

BMC MyIT Next-Generation Self-Service

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OVERVIEW

Our personal experience with consumer technology at home has changed our expectations of enterprise information technology (IT) at work, driving employees to demand modern tools to do their jobs. We want the ease of Facebook®, speed of Twitter®, and service of Zappos.com. But what can IT do to meet these lofty goals? BMC MyIT gives companies the power to transform the IT experience and eradicate the old, cumbersome processes that have hampered our business productivity and stymied our personal fulfillment at work for too long.

In fact, a recent study by Forrester Research states that the average business worker loses about two days a month due to IT-related issues, or so-called IT friction. Not only is time wasted waiting for a resolution, but the hours spent researching what's wrong, combing through knowledge management databases, locating the service catalog, completing the submission form, and repeatedly calling IT to check on the progress all adds up to 18 hours a month. MyIT can cut that waste by 50 percent, returning at least a day of productivity.

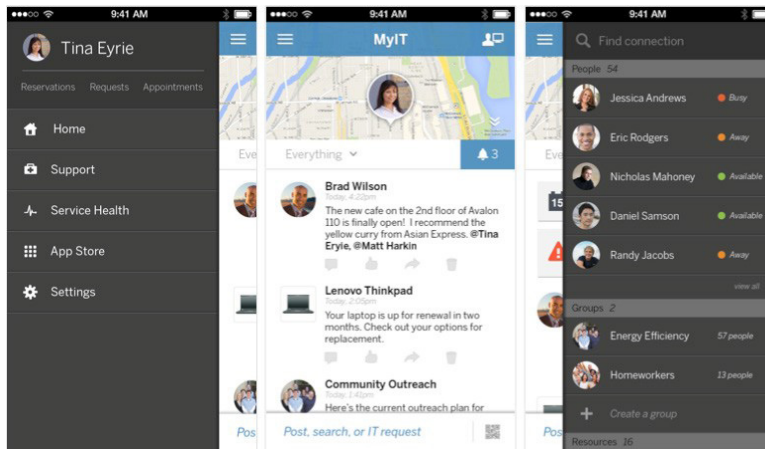
As business workers see the value of next-generation self-service, adoption spikes. The result is fewer routine calls to the service desk, which quickly reduces level-one ticket processing costs. With self-service, IT is also able to divert time and resources to critical IT transformation, making the company more competitive. And in the end, IT customer satisfaction increases.

BMC MYIT

MyIT 2.0 is a next-generation self-service app that reduces IT friction, cuts support costs, and boosts customer satisfaction.

It's fast. With a swipe, alerts and service updates appear. It's easy. Need something? Just write a post. It's personalized. Set appointments with experts at the time and place you want to be seen. And it's relevant. Because MyIT knows you, it displays only the information you need there and then. Imagine the productivity of social collaboration, freedom of formless IT, and ease of context-aware services: you have MyIT.

In addition to native iOS and Android® apps, MyIT is available on the web through any HTML5-compatible browser. MyIT can be purchased either as an on-premises or cloud solution. And it can be integrated with both on-premises and cloud solutions from BMC Software, such as Remedy and Remedyforce.



FEATURES

Home

As soon as you open MyIT, it gives you a snapshot of your day, displaying your timeline with upcoming appointments, pending requests, unresolved issues, and notifications from systems you access in your daily work. In the timeline, you can also post and read comments from people, groups, and resources you follow.

