

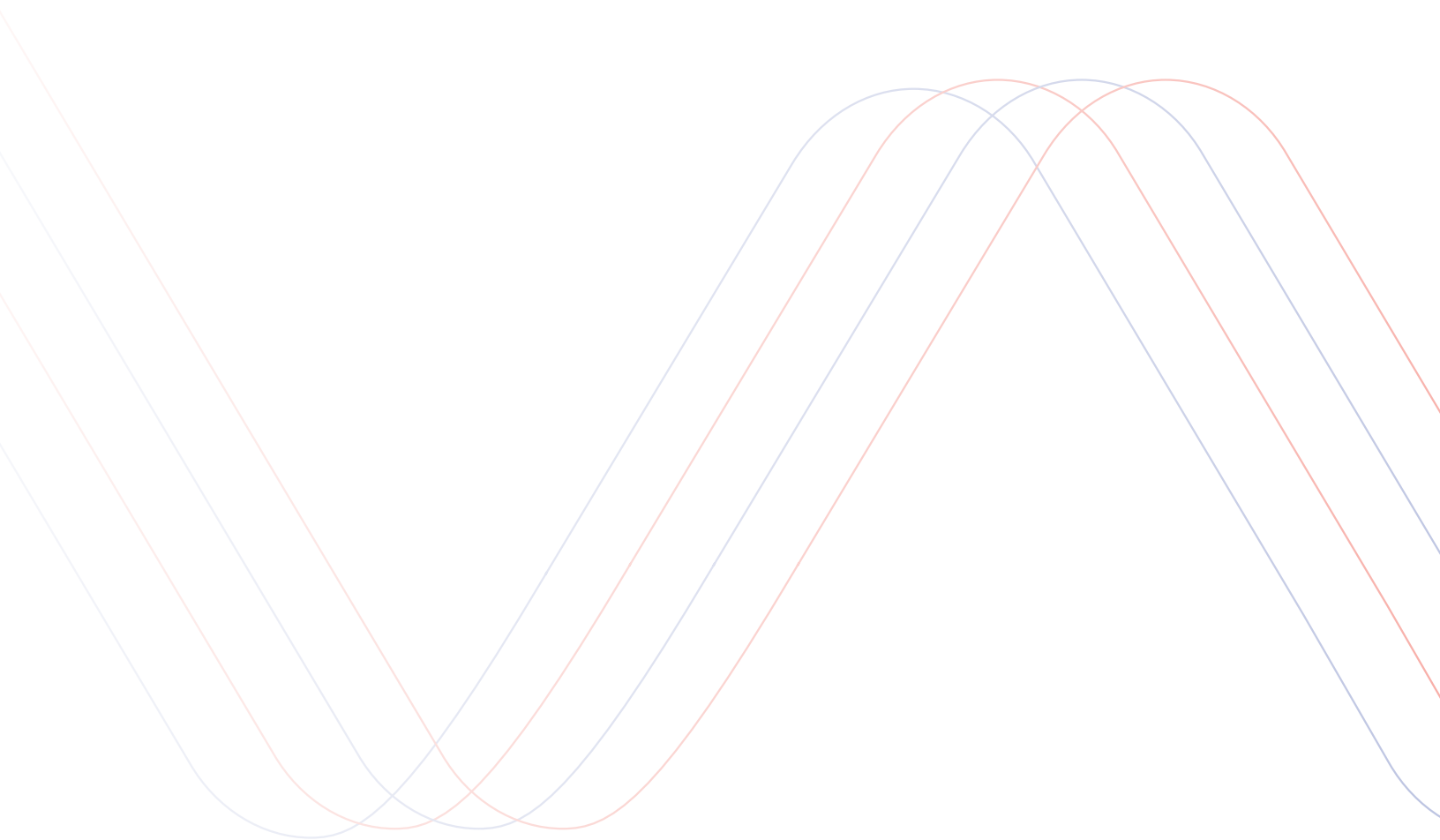


ServiceOps: Redefining IT Excellence

ServiceOps is a new approach to balancing the pace of change and risk driven by DevOps and complexity to accelerate innovation.

