The Future of
Digital Service Management

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AI & Machine Learning Influencing Digitization

78%
Artificial Intelligence
Looking to Artificial Intelligence to address complexity[2]

75%
Intelligent Experiences
By 2019, workers will be interacting with intelligent digital assistants[3]

75%
Intelligent Application
By 2018, development will include cognitive functionality in at least one application[5]

30%
Efficiency
By 2019, IT service desks will utilize machine learning to free up support capacity [4]

1,2: 2017 BMC Survey of 1000 CIOs & senior IT professionals 3,4: IDC Futurescape: "Worldwide Analytics, Cognitive/AI, and Big Data 2017 Predictions"
5: Gartner "Apply Machine Learning and Big Data at the IT Service Desk to Support the Digital Workplace," C. Fletcher, K. Lord 29 Feb 2016

At BMC we've been asking,

What Does *Digital Transformation* Mean Today and Going Forward?

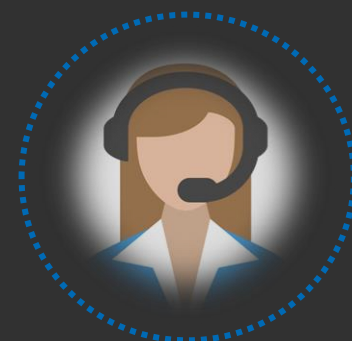# CUSTOMERS ARE ASKING US TO ADDRESS THESE CHALLENGES

Service Solutions are
OLD & INSECURE

Service Resolution is
SLOW & INACCURATE

End-users are
TETHERED & UNHAPPY

Service Operations are
HARD TO MONITOR

New Services are
TEDIOUS & COSTLY

COGNITIVE SERVICE MANAGEMENT APPROACH

END-USER

Omni-Channel Experience
Chatbots
Virtual Agents

AGENT

DEVELOPER
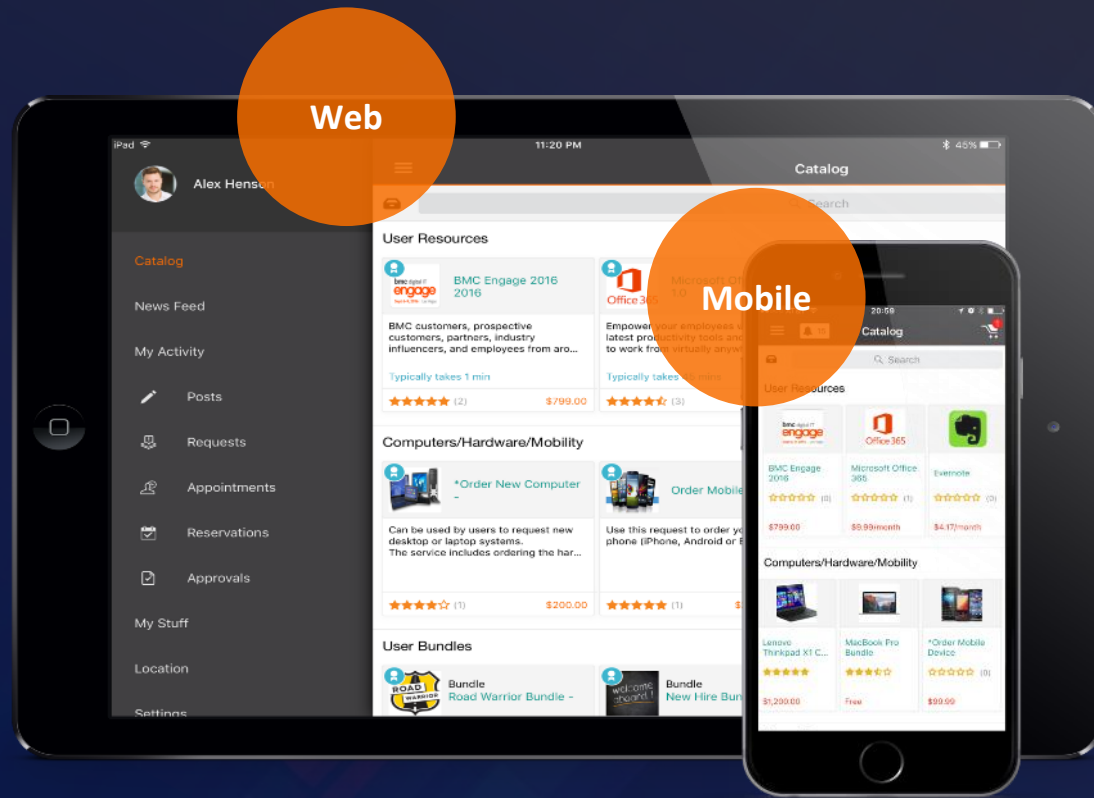
Agent & Operator Efficiency
Auto-classification, assignment,
Suggestion, recommendations

