FULLY OPERATIONAL:

How Application Workflow Orchestration Unlocks IT Agility and Innovation

bmc helix
Control-M

The Next Frontier for Business Technology

Technology. **While it tends to be associated with cutting-edge, futuristic overtones, the word actually traces back many millennia. The wheel is but one example of a (literally) groundbreaking technological advancement.**

Of course, these days most people aren't pushing heavy round stones, nor rubbing sticks together for a spark. Over time, technologies reach maturity and become second-nature. Automated and streamlined, these tools unlock new levels of human ingenuity. Henry Ford's assembly line, introduced in 1913, reduced the amount of time it took to build a car from more than 12 hours to less than two.

In today's digital technology revolution, **the race is on to uncover game-changing efficiencies of a different sort.** Modern enterprises compete to innovate and stay ahead of customer expectations, as behind-the-scenes complexities mount. Developers and operations are pervasively overburdened, bogging down the speed of business.

Where do we go from here?

Connecting the Pieces

Imagine a world where all the moving parts running beneath your business – processes, tasks, and workflows – are smoothly automated and orchestrated, requiring more of a watchful eye as opposed to constant fixation. Think about how the attention and energy of skilled IT professionals could be redirected to impact the business more holistically.

The fully operational modern enterprise, geared for maximum innovation and agility, is no fanciful fiction. Join us, along with a panel of leaders and influential voices from the world of Dev and Ops, as we draw up the blueprint, framed around 5 key components:

Breaking Through Tech Chaos

Management of technology has become hyper-specialized. Applications and data rule our day-to-day, and yet only a select few businesses can unlock the true value of their data to make more informed critical business decisions quickly.

Product development and customer-facing innovations are bogged down by manual back-end processes and complex, disconnected workflows. The value IT can deliver is greater than ever, but are these talented pros being empowered to drive innovation? Or, are they mired in tasks that could be automated?

To free themselves from suppressive constraints and maximize their impact, Dev and Ops need:

- Simpler ways to manage complex data pipelines

- Self-service solutions with decentralized accessibility

- Ability to build, test and run workflows with Jobs-as-Code

- 360-degree views of workflows

- Tools that make it easy to communicate and collaborate with business users

Ronald van Loon

CEO, Principal Analyst, Intelligent World

The Growing Role of Ops

IT departments are facing new and immediate pressures that have shifted their role from a peripheral back-office function to an active orchestrator of adoption and strategic innovation. While Ops has consistently evolved in recent years alongside emerging technologies and the increasing focus on digitalization, the pandemic-induced acceleration of digital transformation has rapidly redefined the role of Ops to coincide with the evolving context of the current digital age.

Future-facing IT departments must be powerful advocates for digital leadership and accelerate digital transformation by acting as partners to other internal departments and assume greater responsibility for improving business performance. They must think beyond the scope of technology and traditional functions of maintaining and augmenting the IT infrastructure to contribute to business strategies, outcomes, and growth.

> " Future-facing IT departments must be powerful advocates for digital leadership and accelerate digital transformation."

CLICK TO TWEET

Ronald van Loon

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Jayne Groll

CEO, DevOps Institute

Setting IT Up for Success

Human transformation drives digital transformation and successful human transformation is nurtured through a culture of continuous learning and innovation. IT leadership should therefore ensure that sufficient time and resources are allocated for DevOps professionals to learn or groom new human, process and technical skills – whether in formal training, peer-to-peer mentorship or intelligent experimentation. We have to upgrade our humans as often as we upgrade our software.

> **"** We have to upgrade our humans as often as we upgrade our software."

CLICK TO TWEET

Jayne Groll

Clarity Through the Cloud

Cloud-based technology has transformed the business landscape. According to Forrester, global cloud-based infrastructure spend is expected to increase by

35% in 2021, reaching $120 billion.[1]

Companies that aren't actively leveraging the cloud as part of their digital transformation risk falling behind by missing out on capabilities that empower teams to innovate with less friction. For those who fully embrace this flexible new paradigm, the future will be one of rapid iteration and unhindered advancements.

[1]. *Source: https://go.forrester.com/predictions-2021/*

> Innovation requires the creativity and experimentation of individuals and small teams more so than large, institutionalized efforts. The cloud is perfect for such trial and error, as it frees innovation teams from the constraints of infrastructure. Then, when an innovation is ready for market, the cloud enables the enterprise to quickly scale up the effort, again without the constraints of on-premises infrastructure."

Jason Bloomberg

President at Intellyx

Rich Tehrani

CEO, TMC

Keeping Pace with Cloud and SaaS

Organizational change is happening faster than ever and even the pace of change is accelerating. Companies are on the front lines of digital transformation, competing with adjacent, deep-pocketed tech organizations as well as a slew of well-funded upstarts.

