



# FOUR WAYS THAT PRODUCT CERTIFICATION PUTS YOUR ORGANIZATION AHEAD OF THE CURVE

By Doug Mueller, Corporate Architect, and Terry Vyas, Director of BMC Educational Services, BMC Software

How many times have you turned down requests to provide end users with additional capabilities from a product, either because you were too busy, the level of effort seemed too difficult, or you just didn't know where to begin? What about some of those annoying challenges that you didn't tackle because they weren't high enough on your priority list? Consider this: What if you or your staff could understand your products much better and use them in ways you hadn't even imagined, all while saving months of development time? Think about the value IT could provide to your company and your team if these capabilities were offered by your organization.

The good news is that your IT staff can achieve productivity increases they've never previously envisioned, learn how to take effective shortcuts they didn't realize existed, and take on new challenges well beyond their imagination. They can become better skilled and more versatile to meet the challenges of delivering IT services in a very dynamic, complex environment. How? By becoming certified in the technology they use. In fact, many BMC customers who have become certified in various products have discovered how this knowledge has helped them to get substantial value out of their investments and effectively address issues they never would have considered before receiving training. They are also considerably more likely to be able to solve more problems on their own.

## What Is Certification?

Certification from BMC is based on providing a variety of learning paths to help customers get the most value out of their technology. They can choose to become certified in several key areas. Professionals can select from either online courses, which they do at their convenience, or hands-on, instructor-led coursework for more intensive, real-world learning.

Participants must demonstrate their knowledge and skills through testing and practical projects in a live lab environment in order to become certified in a particular area. They must demonstrate through practical exams that they understand how to apply the knowledge using a best-practices methodology. The courses cover a broad range of areas, such as the BMC Remedy AR System, server automation,

the configuration management database (CMDB), performance management, workload automation, IT Infrastructure Library Best Practices® (ITIL®), and more.

## How Can Certification Help?

Here are four ways certification can help your organization make a difference. The key is to get started with certification for the products that you are trying to implement — your anchors. Then you can move on to the next related products.



### 1. ESTABLISHES A CENTER OF OPERATIONAL EXCELLENCE BASED ON BEST PRACTICES

Many people in IT organizations learn on their own through trial and error. But this approach does not provide the same consistent benefits of understanding and applying industry best practices. Product certification programs with individual learning paths can help IT organizations by enabling the staff to benefit from a deep set of industry knowledge. Think of the process leading to certification training as being similar to the process of getting a license to fly a plane. An airline requires pilots to go through flight training and pilot certification. The same concept of training and certification is true in engineering and other fields. People who participate in certification must not only take courses but also pass tests in certain areas in order to receive their certificates. As more staff members in an IT organization become trained and certified, the organization can achieve a higher level of operational excellence.

Training can help your team achieve much better results with their solutions. Many IT organizations have adopted Business Service Management (BSM), a comprehensive approach and unified platform that helps them to cut cost, reduce risk, and drive business profit. Product certifications provide the training to enable IT to achieve and maintain these business benefits by aligning the IT infrastructure, staff, and services with operational and business objectives.

### 2. HELPS PROVIDE A MORE HOLISTIC APPROACH TO I.T. SERVICE MANAGEMENT

Certification also helps you to look at the big picture of implementing IT service management so that when you make a change in one area of your infrastructure, it does not have a negative effect elsewhere. When your staff members are certified, they have a better understanding of what they want to achieve with their technology and how their products interact. As a result, with the training provided through certification, your team can discover new ways to use a product, as well as ways to solve problems more quickly and prevent them from happening again.

For example, a BMC customer in the retail industry was having typical IT problems — running out of disk space, experiencing performance challenges, and so on — and never understood why those problems were happening. After taking a certification course, that person learned that the problem was caused by a button that had been added incorrectly. This example illustrates how, if you understand the product better, you can leverage your knowledge to avoid problems — and you can avoid adding queries that create issues. You can also avoid the challenges presented by delays, failures, and downtime.

