Availability and Performance Optimization
Deliver a higher level of service at a lower cost

REAL-WORLD RESULTS
- CARFAX reduced manual processes by 40 percent and realized a 75 percent reduction in downtime per month.
- A global insurance company reduced incident alarms by 90 percent, increasing visibility for problem diagnosis.
- An international transportation company increased availability to 99.5 percent and accurately predicts resource requirements 18 months in advance.

EXECUTIVE SUMMARY
The availability and performance of your IT infrastructure has a profound impact on the profitability — and ultimately the success or failure — of your business. Even if you deliver business services at the levels required by your business users and external customers, this alone does not ensure your success. In fact, in today’s ultra-competitive business climate, it is the ability to exceed performance and availability expectations — at the lowest possible cost — that ultimately determines your competitiveness in the marketplace. This is no easy task. In fact, it represents a monumental challenge for your IT organization and your business.

BMC Software can help.

BMC solutions deliver the highest level of availability and performance at the lowest possible cost. By providing predictive intelligence for IT operations, BMC solutions reduce the risk of disruption to your business by 90 percent, while restoring service 70 percent faster, so you can manage much more of your infrastructure with your existing staff. BMC supports your enterprise across distributed and virtual servers, so you can optimize the performance and availability of your critical systems with confidence.

- Find and fix problems before your users call with a self-learning, self-configuring analytics engine
- Do more with less by eliminating routine manual administration tasks with automation of common operations tasks
- Put the right person on the right problem every time with unprecedented insight into business context, including enterprise-wide service modeling and real-time impact
- Reduce capital and operating expenses and deliver cost-effective IT by building on existing investments to improve service and realize rapid benefits
THE PERFORMANCE AND AVAILABILITY CHALLENGE

Despite extensive investments in IT management technology, organizations still face unexpected challenges related to availability and performance. These challenges often take the form of service outages and business disruptions, and because they often go unnoticed until someone complains, they have a significant impact on performance and availability. As a result, IT’s value is questioned by the business and investment in IT is called into question. To complicate matters, IT is facing budget constraints, limited staff resources, and an increasingly complex IT infrastructure comprised of both physical and virtual systems — and these are only the internal challenges. Add to this a demanding macro-economic climate in which consumers scrutinize every penny of spending, and businesses face competitive pressures from increasingly leaner, more agile competitors looking to steal market share.

HOW BMC CAN HELP

Only with BMC can you truly optimize the availability and performance of your critical systems through a combination of best-in-class solutions and out-of-the-box integrations:

FIND AND FIX PROBLEMS BEFORE YOUR USERS CALL

BMC solutions collect data from a multitude of sources, and then correlate and analyze this information to help you avoid — or identify and resolve — disruptions and outages at the earliest possible opportunity.

By streamlining the diagnosis of performance problems with patented “intelligent thresholds” that provide probable-cause analysis and significantly reduce the time and resources required to resolve issues, BMC solutions get critical systems back on track before business services are impacted.

BMC’s “predictive” approach uniquely delivers immediate value by automatically learning normal and abnormal behavior of all monitored components of your environment through out-of-the-box analysis. This approach reduces event storms, allowing you to focus only on those events that are critical to the business.

DO MORE WITH LESS

From automated reporting and agentless data collection to rapid notification and escalation of infrastructure events, BMC solutions increase the productivity of your existing staff resources and optimize the availability and performance of your IT infrastructure.

For example, BMC eliminates the repetitive tasks associated with capacity analysis and reporting and enables your staff to focus more time on delivering business value and managing more applications in less time.

THE BMC DIFFERENCE

» Real-time prediction with intelligent filtering
» Self-learning, self-configuring prediction engine
» Cross-platform performance and capacity management for physical and virtual environments
» Closed-loop compliance and intelligent remediation with exception handling
» Visibility into the business impact of any given event, incident, or problem
In addition, BMC gives you the ability to create dynamic thresholds — to focus on what’s truly important, and pinpoint probable cause — and also create actionable events. Because this unique capability enables you to do more with less, you will have higher bandwidth and more resources to ensure maximum availability and performance.