Cloud and as-a-service solutions allow all organizations to become even more agile and efficient. COVID-19's work-from-home lockdowns showed us the difference between agile companies and those stuck in the virtual dark ages. Cloud-based companies were able to adapt literally overnight while others struggled to figure out how to make home workers productive.

No facet of the organization is immune from cloud trends and all applications need to be cloud-ready for a company to be truly transformed to compete in an increasingly digital-first economy.

> " Work-from-home lockdowns showed us the difference between agile companies and those stuck in the virtual dark ages."

Rich Tehrani

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Tim Crawford

CIO Strategic Advisor, AVOA

The CIO's New Directive

2020 demonstrated that no business is spared from a pandemic. We all need to rethink how our customers are changing and how our business, in turn, must adapt to accommodate the changes. For many businesses, some of these shifts were already in process. 2020 served as a catalyst that accelerated the rate of change.

For CIOs, technology and data sit at the heart of these changes. Technology has become more critical than ever as we transform our businesses, connect with customers and ensure that staff remain connected.

There is a sense of global comradery in the knowledge that we are all facing the same challenges together. That provides the patience and space to consider new methods and new technologies. For CIOs, now is the time to accelerate innovation efforts and modernize technology.

> " Technology has become more critical than ever as we transform our businesses, connect with customers, and ensure that staff remain connected."

CLICK TO TWEET

Tim Crawford

Accelerating the Business

> " Agility is driven by aligning people across the organization on developing experimental mindsets, maturing digital practices, and leveraging integrated platforms. CIOs can reduce complexity and enable a smarter and faster organization by investing in agile planning practices, application modernizations, and automating data processing. Urgent operational priorities include reducing technical debt and investing in security capabilities, DevOps automation, AIOps, and an integrated ITSM platform."

Isaac Sacolick

President at StarCIO and bestselling author of Driving Digital

When IT is freed from the traditional burdens of workflow management, while taking advantage of the nimble flexibility of the cloud, the speed of business increases. Today, the ability to accelerate business is a mandate. As *Mr. Tehrani* mentioned, "organizational change is happening faster than ever and even the pace of change is accelerating."

When enterprises adopt an application workflow orchestration platform, Ops is able to turn its attention away from tedious underpinnings and manual processes and focus on core business initiatives. As a result, companies can anticipate customer needs and take action on them rapidly.

Adopting SaaS solutions, which can be quickly implemented with lower cost and faster time to benefit, will help keep things moving forward briskly even in complex hybrid environments.

Research by Gartner found that **2/3** of business leaders believe their companies must accelerate digital initiatives to stay competitive.[1]

1. *Source: https://www.gartner.com/smarterwithgartner/embrace-the-urgency-of-digital-transformation/*

Yves Mulkers

Founder, 7wData

The Flexible Modular Enterprise

It's time for a new type of flexible modular enterprise. One that is resilient and agile enough to swiftly adapt to changing markets and economic situations. Companies typically have grown out of a process industry since the industrial revolution in the early 1900s. Even though computers emerged in the 1960s, companies still run many of their processes just like they did before the digital age.

Technology is evolving at hyperspeed and bringing vast advantages to companies that can onboard these new capabilities. In fact, lots of companies are tied into legacy systems and suffer from a huge technical debt, waiting to be disrupted.

The companies that can adopt this scalable and modular tech, that can grow and sweep as the organization needs, can easily adapt to new processes, shifting markets, changing customer demands, and new business models. The 'work from anywhere, anytime, with anybody' model has become a reality, thanks to cloud, 5G, IoT and artificial intelligence technologies.

More than ever companies should let technology work for them and focus on the integration, digitization and automation of processes.

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>
> *Yves Mulkers*

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Rallying Around Reliability

The stakes are high, and failure is not an option. As much as forward-looking enterprises need to focus on speedy innovation and growth, they can't afford to sacrifice reliability and continuity along the way.

Avoiding downtime is not only essential for keeping business operations on track, but also for maintaining a strong reputation in the eyes of your customers. Trust hangs in the balance more than ever. To be there for your customers, you need your equipment, servers, and assets to be there for you.

It is a challenging standard to meet, but technology is here to help. Tools that provide greater operational visibility and insight allow teams to systematically anticipate potential issues and address them proactively.

Time is Money

According to a recent IDC survey of Fortune 1,000 companies[1]...

The average **hourly cost** of an infrastructure failure is

$100,000.

The average total **cost of unplanned downtime per year** is between

$1.25 billion & $2.5 billion.

It is easy to see why downtime should be avoided at all costs.

[1]. Source: https://www.techrepublic.com/resource-library/whitepapers/idc-study-the-cost-of-downtime/

Shelly Kramer

Founding Partner and Principal Analyst, Futurum Research

Coming Together for the Digital Transformation Journey

In our work centered on digital transformation, we are firm believers that technology is an enabler of transformation, but it's never in and of itself solely responsible for successful transformation. Successful transformation is about people, a commitment to creating a data-driven culture, embracing innovation, and savvy leaders who understand that transformation is a journey, not an event with an end in sight. Championing inclusivity in transformation initiatives throughout the organization is one of the keys to success.

