



BMC Atrium Configuration Management Database (CMDB)

Widely recognized as the industry's leading ITIL[®]-based configuration management database, the BMC Atrium CMDB provides organizations with a single source of service-oriented configuration and relationship data across complex hybrid data centers, including both private and public clouds.

Proven Value

Worldwide customers are already reaping the benefits of the BMC Atrium CMDB. For example:

- » **CARFAX** decreased manual trouble-shooting effort by 50 percent and reduced downtime by 74 percent.
- » **Mary Kay** reduced costs, reduced man-hours, and became more efficient in managing the IT infrastructure.
- » **Coldwater Creek** achieved \$1.8 million reduction in annual expense budget, which contributed nearly two cents to earnings per share.

Business Challenge

Every business service — whether order-processing, email, or payroll — has a lifecycle. IT must define it, move it into production, ensure that it is running effectively, make changes as the business requires, and constantly assess services for compliance. However, unclear expectations, manual processes, and fragmented views of today's complex hybrid data center environments lead to poor quality of service, increased risk, and increased IT costs. To address these issues, IT needs a platform that provides a single source of trusted configuration data across hybrid data center environments. This platform must also support the effective management of services throughout the service lifecycle.

The BMC Solution

The BMC Atrium CMDB provides a complete, accurate, and up-to-date view of the people, processes, and technologies that make up your business and IT environment — across IT operations, service support, mainframe, and the cloud. It consolidates silos of data across hybrid data center environments into an enterprise-wide view of IT that shows not only infrastructure components and their physical and logical relationships, but also the relationships of the infrastructure to business services. Through automation, it simplifies the capture and maintenance of the complex and dynamic relationships that exist across IT.

The BMC Atrium CMDB is at the heart of BMC Atrium, a service-enabling architecture that discovers, models, and manages business and IT services and processes throughout the service lifecycle. Designed around ITIL best practices, the BMC Atrium CMDB is deployed by large enterprises worldwide. With the BMC Atrium CMDB, you will align the expectations of the business with services offered by IT; enable cloud computing; know what you have with a single source of truth for your IT infrastructure; integrate and orchestrate data with workflow to improve IT efficiency; and continuously align IT decisions and actions to business priorities.

Managing the Service Lifecycle

The BMC Atrium CMDB significantly enhances the efficiency of your IT processes by providing a centralized and rich representation of services to bridge IT disciplines, such as:

- » **Service request management** presents standardized service offerings to customers in terms they understand, thus helping to improve customer satisfaction and reduce IT costs.
- » **Cloud lifecycle management** deploys consistent instances of n-tier applications and business services to the right devices, at the right time, every time.
- » **The service desk** better prioritizes incidents and problems based on business requirements.
- » **Change management** understands hidden dependencies that may increase the risk of change, and allows changes to be scheduled based on business requirements for such things as service availability.
- » **Performance management** isolates application problems and provides the detailed forensic information necessary to resolve problems quickly, before users are affected.
- » **Event and impact management** takes incoming infrastructure events and correlates them to business services, allowing IT operations to understand the potential business impact of a system outage.
- » **Asset management** understands how assets support a particular business service, thus enabling IT to budget based on business needs and charge those costs back to the business.

"Our client, a large German Service Provider was absolutely thrilled with [BMC] Atrium Integrator. They particularly like the fact that it is based on a proven enterprise ETL tool.

With close to 20 data sources populating their CMDB, historically it has taken a lot of effort to load the data and model the relationships. [BMC] Atrium Integrator simplifies this effort, allowing them to rationalize the number of integration tools used and transfer data from these different systems into the CMDB much faster too"

Dr. Roger H. Jakobs, ComConsult Kommunikationstechnik GmbH

**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 distributed, mainframe, virtual, and cloud environments. Recognized as the leader in Business Service Management, BMC offers a comprehensive approach and unified platform that help IT organizations cut cost, reduce risk, and drive business profit. For the four fiscal quarters ended December 31, 2010, BMC revenue was approximately \$2 billion. Visit www.bmc.com for more information.

The BMC Difference

The BMC Atrium CMDB delivers a number of technical advantages that ensure success in hybrid data center environments that include both BMC and third-party IT applications and tools.

Unified Service Model

The BMC Atrium CMDB is the first configuration management database to provide a centralized definition of services that bridge IT disciplines through all stages of the ITIL service lifecycle.

- » **Service definitions** provide the foundation for a centralized service catalog solution by allowing IT to define and store information about services in terms that the business understands.
- » **Service blueprints** allow IT to define the enterprise architecture of each service in order to facilitate automated and repeatable provisioning and compliance enforcement across cloud platforms.
- » **Service models** map IT infrastructure to the specific business services it supports, thus enabling Service Support and IT Operations to improve quality of service.

Single Source of Dependable Configuration Data

Because it is inevitable that there will be data duplications, inconsistencies, and data types beyond the scope of the CMDB, effective IT processes require configuration data from a broad range of data sources:

- » **Integration with BMC Atrium Discovery and Dependency Mapping** ensures an accurate view of IT configurations (across servers, networks, software, and mainframes) and keeps service models current.
- » **BMC Atrium Integrator** allows you to standardize on a single integration tool to transfer data from external data stores to the BMC Atrium CMDB. Its wizard interface simplifies integrations, and templates enforce data-modeling best practices to ensure data consistency.
- » **Attribute-level normalization and reconciliation** allow you to leverage existing data from third-party asset or discovery tools and realize the goal of having one dependable source of configuration data.
- » **Federation** provides data with service context across multi-vendor IT management environments, so you can take actions by automatically launching applications, such as service desk, to create a ticket.

Automated Policy Enforcement and Workflow

Organizations need to enforce controls around CMDB data in line with their business needs. The BMC Atrium CMDB includes best-practice rules and industry-leading workflow capabilities that automatically enforce data-quality standards and consistent business processes.

- » **Best-practice rules** are applied consistently to all data in the BMC Atrium CMDB, regardless of data source, to enforce data consistency, modeling guidelines, data integrity, and security.
- » **Key workflow modules** for automating BMC Atrium CMDB processes are provided out of the box. If needed, you can quickly customize these workflows to support specific processes without programming.

The Heart of a Purpose-Built Platform

An enterprise CMDB is at the heart of many processes, so it needs to be able to work in the largest environments, scale as needed, and seamlessly integrate as an organization's needs evolve.

- » Used in the largest global enterprises, the BMC Atrium CMDB is proven to scale to tens of millions CIs.
- » Multi-tenancy capabilities segregate data, processes, and roles so a single software instance can securely service multiple internal or external customers.
- » The BMC Atrium CMDB provides a consistent way of sharing data, communications, and workflow across BMC applications. Open Web Services interfaces make it easy to integrate third-party products.

For More Information

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