



BMC's Dynamic BSM Launch Targets Virtualization and Cloud Management Priorities

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BMC Software recently introduced its [Dynamic BSM](#) vision, a reinvigorated interpretation of BMC's well regarded BSM framework, that recognizes data center environments are becoming increasingly complex and agile due to increased use of virtualization and cloud computing technologies. Dynamic BSM aims to directly link the company's historic strengths in business service management, governance, compliance and ITIL best practices with BMC's growing capabilities in automated virtualization lifecycle management and cloud computing provisioning and management. Dynamic BSM provides a logical framing and roadmap to integrate many recent BMC partnerships and acquisitions into the firm's modular, integrated product architecture. It also provides sales teams with a simplified framework for educating customers about the full breadth and depth of BMC's portfolio.

Dynamic BSM retains many of the hallmarks of the original BSM concept, i.e., an emphasis on the importance of governance, compliance and best practices enabled by a modular, integrated product portfolio, to deliver effective business services to end users. Additionally, the Dynamic BSM model shines a bright light on BMC's BladeLogic provisioning automation and Atrium run book automation capabilities. Dynamic BSM recognizes that, in comparison to static legacy environments, the lifecycles of many business services are evolving rapidly today, due to the pace of change and complexity that result from widespread use of virtualization, and emerging private and public cloud computing environments.

The Dynamic BSM message is bolstered by a number of recent BMC partnerships, product introductions and acquisitions including:

- The just-completed acquisition of [Tideway Systems](#), a provider of IT discovery for physical assets, which is expected to be married with the BMC Atrium discovery engine to enable customers to discover assets and configurations across virtual, physical and mainframe assets using a common interface
- The August 2009 introduction of the [BSM for Virtualization and Cloud Computing](#) initiative, which laid the groundwork for Dynamic BSM by providing new modules, templates and self service request portals for many of BMC's core configuration, orchestration, and performance management tools to enable them to track and analyze virtual lifecycle, compliance and performance management events and activities
- A July 2009 partnership with [Amazon EC2](#) that provides a unified, integrated Amazon/BMC management solution to allow enterprise customers to request computing resources — either internal (physical or virtual) or external from Amazon EC2 — through an integrated self-service portal. Those requests are tracked through BMC's Atrium change management system and automatically provisioned and configured in minutes. This self-service interface also supports service de-provisioning and service change requests.
- The March 2009 announcement of a collaboration with [Cisco](#) to integrate BMC BladeLogic Service Automation and BMC Atrium CMDB with Cisco's Unified Computing System

Manager to automate the provisioning and configuration of business services, applications, and underlying virtual and physical resources for Cisco's Unified Computing System

- Integration with [VMware](#) vCenter Server enabling BMC's BSM platform to detect VMware vMotion events and automatically respond by adjusting performance monitoring thresholds, maintaining performance history tracking VM changes and updating the configuration management database (CMDB) in near-real time
- An agreement with [McAfee](#) to offer a new, jointly developed solution integrating BMC BladeLogic Client Automation (formerly BMC Configuration Automation for Clients) with McAfee Policy Auditor, McAfee ePolicy Orchestrator and security and remediation content from McAfee Labs. This solution augments BMC's closed-loop provisioning capabilities on the client side, in addition to the datacenter, with identification and reporting of policy violations for remediation.
- A strategic partnership with [NetApp](#) to integrate and automate provisioning and management across virtual server and storage environments

IDC believes the Dynamic BSM message is timely as IT buyers are rapidly implementing large scale production virtual data center solutions and are gearing up to adopt private and public cloud computing architectures. The Dynamic BSM model will help BMC better position itself as a strategic partner for customers that are struggling to keep up with increased rates of data center change and complexity and are looking for management solutions that can span traditional physical system management, virtual system management and emerging private and public cloud environments.

Dynamic BSM will also provide BMC sales teams with an updated framework to more effectively educate customers about the full range of the company's management software portfolio and to promote larger, more comprehensive deals. This is critical to BMC's long term success as the company has set itself a goal of increasing average deal sizes and winning more multi-product deals in the coming years. Recently announced Q2 financial results indicate the firm is making progress on this goal, inking more than 20 deals of \$1 million or more during that timeframe. Dynamic BSM should make it easier for the sales organization to continue to identify and close these types of important contracts over the coming quarters.

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