

Simplify Complexity with BMC Helix Enterprise Service Management

Fuel employee productivity, intelligently





Table of Contents

- 03** Enterprise Service Management (ESM) as a business imperative
- 05** ESM doesn't have to be difficult
- 07** Employees sit at the center
- 09** BMC Helix ESM: innovate, elevate, and simplify everywhere
- 13** Expand BMC Helix ESM with BMC Helix for ServiceOps
- 16** Transform with BMC Helix ITSM and ESM solutions
- 17** Start your service management transformation today
- 18** Let's get started

The global services economy and the importance of service management

Services are driving economies around the world. Recent global events have put into focus how service creation, delivery, and management can impact every facet of our lives. Enterprises are finding new ways to be more agile and adapt faster to the changing needs of the global services economy. These new ways include supporting a distributed, hybrid workforce, managing supply chains to fulfill demand, assessing risk, and meeting escalating, always-on customer/user expectations. Enterprise service management (ESM) solutions ensure that all facets within enterprise lines of business (LOBs) come together to work smoothly, reduce risk, and prevent points of failure. **Everywhere. Every time. For every user.**

Enterprise service management (ESM) extends relevant IT service management (ITSM) best practices and technologies to non-IT lines of business (LOBs). The LOBs benefiting from ESM can span across human resources, customer service, workplace and facilities, security, and more. ESM can also unify leading-edge intelligence, automation, large language models (LLM), and ChatGPT.

Figure 1 on the next page illustrates how BMC views the evolution of service management from the IT help desk to ITSM, and now to the intelligent enterprise with ESM.



Service management is evolving into an intelligent, cognitive solution for lasting enterprise success