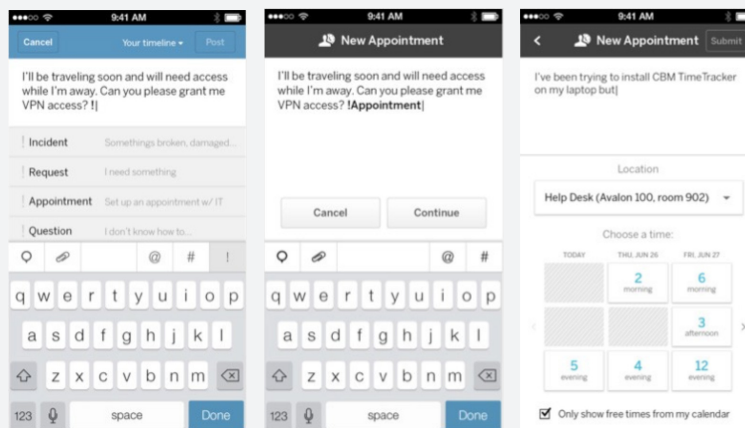
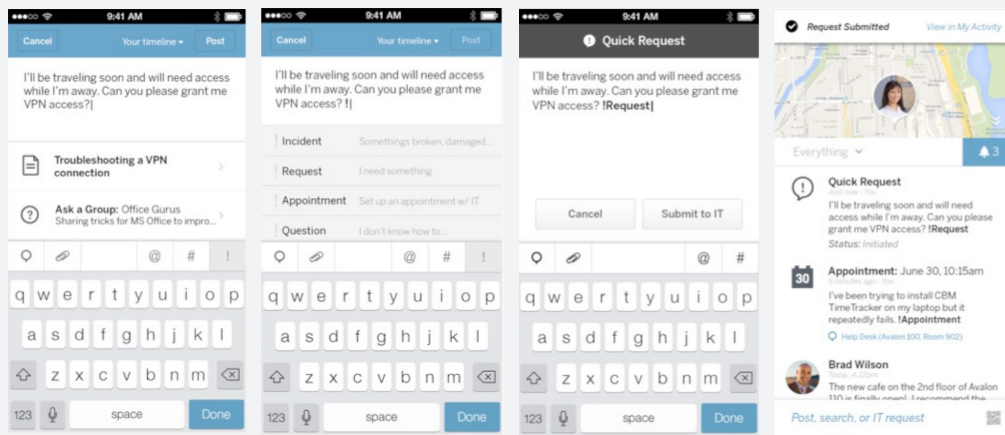
In addition to posts from the people and things a user follows, the timeline displays notifications from the IT department. Some of these are automated through the integration of BMC ProactiveNet Performance Management (BPPM), while others are manually posted by IT. Business units can also use the notifications to communicate with employees and customers.

With a click on the left, you can access all the features in MyIT; a click on the right shows you the people and items you are connected to. For example, if you install new customer relationship management (CRM) software, you will automatically follow the app and receive real-time alerts as needed. From the home page, you can search for people and IT resources to follow and interact with. In MyIT, your relationships with people and things are as important as the actions you take. And unlike traditional self-service apps, MyIT shows you only results related to your role, location, relationships, and previous searches—making the experience fast and relevant.

Formless IT

The IT form is dead. Long live formless IT. Social media is the heartbeat that drives MyIT. In addition to communicating with help desk experts and colleagues, users can interact with IT in a modern, formless way. If you need, for example, VPN access because you're traveling, you simply write a post saying exactly that. As you type, MyIT immediately matches your inquiry with knowledge management articles.

If you want to address the post to a specific person, group, or asset, simply reference them with an "@" symbol just like you do on Twitter. The magic really begins when you use various symbols to convert simple posts into real ITIL® processes. By adding the words "Request," "Appointment," or "Incident" to a post, MyIT automatically converts them into actions for the help desk.



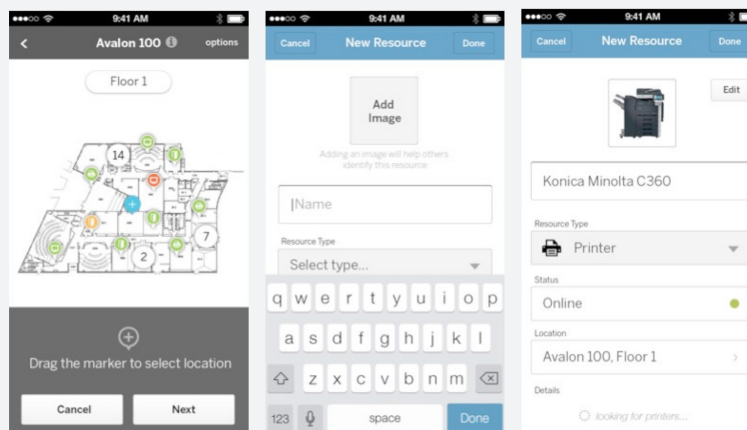
When additional information is needed—to set an appointment, for example—MyIT prompts you to complete the request. On most mobile devices, you can use your voice to type messages, schedule meetings, and place phone calls directly from the app. Through the use of natural language, MyIT bridges the divide between human and machine and alleviates the fear and hesitation many business users have about connecting with IT.

Support

For more complex requests, MyIT also features a traditional service catalog with simplified forms designed for mobile apps and modern Web browsers. Here users can search for IT and business services, peruse the knowledge management database, and submit requests. While posting a formless request often is the most efficient way to get access to the network, for example, on-boarding an employee usually requires additional information, which is collected in the preconfigured forms.

