



BMC Asset Management

Part of the BMC Remedy IT Service Management Suite

Get control over the full lifecycle and total cost of IT assets — from purchase to retirement. Unlike other asset management solutions, BMC delivers a multi-tenant solution that seamlessly integrates into ITIL® service support workflows for change, incident, problem, service request, and configuration management to deliver the operational context needed to reduce downtime and improve service quality.

Key Benefits

- » Identify and realize opportunities to optimize asset utilization through consolidation and virtualization
- » Lower software license costs and compliance risk
- » Avoid over- and under-purchasing of hardware and software
- » Reduce leasing costs and penalties
- » Streamline interactions with change, incident, problem, and configuration management processes
- » Reduce operational downtime and improve service quality
- » Realize value more quickly from your configuration management database (CMDB) initiative
- » Speed up asset deployment and inventory audit processes with mobile barcode scanning

Business challenge

Increasingly, IT is struggling to gain visibility and control over cost, compliance, and operational impact of assets. Virtualization, high asset turnover, mobility, acquisitions, reorganizations, and employee turnover — not to mention complexity and frequent changes to the distributed infrastructure — all conspire to drive up asset and support costs by 30 percent or more, while also impacting service quality. Stand-alone approaches to IT asset management often fall short on this challenge because they poorly integrate with the processes necessary to deliver the operational context, accuracy, and accessibility of asset information.

The BMC solution

BMC Asset Management helps you drive down IT costs, while also improving service quality and compliance. As part of the BMC Remedy IT Service Management Suite, it natively integrates with ITIL workflows to empower you with more proactive control and greater visibility into your IT assets — from request and requisition to retirement.

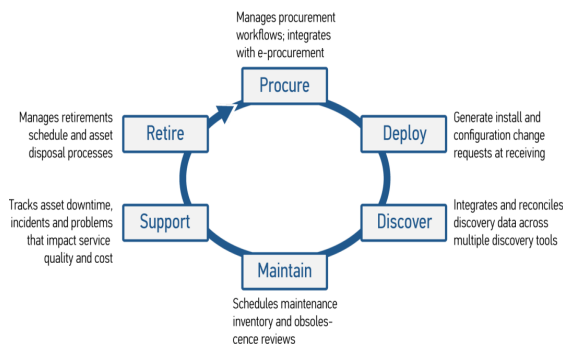


Figure. 1 The asset management lifecycle

Proactively manage software licenses

BMC Asset Management helps you reduce costs by incorporating software license management into both your asset and operational processes. By comparing software license entitlements against usage and providing compliance reporting to identify under- and over-utilization, the product enables you to:

- » **Capture license inventory and entitlements**
 - Pair flexible contract management with specialized license certificates
 - Leverage highly configurable license models with out-of-the-box support for a wide range of vendor license models, including enterprise licenses, installed or user-based measures, and complex capacity and CPU-based licensing programs
 - Capture unusual or customized licensing agreements with user-defined certificate capabilities
 - Manage license upgrades, product downgrade rights, and user/device entitlement
- » **Track license usage**
 - Create a complete picture of application deployment and usage — mainframe, distributed, virtual, and cloud — through integration with the BMC Atrium CMDB and BMC Atrium Discovery and Dependency Mapping

Proven ROI

Using BMC, IT organizations around the world have realized immediate, measurable savings by:

- » Redeploying surplus assets
- » Optimizing software license purchasing and deployment
- » Reducing lease penalties
- » Eliminating software compliance risk and penalties
- » Rationalizing maintenance contracts.

As a representation of potential savings, a typical 15,000 employee enterprise could realize over \$4 million in first-year savings through a comprehensive IT asset program supported by BMC Asset Management.

- Translate discovery data into normalized software titles and descriptions, enabling more accurate and efficient matching of discovered software to licenses
- Simplify management of multiple product versions and suite-based licensing with version and suite roll-up feature

» Analyze license compliance

- Connect license certificates ("software inventory") to usage information in the BMC Atrium CMDB
- Provide detailed compliance measurement using a flexible, rules-based license engine with wizard-based license rules creation
- Quickly identify and analyze compliance issues with dashboards, alerts, and reporting

Manage contracts and financials

BMC Asset Management features extensive contract and financial management that can help drive down costs by eliminating late penalties and unnecessary maintenance, while also connecting asset costs to business services and improving investment decisions:

- » **Proactively manage contracts** — Automate linkages between assets and software license, leases, warranty, and support contracts to optimize entitlements and ensure compliance.
- » **Control asset costs** — Reduce unnecessary purchases by automatically fulfilling requests from existing asset inventory; track TCO, including costs attributable to maintenance, incidents, changes, and depreciation; manage charge backs and improve budget transparency and predictability.

Gain advantage with mobile applications

BMC offers a suite of mobile applications to help you cut IT costs, improve service performance, and reduce business risk. With BMC Mobility solutions, you can manage incidents, approve change requests, and update asset information from smartphones and tablets. In addition, the mobile self-service portal lets users submit, update, and track IT and business requests, effectively reducing help desk call volume. BMC Mobility for IT Service Management is available on the major operating systems, including iOS, Android, BlackBerry, and Windows Mobile. Because no two IT organizations are exactly the same, it can be utilized in traditional on-premise installations, through a SaaS model, or even through an outsourced or managed service provider.

Trust the company of experts.

Solutions. Expertise. Community.

BMC has a wealth of experience and resources to make your IT service management project a success. Through our large network of systems integration and technology partners, professional and educational services, and a wealth of BMC online communities and user groups, you will benefit from the largest IT service management ecosystem in the world. Whether you need ITIL training and certification, process or architectural design, implementation services, or complementary technologies, BMC can help.

BMC Remedy is part of an industry-leading IT service management portfolio that allows you to find your fit and get the perfect solution for your needs today and tomorrow.

- » **BMC Remedy IT Service Management Suite** — Enterprise-class IT service management / IT operations management solution with simple, yet powerful, best-practice applications based on the flexible, scalable BMC Remedy AR System
- » **BMC Remedy OnDemand** — All the benefits of the BMC Remedy IT Service Management Suite — without the cost of maintenance, administration, and infrastructure — through a SaaS delivery model
- » **BMC FootPrints** — Fast, integrated, easy-to-use, on-premise IT service and asset management for midsized organizations
- » **BMC Remedyforce** — More affordable, cloud-based IT service management solution (built on Force.com) that is fast to deploy, easier to use, and eliminates the complexity of hardware
- » **BMC Track-It!** — Out-of-the-box IT help desk and asset inventory solution for small to midsized businesses

For more information

For more information on BMC solutions for IT Service Management, including BMC Asset Management, please visit www.bmc.com/itsm.

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

Business runs better when IT runs at its best. That's why more than 50,000 IT organizations - from the Global 100 to small and mid-market businesses in over 120 countries rely on BMC Software (NASDAQ: BMC) to manage their business services and applications across distributed, mainframe, virtual and cloud environments. With the leading Business Service Management platform, Cloud Management, and the industry's broadest choice of IT management solutions, BMC helps customers cut costs, reduce risk and achieve business objectives. For the four fiscal quarters ended June 30, 2012, BMC revenue was approximately \$2.2 billion.

