Way Forward

Dell has the expertise to help you develop your ITSM solution because we have first-hand experience in the benefits of the BMC Software portfolio. Dell was an early adopter of ITIL v3 and implemented a BMC Remedy ITSM platform to streamline service desk operations including a single, global Service Request Management system, which has improved quality of service for more than 105,000 end users.

Our experience with BMC Remedy ITSM led to the development of a distinct set of services, designed to help you get the most out of re-architecting your IT. Dell drives unparalleled flexibility in service ability, being the only

organization that can offer BMC's IT Service Management capabilities, enabled through BMC Remedy, either on-premise, as a managed service, or as software as a service.

The Dell-BMC comprehensive solutions portfolio helps IT departments:

- Build end-to-end infrastructure and capabilities
- Automate IT Service processes
- Improve decision-making and orchestrate workflow – across cloud, virtual, distributed and mainframe resources

Dell's approach to ITSM, built on BMC Remedy ITSM, exists to overcome a range of pain points, including:

- Point tool use – lack of control, process, and reporting
- Inconsistent, manual processes
- Disjointed / fragmented service offerings
- Silos of data
- Uncontrolled service support cost growth

By employing BMC Remedy ITSM with Dell, customers can find a way toward achieving significant gains, including:

- Service desk optimization
- Streamlining service requests and managing the service catalog
- Service asset lifecycle management
- Comprehensive change and release management

The value of this approach can't be denied. Across the marketplace, BMC Remedy ITSM remains the Number 1 choice for ITIL-aligned service management processes.

Smarter Navigation — As The Storm Rages On

There are many examples of the change Dell and BMC enables, working with customers like you. But in every engagement, we stay completely focused on your needs. We know that the global competitive marketplace is filled with your competitors developing products faster than ever. Keeping your IT systems at peak performance to cope with business change can feel like advancing from a storm to a hurricane of confusing initiatives and complex assessments on the fly.

You can stick with traditional approaches and hope they continue working. OR, you can take a forward-looking approach by developing automation, keeping up with evolving compliance procedures, and ensuring undistruptive support for the people you serve.

Dell and BMC will assist in your goal to align IT with your business and deliver maximum value. We'll help you take a comprehensive view of your infrastructure and select solutions that fit both your immediate and long-term goals. Start with an incident, a process, or a strategy -- any, or all, can be encompassed with the Dell and BMC approach.

Dell and BMC Software stand ready to team with you to chart that new course -- the one that leads to a safe harbor in the IT storm. We're here to help. Ask us how.

Dell's global alliance with BMC helps you implement the highest level of data center and business services manageability and gives you control of your growing IT infrastructure. For more information visit dell.com/bmc