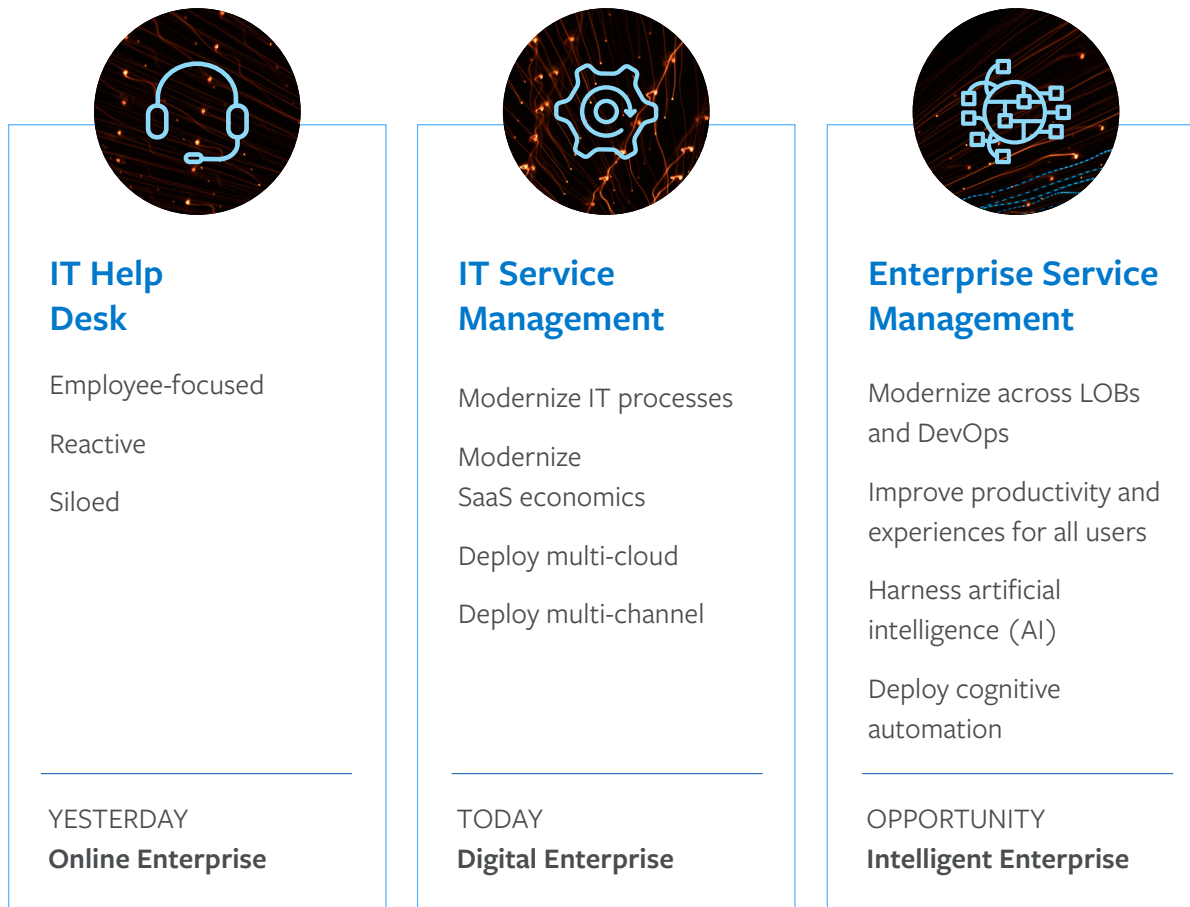


Figure 1. BMC view on the evolution of service management.



BMC Helix ESM solutions deliver the critical capabilities to achieve the intelligent enterprise today. With BMC Helix ESM, you can simplify complexity across the entire service management lifecycle through:

- + **Intelligent automation**
- + **Integrated AI/ML, RPA, and AIOps**
- + **Unified, agile DevOps tooling**
- + **Proactive and predictive issue resolution**
- + **Root cause analysis**

Enterprise service management doesn't have to be difficult

Meeting the service management needs of a diverse and growing number of unique users is vital for enterprise success in today's business environment. But, the journey to get there can be painful and complex. User expectations are high, and the bar is continually being raised. Legacy processes can hinder innovation and slow time to market. Building and executing a service management strategy within the digital enterprise cuts across all LOBs, introducing the potential for significant risk.

A service management experience needs to be all things to all users, including employees, customers, developers, and ecosystem partners. While individual requirements may differ, all users seek a common service management experience that provides immediate response, a clear solution, a single point of accountability, and access from their device of choice. With BMC Helix ESM, your enterprise can fulfill these needs today and into the future.

BMC HELIX ESM SUCCESS STORY Elevated digital employee experiences

Balfour Beatty

Balfour Beatty is a leading international infrastructure group based in the U.K. with capabilities that span construction and related support services. With 24,500 employees serving the U.K., U.S., and Hong Kong, Balfour Beatty finances, develops, builds, and maintains the vital facilities that enable societies and economies to grow.

BMC Helix ESM end-to-end, cloud-based service management solutions empower Balfour Beatty to deliver an excellent user experience to both its external customers and internal end users. With the solutions, Balfour Beatty can expand and integrate LOB workflows enterprise-wide, from IT to finance to fleet management and beyond, all through incremental additions to the BMC Helix platform.

85%
automation
of IT kit fulfillment

61%
faster
incident resolution

Hear how BMC Helix ESM delivered a better experience across Balfour Beatty employees.

[Watch Video](#)

IT teams already understand the challenges of managing multiple, often competing, priorities in real time. IT leaders now recognize that enterprises need an automated, collaborative, and unified service management solution that spans beyond IT and across all LOBs. Here is how BMC Helix meets the solution requirements for the intelligent service enterprise:

Intelligent ESM solution requirements

- ✓ **An expandable, open platform** that can ingest/automate and integrate with existing investments and combine them to deliver more insights
- ✓ **Artificial intelligence and machine learning (AI/ML) that deliver** intelligent use case resolution, time, and cost savings without significant user training
- ✓ **An embedded automation engine** with predictive capabilities across applications, workflows, and multiple IT environments (mainframe, data center, cloud, distributed/edge)
- ✓ **A seamless method to integrate** traditional and modernized systems of record (SORs) with unified, agile DevOps tooling



Your employees sit at the center of ESM success

The ability of your enterprise to create and deliver superior employee experiences is based on the underlying ESM solution, and the breadth of the available digital employee experience (DEX) solutions. DEX encompasses every aspect of your employees' interaction with ESM technology, including quality, ease of use, accessibility, security, reliability, inclusivity, and more, all contributing to the end-user experience.

ESM quality of experience (QoE) is compromised when your employees face difficult-to-navigate internal channels of support, redundant and manual processes across LOBs, out-of-date information, cumbersome fulfillment workflow, and an inability to get back to work with minimal disruption. The adverse impact on the enterprise is low productivity, additional toil, and staff turnover.