Out-of-the-box Vendor agnostic
Cognitive Service **hooks to 3rd-party AI Platforms**

Cognitive Service Management
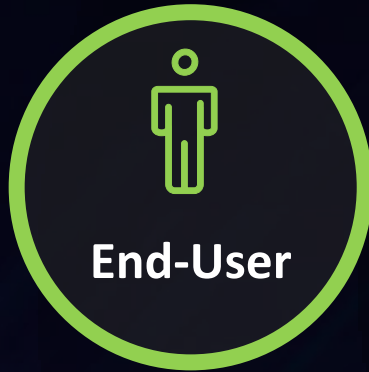
End-User

Omni-Channel
Experience
chatbots, virtual agents

Agent

Agent & Operator
Efficiency
Auto -classification,
-assignment,
-suggestion,
-recommendations

Developer

Out-of-the-box Vendor
agnostic Cognitive
Service hooks to
3rd-party AI platforms

Making Omni-Channel Engagement possible for the Enterprise

Web

Mobile

Social

Chatbots

Virtual Agents

Today

Tomorrow

Remedy Powered By Cognitive

Auto-Route incidents

Auto-Classify Incidents to specific product and ops categories for more accurate analytics

Auto-assign the incident based on past assignments

Innovation Suite with Cognitive Service
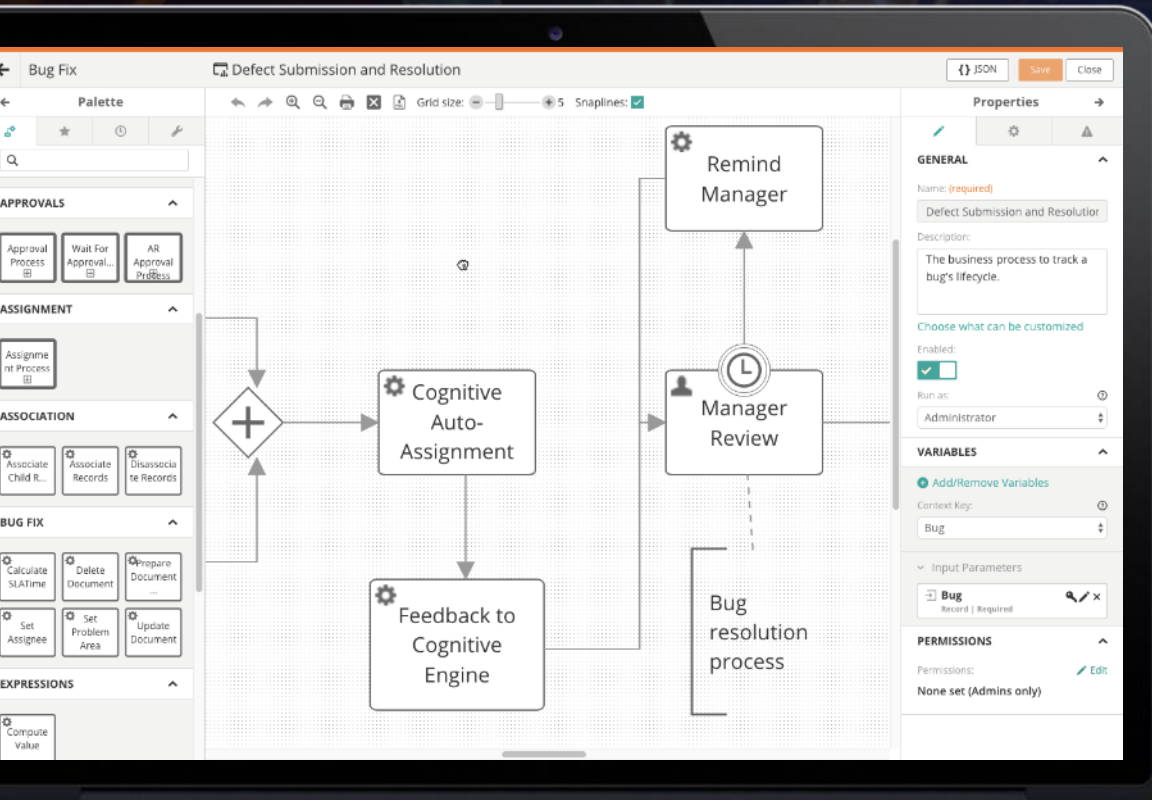
Easily incorporate **cognitive services** into complex custom processes & workflows

