

SWOT Assessment: BMC Remedy v9

Analyzing the strengths, weaknesses,
opportunities, and threats

Publication Date: 17 Aug 2015 | Product code: IT0022-000489

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Summary

Catalyst

BMC Software is an IT service management (ITSM) vendor with much history and experience in the space. BMC Remedy 9 is the company's latest flagship ITSM release. The new functionality introduced in this release exemplifies BMC's continued commitment to enabling not only those delivering and supporting IT services, but also those consuming them.

Key messages

- BMC Remedy 9 offers one of the most intuitive and modern user interfaces of any ITSM solution currently on the market.
- The ability to report in real time on incidents and events makes BMC Remedy 9 a proactive solution that will drive wider adoption.
- BMC Remedy 9 is an enterprise class solution for service management that can support an organization irrespective of its level of maturity.
- One of the challenges facing BMC is the effective marketing of its portfolio of service management solutions, especially to business units beyond IT.

Ovum view

With Remedy 9, as with Remedy 8 before it, BMC has made improving the user experience central to its design efforts. The company has experienced good levels of success with its MyIT offering – a mobile-first solution built to empower end users – and this design philosophy has been carried over into Remedy 9.

As with most ITSM solutions, BMC Remedy 9 offers functionality that can support an organization engaging in an ITIL initiative. Service desks are also well supported by the solution as a result of functionality that can help them evolve in working more proactively. Extending the value of service management beyond just IT is another strategic objective that Remedy 9 is well positioned to support.

BMC Software has certainly evolved in a positive way over recent years. The company now offers the market some very compelling service management solutions, with Remedy 9 being the latest. The future is certainly encouraging both for the vendor and for Remedy customers.

Recommendations for enterprises

Why consider BMC Remedy 9?

BMC Remedy 9 offers one of the best user interfaces of any ITSM solution; the interface is clean and intuitive and helps deliver a positive user experience. In promoting efficiencies from utilization of the solution, Remedy 9 leverages many capabilities that users of popular consumer technologies will be accustomed to using, such as social, GPS, and mobility.

The aim for IT departments should be to empower both IT and wider business employees with service management technology that can help them work more productively and collaboratively, embracing

the new habits and digital competencies that popular consumer technologies have helped establish over recent years. The consumerization trend has undoubtedly had an impact on BMC's approach to developing Remedy 9, and the results are certainly positive.

SWOT analysis

Strengths

Modern and intuitive user experience

Mobile devices have undoubtedly influenced how people interact with technology, and BMC has recognized this. In response to these changing interactions, and in a bid to improve both the user experience delivered and utilization of the solution, BMC adopted mobile-first design methodologies when developing BMC Remedy 9. As a result, the BMC Remedy 9 offering is one of the most intuitive and modern user interfaces of any ITSM solution currently on the market.

Strong reporting and analytics capabilities

ITSM vendors have taken reporting and analytics capabilities very seriously over recent years. Often, in order to gather the insight delivered, IT departments have had to rely on other solutions, but ITSM vendors have embraced this opportunity to advance the reporting and analytics capabilities offered by their tools. Remedy 9 offers reporting and analytics capabilities that can inform and empower both IT personnel and users from the wider business that IT supports.

In addition to the strong self-service analytics offered by the solution, BMC Remedy 9 also offers reports and dashboards that dynamically present relevant information and insight based on the persona of a user. New dashboards and reports can also be created via a simple drag-and-drop interface, with data being delivered in real time. Social elements have also been incorporated, meaning that reports can be easily shared and collaboration can be undertaken via annotations and in the context of a specific report or dashboard.

Weaknesses

Confusion still exists among some customers as to which solution serves which purpose

BMC Software offers a variety of different solutions that are of value from a service management perspective. Remedy 9, Remedyforce, MyIT, and Smart IT are all solutions that integrate at some level, but conversations with Ovum clients suggest that confusion exists in the market as to which solution serves which particular purpose. There is no doubt as to the value offered by these solutions, but the challenge for BMC is in how to market and communicate this value to a market that may not be well versed in its products – especially important given the relevance of some of these solutions to business units beyond IT.

Opportunities

Offer mobile device management capabilities as part of core offering

Currently, much of the mobile device management (MDM) capability supported by BMC Remedy 9 is offered via an MDM partner. This is common among ITSM solutions at present, but, going forward, it

would be advantageous for BMC to offer this as core Remedy 9 capability. In a bid to further empower IT support personnel in meeting the needs of an increasingly mobile user base, the ability to offer mobile device management capability as part of a core ITSM offering will be of increased importance.

Push the value of service management beyond just IT

ITSM practices and supporting technologies are increasingly being embraced by business units other than just IT. This is because these practices, and specifically the technology utilized to support them, can help other business units improve productivity. While BMC Remedy 9 certainly offers functionality that can help other business units realize new efficiencies, developing modules that leverage the capability offered by the tool in a way that is specific to business units such as HR and facilities management will help Remedy 9 broaden its market appeal.

Threats

Competitors in the market

The ITSM technology market is a highly competitive one. Up until 2012, differentiation in the market was limited as most vendors had focused on developing their respective solution around helping customers align with ITIL best practices. Disruptors such as cloud services, mobility, and social, for example, have encouraged ITSM vendors to innovate in some exciting and different ways, especially given there is no uniform guidance to how such capabilities can be exploited. With MyIT, Remedyforce, and more recently Smart IT (which is a feature of Remedy 9, not a separate product), BMC software has become one of the leading innovators in the space, and the company will need to continue to look for avenues by which its solution can be differentiated from others in that space in order to attract new customers.

Data sheet

Key facts about the solution

Table 1: Data sheet: BMC Software

Product name	Remedy	Product classification	ITSM
Version number	9.0	Release date	April 2015
Industries covered	All industry verticals	Geographies covered	BMC covers all geographies
Relevant company sizes	All	Platforms supported	Windows, Linux (Red Hat, CentOS), Solaris
Languages supported	Remedy platform supports the following languages: English, Danish, Dutch, Finnish, French, German, Icelandic, Italian, Norwegian, Portuguese, Spanish, Swedish, Albanian, Croatian, Czech, Hungarian,	Licensing options	Named user and concurrent licenses Subscription or perpetual licensing.

	<p>Polish, Romanian, Slovak, Slovenian, Russian, Estonian, Greenlandic, Lappish, Latvian, Lithuanian, Japanese, Traditional Chinese, Simplified Chinese, Korean, Standard Thai.</p> <p>Remedy Service Management applications are localized out-of-the-box for: English, French, German, Italian, Spanish, Japanese, Simplified Chinese, Korean, Russian, Brazilian Portuguese</p>		
Deployment options	SaaS and on-premise, and MSP	Routes to market	Direct and via partners
URL	http://www.bmc.com/remedy	Company headquarters	Houston, Texas, US
European headquarters	Amsterdam, Netherlands	North America headquarters	Houston, Texas, US
Asia-Pacific headquarters	Singapore, Singapore		

Source: Ovum

Appendix

Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum’s evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

Further reading

SWOT Assessment: BMC Remedyforce, IT0022-000460 (August 2015)

IT Service Management Fundamentals, IT0022-000353 (May 2015)

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