

BMC User Experience Management

Gaining valuable insight to improve the end-user experience

Business users don't care how impressive your statistics are for performance and availability of individual IT infrastructure components. They do care, however, about immediate access to business services when they need them, and fast completion of tasks and transactions while using these services.

To meet business users' needs, you have to broaden your perspective. In addition to looking from inside the IT infrastructure out, you must also look from the outside in — from the perspective of your internal and external customers. That's the only way to experience service levels the way users experience them, and manage service delivery accordingly.

AVAILABILITY AND PERFORMANCE FROM THE END-USER PERSPECTIVE

BMC User Experience Management incorporates the end-user perspective into your Business Service Management (BSM) strategy. By putting yourself in your users' shoes, you are in a far better position to ensure that service delivery meets business needs. The benefits are compelling:

- > **Ensure applications meet business requirements** by proactively managing application service delivery from the business users' perspective
- > **Speed problem detection and resolution** by providing early warning of service degradation and sound evidence of the root cause of the problem
- > **Optimize IT service delivery** across mainframe and distributed systems environments by transcending management silos
- > **Improve customer satisfaction and increase revenue** by ensuring that the customer experience while performing transactions meets required business levels

BMC User Experience Management helps improve the quality of business services by enabling IT to proactively detect, triage, isolate, and resolve business transaction problems across the enterprise.

The BMC Difference:

- > Comprehensive end-user experience monitoring across the enterprise, using both synthetic and real transaction monitoring technologies
- > Broad application coverage that includes thin clients, fat clients, Web-based applications, packaged applications, and mainframes
- > Transaction data that goes beyond simple response time to also include accuracy, step detail, and troubleshooting views
- > End-user session capture and replay, which can be coupled with deep application diagnostics to quickly isolate service issues
- > Out-of-the-box integration with other BMC solutions to add the user perspective to BSM

Return on Investment in Action

Leading Business Equipment Provider

- > Improved application problem detection
- > Reduced service desk calls for end-user performance issues from 12-15 calls per day to 1-2 calls per day
- > Resolved problems faster (including regional differences)
- > Solved a recent, complex performance problem (which would have previously taken 24 hours) in one hour

World's Largest Medical Device Company

- > Avoided breaching its service level agreement (SLA) for corporate data warehouse refresh through early problem detection
- > Eliminated manual processes for collecting and reporting on performance and availability
- > Reduced resources required to monitor the environment and fix end-user application issues
- > Enhanced ability to align IT with the business

A COMPREHENSIVE SOLUTION

BMC User Experience Management lets you see IT service delivery through the eyes of your business users. The solution gauges end-user availability and performance, providing quantifiable measurements on the health and status of business services from the end-user perspective. With this valuable insight, you can manage service delivery to meet the business needs of your organization and ensure a high-quality experience for internal business users and external customers.

This comprehensive solution gives you the ability to monitor and manage transactions end to end. Key capabilities include extensive monitoring and reporting, end-to-end transaction management, proactive problem detection and resolution, and out-of-the-box integration with other BSM solutions from BMC.

EXTENSIVE MONITORING AND REPORTING

Today's transactions are extremely difficult to track. They traverse components across multiple application tiers, and often include both mainframe and distributed components. Transaction times vary based on such factors as date and time, level of end-user activity or workload, and the location of the user performing the transaction. BMC User Experience Management provides two types of monitoring to ensure that it takes into account factors associated with architecture, time, and location:

- > **Real-time transaction monitoring** measures the availability, performance, and accuracy of actual transactions, while users are performing them.
- > **Synthetic transactions** run at regular intervals across the enterprise, measuring the availability and performance of application services.

BMC User Experience Management quantifies end-to-end response time, accuracy, and availability for business transactions, reflecting actual user experience. It also quantifies variations in user experience due to geographical, network, and user-group factors. Flexible reporting enables you to generate in-depth reports on transactional data.

END-TO-END TRANSACTION MANAGEMENT

BMC User Experience Management transcends the silos associated with traditional systems management and user-response monitoring tools to permit end-to-end transaction management. A consolidated view indicates true user experience with transactions, while also showing the individual components involved in end-to-end transaction service delivery. The solution provides customized, role-appropriate views of transaction data for both business and technology users. With BMC User Experience Management, administrators no longer have to consult multiple monitors to get the information they need.

