WANT PERSONALIZED SERVICE DELIVERY? CONSIDER MyIT.

By Jason Frye, Senior Director, Office of the CTO, BMC Software

The technology people use in their everyday lives is very user-friendly. They can quickly download a movie, purchase an airline ticket, or check their bank accounts online. The processes for conducting these personal transactions are simple and straightforward. In many ways, however, these experiences contrast with their experiences with technology at work.

For example, workers want IT organizations to provide better information delivery. They want the ability to make appointments with their service desk and to manage and control IT services and information.

So, how can IT give users the same excellent experience at work that they have with personal devices at home? It begins with a mindset focused on consumerizing the IT experience using an intuitive interface that connects the front end of IT service management (ITSM) with the back end. This capability should include self-service, mobility, and social media. Employees should also have easy access to the services they need — anytime, anywhere, and from any device. We are introducing **MyIT** to provide these capabilities.

Personalize service with an intuitive interface: put the "my" in IT services

The MyIT platform is comprised of a unified interface with a consistent look and feel across multiple end-user devices, as well as the infrastructure behind it. The interface consolidates many information sources and provides a single access point to execute the service interactions that matter most to IT service users.

The "my" part of this technology is really important because people communicate in many different ways. This new IT service management capability focuses on "How do you want IT to communicate with you? For example, do you want to get an email from IT, or do you like pushed notifications?" IT will be able to provide personalization choices, ensuring that people have a say in how they want to receive messages from IT.

This innovative approach takes the concept of apps and services — whether related to availability, accessibility, or performance — and gives users the ability to access and view their status, as well as interact with apps and services and report issues. This approach combines the best aspects of a service catalog, knowledge base, and other information sources (like SharePoint), as well as service definitions. It provides a rich set of

information that can help IT tailor services to individuals when they become available. This is like having an IT assistant that's with the users wherever they go.

Getting to know you quickly = faster IT issues resolution

The first thing people will notice when they log in to MyIT is that it knows who they are, where they are, and what they do. Now, think about the first two minutes of every help desk call. What types of initial questions are asked? They usually include the following:

» Who are you?
» What department are you in?
» Where are you?
» What do you need?

The goal of MyIT is to provide the end user with personalized services to leverage location-based capabilities within their devices. Along with authenticated user identity, systems can grab rich data that can be used

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across the service delivery and support platform to personalize the experience. That lets IT show end users the services they care about. After all, each user may be interested in only a select group of services — the ones they use — even if IT offers many other services.

It's also important to proactively alert users to app and service health conditions and allow them to check on the status of what they need — whether from IT or from another group that IT has enabled. You can do this by making users play a more active role in service management. Just like checking online to find the status of a flight, think of MyIT as the first place to go to check on IT status instead of having to call the service desk. These capabilities put the power in the hands of the end users.

Increase productivity and take self-service to the next level

Many of the capabilities around self-service involve provisioning back-end operations. But when it comes to consumerizing the front end and making those requests, you need interfaces that are intuitive and give users a very simple way of making requests. This applies whether those requests are IT or non-IT related. For example, they may include updating benefits or accessing and resetting a password.

A rich, simple interface that delivers a common look and feel across all devices and integrates natively with IT service management broadens the adoption of self-service by the general population of employees, increasing the productivity of service request fulfillment automation. You can even leverage the location-based information of many devices to personalize and tailor the services to the individual's location. For example, if a user from the New York office is visiting your company's office in San Francisco and wants to find an open conference room, the process is easy. The list of available conference rooms is tailored to the present location of the end user and shows only the open conference rooms and their locations on a floor map, which helps employees get settled and productive more quickly.

Knowledge management is also important in personalizing service. When you do a search with MyIT, you can quickly get an authoritative, reviewed article from the knowledge base. A good knowledge management solution incorporates simple access so that everyday users can contribute information based on experience and rate the accuracy and usefulness of that information.

Looking at the most common requests that end users make, one of the most popular is requests for access to applications. Whether the request is related to setting passwords or getting added to a privileges list, the experience must be simple and easy. So, instead of the user having to type the name of the application, you can provide a drop-down menu and automate the back end. This gives the user immediate access to the system without waiting and is an example of "consumerizing" the front end while automating the back end.

Users can make an appointment with the service desk at convenient times. This allows you to set up a set of queues in various time slots, when the end user is guaranteed that an IT person will be available to help. It also allows you to send information in advance so that case workers already working on the case can have it resolved faster. Instead of focusing on opening and closing incidents, this approach is based on improving customer service.

Improve personalization to local conditions

Location awareness is critical. If someone needs help with a printer, that person might ask an employee who works nearby to provide assistance. Ultimately, there may be several people trying to help that person connect the printer to the laptop. With MyIT, the user can see a map of the remote office and view available services that light up on that map. Those services could be a printer, a network Wi-Fi device, and so on. This enables the user to rapidly identify and configure nearby services without disrupting anyone's work.

Another capability of MyIT is the notion of the enterprise app store. Think of this store as a curated, company-managed resource that includes both public applications, such as Chatter, Adobe Reader, and Facebook, as well as internal applications that are developed for the mobile platform. From this single pane of command, users can download the applications they need. This capability really opens up the consumerization experience, where millions of applications are being downloaded by users on their own every day in a very secure fashion.

MyIT is transformative, and it integrates seamlessly with the back-end processes.

The sky is the limit for keeping users happy

One common challenge is that when users are working on a plane, they may need to access a document that was stored on an application like SharePoint. MyIT will include an encrypted document repository, where you can proactively send information that users need to take with them for use at any location. Because the information is mobile, encrypted, and secure on the device, they can access it when they need to instead of having to contact IT for access to these materials.

MyIT is transformative, and it integrates seamlessly with the back-end processes. It enhances the user experience and cuts down on the cost of delivering services as you expand the number of users receiving those services. Service delivery becomes simple, faster, more flexible, and more personal, and that leads to happier end users.

For more information about MyIT, please visit **www.bmc.com/products/myit/it-self-service.html**.

What users can expect when MyIT becomes available

Personalized assistance

» Get services tailored to who and where users are

» Browse a filtered, customized IT catalog

» Submit service requests anywhere, anytime

» Know when issues will be fixed and when they're resolved

Personalized content

» Be automatically subscribed to services necessary for the user's role

» Gain visibility into service availability and performance

» Access, share, and edit documents and other secure content

» Choose how alerts are received — i.e., email, Twitter, Facebook

Remote access

» Locate nearby office resources and services — like printers and hot desks — instantly

» Have a real-time dialogue with specialists and get remote IT support in the user's area

Fully mobile

» Work anywhere with a truly mobile application

» Auto-configure Wi-Fi connections

More control

» Schedule appointments with specialists

» Know exact availability of help resources, get remote IT support, and monitor the progress of the user's requests

Less burden on IT

» Reduce the number of first-level support requests with the help desk app

» Free up IT staff to tackle more pressing, enterprise-focused issues

» Empower users to manage and coordinate service requests via self-service IT

ABOUT THE AUTHOR

Jason Frye is a senior director in the Office of the CTO at BMC Software, with a particular emphasis on mobility and cloud computing. Previously, he was responsible for all technical marketing functions across BMC's Enterprise Service Management portfolio. He has served as a senior product manager for BMC's Cloud Lifecycle Management solution and BMC's partnership with Cisco for Unified Computing. Prior to joining BMC, he was the director of systems engineering for Voltage Security, an encryption, privacy, and security management vendor. He has also held positions with the United Stated Department of Defense, specializing in artificial intelligence and systems management. He is a graduate of Drexel University in Philadelphia, Pennsylvania.

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