Crowdsourced IT

Taking social IT to another level, MyIT introduces crowdsourcing to map and manage the IT environment. Users can add assets to the location-aware maps in MyIT with a few swipes and clicks. MyIT knows where you are, so all you need to do is specify the resource you want to add. IT can control who can add what to the maps and determine the information that needs to be included. In the same manner, users can report outages, providing IT with a real-time flow of asset updates. By building a repository of crowdsourced problems (with resolutions), IT becomes an information powerhouse, where users can find answers to all their questions with little effort.



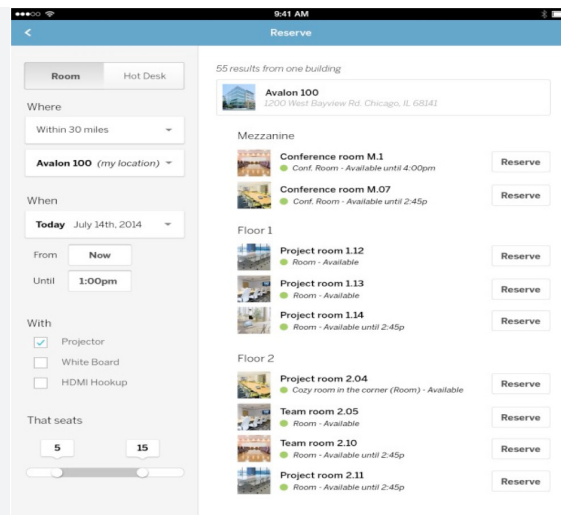
App Store

At home, apps play a big part in our lives. They are fun, helpful, and easy to download. At work, it's often a different story: it's not uncommon for users to spend days searching, requesting, and waiting for apps they need to be productive. With so many users and so many apps, IT struggles to ensure everything is secure and compliant. MyIT now comes with BMC AppZone, an enterprise app store that gives employees easy access to cloud, mobile, custom, and desktop applications. To drive adoption, users can comment, rate, and share apps they enjoy, allowing others to on-board applications based on peer selections. For IT, an enterprise app store provides the ability to procure, publish, secure, and manage apps across the organization. Businesses of all sizes can finally deliver the same high-quality experiences to individuals at work that they receive at home from consumer marketplaces, such as Apple iTunes®, the Amazon® App Store, and Google® Play™.



Reservations

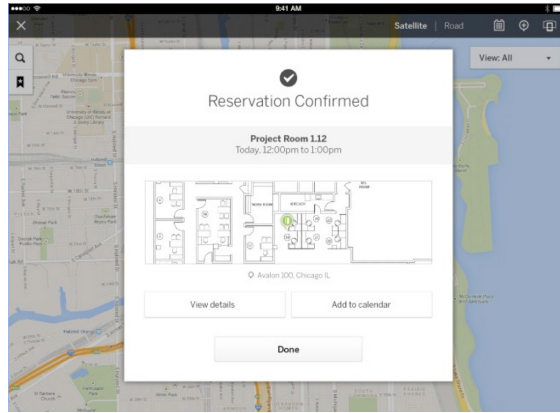
Reserving conference rooms, machinery, and other resources can be a time-consuming hassle. In most corporate calendar systems, you usually need to know when, where, and with whom you're meeting before you can even look for a conference room. MyIT provides a more intuitive and productive way to schedule assets. Set a time range with details around room size and features, and MyIT shows you what's available in the vicinity. All MyIT calendar items are integrated with Microsoft® Exchange®.



Appointments

The appointment scheduling feature in MyIT is a fresh way for business users to interact with the help desk and allows IT to offer an amazing, concierge-style service. Forrester Research reports that just 35 percent of business decision-makers think IT provides “high quality, timely end user support,” which indicates that the majority of users are quite dissatisfied with the services they currently receive.