When used with the BMC Infrastructure Performance and Availability Management solution, BMC User Experience Management helps determine the relationships between transactions and the business services and underlying IT infrastructure components that support them. As a result, IT operations can view end-user transactions in the context of the IT infrastructure.

PROACTIVE PROBLEM DETECTION AND RESOLUTION

BMC User Experience Management integrates and automates the essential tasks — detection, triage, isolation, and root cause analysis — for quick resolution of transaction problems. First, it detects problems through a combination of synthetic and real transaction monitoring. Second, it helps you pinpoint problems within applications and/or business processes. Finally, the solution works with BMC Application Root Cause Analysis to isolate the infrastructure components causing problems, regardless of where the problems reside. With this advanced problem detection, triage, isolation, and root cause analysis capability, you can proactively identify, analyze, and resolve problems that affect end-user transactions before they hurt critical business services.

OUT-OF-THE-BOX INTEGRATION

Process integration within and across IT disciplines is a key IT Infrastructure Library (ITIL®) concept. In line with ITIL best practices, BMC User Experience Management delivers tight process integration right out of the box, uniting end-user and infrastructure data and metrics to help IT find problems earlier, fix them faster, and ensure quality of service to the business. In addition, the solution offers out-of-the-box integration with other BMC solutions.

Integration with BMC Service Impact Management

BMC User Experience Management interacts with BMC Service Impact Management to assess the business impact of transaction issues, enabling the operations group to set priorities that reflect the needs of the business. As a result, operations personnel are more efficient and more productive.

Integration with BMC Infrastructure Performance and Availability Management

BMC User Experience Management integrates with BMC Infrastructure Performance and Availability Management to provide both an “outside-in” view of service (from the users’ perspective) and an “inside-out” view (from the IT infrastructure perspective) to ensure close alignment between IT and the business.

Integration with BMC IT Service Support

BMC User Experience Management, when coupled with BMC Service Impact Management, automatically generates intelligent trouble tickets that provide rich contextual information for faster root cause analysis. This early warning capability permits the service desk to address issues proactively, before service degrades or outages occur. In addition, service desk technicians can tap BMC User Experience Management functionality directly from the BMC Incident and Problem Process Management solution to access transaction information relevant to reported problems.

Integration with BMC Service Level Management

The IT staff can define service level agreements (SLAs) based on transaction performance. BMC Service Level Management compares transaction monitoring data provided by BMC User Experience Management against service level targets and automatically generates events for those transactions that may be in danger of breaching an agreed target.

BMC offers consulting, educational, and support services to ensure that you get the most out of your BMC investment.

Consulting Services

- > Speed initial time to value using our best-practice implementation methodology
- > Work with trained experts to unlock the potential of BSM

Educational Services

- > Help your organization become productive with your BMC solution as quickly as possible
- > Learn from the leader in ITIL certification training
- > Understand how your BMC solution contributes to BSM

Customer Support

- > Ensure the consistent value of your BMC solution
- > Choose the level of service that meets your organization’s unique needs

A STRONG FOUNDATION FOR BSM

BMC User Experience Management extends Business Service Management (BSM) to the end user. BSM combines best-practice IT processes (such as support for ITIL), automated technology management, and a shared view of how IT resources directly support the business. BSM accelerates service management maturity: You transition from managing IT from a technology perspective to managing IT from the perspective of the business.

With BSM, you can integrate the goals of IT with the goals of the business to:

- > Lower cost and risk by optimizing IT processes to meet business goals and objectives
- > Achieve greater business agility through streamlined application development to speed delivery of new applications that drive business growth
- > Reduce operating costs, while still assuring performance to meet business goals through optimization of the data center
- > Facilitate cost-effective regulatory compliance through comprehensive IT controls

FOR MORE INFORMATION

To find out more about how BMC User Experience Management can help you optimize IT service delivery, ensure applications meet business requirements, speed problem detection and resolution, and improve customer satisfaction, visit: www.bmc.com/bsm.

ABOUT BMC SOFTWARE

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best-practice IT processes, automated technology management, and award-winning BMC Atrium technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the mid-sized business. Founded in 1980, BMC has offices worldwide and fiscal 2007 revenues of \$1.58 billion. Activate your business with the power of IT. www.bmc.com.



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