BMC Helix ESM solutions are designed to fuel employee productivity by empowering all of your employees—wherever they are—with the experiences they need for success and improved job satisfaction, including:

- + A transparent, seamless employee onboarding experience to accelerate time to value
- + Automated workflows to save time across LOBs, data, and processes
- + A unified service catalog for the speed and convenience of employee self-service
- + Actionable insights, powered by AI/ML, accessible in real time, to resolve inquiries from customers and other internal teams
- + Collaboration and communication tools, with ease of multichannel access on employee devices of choice
- + Proactive resolution of problems and cases, even before they happen



BMC HELIX ESM SUCCESS STORY

Customer service management



Zain, a leading global mobile voice and data services operator with 7,500+ employees and 52.4 million customers, wanted to maximize its technology investments and expand innovation to deliver experiences to customers that make their lives easier and, at the same time, give its service agents world-class solutions to make that happen. With BMC Helix, Zain gained a comprehensive solution that empowered agents to deliver omnichannel customer support across traditional and digital channels.

25%

increase in first call resolution (FCR)

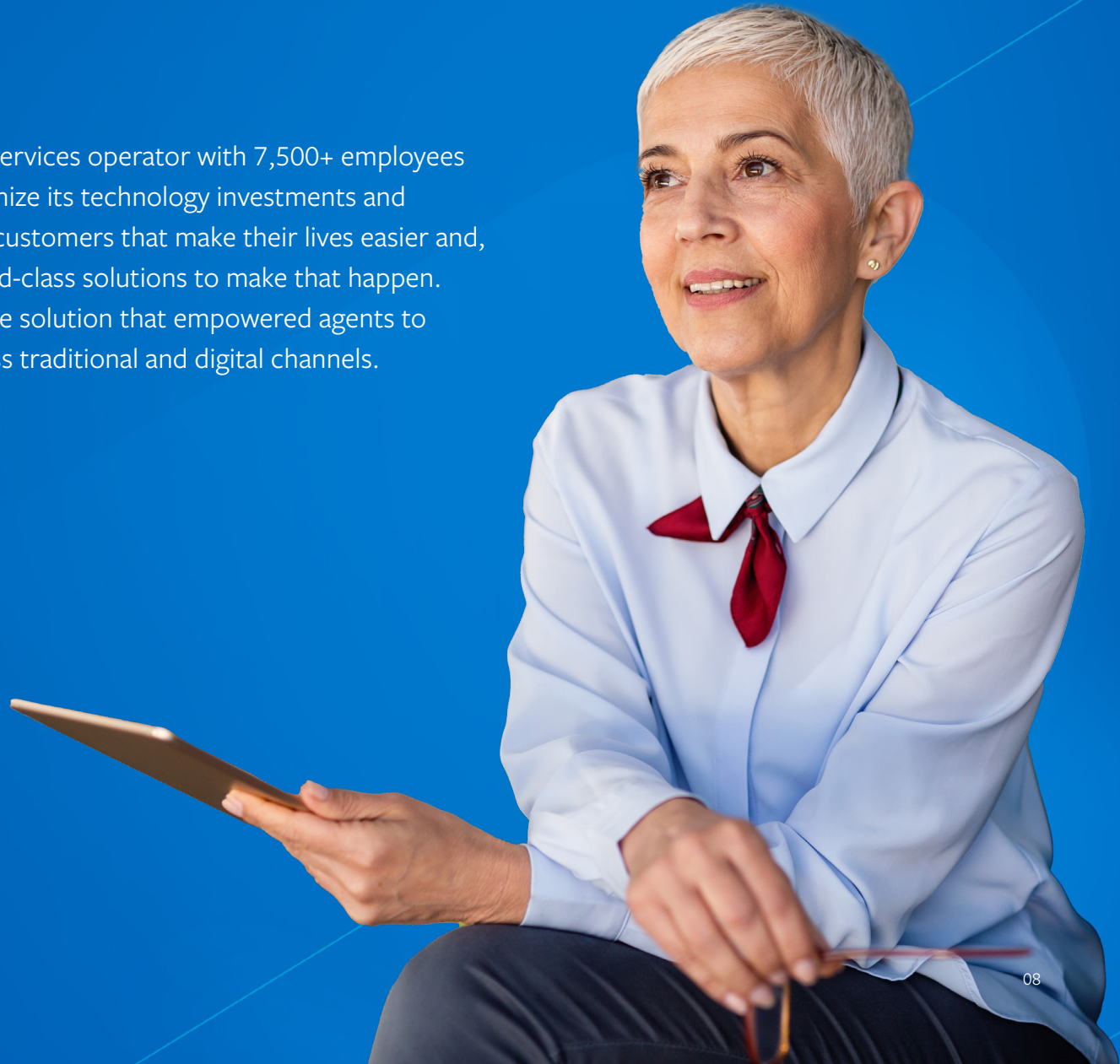
21%

improvement in case efficiency



Increased service agent retention and employee engagement

[Watch Video](#)



BMC Helix ESM: innovate, elevate, and simplify everywhere

Delivering elevated experiences to employees, customers, developers, and technology partners while also achieving operational excellence is key to unlocking business value. BMC Helix Service Management, inclusive of BMC Helix ITSM, addresses these requirements for the enterprise ecosystem in three distinct ways, as shown in Figure 2. We will take a look at each in the pages that follow.

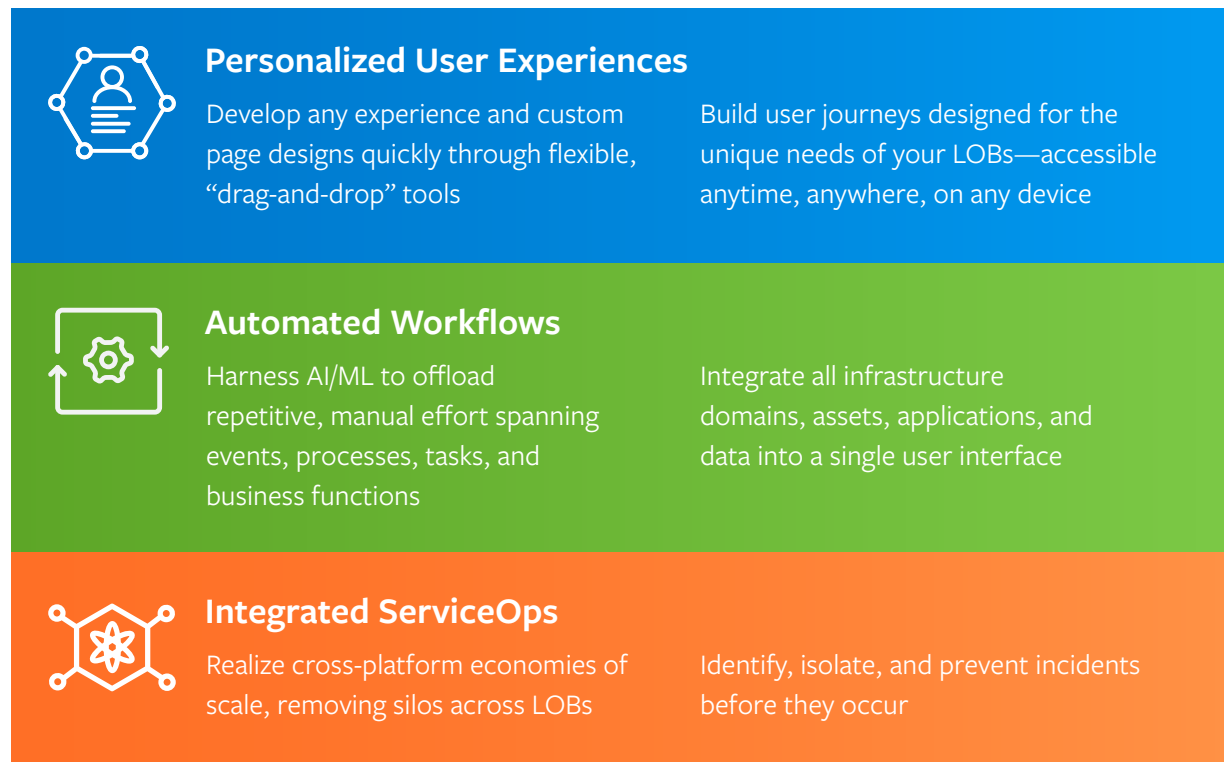


Figure 2. Three ways BMC Helix ESM offers unique value.