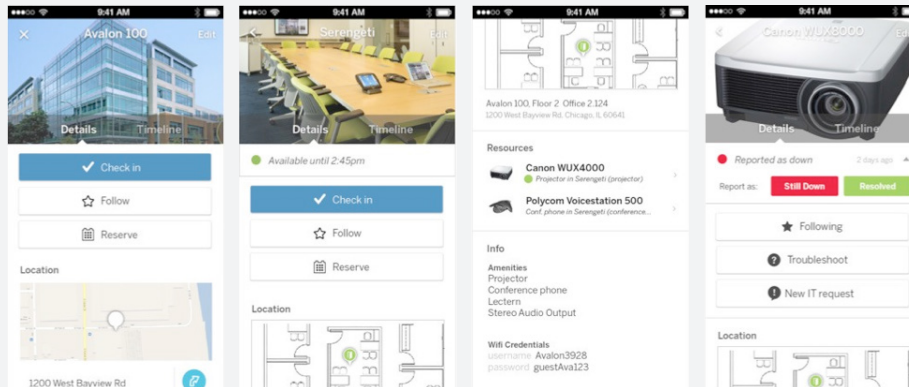
The advent of chat and social media provides business users with new avenues for scheduling and receiving service from IT. The appointment scheduling feature eliminates the gap in the customer service experience. Users can schedule both in-person assistance sessions and virtual sessions powered by chat, phone, or other collaboration technologies such as Skype™ or Google+™.



Location

MyIT is the only IT product to provide location-based knowledge and support. Users can interact with virtual and physical points of interest on a map of their office, store, or factory. They can also book a conference room, find a printer, leave a social recommendation, or report a problem by simply interacting with these points of interest via a mobile device or desktop interface.

MyIT can also execute tasks proactively, such as configuring wi-fi for the user's devices to match a specific location, pushing useful documents and how-to guides to their mobile knowledge locker, and notifying co-workers of a user's presence at a particular site.



Service Health

MyIT shows all the business and IT services running in the enterprise, including email, intranet and DevOps clouds. Users can quickly identify the real-time status of a system through simple color icons—green for available, orange for performance issues, and red for outage or maintenance. Customizing the service health dashboard, users see only the applications they need in their day-to-day work. In addition, they can set preferences for service updates, which are delivered as emails and notifications on the timeline.

On the back-end, IT can track each service with BMC ProactiveNet Performance Management (BPPM) to ensure the status is updated in real time. Beyond reducing routine queries to the help desk, it eliminates the need for manual adjustments.

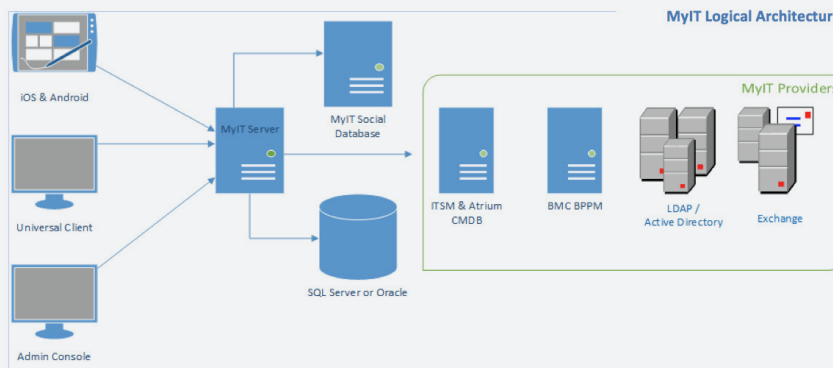
ARCHITECTURE

MyIT comprises three components:

MyIT Server: provides connectivity to end-user devices and the IT service management infrastructure, such as BMC Remedy and BMC ProactiveNet Performance Management (BPPM). When an end user requests a service, the device speaks to the MyIT server, which in turn communicates with the IT service management (ITSM) infrastructure to process the request.

MyIT Social Database: is an embedded database that stores the social data that end users generate. This server is separate from MyIT Server and only one is needed for each environment. As users leverage the unique features in MyIT, the amount of social data increases rapidly—as does the requirement for ample storage space.

MyIT Administration Console: is the application and user configuration interface.



The MyIT Server connects to the IT service management infrastructure, including Remedy and Remedyforce. It can also connect to BMC Atrium CMDB, BPPM, and Microsoft Exchange. For data access, it needs to connect to a relational database management system, which can be either Microsoft® SQL Server® or Oracle®. To support automatic service updates and email notifications, the server needs to reach the SMTP and LDAP servers.

Architecture Considerations

When architecting your MyIT environment, it is important to consider the following:

- How will your end users access the environment and what will they need to access?
- Will they access MyIT via the internet or via VPN?
- How will your MyIT servers communicate with the rest of your environment? For example, the MyIT server might need to see the Microsoft® SharePoint® environment to make knowledge articles available to end users?
- How will you balance the traffic? Will you use a local load balancer or do you need a global load balancer?
- Will you be using HTTP or HTTPS?
- Will you be using single sign-on (SSO)?

