

BMC Consumerizes BSM with Its Richly Innovative MyIT Offering

Introduction

While a great deal's been written about *the consumerization of IT*, not much of clarity or value has yet surfaced from the attention. This is because the change from a back-office to a consumer-driven model for IT reflects a major cultural as well as technological transformation that in many organizations has not yet even begun. Moreover, industry pundits are still largely viewing it as a power shift, without real insights into values and opportunities that a substantively new approach in support of the consumerization of IT might achieve. In other words, the shift from a cost-driven, consumer-blind, back-office model to a value-driven, consumer-aware, front-office model in which a new language and context for exchanging IT-to-business and consumer values has emerged.

This presents an opportunity and in fact a need for radical innovation. So it's a real delight to see BMC moving forward with its MyIT offering in which personalized control over, to used the vendor's term, "industrialized" services and capabilities all comes together in an imaginative and compelling way – one that can take the largely enabling capabilities of effective BSM initiatives and externalize them in a manner that's bound to resonate with even the most demanding IT service consumers.

This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) impact brief takes a closer look at MyIT in industry and market context.

Event

On October 30, 2012, BMC introduced "select availability" for its MyIT software starting in early 2013, after targeted beta deployments in Q4 2012. The software is optimized to run on mobile as well as PCs and other devices, in full proactive support of the BYOD (Bring Your Own Device) approach that's already challenging most IT organizations. MyIT promotes end-user control through a subscription model both to internal IT services and to IT service support, as well as third-party or cloud-related services. MyIT leverages social media with built-in, easily visualized, consumer-grade graphics to request or track status of critical services, as well as offering support for Twitter, blogging and other social media expressions. MyIT also supports location-aware analytics, much like Google, so that, for instance, if you're traveling you can locate a conference room for a meeting, or even evaluate which conference rooms in a building are in use.

According to BMC, the goal is to make MyIT a "personal assistant" for the IB business or organizational consumer. From this BMC rightly expects that MyIT can reduce IT service costs through more effective allocation and personalization of both IT service consumption and IT service support. Similarly, it should boost end-user productivity, for what should be by now obvious reasons. Finally, it should provide IT executives and service planners with a much improved support system for IT-to-business dialog, portfolio planning, and end-user experience management initiatives, while boosting consumer morale in the process.

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The Real “Consumerization of IT”

One of the interesting features of “the consumerization” of IT is that there is still very little that’s qualitative heard from the many distinctive personas that make up the internal and external consumers for IT services. Web analytics has begun to track consumer patterns and User Experience Management (UEM) research has gotten solid data on satisfaction levels and priorities for non-IT business consumers. But the many distinct voices – from power users, to struggling neophytes, to impatient admins, to researchers with unique needs, to even IT professionals challenged by often mysterious initiatives and still siloed tools – remain largely unheard and undefined.

EMA’s [Operationalizing Cloud](#) research (2011) revealed that 45% of IT organizations adopting cloud felt it had made them “more engaged with the business” while 19% confessed that cloud had already driven a wall between IT and its consumer base. In parallel, another 19% claimed that IT took back control over cloud deployments that had gone awry when driven by localized, business enthusiasms. Whether this resulted in a happy consumer base or not wasn’t tested.

In parallel, 69% of the respondents felt that cloud was making user experience management more important, while only 2% said cloud was making user experience management less important. In [User Experience Management and Business Impact: A Cornerstone for IT Transformation](#) (EMA 2012), business outcome and end user productivity were among the top drivers across a mosaic of client-server, virtualized, public and private cloud service deployments. Less than 50% felt that mobile apps were currently well supported by their IT organization. And tellingly, only 24% felt that end-user productivity was currently “very effectively” supported on any end device. When it came to advice, the number one recommendation across business and IT consumers was “better dialog” followed by “spending more time getting to know end-user behavior and perspectives.”

MyIT: A Closer Look

With the introduction of MyIT, BMC isn’t directly addressing all of the above, but by offering a subscription model that’s fully empowered by the end-user consumer, it should go a long way towards recognizing the need for individualized, “persona-driven” access and support for IT services. Some of the more significant advantages are explained below:

- An interface that’s consumer friendly at the iPhone level. This includes easily read inserts and graphics with images such as photographic renderings of buildings. The inserts combine easily interpreted commentary with simple icons and headlines.
- A technical foundation optimized for mobile requirements, with Native Objective-C App support and will leverage AirWatch Content Locker 1.0 with targeted support for other capabilities such as DropBox in the future.
- Back-end technical support that leverages BMC’s BSM, Remedy and Atrium foundations, including its End User Experience Management so that MyIT can become a bi-directional resource for IT – providing insights on consumer behavior and preferences and service performance, while still empowering the end consumer to make his or her service selections. Over time, BMC intends to make MyIT available to other third-party service management environments.
- Strong support for social collaboration in requesting services and service status, including a *Genius Bar* for self-help, with consumer-defined snapshots on updates of IT service issues, requests and appointments. Resolution advice is similarly provided via easily readable inserts in a social-media, dialog-like flow.

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- For those consumers who struggle with electronic forms (current author included), MyIT minimizes administrative overhead, as it already contains consumer background information and automatically applies it to requests or other interactions.

EMA Perspective

BMC recognizes that the introduction of MyIT will require attention to, not surprisingly, its own IT consumers – all the more because it is so innovative that it doesn't have an established (or even nascent) market as of yet. This should be all important for the success of MyIT which will require bi-directional learning between BMC and its own consumer base in order to evolve to its full potential, and receive the kind of industry recognition and attention it should soon deserve.

All this bodes well for the success of MyIT, which may turn out to be even more revolutionary than BMC imagines. EMA looks forward to next steps, as MyIT begins to offer IT organizations a chance to externalize and capitalize on the service management investments they've so heavily invested in within their own, comparatively cloistered, data centers.

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About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on [Twitter](#) or [Facebook](#). 2575.103012