

TECH CHOICES



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BMC Remedy Help Desk And BMC Magic Lead For Both Large And Small Enterprise Service Desk Tools

The Forrester Wave™ Vendor Summary, Q1 2006

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EXECUTIVE SUMMARY

With the acquisitions of Remedy and Magic Solutions, BMC Software has assembled a suite of tools allowing it to market to virtually any organization size. At the larger end, BMC has integrated the Remedy product line into its Atrium suite, with the underlying configuration management database (CMDB) shared among all components of the Atrium line that have been developed in Remedy's Action Request (AR) language. The BMC Magic Service Desk Suite product line is targeted for organizations with 2500 or fewer employees. Supporting this market has required the development of a reseller network to complement the direct-sales focus of the parent organization. This channel is growing, helping expand BMC's European presence at the lower end of the market.

TWO PRODUCTS FOR TWO DISTINCT MARKETS

BMC is a major global player in the IT infrastructure management market, with almost 7,000 employees and \$1.5 billion in yearly revenue. The company offers products in four categories: mainframe management, distributed systems management, service management, and identity management. At the heart of the service management offerings are the Remedy Help Desk and Magic Service Desk Suite product lines.

Forrester evaluated BMC's current offerings and strategy for service desk management tools against approximately 80 criteria (see Figure 1 and see Figure 2). Overall, Remedy Help Desk has the ability to model or integrate with just about any environment, but not without time and effort. Magic Service Desk Suite provides an easy-to-install and easy-to-maintain alternative for smaller organizations, but without the scalability and breadth required to support the more complex requirements of large organizations.

BMC Software Remedy Help Desk

Remedy Help Desk has come a long way from its early days as a toolkit and set of (limited) instructions. Improvements in usability and better-defined processes and templates allow organizations to deploy the product with lower customization requirements. Forrester is aware of a number of customers who are using the newest release of Remedy Help Desk as the catalyst to re-implement their service management applications. They are using Remedy's processes rather than upgrading their current, highly customized and difficult-to-maintain systems.

The Remedy Help Desk product line is especially good fit for buyers that:

- **Have complex modeling needs.** The Action Request System (AR System) development environment, upon which Remedy Help Desk is built, is a robust development in its own right. Customers have used it to model processes in fields as diverse as finance, HR, IT, and operations. BMC used it to build the CMDB that underlies the Atrium product line.
- **Have broad integration needs.** Remedy Help Desk can be integrated with other products on a number of different levels. Basically, if it has an interface, Remedy Help Desk can communicate with it. As such, it can serve as the service management solution for an organization with a large investment in just about any enterprise systems management or asset management suite.
- **Are willing to make the investment in training and expertise.** Very few organizations will be able to implement Remedy Help Desk on their own. Initially, trained external resources (consultants) are a must. Internal IT departments must be willing to train in-house development staff so that they can take greater ownership of the application and its code base over time.

BMC Software Magic Service Desk Suite

To fill a market void with small and medium-size enterprises (SMEs), BMC acquired the Magic Solutions products from Network Associates in early 2004. Although the product is currently being rebranded as BMC Service Desk Express, the current offering remains as Magic Service Desk Suite. BMC Magic Service Desk Suite includes a browser-based tool set with knowledge management, change management, asset management, and other modules to match the ITIL framework, but in a smaller package than Remedy Help Desk. This means that the product is an especially good fit for buyers that:

- **Have fewer than 2,500 employees.** BMC positions Magic Service Desk Suite at this marketplace and aims Remedy Help Desk at larger organizations. Smaller organizations should find just about all the functionality they need within the Magic Service Desk Suite product, but larger organizations will likely be disappointed by the lack of scalability and flexibility.
- **Are looking to step up their service management processes.** Magic Service Desk Suite models the ITIL framework, but it doesn't let this turn into overhead. Smaller organizations can benefit from the best practices embraced by the ITIL process framework, but only if they operate in the context of smaller workforces, lower budgets, and a less complex organizational structure.
- **Are looking for a combined systems and service management solution.** A bundle of Magic Service Desk Suite and PATROL Express allows an SME to automate its service management and tie it to the monitoring and management of applications and servers.