REQUIREMENTS

My IT: runs on both Microsoft® Windows® 2008 and Red Hat® Enterprise Linux® 6.

My IT: supports both Microsoft SQL and Oracle data stores.

My IT: communicates to devices via HTTP and supports both HTTP and HTTPS.

My IT: needs TCP access to port 5223 for broadcasts to be sent via the Apple Push Network and HTTP to Google Notification Services.

My IT: needs to connect to the Google Maps™ API server for location services.

Sizing Guide

- ✓ Relational database should run on a separate server.

Deployment:	Concurrent MyIT Users:	Server Requirements:	1 MyIT Servers	1 Mongo Server
Proof of concept	100	1 MyIT/Mongo Server		
Small	500	<ul style="list-style-type: none">• 4 CPU Core• 16 GB RAM• 120 GB disk	<ul style="list-style-type: none">• 2 CPU Core• 8 GB RAM• 60 GB disk	<ul style="list-style-type: none">• 4 CPU Core• 16 GB RAM• 200 GB disk

DEPLOYMENT

Installing MyIT is as easy as 1-2-3. It should take less than half a day to be up and running.

In addition to MyIT, you need the server (Windows 2008 or Red Hat Enterprise Linux 6), your IT service management environment (Remedy or Remedyforce), and a database (Oracle or Microsoft SQL).

- 1. FIRST:** make sure both Java® and the database clients are installed on the server.
- 2. NEXT:** install the MyIT Server, which includes the MyIT Administration Console. This will also install the MyIT Social Database and configure the ITSM, LDAP, Microsoft Exchange, and BPPM integrations.
- 3. FINISHED:** You now have a fully functional MyIT environment ready to be configured.

When developing MyIT, we recommend you use three different MyIT server environments:

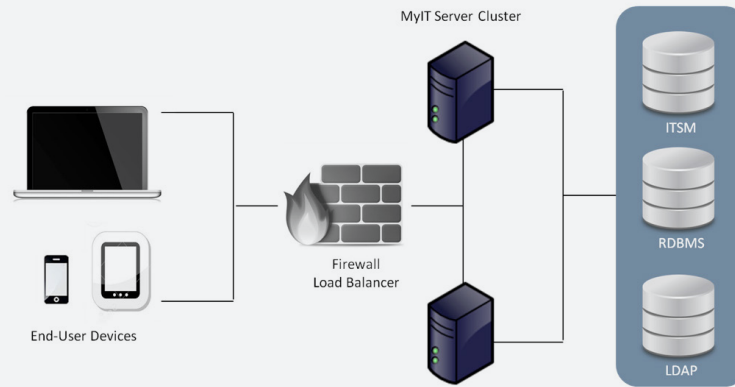
- A development environment to configure new features, test updates, and develop integrations and asset actions.
- A staging environment to test new configurations and updates.

You have three different avenues to distribute the MyIT app:

1. Users download MyIT from an internal URL or enterprise app store.
2. You push MyIT to the devices via a mobile device management (MDM) solution.
3. Users download MyIT from the Apple App Store or Google Play.

Deployment Examples

In this configuration, the end-user devices communicate with the MyIT servers via a load balancer. This provides both a better end-user experience and high availability of the MyIT environment. The MyIT environment then communicates with the ITSM and database infrastructure. These environments could also be configured like the MyIT environment to ensure optimal performance and high availability. MyIT can be deployed in a geographically dispersed environment, where end users connect to two or more different MyIT environments via a global load balancer. These environments would in turn communicate with an ITSM and database environment. These environments would be globally available and replicated via standard processes.