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Introduction

Digital businesses today must deliver sophisticated applications across complex on-premises and cloud environments, while also maintaining efficient IT operations (ITOps), eliminating downtime, and mitigating security risk.

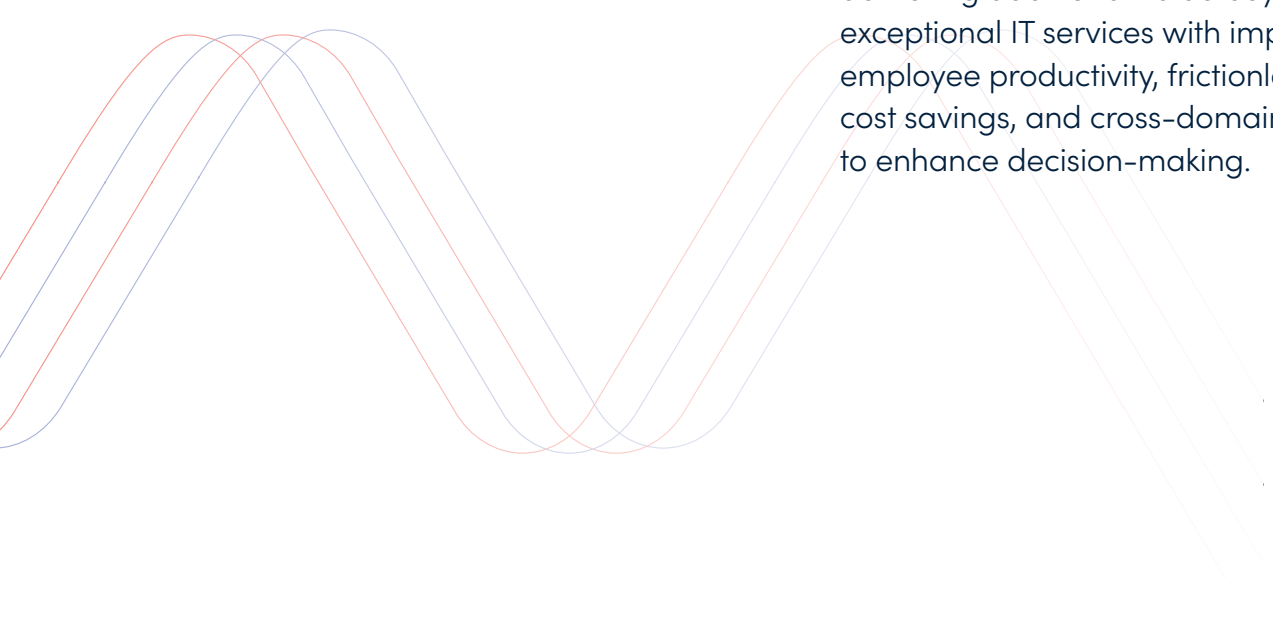
To do this, IT organizations must evolve how they approach IT service management (ITSM) and IT operations management (ITOM)—effectively breaking down barriers to accelerate the speed of change while predicting and managing risk easily. Enter ServiceOps.

ServiceOps is a shift in IT culture from siloed approaches to a collaborative engagement across teams working toward common goals.

The ServiceOps approach to ITSM and ITOM enables IT organizations to:

- Unify data and workflows
- Integrate cross-platform intelligence
- Automate intelligently
- Harness generative artificial intelligence (AI)
- Unlock insights
- Heighten collaboration
- Improve operational effectiveness

ServiceOps promises greater results to IT and the business than siloed ITSM and ITOM, delivering additional value beyond exceptional IT services with improved employee productivity, frictionless workflows, cost savings, and cross-domain collaboration to enhance decision-making.