1

Empower users with personalized experiences

BMC Helix ESM solutions such as BMC Helix Innovation Studio, BMC Helix Business Workflows, BMC Helix Digital Workplace Advanced, and BMC Helix Digital Workplace Studio fuel employee productivity by delivering a unified service catalog that is accessible on any device. Employees can move faster and see results sooner with features that allow them to:

- + Develop experiences and unique page designs quickly using the easy and flexible drag-and-drop tools
- + Build user journeys tailored to your LOBs, and ensure they are accessible anytime, anywhere, on any device
- + Accelerate user self-service and issue resolution with AI-powered virtual agents, knowledge management, and real-time information swarming
- + Integrate your choice of best-in-class data and applications quickly and easily in an open environment



2

Simplify the complex with automation

Finding and retaining talent is at a premium. Every team member's productivity is critical. Manual and inefficient processes within the enterprise can result in frustrated employees, dissatisfied customers, and business disruption. When information can be converted into action without manual intervention, and issues can be quickly and effectively addressed and fixed, you can transform how services are managed and scaled. BMC Helix ESM automates workflows by:

- + Harnessing AI/ML to offload repetitive, manual efforts spanning events, processes, tasks, and business functions
- + Streamlining the service process with clear visibility and user access into every phase
- + Making better decisions with fast, accurate, agentless discovery
- + Changing the way business services are consumed and delivered by extending beyond traditional service channels with chatbots and virtual agents
- + Leveraging advanced reporting and analytics to provide predictive insights based on real-time user data



BMC Helix Enterprise Service Management (ESM) is purpose-built to deliver elevated, personalized experiences across millions of service management users, including employees, customers, third-party technology and ecosystem partners, and developers by:

- + Simplifying complexity through intelligent automation and unified DevOps tooling
- + Integrating any data, app, device, infrastructure, or cloud
- + Unifying ITSM, ESM, robotic process automation (RPA), and AI/ML across data and workflows
- + Providing domain expertise and dedicated roadmaps for your specific LOB needs, such as human resources, employee onboarding, customer service, and more

3

Realize the benefits of integrated ServiceOps

Digital transformation and the intelligent enterprise require the successful merger of service management and operations management (ServiceOps). But to gain the business advantages of ServiceOps, you must eliminate the organizational silos that limit capabilities, create labor-intensive processes, and add costly and manual integrations between functions. With the BMC Helix platform for ServiceOps and BMC Helix ESM, your enterprise can open new collaboration channels, elevate experiences, and boost productivity for teams across LOBs by seamlessly integrating ServiceOps to:

- + Realize cross-platform economies of scale and remove silos across the enterprise
- + Share intelligence, workflows, and data across the unified BMC Helix platform
- + Identify, isolate, and prevent incidents before they occur
- + Reduce risk across the business through self-healing and event prioritization
- + Offer root cause analysis, predictive incident resolution, and real time incident correlation



THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

The George Washington University wanted to create a modernized, omnichannel user experience for students while incorporating cognitive automation technologies and establishing a unified entry point for ITSM across different departments. BMC Helix ESM solutions provided a single entry point for access to university service management across any device.

70,000

service tickets managed annually, powered by cognitive automation

25%

reduction in cases through student self-service issue resolution

11%

of cases resolved exclusively via chatbots, powered by [BMC Helix Virtual Agent](#)

Explore Further

BMC HELIX PLATFORM

Expand BMC Helix ESM with BMC Helix for ServiceOps

BMC Helix ESM combines all of the critical components for service management success across all LOBs, including ITSM. BMC Helix ESM is built upon the BMC Helix platform for ServiceOps, which is a native SaaS solution designed to enable intelligence, user personalization, predictive insights with action, and orchestration. BMC Helix for ServiceOps orchestrates data, automation, and AI/ML across every touchpoint of the service experience. All BMC Helix solutions, including chatbots and BMC HelixGPT, are preintegrated within the BMC Helix platform for accelerated deployment. Unique benefits for enterprises include:



IT/LOBs/Developers/Tech Partners

- + Predictive
- + Actionable insights
- + Value creation
- + Fast, open integrations



Employees and Customers

- + Instant response
- + Adaptive
- + Contextual
- + Connected

Figure 3. A high-level schematic of the BMC Helix for ServiceOps platform and the essential components.

