

BMC aims to broaden its appeal with the Digital Workplace solution

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Ovum view

Summary

In May 2017, BMC Software rebranded its MyIT solution as BMC Digital Workplace. The rebranding highlights how the technology has evolved beyond being just a self-service solution for IT and into a tool that supports a broader set of employee needs across multiple departments, including HR, facilities, and more. In addition to self-service capabilities, BMC Digital Workplace also offers workflow and automation capabilities, and connectors to other popular applications used by employees from companies such as Microsoft and Amazon. To build its appeal and traction among organizations, and as the digital workplace embraces more and more technologies, BMC must continue to invest in broadening integrations with other enterprise applications to further strengthen its value proposition.

The digital workplace embodies new tools and new ways of working

Driven by a diverse set of new demands, the ways in which employees work, and where they work, are changing. The technology ecosystem that enterprises rely on has become richer and more diverse, and employees are utilizing various applications and tools in an effort to work more productively. A digital workplace strategy should consider not only the variety of tools and technologies that employees use but also the processes undertaken and the physical spaces they occupy. A recent Ovum survey into the digital workspace showed that organizations identify driving productivity improvements, encouraging collaboration among staff, improving responsiveness to customers, supporting mobile and flexible ways of working, and ensuring data security as the most important drivers of investment in modernizing workplaces.

Figure 1: Drivers of workplace investment



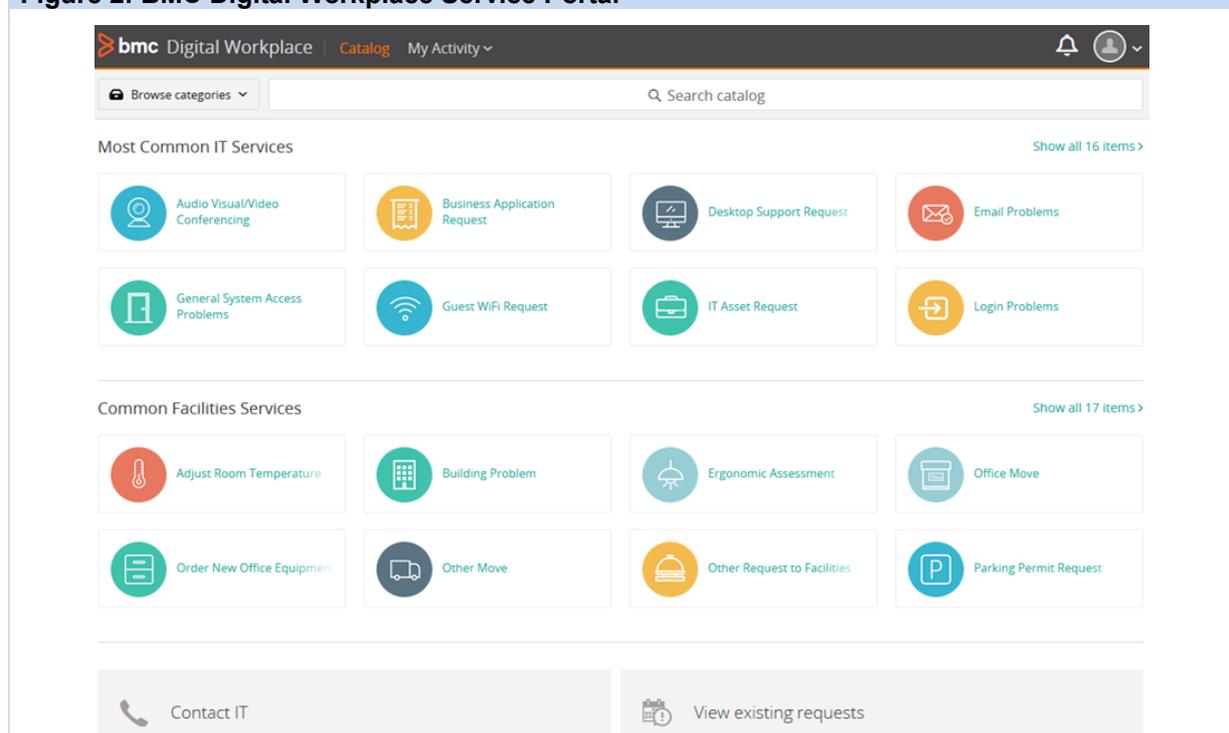
Source: Ovum Workspace Survey 2018 (n=802)