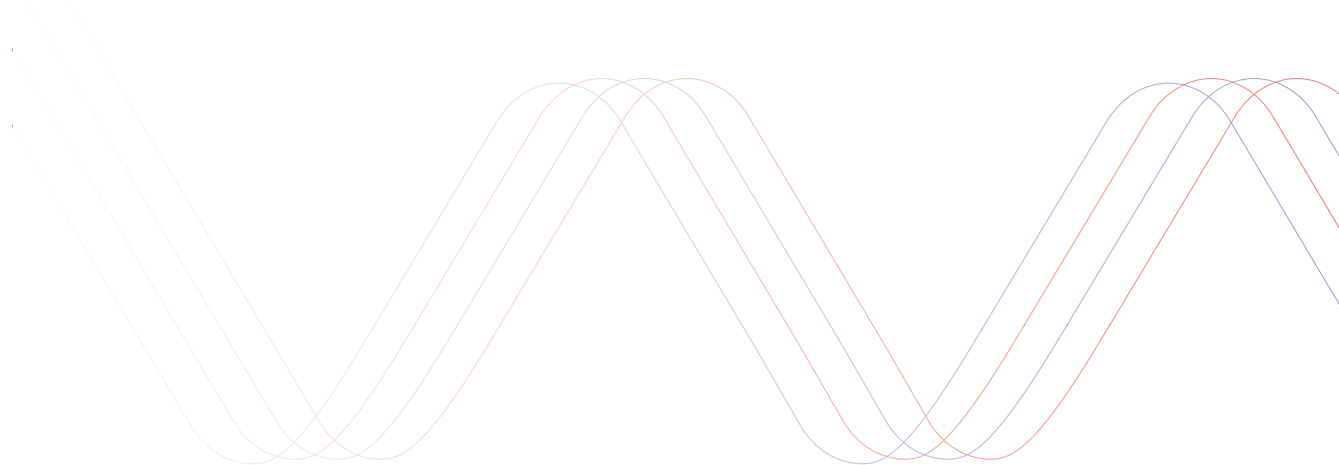
Why enterprises need ServiceOps now

Modern enterprises require a dynamic digital presence that is optimized for performance, protected from threats, and poised to enable innovation. Organizations must be able to quickly adapt to changing customer expectations, withstand unseen market disruptions, and keep pace with technological advances to stay competitive. This type of business agility demands collaborative and efficient IT management practices that are the heart of ServiceOps.

According to recent **research from** Enterprise Strategy Group (ESG) commissioned by BMC, ServiceOps addresses many of IT's highest-priority objectives and challenges. Among a panel of 500 IT leaders, ServiceOps is seen as an approach to improve IT staff efficiency,

end-user satisfaction, and incident handling. The average respondent selected more than four different improvements that were expected, showing that benefits of ServiceOps are anticipated to be multidimensional. Sixty percent of ServiceOps early adopters reported a significant improvement in incident resolution speed because of adopting ServiceOps.

Modern IT organizations span site reliability engineering (SRE), platform engineering, DevOps, and automation teams to deliver digital services across multi-cloud and hybrid-cloud environments in addition to legacy systems. In the face of increasing complexity and change due to wide-spread adoption of cloud and DevOps practices, managing IT services and maintaining efficient IT operations have become exponentially more difficult. The adoption of containers, microservices architectures, and continuous delivery pipelines adds to the complexity and noise of these environments.



IT organizations must adopt a more integrated and holistic approach like ServiceOps to remove the barriers between IT domains and enable greater collaboration. Coupled with the demand from tech-savvy end users and customers, IT organizations have no room for error—downtime is not tolerated and even the quickest mean time to repair (MTTR) could still disappoint customers. ServiceOps benefits multiple IT teams within an organization by removing friction, sharing insights and analysis, and removing redundancy and waste.

ServiceOps extends beyond simply combining ITSM and ITOM. Many IT organizations have limited resources—in terms of both budget and staff—amid growing demand for new

applications and services. Using AI, machine learning (ML), and automation to help IT staff distinguish important events from the noise, and prevent problems from impacting end users, is critical to successful ServiceOps outcomes. Through data and tool integration, ServiceOps also maximizes existing technology investment, streamlining workflows and unifying actions.