Prototype image only

A DAY IN THE LIFE OF A SERVICE DESK AGENT
TODAY

End-User calls a Service Desk

1

L1 Agent creates the ticket

2

Agent picks the wrong category for the ticket

3

X

Ticket gets routed to the support group

4

X

Ticket gets resolved

5

Happy Customer
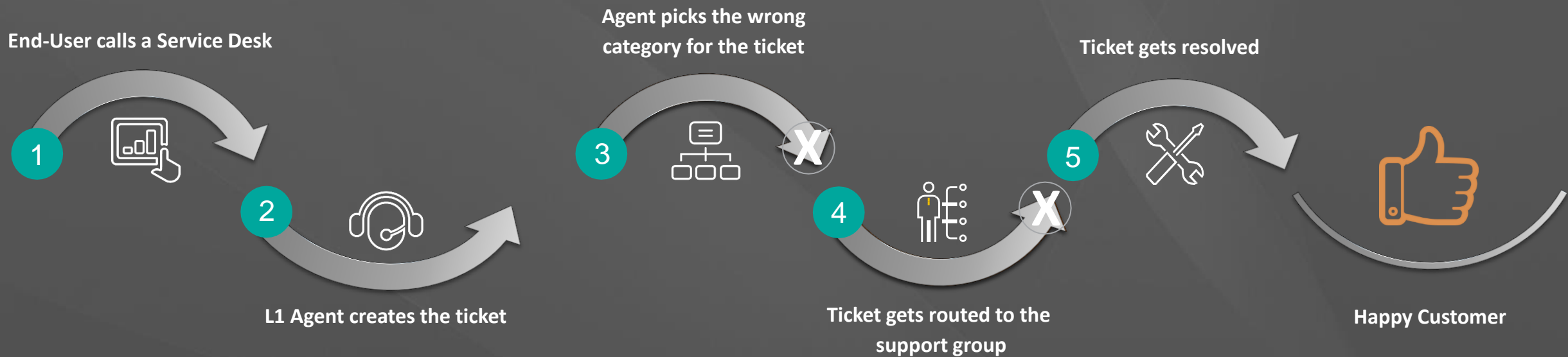
A DAY IN THE LIFE OF A SERVICE DESK AGENT
TOMORROW