BEST PRACTICES

MYIT APPLICATION:

Recommended: Use a custom-branded MyIT application

Not Recommended: Using MyIT from the Apple App Store

HOW-TO:

Recommended: Create a compelling experience

Not Recommended: Posting just text articles

APPOINTMENTS:

Recommended: Plan and staff appropriately

Not Recommended: Overextending appointment opportunities

ASSISTANCE:

Recommended: Make the top 10 requests and services available on the quick-pick lists

Not Recommended: Adding too many highly technical requests

LOCATIONS:

Recommended: Use high-definition maps with minimal noise

Not Recommended: Using cluttered low-resolution (or super high-resolution) graphic files

SERVICES:

Recommended: Provide visibility to all the business services that the users will want to know about

Not Recommended: Using cluttered low-resolution (or super high-resolution) graphic files

ASSETS:

Recommended: Pay attention to naming

Not Recommended: Adding only offices, cubicles, and conference rooms

ASSET ACTIONS:

Recommended: Be creative! Create actions that provide value to the user

Not Recommended: More is not necessarily better—focus on high-value actions

MYIT USE CASES

A Day in the Life of Sally and Joe—How MyIT Ushers in the “New IT”

Formless IT

Before: Sally in HR needs to replace her broken keyboard. To request a new one, she has to log on to the corporate intranet and find the service catalog. If she is on the road or at home, she must first set up a VPN connection, which in itself is a hassle.

Once she has located the service catalog in the myriad pages comprising the intranet, she must find the right service category. She tries searching for “broken keyboard,” but the volume of results is overwhelming. After jumping around in the catalog for a while, she finally finds the proper request, which was located under “Computer Peripherals.”

Sally clicks the request button and begins filling out the form. It asks for her employee number, office location, and cost center. It then requires her to explain what’s wrong with the current keyboard, what type of keyboard she wants to replace it with (there are two dozen models to choose from), and what computer brand she is using. The form also asks her about “impact” and “urgency.” To finish it off, Sally must state a business reason for the request.

After entering all the information, Sally clicks “Submit” and the waiting game begins. After an hour, she gets an email saying the request has been acknowledged. A few hours later, another email tells her the work has been assigned. After that, nothing happens for days, which slows down Sally’s productivity.

The wait is aggravating. Sally calls the service desk repeatedly to check on the progress and prod the service agents to put a rush order on the request. With each call her frustration grows, as the service agents can only tell her that the request is being processed.

Not only is Sally’s work impeded by a broken keyboard, she’s also wasted hours submitting and tracking a simple IT request.

Finally, when Sally returns from lunch five days after the request was submitted, a new keyboard is waiting on her desk. There are no signs of either the old keyboard or the service agent who delivered it. Well, at least she has a new keyboard.

Now: Instead of accessing the well-hidden service catalog, Sally opens the MyIT app, which is like Facebook for ITSM. The first thing she sees is the timeline, where her posts and posts from people and things she follows (think servers, systems and facilities, such as email, Salesforce.com and the local cafeteria) are listed in chronological order.

Sally writes a short post: “My keyboard broke. I need a new one.” Then she adds the phrase “!request,” which automatically converts the post to a proper service request in Remedyforce as if it were submitted through the service catalog. No fuss, no forms.

Because MyIT knows who you are, where you are, your role, equipment, and preferences, IT can quickly assign the task to a service agent. It still takes a few days for the keyboard to arrive, but Sally can track the progress in MyIT while she waits. If she wants to ask a question, she simply posts a comment under her original request, letting IT know, for example, that it’s quite urgent. Sally can even track the keyboard’s shipment from the warehouse to her office.

The convenience and transparency of requesting IT products and services via MyIT encourages Sally to use self-service more often. As a result, IT doesn’t have to field her recurring calls about updates, which cost the company between \$10 and \$25 each. In addition, service agents are free to focus on more strategic IT transformation projects, such as automating employee benefit payments or dynamically increasing server capacity for the accounting department at the end of every quarter.

Crowdsourced IT

Before: Joe the sales guy is hosting a customer meeting in the Bahamas conference room. When he shows up, the projector lamp doesn't work. Sheepishly, Joe quickly shuttles his clients to a nearby but less impressive conference room. Neither IT nor Joe's colleagues know about the outage; for weeks, staff continue to book the room, only to be disappointed by the broken projector.

Now: When Joe enters the conference room and finds the broken projector, he opens the interactive floor map in MyIT, clicks on the icon representing the Bahamas conference room, and changes the status of the projector to "out of order."

Instantly, MyIT alerts the service desk about the outage. A trouble ticket automatically opens in Remedyforce and is assigned to a service agent. Additionally, every employee in the building can now see that the projector is down in Bahamas.

Employees following Bahamas in MyIT—staff located on the same floor as the conference room, for example—see an alert posted on their timelines. And thanks to MyIT's integration with Microsoft Exchange, Bahamas is unavailable when employees try to schedule conference rooms with projectors in the MyIT reservation system. (If you don't list projector as a requirement, the room will show as available.)