### 3. REDUCES DEVELOPMENT TIME AND ALLOWS YOU TO FOCUS ON SOLVING PROBLEMS YOU MAY NOT HAVE CONSIDERED TACKLING BEFORE

Many customers have reported that, by becoming certified, they've been able to save months of development time because they learned how to build things faster and better the first time around. The training has helped them to leverage knowledge from experts in the technology they are implementing. This best-practices approach has been much more effective for them than trying to solve problems on their own. In fact, the training has helped them to identify potential problems that

could be resolved with technology — either problems that may have appeared too big to tackle or ones that they didn't realize could become an issue later on.

One of the hot topics in the industry for the past few years has been the configuration management database (CMDB). Many customers are looking at, and often struggling with, implementations. A frequent comment we encounter during a standard briefing on the CMDB is, "I wish I had known that before. It would have saved me months of effort." Most of the time, it is not even a product feature or capability that is considered most important. The training provides a best practice in how to approach or think about the CMDB and how it fits into the environment. The discussion of the role of the technology is as important as, and often more important than, the simple mechanics of the technology. This discussion includes how to best approach an implementation of the technology and how fast to try and move forward with it.

#### 4. EXPANDS THE SKILL SET OF YOUR STAFF

While many IT organizations leverage consultants to help them implement technology, they still need to operate and run the technology over the long term, unless it is outsourced. In fact, some of our customers who completed certification training have told us that they

wish they would have become certified before calling in consultants, in order to have a better understanding of what they needed the consultants to provide them.

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BMC Certified Professionals are an elite group of experts who have proven their comprehensive understanding of BMC products and processes. Obtaining a BMC certification allows you to publicize your organization's accomplishments, continue your team's education, and achieve other benefits. Your team, particularly computer engineers, is often responsible for developing

## BMC Certification Programs

You can choose from either online courses, which you complete at your convenience, or hands-on coursework for more intensive, real-world learning. BMC Software provides certification in the following areas:

BMC Certified Administrator: BMC Remedy AR System 7.5

BMC Certified Administrator: BMC Remedy AR System 7.6.03

BMC Certified Developer: BMC Remedy AR System 7.5

BMC Certified Administrator: BMC Atrium CMDB 7.5

BMC Certified Administrator: BMC Atrium Discovery and Dependency Mapping 8.1

BMC Certified Administrator: BMC Control-M for Distributed Systems 6.4

BMC Certified Administrator: BMC Performance Manager 7.5 v2

BMC Certified Operator: BMC BladeLogic Server Automation 8.0

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and maintaining mission-critical systems. By participating in coursework related to these critical technologies, they can improve their skills while delivering greater value to their companies.

## Putting It All Together

Your business depends on IT, and the users of IT resources want a dependable, certified IT partner they can trust to ensure that business goals are achievable. Best practices and knowledge validation are key to any successful IT organization. Keeping your staff well trained helps with staff retention and with meeting the goals of the business.

For more information, visit [www.bmc.com/education](http://www.bmc.com/education) or view the catalog at [elearn.viewcentral.com/content/bmc/marketing/coursecatalog&schedule.pdf](http://elearn.viewcentral.com/content/bmc/marketing/coursecatalog&schedule.pdf).

## ABOUT THE AUTHORS

Doug Mueller is a corporate architect at BMC Software and cofounder of Remedy (acquired by BMC). He is the subject-matter expert for BMC Remedy Action Request System and the applications based on it. Mueller is involved with product architecture and development and works with technical leaders in the BMC Service Support and BMC Atrium organizations to drive architectural consistency. Mueller actively works with and advises enterprise customers to help with their corporate IT strategy around BMC's BSM solution set, focusing on the BMC Atrium CMDB and BMC Service Support solutions.



Terry Vyas is the director of BMC Educational Services for BMC Software and is responsible for worldwide sales, delivery, and offerings development for BMC Global Services' education practice. He is also part of BMC's Thought Leadership Council, where his focus is on cultural change management and solution adoption for large organizations. At BMC, he has previously held a variety of roles in professional services, where he led consulting teams, offerings development, and partner programs.



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

Business thrives when IT runs smarter, faster, and stronger. That's why 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 offers a comprehensive approach and unified platform that helps IT organizations cut cost, reduce risk and drive business profit. For the four fiscal quarters ended September 30, 2010, BMC revenue was approximately \$1.96 billion. Visit [www.bmc.com](http://www.bmc.com) for more information.