End-User calls a Service Desk

REPLACED BY
CHATBOT | VIRTUAL AGENTS

L1 Agent creates the ticket

Agent picks the appropriate
category for the ticket

Ticket gets resolved

AUTOMATED THROUGH
COGNITIVE SERVICE DESK
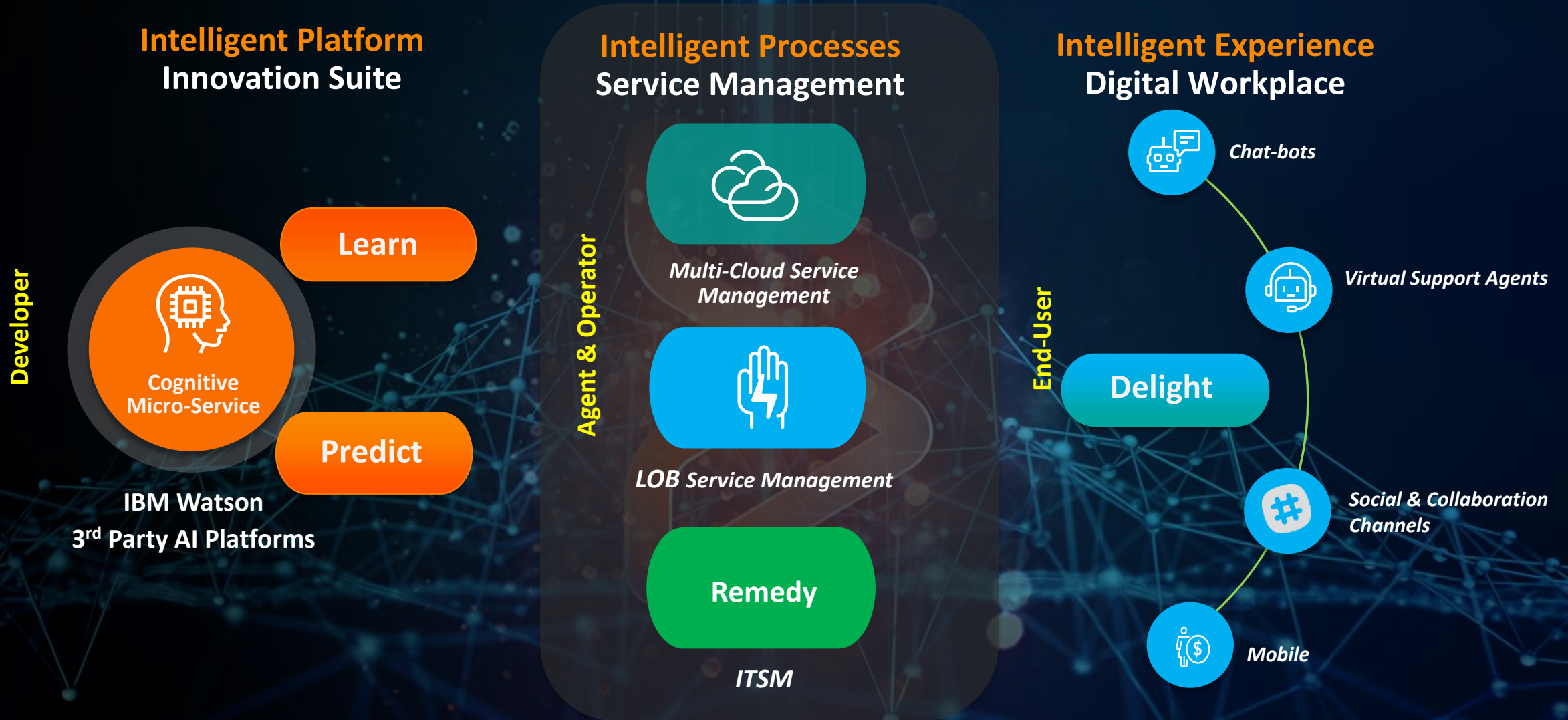
Ticket gets routed to the
support group

Unhappy Customer

OMNI-CHANNEL EXPERIENCE
chatbots, virtual agents

AGENT & OPERATOR EFFICIENCY
Auto -classification, -assignment, -suggestion,
-recommendations