By empowering employees to help manage IT issues, the IT friction—time lost due to technology-related issues—declines. The service desk can quickly fix the issues and staff can seamlessly circumvent the problems. Roughly 86 percent of employees around the world lose two days a month on IT-related issues, according to Forrester Research. With MyIT, you can get half a day a month back, reducing the monthly loss by 25 percent.

Context-Aware Services

Before: Sally is on her way to Building C to meet the company's legal team. When she enters the building, she looks for a front-desk person to guide her to the right place. Unfortunately, the front desk is unmanned, so Sally warily starts walking among the cubes looking for someone she knows to help her find the office. After a while, she gives up and calls the VP of legal affairs for directions.

Now: When Sally enters Building C, she opens MyIT on her smartphone and clicks the Augmented Reality tab. On the screen, she sees the office through the camera lens. On top of the image, a layer of icons appears, each icon representing an office or asset in the vicinity. Panning her phone around the office, she quickly finds where the legal department is located and heads over there.

After the meeting, the Augmented Reality tab helps Sally find her colleague's cube. She can also see that he is busy for the next 15 minutes but free for the rest of the day. She clicks his office icon and schedules a meeting.

Beyond not having to make the embarrassing phone call to the head of the legal department, Sally doesn't have to waste two days to finalize the bonus plan. IT has empowered Sally to do more, boosting her productivity with a modern business tool for day-to-day work. Sally's appreciation for IT is trending up.

More Context-Aware Services

Before: Joe the sales guy is hosting a customer meeting in the Bahamas conference room. When he shows up, the projector lamp doesn't work. Sheepishly, Joe quickly shuttles his clients to a nearby but less impressive conference room. Neither IT nor Joe's colleagues know about the outage; for weeks, staff continue to book the room, only to be disappointed by the broken projector.

Now: Instead of yet another call to the service desk, Joe opens MyIT and scans the QR code on the sound system. An icon pops up with multiple action buttons, including "Open User Manual." With a click, Joe finds the step-by-step instructions and adjusts the sound—making him look like a hero in the eyes of his customers.

Beyond Joe's situation, context-aware services have a tremendous impact on an employee's ability to effectively use medical devices and manufacturing tools, printers, and business applications.

Concierge-Style appointment setting

Before: Joe needs a new video card for his laptop, right away. He won't be able to do a slick customer presentation until the card has been upgraded. The problem is that Joe is leaving Austin to meet customers at the company's New York headquarters. After a dozen phone calls, Joe finally finds a buddy in the New York office who owns a laptop with the latest video card installed. It's not an elegant solution, but it will have to do for now.

Now: Joe writes a post in MyIT saying, "Need new video card," and adds the phrase "appointment." A prompt pops up and asks him where and when he'd like to be seen. Joe gives a place and time in the New York office the next morning.

Obliterating the "we'll-get-to-you-when-we're-good-and-ready" approach that's defined IT for decades, MyIT allows the service desk to offer a brand new concierge service that caters to the increasingly mobile business user's needs. Introducing new business services to make the company more competitive is on every CIO's Top 3 list.

App Store

Before: Sally needs a travel expense app for her laptop, tablet, and smartphone. She again plows through the arduous process of submitting a request via the service catalog on the corporate intranet.

Over the next few days, she receives emails from two different service agents. The first one tells her to download the laptop version from an internal web page. The second one informs her that she must go to iTunes and buy the app through her own Apple account. She can later submit a request for reimbursement. IT has no idea whether she actually installs the software.

Now: Using her various devices, Sally goes to AppZone, the app store in MyIT, and downloads the software. Because she likes the app so much, she gives it a four-star rating and pens a short review touting its ease of use. She even shares the link to the app with some of her colleagues.

IT can track, update, and manage Sally's travel expense app on all three platforms.

As our trust in IT and other authorities wanes, we tend to turn to peers for advice. The same way we use customer reviews to purchase items online, employees working in the bring-your-own-device (BYOD) era rely heavily on their friends to find the right business tools.

BMC delivers software solutions that help IT transform digital enterprises for the ultimate competitive business advantage. We have worked with thousands of leading companies to create and deliver powerful IT management services. From mainframe to cloud to mobile, we pair high-speed digital innovation with robust IT industrialization—allowing our customers to provide amazing user experiences with optimized IT performance, cost, compliance, and productivity. We believe that technology is the heart of every business, and that IT drives business to the digital age.

BMC – Bring IT to Life.



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