**PUT THE RIGHT PERSON ON THE RIGHT PROBLEM EVERY TIME**

BMC solutions improve the efficiency and effectiveness of enterprise management by providing event correlation, filtering, and dynamic policies that enable complex rule definitions and simplify management.

What’s more, because all BMC solutions are built on a unified platform (BMC Atrium), you can enhance the value of event management by gaining visibility into the impact of events on business services.

By defining business and operational policies that automatically link events to the business, you can make decisions based on business impact — not just on IT events — and determine how failures are handled with business priority.

As a result, you can make sure your most critical systems are available and performing to expectations — and your users and customers will be more satisfied with the service they receive from IT.

**REDUCE CAPITAL AND OPERATING EXPENSES AND DELIVER COST-EFFECTIVE I.T.**

In the crowded field of performance monitoring and capacity planning, BMC continues to design and deliver differentiated solutions that offer more functionality, flexibility, and integration for optimizing availability and performance.

Integrated monitoring and capacity planning speeds data center consolidation and virtualization projects through intelligent visualization, essential analysis, and powerful modeling capabilities, along with broad operating system support. In addition, they enable you to optimize and tune existing systems and applications to maximize usage.

Then, once you are ready to roll out new capacity or make changes to existing configurations, BMC solutions help you eliminate the no. 1 cause of service disruptions — unmanaged or erroneous change.

Using a unique, bidirectional, “policy-based” approach to provisioning, patching, configuring, and updating servers across platforms, BMC lowers the cost and errors associated with managing server infrastructure. Further, by managing the change and release process based on ITIL® best-practice guidelines, BMC improves availability and performance by enabling you to drastically increase the volume of changes you rollout, while also reducing errors, increasing productivity, and maintaining performance.

**KEY BENEFITS**

- Solve issues before users experience problems
- Reduce manual tasks and increase business agility and growth
- Link business impact to IT data
- Take the guesswork out of virtualization planning
- Monitor and manage the performance and growth of both physical systems and virtual machines

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A FIRST STEP TOWARD BUSINESS SERVICE MANAGEMENT

By working to optimize the performance and availability of your critical systems and processes, you are taking a critical first step toward Business Service Management (BSM).

BSM from BMC is a comprehensive approach and unified platform for running IT that reduces cost and maximizes business impact.

BSM is built on a simple but powerful concept: Since business runs on IT, then IT should be run based on business priorities. With BSM from BMC, technologies and processes are executed efficiently and managed based on business needs, so you can deliver new services that create more business value, while also supporting existing services at lower cost.

With BSM from BMC Software, you will deliver measurable results for your business:

» Deliver services up to 30 percent more efficiently
» Deliver new services up to 50 percent faster
» Reduce downtime by 75 percent
» Reduce the cost of compliance by 30 percent
» Gain 100 percent visibility into your IT spend

LEARN MORE

BMC addresses both your immediate and long term IT management goals. To learn more, please visit www.bmc.com/eventandimpact.

BUSINESS RUNS ON I.T.
I.T. RUNS ON BMC SOFTWARE.

Business thrives when IT runs smarter, faster, and stronger. That’s why the most demanding IT organizations in the world rely on BMC Software across both distributed and mainframe environments. Recognized as the leader in Business Service Management, BMC offers a comprehensive approach and unified platform that helps IT organizations cut cost, reduce risk, and drive business profit. For the four fiscal quarters ended Dec. 31, 2008, BMC revenue was approximately $1.88 billion.

METRICS THAT MATTER

» Reduce MTTR
» Decrease the number of incidents reported by end users
» Increase device to operator ratio
» Decrease the number of outages traced to mis-configurations
» Meet or exceed service level agreements

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