

BMC point of view

# Cognitive Service Management

Enabling the Future of Service



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## The BMC POV

An era marked by disruption and the rise of artificial intelligence (AI) is driving a new standard in enterprise service delivery. Welcome to the age of Cognitive Service Management (CSM).

No enterprise or industry is safe from disruption. Cloud, mobile, and the Internet of Things have created dazzling new opportunities, but left many established enterprises vulnerable. Against this backdrop, digital transformation efforts take on increasing urgency.

To truly achieve digital transformation, organizations must change on two fronts, digitizing:

- **The way services are delivered**
- **Human and business components**



75% of the S&P 500 are predicted to be displaced by 2027<sup>1</sup>, and 52% of the Fortune 500 have become extinct since 2003<sup>4</sup>



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## The Cognitive Revolution

Cognitive capabilities in technology are rapidly becoming mainstream. According to IDC, by 2019, 75 percent of workers who work with enterprise applications will be interacting with intelligent digital assistants that enhance their own skills and expertise.<sup>1</sup>

IDC also predicts that by 2018, 75 percent of enterprise and ISV development will include cognitive, AI, or machine learning functionality in at least one application.<sup>2</sup>

In this context, CSM is essential to attaining competitive advantage and avoiding disruption.

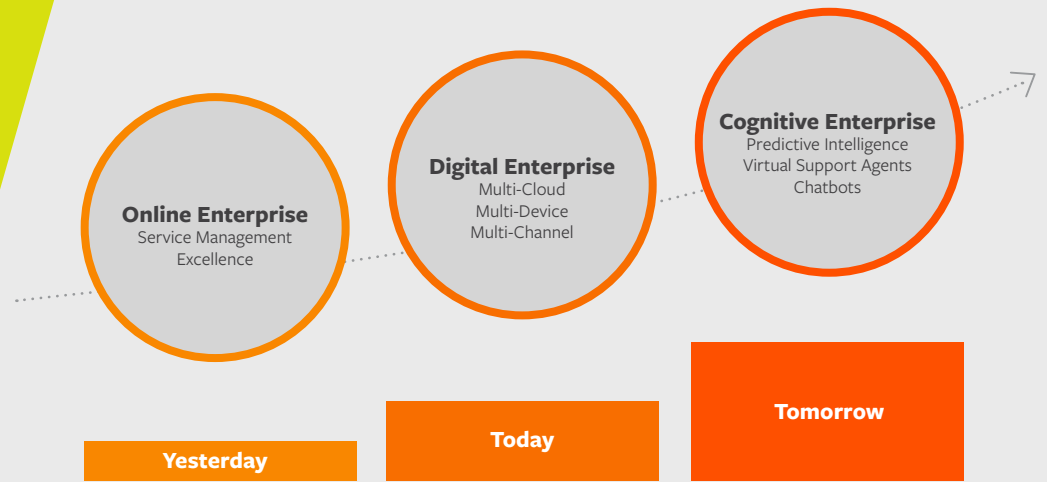
<sup>1</sup> IDC FutureScape: Worldwide Analytics, Cognitive/AI, and Big Data 2017 Predictions, Doc # US41866016, Nov 2016

<sup>2</sup> IDC FutureScape: Worldwide Analytics, Cognitive/AI, and Big Data 2017 Predictions, Doc # US41866016, Nov 2016

<sup>3</sup> Innosight, "Creative Destruction Whips through Corporate America," 2012

<sup>4</sup> Constellation Research, "Research Summary: Sneak Peeks From Constellation's Futurist Framework And 2014 Outlook On Digital Disruption," February 2014

## Journey to the Cognitive Enterprise



*As AI and automation rise, enterprise management tools must evolve to meet new expectations for service delivery.*

## The BMC Strategy: Evolving from ITSM to CSM

With the shift from the data center to multi-cloud environments, traditional service management has changed forever.

Traditional ITSM is focused on service excellence and expanding self-service capabilities in legacy IT environments. But traditional service management faces key challenges when it comes to today's multi-cloud, multi-channel, and multi-device environments:

Visibility + Security + Complexity

As AI and automation rise, enterprise management tools must evolve to meet new expectations for service delivery. The next stage of the journey embraces cognitive technologies to empower the Cognitive Enterprise.