ServiceOps removes the barrier between ITSM and ITOM to enable collaboration between teams for amazing user experiences, and in doing so, brings so much more to the business.

ServiceOps solves IT challenges

IT organizations that find themselves stymied with inefficiencies, conflict, and waste need a ServiceOps transformation, especially if any or all those symptoms lead to inaccurate insights, heavy manual effort, and an inability to innovate.

However, embarking on a ServiceOps journey is not quick or simple. While the **ESG survey** found that 88 percent of respondents agreed that ServiceOps will become the norm in the industry within the next five years, 73 percent agreed that the shift in their staff, tools, and processes to enact ServiceOps is daunting.

Still, the reality of IT without ServiceOps is too bleak to not take on the challenge. Here are just a few ways IT organizations are suffering by not evolving their ITSM and ITOM practices to ServiceOps.

Decreased operational efficiency

As environments become more complex, it becomes exponentially more difficult for IT to deliver high-quality services and projects on time and within budget. This decreased operational efficiency will negatively impact the business and result in:

- Insufficient data to understand changes and make the best decisions based on them.

- Manual processes that require highly skilled staff resources to do mundane work.
- Poor communications across teams, impacting problem identification and resolution.
- Lack of operational insights, preventing IT from moving beyond reactive firefighting toward proactive, predictive IT management and service optimization.

Operational inefficiency can also lead to the loss of skilled and qualified staff who become burned out and frustrated with their lack of success in delivering high-quality IT services and driving innovation for the business.

Increased IT risk

Increased IT risk lessens the IT organization's effectiveness in scaling the business. When IT organizations cannot collect the correct data and make sense of how it will affect the business, the entire environment can be compromised in both performance and security. Some indicators of this increased IT risk include:

- Inability to understand the dependencies of business services and IT assets and relate them back to ITSM processes.

- Lack of insights and capabilities to adequately manage vulnerability response and remediation.
- Insufficient intelligence to prioritize incidents based on potential impact.
- Failure to truly quantify the risk to the business.

Ultimately, lack of actionable IT intelligence increases risk to the business. It shows that IT leaders and practitioners aren't fully equipped to make the best decisions to deliver business outcomes.

Degrading service quality and poor end-user experience

Poor service quality and bad user experiences will hurt the business, creating customer churn and ineffective employees. Here are signs that ServiceOps is needed to improve application performance and enhance service delivery:

- Unmet service level agreements (SLAs) and operational level agreements (OLAs).

- Inability to meet the end user where they work, which results in friction between IT service delivery teams and other employees.
- Tool fatigue with multiple portals and tool requests, increasing the resources required to complete basic requests.

IT organizations should be able to deliver consistent experiences to end users and customers, driving better brand perception, employee retention, and talent acquisition for the business.

Stifled innovation

One of the most insidious issues that can arise for a business is a culture that doesn't empower its talented employees to think about the big picture, participate in new opportunities for growth, and drive innovation. When IT organizations are stuck in the depths of redundant, inefficient work, the environment for innovation becomes nonexistent. This results in:

- Service management processes that are too cumbersome for collaboration with DevOps teams and other IT groups.

- Legacy code and outdated processes that cannot be modernized or quickly adapted to embrace leading-edge technologies.
- No easy way to create business-specific workflows and applications that are in demand with stakeholders.

These barriers to innovation also limit IT teams' ability to create a competitive advantage for the business. IT organizations are not only critical to maintaining operations and protecting the environment, but they are also critical to enable business growth.

Must-have ServiceOps capabilities

While ServiceOps approaches might vary from business to business, there are several key capabilities that are foundational for success.