BMC & IBM Watson

BEST

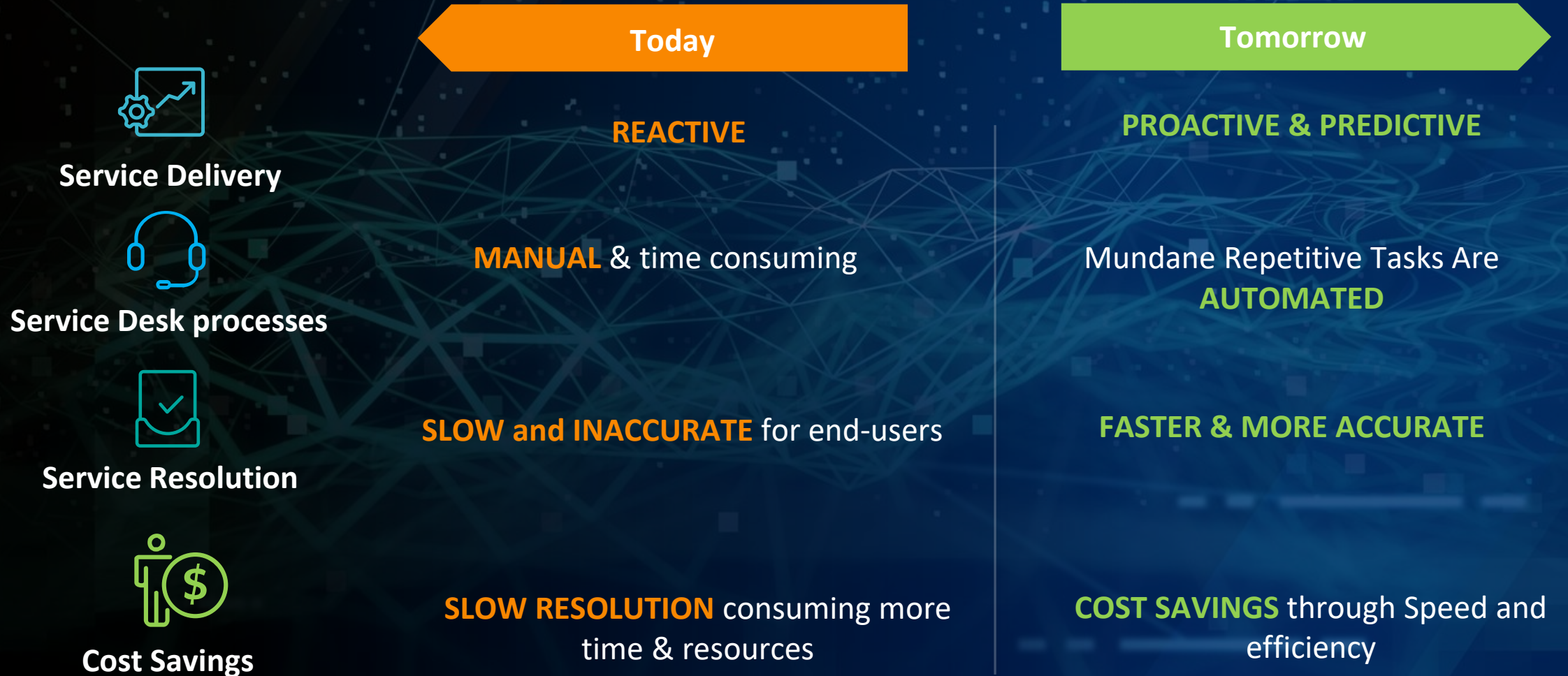SERVICE MANAGEMENT

+

BEST

AI PLATFORM

Powerful Together

"The combination of BMC Cognitive Service Management and IBM Watson technology can help enable enterprises to transform their service management capabilities and add value to existing systems."

--Beth Smith,
General Manager, IBM Watson

Customer Value proposition

Today → | **Tomorrow** →

Service Delivery	**REACTIVE**	PROACTIVE & PREDICTIVE
Service Desk processes	**MANUAL** & time consuming	Mundane Repetitive Tasks Are AUTOMATED
Service Resolution	**SLOW and INACCURATE** for end-users	FASTER & MORE ACCURATE
Cost Savings	**SLOW RESOLUTION** consuming more time & resources	COST SAVINGS through Speed and efficiency

Thank You