There is no single dominant factor when it comes to developing the digital workplace. As Figure 1 shows, while security is important, organizations have many other objectives when it comes to modernizing the workplace. They are investing in different workspace technologies and services to help employees work more effectively; specifically, they are adopting services and tools to support mobility, unified communications and collaboration, enterprise social networking, document sharing and storage, and instant messaging, among others. To drive uptake of such technologies and optimize an organization's approach to digitizing the workplace, these solutions should be introduced across the entire workforce.

BMC Digital Workplace

BMC's new Digital Workplace offering aims to empower employees through role-based interfaces that deliver capabilities including a self-service catalog, smart office, and workflow automation functionality. The solution cannot support an organization's entire digital workplace transformation effort on its own, but it does offer some important capabilities to help achieve that objective. Self-service, an enterprise service catalog, location maps, and drag-and-drop workflow customization are all capabilities offered by the solution that can help enterprises optimize certain working practices. The self-service capabilities essentially make knowledge more accessible, help improve support practices, and enable employees to receive in-app notifications of service outages. Via chat capabilities, employees can also interact with IT and a virtual agent. The self-service store enables employees to request items from a consolidated company service catalog via an intuitive, consumer-like request interface. Services presented via the catalog can also be rated and reviewed by employees.

Figure 2: BMC Digital Workplace Service Portal



Source: BMC Software

This capability also benefits back-office employees, such as those in IT, as request processes can be automated, and managed via a drag-and-drop interface. Usage can also be monitored by IT, providing them with useful insight into how the service portal is being utilized. Other service catalogs within an

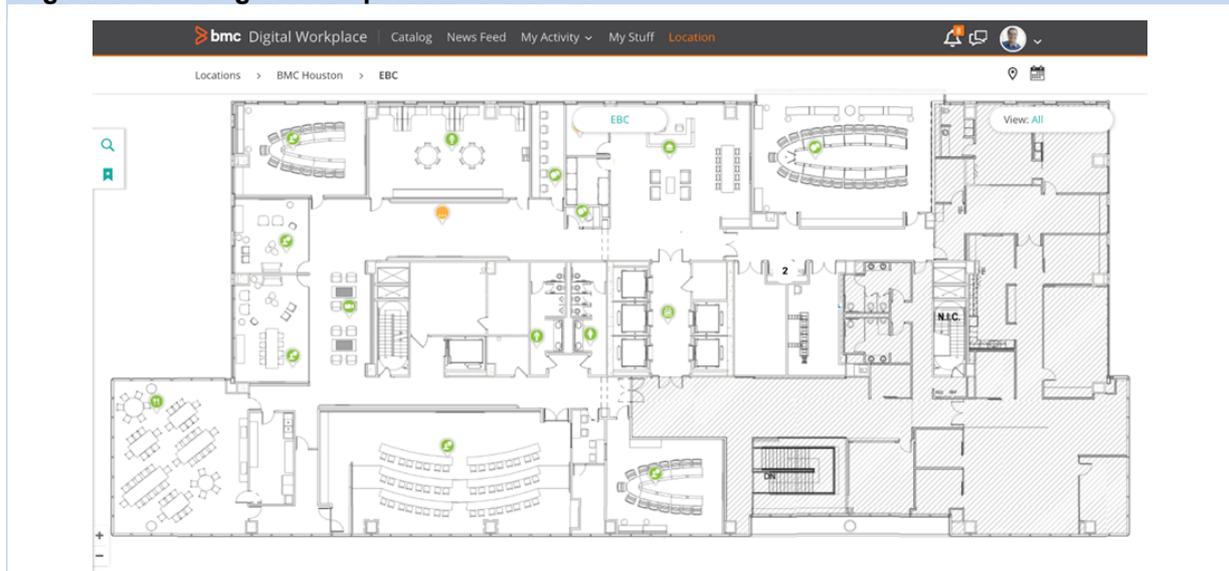
organization can also be consolidated, resulting in a single place for all employees across the business to view and request services.