→ Automated discovery and dependency mapping of IT assets and services

→ Embedded AI/ML technologies across service and operations management processes

→ Multiple channels of engagement for end-user requests of standard services

→ Process automation for requesting, approving, and executing across all lines of business

→ Integrated knowledge management

→ Real-time incident correlation and root-cause analysis

→ Easy access to data for reporting and insights

→ Development platform to model and build business workflows

→ Real-time integration with enterprise systems of record

→ Integration between DevOps and ITSM processes

As enterprises navigate their complex ServiceOps journey, it is essential to focus on the key technological capabilities that will enable success. It's also important to employ practical best practices. For instance, creating hybrid roles, fostering cross-team collaboration, implementing robust tools and processes, and adding automation and AI-driven technologies will help enterprise IT organizations accelerate their progress toward ServiceOps and realize unprecedented levels of operational excellence.

Realizing the ServiceOps reality

ServiceOps strives to make IT organizations more efficient and more collaborative. When done right, ServiceOps will empower them to solve problems quickly and find resolutions with minimal impact on critical business services. AI/ML technologies can be used to improve IT service quality due to their ability to continuously learn about the environment and accurately predict potential issues that could arise.

ServiceOps will help IT organizations cut costs, reduce redundant efforts, and eliminate waste. Employees will be more productive, automating tasks and launching workflows using intelligent insights. ServiceOps will power the IT efficiencies that make for better end-user experiences and higher customer satisfaction levels. ServiceOps will bring a slew of operational efficiencies to IT organizations, empowering them to fully embrace DevOps and drive greater innovation and growth for the business.

What do enterprises expect to achieve via ServiceOps adoption?*

- Greater staff efficiency: **48%**
- Improved user satisfaction: **46%**
- Faster incident resolution: **44%***
- More effective change management: **42%**
- More proactive problem management: **42%**
- More efficient staff collaboration: **42%**
- More rapid service innovation: **38%**
- Lower costs: **37%**
- Better team morale and engagement: **34%**
- Higher SLA adherence: **33%**
- The ability to establish more aggressive SLAs: **30%**

*Source: [The ServiceOps Advantage: Improving Enterprise Productivity, Collaboration, and Innovation](#), Enterprise Strategy Group commissioned by BMC, February 2024.

Why choose BMC for ServiceOps

BMC's approach to ServiceOps puts AI/ML at the core of ITSM and ITOM convergence. With the BMC Helix open platform as the foundation of the BMC ServiceOps approach, IT organizations are empowered to:

- Provide business context with automatic discovery and dependency mapping of IT assets and services across multi-cloud hybrid environments to improve service quality.
- Make it safer to release applications and services frequently by automatically predicting risk or impact before a change is implemented.
- Utilize process automation to bridge DevOps and ITSM teams, increasing collaboration.
- Use AI insights to drive faster incident resolution, increasing efficiency.
- Employ an open platform that eases integration with third-party applications.

At the core of ServiceOps is AI. BMC HelixGPT is BMC's generative AI and an answer to the next level of efficiency that enterprise operations will require with near real-time processing of operational data from infrastructure, applications, and end users. Generative AI can create a complete view of reality using this data from multiple sources, while ticket, incident, and change data from ITSM tools reveal how an organization has been responding to business demand and service issues. BMC HelixGPT integrates all of these traditionally siloed data sources to derive actionable insights for anomalies and automated resolutions for common, repetitive issues.

ServiceOps from BMC uses AIOps including generative AI to improve service quality, reduce IT risks related to change, and increase operational efficiency using process automation to bridge DevOps and ITSM teams. With BMC Helix for ServiceOps, IT organizations can safely accelerate application releases and innovation using an open platform that eases integration with existing enterprise applications and technology stacks.



For more information

To learn more about BMC ServiceOps, please visit [bmc.com](https://www.bmc.com) or contact sales.

About BMC

BMC empowers 86% of the Forbes Global 50 to transform digital operations into opportunity. Our leading portfolio of AI-enabled software connects data, automation, and observability across the business, enabling each customer to become an Autonomous Digital Enterprise ready to seize competitive advantage in a world of constant change.

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