BMC Helix: A converged platform for ServiceOps

BMC Helix for ServiceOps brings together the full power of BMC Helix Service Management and BMC Helix Operations Management, enabling you to elevate user experiences, simplify processes, and automate intelligently.

Greater value is realized for your business with the delivery and management of always-on products or services, accelerated product development and time to market, and streamlined business processes and workflows that reduce risk, minimize business disruption, and unify visibility under a single pane of glass.

[Watch Video](#)

BMC Helix platform: key components



Automation

BMC Helix automation integrates legacy and modernized systems of record to create a single source of truth across events, policy and configuration, security protocols, metrics, logs, dynamic service models, knowledge-centered services (KCS), cases, tickets, and changes. This enables the IT service desk, LOB process agents, developers, and integration partners to:

- + Receive actionable insights across the landscape
- + Integrate new apps and data sets faster
- + Build value and economies of scale through automated experiences
- + Run predictive/what if scenarios



AI/ML

AI/ML is core to the BMC Helix platform, which uses the technology to harness information across data, processes, infrastructure, systems, and devices, empowering users to:

- + Converse with self-service agents and offer suggestions
- + Receive notifications about anomaly detection
- + Determine real-time incident correlation
- + Deliver proactive problem management and predictive change risk assessment



Data

The data component of the BMC Helix platform is purposely designed to eliminate time-consuming work across workflows/approvals, case remediation, fulfillment, and process orchestration by giving employees and customers instant responses and personalized experiences that are contextual and connected.

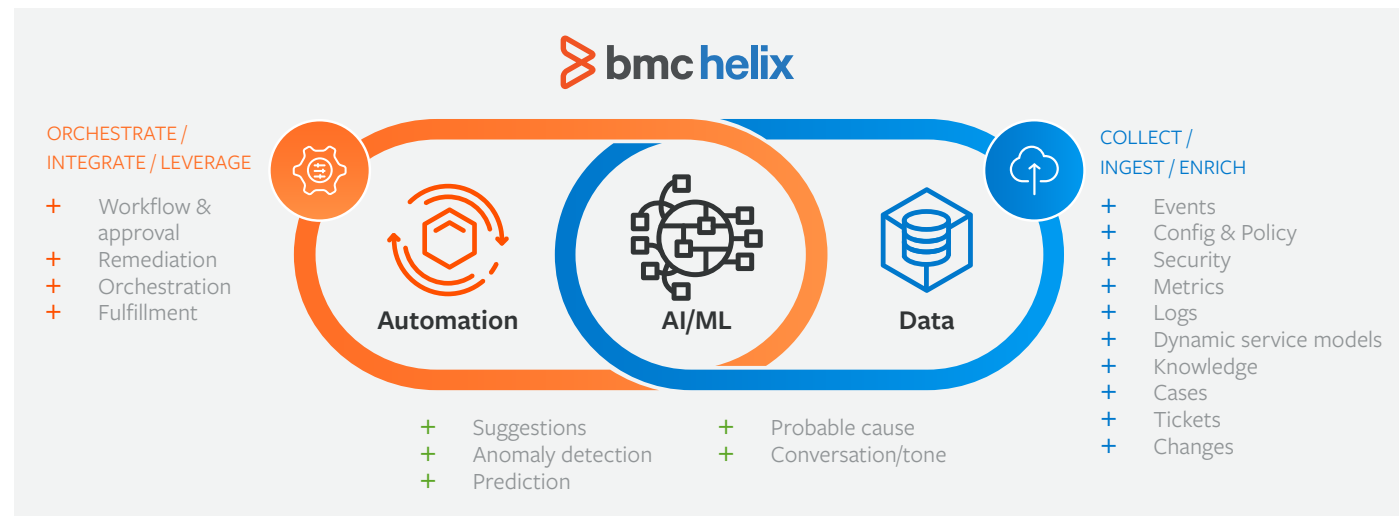


Figure 4. High-level topology of the BMC Helix converged platform for ServiceOps that integrates [BMC Helix Service Management and BMC Helix Operations Management with AIOps](#).