How effectively BMC Digital Workplace integrates with other popular and widely adopted enterprise solutions will be an important factor in the solution's long-term success. Currently, connectors to solutions such as Microsoft Office 365 and Azure for provisioning of accounts, Amazon Web Services (AWS), and Flexera for software license management are included, among others. BMC Digital Workplace enables developers to create additional connectors to other applications and services using the BMC Integration Service. However, the company will need to offer further integrations with other digital technologies that support employee productivity. Unified communications and collaboration, file sync and share, and enterprise social networking tools are just a few examples of the types of technologies BMC should integrate with its Digital Workplace solution, out-of-the-box where possible.

Artificial intelligence and machine-learning capabilities also present an opportunity, specifically in how this functionality can help improve employee productivity and optimize processes. BMC announced a partnership with IBM Watson in November 2017, and BMC Digital Workplace integrates with the new BMC Chatbot. The BMC Chatbot, powered by IBM Watson, enables users to have natural language conversations across multiple channels, including the web, Slack, Skype for Business, and SMS. SMS works on all mobile phones and does not require a mobile app. The chatbot uses knowledge to answer questions, can submit incidents and requests on behalf of the user, and can report the status of requests. The future opportunity will be in more deeply embedding these capabilities within a broader set of business workflows. This will enable employees to access services the way they choose, using the tools they are most comfortable with. Services can use automatic approvals and routing of work, helping businesses evolve from predefined rule engines that have traditionally been used to define and govern workflows. As a solution that helps aggregate and consolidate workflows that extend across different enterprise applications, BMC Digital Workplace is well positioned to help organizations realize value from these workflow optimization opportunities, and the strength and breadth of integrations offered will be key to achieving this.

Solutions that can help businesses better manage physical office spaces are often forgotten when new digital workspace technologies are discussed. However, tools that enable people within an office environment to easily view and book meeting rooms, gain access to Wi-Fi and other network resources, and even intuitively learn more about work colleagues are some examples of how a digital workplace strategy and supporting technologies can help strengthen corporate cultures and make processes more efficient. BMC Digital Workplace's Smart Office capabilities enable employees to navigate a modern office environment: employees can view and book a hot-desk or meeting room, view an interactive floor plan of the office in which they work, and even view information on assets within the office environment, such as printers, for example.

Figure 3: BMC Digital Workplace Smart Office



Source: BMC Software

The digital workplace: helping coordinate technology, processes, and people

Enabling the digital workplace will require organizations to consider more than just technology – cultural considerations are vital, too. Driving optimal utilization of any solution and the subsequent ROI associated with this will require organizations to embrace new processes that can help optimize change management and other best practices. Employees have varying levels of technical competence and acceptance of new technologies, and these factors and more need to be carefully considered when implementing a new digital workspace solution.

As work continues to change, services and technologies that can help businesses transform the workplace will become very important. Enabling heightened employee productivity and engagement, and new, more untethered ways of working are among the objectives motivating businesses on this transformation path. But successful workplace transformation is reliant on a complement of new digital technologies, people, and best practices. Organizations looking to execute digital workplace initiatives should pay equal attention to all three factors, and be careful not to fixate on just one.

Appendix

Further reading

Enterprise Insights: Applications and Analytics Shape the Future Workspace, ENS001-000010 (January 2018)

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