At BMC, we define the Cognitive Enterprise as one where businesses apply predictive intelligence and automation to people, process, and technology to deliver the ambient experiences of the future. CSM brings the Cognitive Enterprise to life through next-generation service management enabled by digital automation and AI.

## The Impact of AI and Digital Automation on Service Delivery

At BMC, we envision a future of service management that integrates and exposes cognitive capabilities, delivering new levels of productivity and improving user experience in both business and IT.

**Cognitive technologies that we see impacting enterprise service delivery include:**

### **Machine learning:**

Provides computers with the capacity to change when exposed to new data without requiring explicit programming.

### **Speech recognition:**

Provides the ability to automatically and accurately transcribe human speech.

### **Natural language processing:**

Allows machines to understand natural language as humans do.

These cognitive capabilities provide the foundation for CSM and, ultimately, more personalized experiences provided by intelligent and self-managing systems.

## BMC Cognitive Service Management

Customer-oriented businesses that continue to just “keep the lights on” with ITSM will struggle to meet the requirements of today’s fast-paced digital era.

Today’s digital environment presents multiple challenges for the CIO.



### **Multi-Cloud**

Enterprises no longer have workloads running only in existing data centers, but also across hybrid cloud, managed cloud, and other environments.



### **Multi-Device (IoT)**

Companies must manage more than just IT devices and assets. As the Internet of Things (IoT) becomes increasingly relevant, everything will be connected with the device mesh.



### **Multi-Channel (Omni-Channel)**

Customers and employees want service provided through the channel they find most relevant, including traditional channels like email and phone as well as chatbots and virtual agents.

BMC helps address these challenges across the service delivery portfolio.



### Delivering Intelligent Employee Experiences

BMC Digital Workplace delivers simple one-click access to products and services employees need to do their work using their preferred channel.



### Transforming the Agent Experience with Cognitive IT

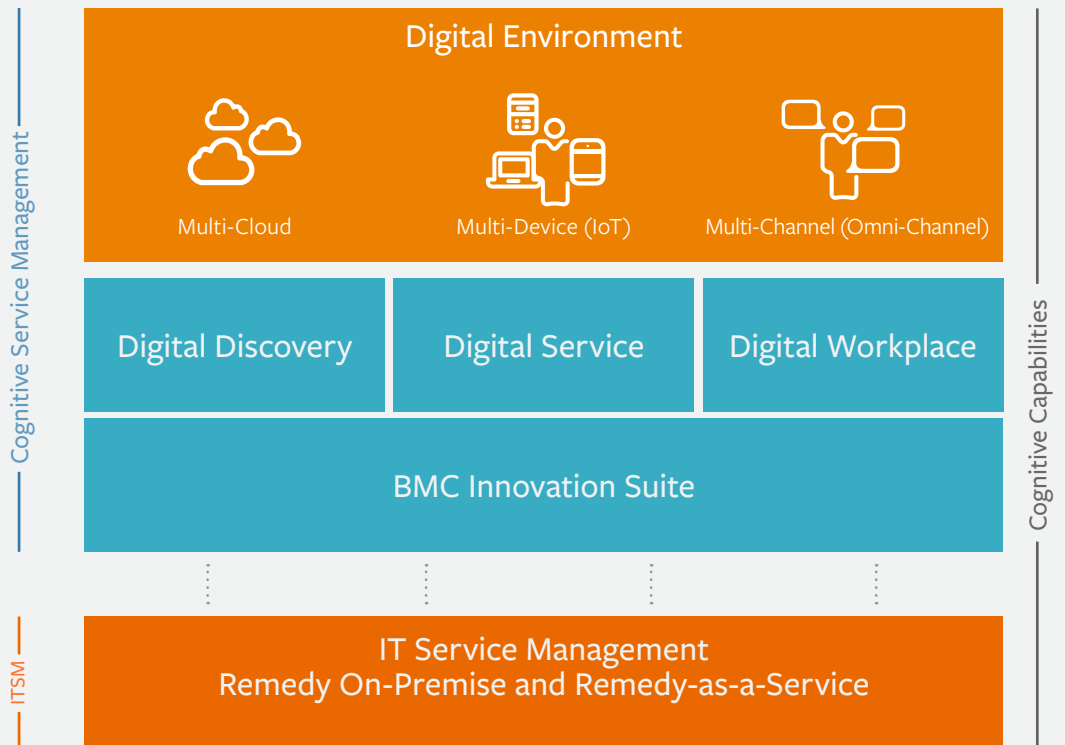
The future of service delivery is one where enterprises make full use of intelligent systems to achieve new levels of agility, productivity, and efficiency. By embedding cognitive and multi-cloud capabilities into existing service management processes, you can transform the way your agents deliver services.