Our research shows that employees at all levels in the organization care about digital transformation and want to be part of the solution, but 90% shared that they don't know how to make that happen. When IT leaders, key members of the management team, and front line workers can work together to share knowledge and together develop and implement transformation initiatives, well, that's where the magic happens.

> " Championing inclusivity in transformation initiatives throughout the organization is one of the keys to success."

Shelly Kramer

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COALESCENCE:
When Everything Connects

Business success is driven less by technology and more by a company's people, product, and purpose. But those qualities cannot truly come forward and reach their potential until the technological side of your operation has been transformed from barrier to benefit. We refer to that point as "coalescence."

It's when all of the technical elements mentioned in preceding sections — empowered IT, assimilation to the cloud, accelerated business functions, and systematic safeguards against failure — come together to maximize the all-important human element.

With all these pieces in place, you've formed the prototypical well-oiled machine, ready to adapt and thrive in today's fast-moving, chaotic world with efficiency and agility.

Dion Hinchcliffe

*VP and Principal Analyst,
Constellation Research, Inc.*

❝ In 2021, IT and DevOps teams in particular have a major opportunity to have the largest impact on customer experience and downstream outcomes that they've ever had."

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Dion Hinchcliffe

IT's Growing Impact on Customer Experiences

In 2021, IT overall and DevOps teams in particular have a major opportunity to have the largest impact on customer experience and downstream outcomes that they've ever had. There are three major areas where these two groups are ideally suited to take advantage of the unique strengths of these functions.

1. **First and foremost is ever-more-comprehensive integration** of customer touchpoints and applications to ensure there is one comprehensive view of the customer.

2. **Second is in the practice of consistent, enterprise-wide analytics** to provide near real-time insights to drive both experience improvements and engage with the customer using personalization and effective, contextual responses.

3. **The third is a comprehensive practice** for keeping the entire customer journey safe, secure, reliable, and trusted in a world that has become highly complex, interconnected, and exposed to ever-larger numbers of online threats and risks.

When these three capabilities are mixed with dynamic new digital business models, organizations can reap sustainable growth while creating new revenue streams that reach major new channels and markets.

Kirk Borne

Principal Data Scientist and
Executive Advisor, Booz Allen Hamilton

> " Workflow automation and orchestration is the way to drive greater business value from deep and wide data sources."

Kirk Borne

Application Workflow Orchestration Means Better Insights, Better CX

All organizations are now inundated with streams of data: internal, external, and from sensors at the edge. Keeping up with these data flows is both imperative and nearly impossible. Achieving "business at the speed of data" therefore requires an understanding of the "why" question: Why do it? (What difference does it make?)

It makes all the difference between a successful competitive modern digital business and a non-competitive business. Orchestration and automation of application workflows is the way to make that difference. That starts with the strategy discussion (answering the "why") and then deploying application workflow automation and orchestration solutions where they count the most. These strategic choices will enable numerous data-driven benefits: real-time anomaly and pattern detection in data (with appropriate rule-based responses), autonomous data-driven decisions at the point of data collection (built into edge and streaming data applications), and collaborative knowledge networks (sharing collective intelligence and delivering it autonomously into the appropriate business workflows and processes).

Workflow automation and orchestration is critical to driving greater business value from deep and wide data sources: smarter data-informed business decisions, innovative and faster responses to events, and serving customers with the right solutions at the right time in the right context.

Learn How BMC Helix Control-M Helps Enterprises Become Fully Operational

Built upon BMC's industry-leading software, **BMC Helix Control-M** is a SaaS application workflow orchestration platform that helps enterprises connect all the pieces together and get their IT functions clicking on all cylinders.

Here's how BMC Helix Control-M can power up every aspect of your organization, from internal operations to customer-facing experiences:

- Unburden IT with an end-to-end, single-view application workflow orchestration platform that is accessible and actionable for Dev, Ops, and business users.

- Get up and running in a snap through SaaS delivery that makes BMC Helix Control-M fast and easy to implement, with decentralized self-service consumption that's suited for today's distributed, hybrid environments.

- Prevent downtime and ensure continuity through predictive maintenance by optimizing, automating, and orchestrating your data pipeline.

- Access and utilize more powerful data-driven insights that help you understand your customers and innovate rapidly to exceed their expectations.

- Simplify the adoption of additional technologies and solutions into your tech ecosystem.

For additional reading and viewing, check out these resources:

Product Overview Video | *BMC Helix Control-M Datasheet* | *Guide: Deliver Better Outcomes with Data-Driven Predictive Maintenance*

Ready to take the next step and experience the benefits of a fully operational modern enterprise?

Learn more about BMC Helix Control-M

Request a demo

Reach out

We'll be happy to answer any questions you might have about functionality, fit, or pricing.

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