BMC HELIX ESM SUCCESS STORY

Integrated ITSM and HR Service Management



When Huisman, a designer, manufacturer, and servicer of heavy construction equipment, wanted to modernize to a global, centralized enterprise service desk for all requests and tickets across IT, HR, facilities, and maintenance, Huisman looked to BMC Helix ESM to achieve its vision.

30x

increase in digital workplace adoption

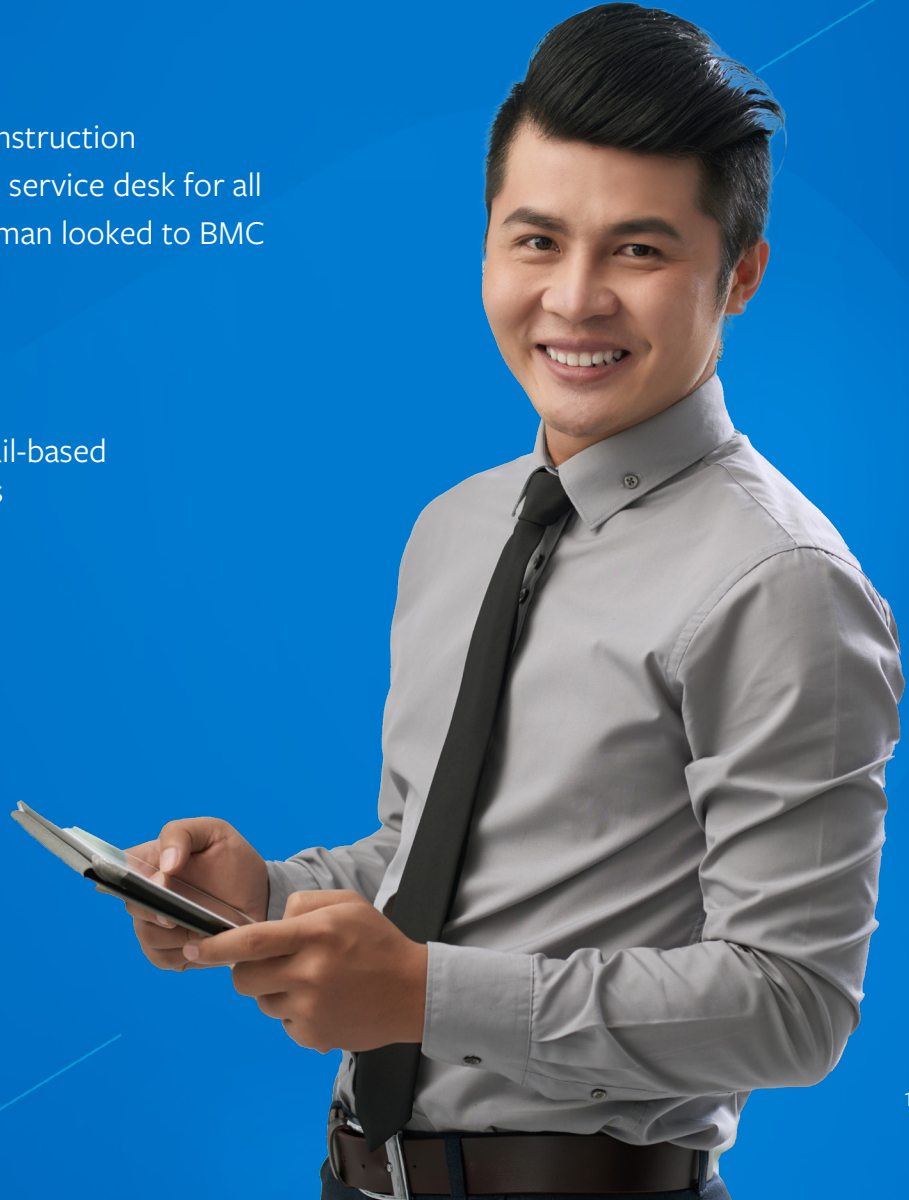
80%

reduction in HR-related phone calls

35%

fewer email-based IT requests

[Learn More](#)



Transform with BMC Helix ITSM and ESM solutions

BMC Helix is the single platform to support all of your service management needs across ITSM and ESM. That's why our BMC Helix Service Management portfolio includes solutions that solve challenges in all areas of business, including:

