



## BMC Software Charts Course for Dynamic BSM

- Proven approach aligned with critical customer initiatives like cloud computing and virtualization simplifies BSM adoption and removes risk
- Recent acquisitions, product launches and strategic partnerships accelerate evolution to dynamic BSM

Editorial contacts:

Mark Stouse  
BMC Software  
+1-713-918-2714  
mark\_stouse@bmc.com

Jennifer Cadmus  
Waggener Edstrom  
+1-512-527-7037  
jcadmus@waggeneredstrom.com

**HOUSTON, October 26, 2009** – Since launching the first comprehensive vision of [Business Service Management](#) (BSM), BMC Software (NASDAQ: BMC) has been a driving force in the adoption of today's IT management standard. Today, BMC is taking the next big step forward in the future of enterprise IT management -- Dynamic BSM.

For years, BSM has proven effective at helping customers increase the business impact of IT, improve transparency and quality of service, manage risk and reduce IT cost. Adoption has continued to escalate, gaining steam even as macroeconomic pressures mounted around the globe. Today, BSM is at the top of the IT agenda for many of the world's largest organizations. In addition to technical superiority across the many parts of the BSM platform, BMC's approach to BSM is differentiated by its ability to be adopted incrementally in accordance with customers' critical initiatives such as [data center automation](#), [virtualization and cloud computing](#) and [mainframe cost optimization](#).

BMC Software  
2101 City West Blvd.  
Houston, Texas 77042  
United States of America  
[www.bmc.com](http://www.bmc.com)

“Increasingly, IT professionals need to have greater visibility into the true cost of service delivery and ensure that IT expenses are being driven based on defensible business value,” said David Williams, vice president of IT operations and enterprise management at Gartner. “In this next wave of IT innovation, the companies that will be most successful are those that assess their people and process maturity and then move incrementally towards an ERP for IT approach, tying each project to initiatives such as data center automation, cloud computing, ITIL and provisioning a virtual infrastructure.”

BSM enables IT organizations to manage the complete lifecycle of business services from service definition and business prioritization through service request and support, provisioning and configuration, proactive monitoring and operations, as well as planning and governance. BMC’s BSM platform is hardware and software agnostic so that IT leaders can manage a broad range of technology from a single, unified management platform.

These differences represent a significant departure from competing IT management solutions that are not unified in their approach, lack third-party integration and are unable to meet the heterogeneous management demands of customers across distributed, mainframe, virtual and cloud-based resources.

“Priceline.com is focused on increasing the speed of innovation and delivering that innovation in a cost-effective manner,” said Ron Rose, CIO at Priceline.com. “BMC’s BSM platform provides the foundation for our data center automation initiative and an effective platform for reducing costs. With BSM, we’ve maximized the effectiveness of our application developers and, at the same time, increased the productivity of systems administrators by as much as 400 percent by dramatically reducing manual IT processes.”

During the past six months, [corporate acquisitions](#), product launches ([BSM for Cloud Computing](#), [BMC Batch Impact Manager](#)) and strategic partnerships ([Amazon EC2](#), [NetApp](#)) have advanced BMC’s BSM platform leadership to help customers prepare for the next wave of IT management needs. Most recently, BMC announced the acquisition of [Tideway](#). By incorporating Tideway technology into BSM, BMC is providing customers unmatched visibility into the data center to help them more proactively manage their IT operations.

“Every day, more and more customers choose BMC Software’s Business Service Management as the platform they will use to run their IT environment and accelerate the adoption of their critical initiatives,” said Bob Beauchamp, BMC’s chairman and chief executive officer. “Now we are taking the lessons learned from working with our customers and expanding to meet the

needs of tomorrow with Dynamic BSM. It's our goal to help customers take a step-by step approach to move their data center from a static, reactive and manual IT environment to a flexible, proactive and highly automated organization."

The role of IT is changing dramatically with services being delivered in a more dynamic fashion based on external and internal business factors. BMC's vision for Dynamic BSM will address the following IT management requirements of tomorrow:

- **Real-time infrastructure and continuous resource optimization:** IT organizations will need to harness private, public and hybrid cloud infrastructures to ensure optimal resource utilization and match the delivery of IT services to the needs of the business in real-time.
  
- **Predictive, proactive and preventative service management:** In most IT organizations today, 70 percent of issues are reported by end users. A dynamic IT organization is capable of predicting likely sources of failure, proactively addressing those issues and applying advanced analytics to ensure IT can continue to deliver against critical service level agreements.
  
- **Base service delivery costs on business value:** By tiering IT services based on criticality and the role the particular

service provides to the business, IT can optimize the delivery of services using internal and external resources according to business value.

- **Automating policy-based best practices:** By codifying and automating industry and internal best practices into policies, IT organizations can build, fix, and change services more successfully and consistently.

BMC will expand on its Dynamic BSM vision during a Virtual Trade Show held on October 29, 2009. To register or learn more, click the following link: <http://www.bmc.com/simplifyit>.

### **Supporting Remarks from BMC Customers and Partners**

“It’s important for IT professionals to remember that our customers are businesspeople, not IT people. So we need to speak their language and provide the level of process and transparency that they’re used to. The BSM platform is tailor made for that approach. BMC helps us bring facts to the table in order to make a compelling business case for IT. This enables us to be more successful and become better integrated with the business.”

- Marcia MacLeod, VP and CIO, The Williams Companies

“Business Service Management allows us to be more predictive

and proactive in our approach to IT. It's critical for predicting future consumption and response times and understanding which servers are candidates for consolidation. Prior to implementing BSM, we were buying so much new hardware that we were basically building a new datacenter every 18-24 months at a cost of around \$24 million. Our plan going forward is to not have to build those datacenters, so we can take that money and give our customers a better product.”

- Ron Kaminski, ITS senior consultant, Kimberly Clark

“We rely on BSM to ensure our customers have 100 percent uptime and availability. Any downtime can result in a loss of revenue. BMC provides us with configuration management and automation solutions that audit our servers and software and help us meet compliance and reporting guidelines.”

- Scott Crowder, VP Data Center Operations, Blackbaud

"When our customers call, we need our system to be up and running so we can respond quickly to their requests. BMC's database management solutions accurately gauge resource utilization and system status allowing us to provide the high level of availability and service our customers deserve. With the reduction of CPU processing time and costs as well as the automation of menial tasks, BMC's BSM solutions for Mainframe Cost Optimization allow us to focus on delivering the quality of service our customers and organization demand at the cost we

can afford."

- Scott Culbertson, VP Information Services, UGI Utilities

"Delivering IT-as-a-service requires end to end management of the data center. Together NetApp and BMC solutions enable customers to provision their entire IT stack from application to storage, helping them gain control of their virtual environments and move to the cloud faster, more efficiently and with less risk."

- Patrick Rogers, VP Solutions and Alliances, NetApp

### **Business runs on IT. IT runs on BMC Software.**

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's comprehensive approach and unified platform help IT organizations cut cost, reduce risk and drive business profit. For the four fiscal quarters ended June 30, 2009, BMC revenue was approximately \$1.88 billion. Visit [BMC.com](http://BMC.com) for more information.

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