

# THE JOURNEY FROM ITSM TO DSM



In my first year at BMC, I've met with 100s of customers and have been amazed at the common passion they have to transform how IT services are delivered, managed, and consumed for a new digital future that is here now. In my previous blog on our new vision for the industry, [Digital Service Management: A New Vision for ITSM](#), I contrasted how digital services are different from IT Services of the past. They need to be mobile-first, intuitive and intelligent, bringing contextual information to people based on who they are, where they are, and what they are trying to do. They provide automated self-service, crowd-sourced collaboration, and are continuously refined at high speed.

Traditionally ITSM excellence was focused on benchmarking IT Service Management (ITSM) to industry gold standards, ITIL adherence, and benchmarking to ITSM maturity levels. While some customers with a high level of technical and organizational maturity succeeded, we now see customers wanting a more pragmatic approach to achieve results faster. The industry has shifted to wanting the best-practices "in-the-box" and the benefits of standardized process automation that are configured to the unique needs of the business, not heavily customized. The goal is deliver extreme efficiencies through automation so IT can focus on enabling digital innovation for the business at increasingly high speeds.

A key industry trend of this new two-speed IT or a **bimodal IT** model. A high speed mode for quick business-centric innovation combined with a digitally enhanced industrial mode optimized for core IT systems. This is a significant shift in how IT organizations must operate and the way they think about front-line helpdesk and service management.

Gartner's Chris Matchett gives us some data points to add context to just how accelerated the

pressure in on the help desk in both efficiency of service and shift in value to the business. In his 2016-2018 forecast Gartner's Matchett predicts:

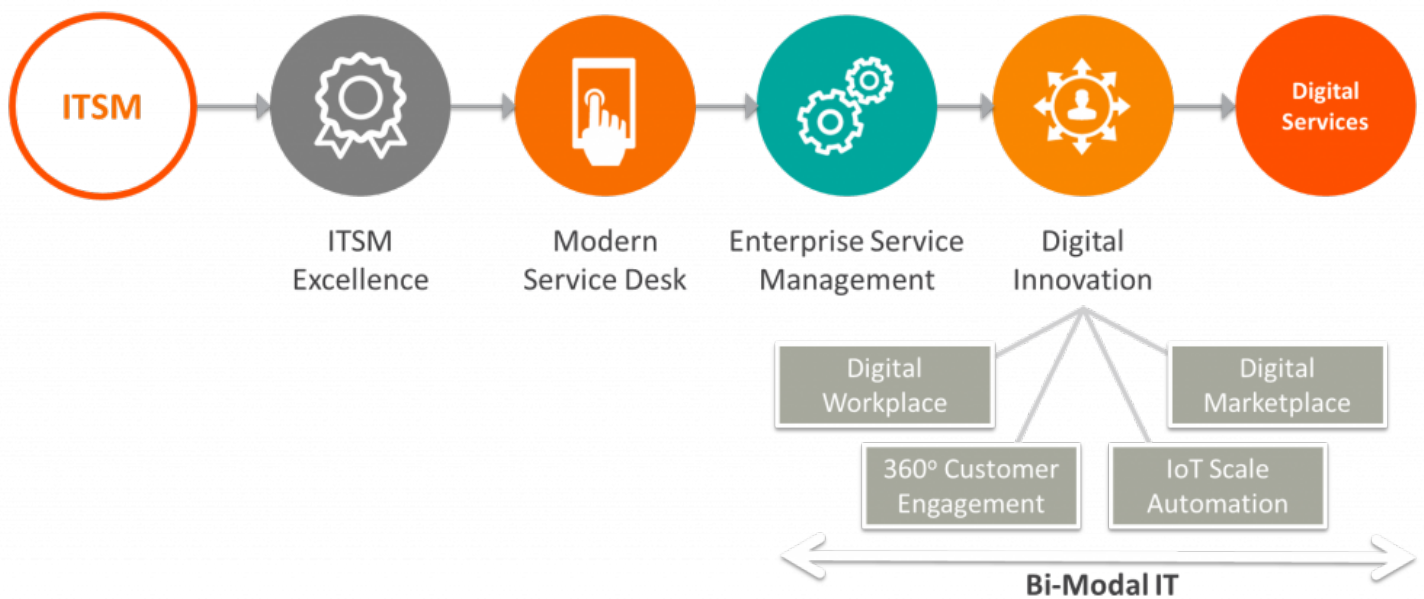
- 90% of RFPs for ITSM will fail to meet the needs of IT
- 20% of IT service desk expense will shift to productivity teams
- Use of Self-service IT support will increase by 60%

Our conclusion is there is a rapid and necessary transformation in our customers that is a journey from IT service management to **Digital Service Management(DSM)**. DSM blends modern digital services design with ITSM principles & platforms to reinvent how business gets done to enable breakthroughs in human productivity. While customer take different paths on this journey, we see some essential elements for success that guide our innovations and advice: (see figure 1).

**Figure 1: The Journey to Digital Service Management**

## THE CUSTOMER JOURNEY

### Four Digital Innovation Use Cases



In a companion post by Jason Frye, our VP of Digital Innovation, we outline the most common digital use cases our customers are pursuing. Lets double-click here on the foundational steps to enable that digital innovation efficiently and at scale:

- **ITSM Excellence** is a fundamental building block for all the other stages in the journey. Without this, IT will continue to be distracted by daily chaos and lack the management focus and money to focus on digital innovation. BMC has always been known for the most comprehensive ITSM solution, and we are now putting the best-practices we have learned from 1000's of ITIL implementation in the box with standard processes. In fact, customers who this highly standardized approach have seen savings of 10's of millions by replacing highly customer be-spoke service desks. Beyond help desk and [problem management](#), service managers look to highly automated service-oriented change & configuration processes as the biggest ROI for ITSM excellence. So expedite that, we've invested to make our discovery & service mapping technology (ADDM) significantly easier to deploy and use with our CMDB.

- The **Modern Service Desk**, the IT service desk is frequently the most broadly used IT application in a company, an amazing user experience with the service desk can give IT credibility to help the business on their [digital transformation](#) journey. We introduced SmartIT and MyIT to help our customer fundamentally change the perception of IT with huge improvements in self-service (3x more) and IT productivity (75% gains).
- **Enterprise Service Management** As our customers see the efficiency impact of successful ITSM excellence an employee excitement on mobile-first self-service with MyIT, they are moving to bring this same discipline to other shared services functions like HR, facilities, operations, and finance. A recent survey of 800 Remedy customers revealed over 600 unique integrations to business process in production today.
- **Digital Innovation** Our customers are leveraging our portfolio of products to implement digital workplace initiatives, 360° customer engagement across the customer lifecycle, internet of things scale automation, and digital marketplaces. I invite you to visit our VP of Digital Innovation, Jason Frye's latest [blog](#) that maps out each of the digital innovation use cases along the journey to Digital Service Management.