- + **Delivering end-to-end IT services** comprising all the processes and activities to design, create, deliver, and support IT services
- + **Developing connected employee experiences** spanning engagement, training, onboarding, HR policy and compliance, and productivity
- + **Orchestrating tasks** between customers, customer service, and other teams to quickly resolve issues and requests
- + **Systematically measuring** the performance of applications, infrastructure, and project portfolios for utilization, return on investment (ROI), digital transformation, and end-of-life phasing
- + **Intelligently and continuously optimizing resources** to deliver service and operational excellence, thereby minimizing risk and reducing capital and operational spending
- + **Aligning IT with business goals** while managing risks across your enterprise, as well as legal governance, risk, and compliance (GRC) regulations
- + **Protecting information and users from security breaches** by identifying, managing, recording, analyzing, and remediating threats or incidents in real time
- + **Ensuring the functionality, comfort, safety, and efficiency** of physical locations, equipment, grounds, infrastructure, and real estate
- + **Developing customized business workflows** by integrating third-party apps and data of choice
- + **Improving the digital employee experience** by giving your employees a single pane of glass for all the resources they need for success
- + **Empowering your business** to build custom experiences, microsites, and persona-driven journeys to improve employee engagement, productivity, and resolution times
- + **Obtaining proven solutions** purposely designed for the needs of specific LOBs



Start your service management transformation today

When you choose BMC as your service management partner, you gain a unified ESM/ITSM platform and the power to expand across any of your LOBs, giving your enterprise a true business advantage.



Simplify complexity so that teams have everything they need via a single console, with a single sign-on that brings together data, processes, topology, and intelligent automation in one unified console view. Resolve, correlate, and predict cases faster with embedded real-time incident correlation, proactive problem management, and predictive change management.



Integrate quickly and easily any data source, any app, any infrastructure environment, any device, and any cloud so that teams can operate seamlessly across environments, manage across devices, and accelerate DevOps.



Streamline deployment with a unified, open, and future-proof platform that serves ITSM and LOBs, has shared AI/ML, and integrates with AIOps. Accelerate time to value without vendor lock-in while also ensuring service-level resiliency and fast recovery time objectives (RTO) and recovery point objectives (RPO).



Deliver service management your way with personalized, interconnected user experiences that align with your brand by leveraging BMC Helix Digital Workplace Advanced and BMC Helix Digital Workplace Studio.



Vodafone, a global communications company, struggled to keep pace with the management and modernization of its legacy service and operations environment. The problems included an inability to service inquiries quickly due to limited automation and a lack of visibility across the complex global environment. Vodafone accelerated its digital transformation objectives with BMC Helix.

119% ROI with an 11-month payback period

\$20M savings realized in a three-year period

[Learn More](#)

Let's get started

BMC Helix ESM has dedicated customer success and support teams to help you in each phase of your service management journey.



Simplify complexity with AIOps service blueprints. Improve service operations, service design, and service provisioning with the templates you need to make it easier to design a new service or improve an existing service.



Unify ITSM, ESM, robotic process automation (RPA), and AI/ML service management solutions to deliver real-time incident correlation, predictive incident resolution, and continuous optimization across LOBs.



Integrate any data, app, device, infrastructure, or cloud with support for service management across cloud, hybrid cloud, mainframe, and the data center with a single-pane-of-glass view and unified dashboards.



Deliver customized user experiences that delight employees, customers, ecosystem partners, DevOps teams, and all LOBs.

Join the customers who have achieved quantifiable business outcomes by partnering with BMC Helix ESM.

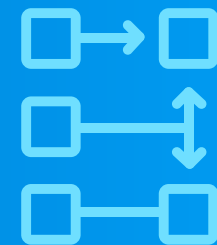
[Contact the BMC Sales Team](#) to explore how to start your service management transformation today!

[BMC Helix Enterprise Service Management \(ESM\)](#)

[BMC Helix IT Service Management \(ITSM\)](#)

[BMC Helix Digital Workplace](#)

[Elevate Digital Employee Experiences with BMC Helix ESM/ITSM](#)





About BMC

BMC works with 86% of the Forbes Global 50 and customers and partners around the world to create their future. With our history of innovation, industry-leading automation, operations, and service management solutions, combined with unmatched flexibility, we help organizations free up time and space to become an Autonomous Digital Enterprise that conquers the opportunities ahead.

BMC—Run and Reinvent

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