To see how BMC stacks up against eight other competitors, see the Forrester Wave™ evaluation of the service desk management tools market.¹

Figure 1 BMC Software Remedy Help Desk Evaluation Overview

CURRENT OFFERING	
Incident management	The system has a highly flexible tool set that will meet most needs. If necessary, it can integrate with just about anything.
Incident resolution	The workflow engine based on AR System is very strong. The add-on knowledge management option is virtually a requirement if KM is desired.
Problem management	The workflow engine based on AR System is very strong. The add-on knowledge management option is virtually a requirement if KM is desired.
Change management	Remedy has strong workflow management that will support most needs. It is designed to meet enterprise-class needs.
Configuration management	Configuration management is handled by a federated CMDB with robust capabilities.
Architecture	The tool is designed to integrate and support large organizations' service management needs. It integrates with tools typically found in this environment.
Reporting	Enterprise-class application monitoring tools can be used to monitor and administer Remedy applications.
STRATEGY	
Product vision	The service desk market is a key component of the vendor's growth plans, and Remedy is a central component of the service desk offerings. Common CMDB and architecture will allow tight integration of all tools in the BMC Atrium framework.
Sales and implementation strategy	The vendor has well-established direct and indirect sales and support channels.
Technology and OEM partnerships	The vendor has key SI and reseller partners, as well as technology partnerships with all key players.
Geographic presence	The vendor has the largest market share in the service desk market.
Cost	The product is considered to be higher cost to implement and maintain than other products in the market. However, flexibility and power may offset costs with additional benefits.
MARKET PRESENCE	
Financials	The vendor has the largest revenue among service desk vendors. Service management products are the fastest-growing segment of BMC's product line.
Installed base	BMC has more than 11,000 customers for its service management products.
Employee base	BMC is a large company with a good track record of timely and high-quality releases.

Source: Forrester Research, Inc.

Figure 2 BMC Software Magic Service Desk Suite Evaluation Overview

CURRENT OFFERING	
Incident management	The system handles requirements of opening and routing an incident well. It has tools to automate agent actions.
Incident resolution	The system has good incident management tools. Workflow and escalation engines should be sufficient for most customers in target market segment.
Problem management	The tool has typical problem management functionality. It is not a broad suite of included tools. Additional tools are available from the vendor.
Change management	The system's change management tool is sufficient to model most smaller organizations' needs.
Configuration management	Configuration management is handled by a single CMDB with import utilities from most desktop discovery and management tools.
Architecture	The tool is well architected for smaller organizations.
Reporting	Tools to define and report on performance should meet most organizations' needs in the target market (fewer than 2,500 employees).
STRATEGY	
Product vision	The company's vision is for this product to be tailored and sold within the market segment of fewer than 2,500 employees. Developing larger reseller channel to support sales and installations.
Sales and implementation strategy	The vendor has a strong VAR channel to support smaller enterprises but limited direct sales and support.
Technology and OEM partnerships	The vendor has a large VAR and reseller network to support the product locally.
Geographic presence	The vendor has a large market presence and is the No. 2 product in its market segment.
Cost	The product has typical licensing costs and low implementation costs.
MARKET PRESENCE	
Financials	BMC's competitive offering and corporate support appear to secure financial stability.
Installed base	BMC has more than 11,000 customers for service management products.
Employee base	BMC is a large company with a good track record of timely and high-quality releases.

Source: Forrester Research, Inc.



Go online to download additional in-depth data and scores for this vendor and other vendors included in this Forrester Wave evaluation.

SUPPLEMENTAL MATERIAL

Online Resource

The underlying spreadsheets for Figure 1 and Figure 2 are available online. The spreadsheet includes more detailed data and scores for this vendor.

This detailed data and scores for this vendor are also available online through an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we narrow our final list to those presented here. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and readers are encouraged to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve.

ENDNOTES

- ¹ To assess the state of the service desk management tools market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top service desk management tool vendors across 80 criteria. The result: products from Axios Systems, BMC Software, CA, and Hewlett-Packard top a large group of able products aimed at larger enterprises, while other products from Altiris, BMC

Software, FrontRange Solutions, and UniPress Software emerge as Leaders for smaller enterprises with less complex needs. Keep in mind that differences in architectures, geographic presence, integration strategies, and specific features can drastically changes the ranking and suitability of a specific product for a specific organization. See the February 17, 2006, Tech Choices “The Forrester Wave™: Service Desk Management Tools, Q1 2006.”