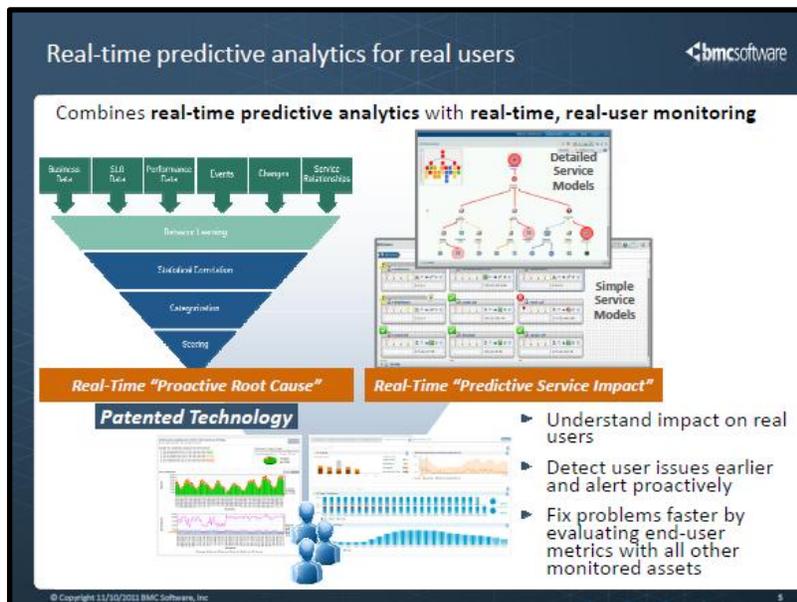


BMC Adds Competitive Muscle to End-User Experience Management

BMC's announcement of expanded analytics and functional capabilities in its [Application Performance Management](http://www.bmc.com/products/offering/application-performance-management.html)¹ solution focused on faster problem resolution for root cause and impact analysis. These new capabilities and features definitely add more competitive muscle into BMC's performance management suite.

The muscle comes from enhanced real-time predictive analytics designed specifically to improve the interactive experience of real users. This allows quicker identification and alerting of IT staff about anomalous behaviors that can result in disruption to Application/Service delivery. Service disruptions and delays are leading causes of end-user dissatisfaction. BMC performs correlated analysis of data collected (in real-time) across ALL monitored assets, not a subset, to achieve faster problem isolation, root cause analysis and problem resolution. See diagram below.



BMC announced enhanced performance management support for mobile device users with the new capabilities of [BMC End User Experience Management](http://www.bmc.com/products/offering/end-user-experience-management.html)² (EUEM). This means both App operations and IT operations staff will have increased visibility and understanding of the differences in application performance as experienced by mobile versus non-mobile users.

In addition, BMC announced a newly enhanced Unified Administrative Console for BMC EUEM that centralizes all management and administration tasks on a single, shared console to help improve operational efficiency.

Expanded capabilities in BMC Atrium Discovery and Dependency Mapping, as discussed [here](http://ptaknoel.com/bmc-collaborative-application-mapping/)³, speed the initial mapping as well as reduce update times dramatically. It automatically discovers and updates dependency maps for today's complex, multi-tier applications. These dependency

¹ <http://www.bmc.com/products/offering/application-performance-management.html>

² <http://www.bmc.com/products/product-listing/end-user-experience.html>

³ <http://ptaknoel.com/bmc-collaborative-application-mapping/>

maps enable faster problem resolution through more accurate root cause and service impact analysis. Finally, BMC announced new pricing and packaging targeted for the BMC Application Management Suite Application Buyer.

PNA Perspective

With this announcement, BMC has aggressively moved to strengthen and extend its root cause and impact analysis solutions capabilities in a number of significant ways. This will improve its positioning against existing major as well as emerging competitors.

However, we think this announcement is interesting for more than just the extension in product features and capabilities. It goes further in what it implies about a more fundamentally interesting, and influential shift in BMC's understanding and focus in the market as it stands today. Let's explore this idea.

BMC's announcement reveals both a more comprehensive definition of Application Performance Management, as well as an aggressive shift in the focal point in data collection and analysis. Traditionally, most of the effort and focus in IT has been on the infrastructure and its behavior as an indicator of overall performance. The goal was to achieve the maximum possible performance from servers, network and storage infrastructure. The need to do this remains important and critical today.

However, the increasing sophistication of platforms ('smart' infrastructure if you will) is rapidly moving down the path to where the underlying infrastructure (server, storage, network combination = platform) *can and will* adapt itself to fit the needs of today's increasingly complex application combinations that deliver business services.

Today, analytics is one of the hottest areas in IT and its application. At its heart, the interest in sophisticated analytics reflects the maturation of efforts to effectively utilize enormous amounts of collected data to gain competitive edge in the market place. This has facilitated linking together and correlating data collected across IT and business operations, specifically end-user experience. This activity still has much more potential to contribute to performance improvement.

We are not saying that end-user performance management has been entirely neglected. But, as BMC points out, for many years Application Performance Management was viewed through the prism of infrastructure operations and infrastructure performance optimization. IT focused on monitoring resource performance, not what was happening 'out there' in the real-world of business services and operations.

The 'quality' of the end-user experience has been under review for many years. But, somehow, that never quite translated to the full-blown management and performance nirvana users desired, and deserved. All too often, despite transaction tracking and escalating investments in and efforts at end-user performance management, time and again, IT is only alerted to an application performance problem when the Help Desk is deluged with calls from irate users.

The rising 'consumerization of IT' is forcing the scenario to change. End-users know what they want in terms of data, information, services reliably, quickly, and exactly when they want it. Therefore, application/service owners need and are demanding IT help them to know what their customer is experiencing. This is the business side of service delivery that controls the purse strings to allow technology use. Today's smarter, more powerful infrastructure along with increasing levels of automation makes it easier to respond. And, this is what is and will be driving changes in solution portfolios and product strategies as well as the shape of the discussions and relationships IT has with its business consumers.

The change is taking place in the shift in application performance management investment to provide better and more information in a business context as the data and information from infrastructure management are integrated with end-user data. This integration of management solutions benefits both sides as it facilitates and encourages communication and cooperation that must take place.

The Final Word

We want to call attention to one other significant move mentioned in the announcement. BMC is making a major move to address the perennial challenge of pricing and packaging IT solutions. The myriad ways to buy, use and assemble IT solutions has made the pricing and packaging combinations incredibly complex to calculate. Factors to be considered include not just the products, but support services, how they are applied and used (platforms, servers, users, on-going maintenance, upgrades, etc.

We've experienced and sympathized with clients as they labor over calculating savings to make comparisons among competing solution packages. (A fact not lost on vendor sales and marketing staffs and often considered a sales advantage.)

In pre-briefings, BMC described its commitment to move to per server pricing for all of its solutions suites. We endorse this as a significant and praiseworthy step toward addressing and simplifying this problem. This won't happen overnight, nor will it address all of the problems in pricing and solution comparison. However, it is a move in the right direction.

In summary, BMC's Application Performance Management solutions focus on addressing the needs of the business-oriented App/service owner/buyer/user and their demand to map, monitor and manage application/service delivery to optimize the end-user experience. They are doing the very hard work of providing tools that enable communication and cooperation between those responsible for IT and those responsible for the delivery of the App/Services. BMC is aggressively responding to the shift of Application Performance Management focus to encompass 'business-based' Service Delivery Management, as well as 'IT-based' Infrastructure Management. This approach is facilitating and strengthening collaboration, cooperation and communication between these two.

Congratulations to BMC.

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