### Accelerating Innovation Through Intelligent Applications

Enterprises can infuse and embed predictive intelligence into their existing applications. Cognitive services enabled through the platform will allow developers to leverage AI capabilities in the context of their applications and business needs.

## CSM Transformation





# The Promise of CSM

CSM marks a new era of service delivery, marked by three key characteristics ▶



Intelligent user experience



Speed through automation of repeatable processes



Cost savings across service delivery

AI and automation enable CSM. But the resulting user experience is anything but robotic. By making use of service-aware operations, tools, and process automation, CSM enables enterprise services that are ▶



**Intelligent:** Making use of Big Data and predictive analysis to provide fast and accurate results



**Conversational:** Through virtual agents that understand your queries



**Personalized:** Via chatbots that provide relevant and targeted information

## CSM Business Outcomes

### Improved Customer and Employee Experience

Every business making use of digital technologies is pushing the frontier by using digital technology to fundamentally advance human productivity. This includes the productivity of the company's customers as well as their employees — since both put a premium on their time. IT and business leaders are partnering on Digital Workplace initiatives to create engaging employee experiences, increase employee retention, and improve workforce productivity. Embedding and enabling cognitive capabilities will further revolutionize the people-centric experiences of the future.

### Increased Business Agility, Efficiency, and Productivity

To be efficient, ITSM solutions must support use cases in a heterogeneous environment. CSM capabilities such as virtual agents assist IT and business to complete tasks faster and improve productivity and agility across service delivery experiences. Efficiency is also driven through best practices and integrations out-of-the-box to discover, model, and manage services across these environments in real time.

### Cost Savings

With new revenue streams, operational efficiencies, and outcome-based business models, enterprises are looking for ways to accelerate digital services in the cloud. Increasingly, CIOs are being asked to demonstrate more value to lines of business beyond keeping critical systems running. Driving value and cost savings through efficiency and experience is key to delivering business impact.

*CSM is essential to attaining competitive advantage, enabling key business outcomes.*



**Improved  
Customer and  
Employee  
Experience**

**Increased  
Business Agility,  
Efficiency, and  
Productivity**

**Cost  
Savings**



## The BMC ADVANTAGE

By integrating AI and automation into its industry-leading solutions, BMC turns the CSM vision into reality.



**World-Class User Experience:** BMC Digital Workplace provides a world-class omni-channel, intelligent, and personalized experience for your employees and agents across the enterprise.



**Rich Portfolio:** With unparalleled feature breadth and depth, BMC solutions provide CSM functionality out of the box without requiring customization or coding expertise. Unlike some vendors, BMC does not require significant additional licensing costs for add-ons such as predictive analytics and business-value reporting capabilities.



**Best-of-Breed ITSM:** BMC Remedy received the highest product scores in four of the five use cases in the Gartner 2017 Magic Quadrant for IT Service Support Management Tools (ITSSM).



**Deep Experience in Service Delivery Transformation:**

BMC partners with you to evolve your service delivery and transform to CSM at your pace.



**Protection for Existing Investments:** Businesses everywhere are zeroing in on the bottom line. With BMC, you can integrate, extend, and modernize your existing investments without having to rip and replace.



**Open and Flexible Deployment:** BMC provides a variety of flexible deployment options. BMC solutions work with any cloud provider and are available in on-premises, SaaS, and multi-cloud options.

The CSM revolution is already underway. With BMC, you have a partner with the skills, experience, and portfolio to help you seize the cognitive advantage and transform enterprise service delivery.

The future of service delivery is one where empowered enterprises make full use of intelligent systems to achieve new levels of agility, productivity, and efficiency.

Learn more about CSM and how BMC is empowering the Cognitive Enterprise at [bmc.com](http://bmc.com) ►