BMC Corporate Messaging Guide
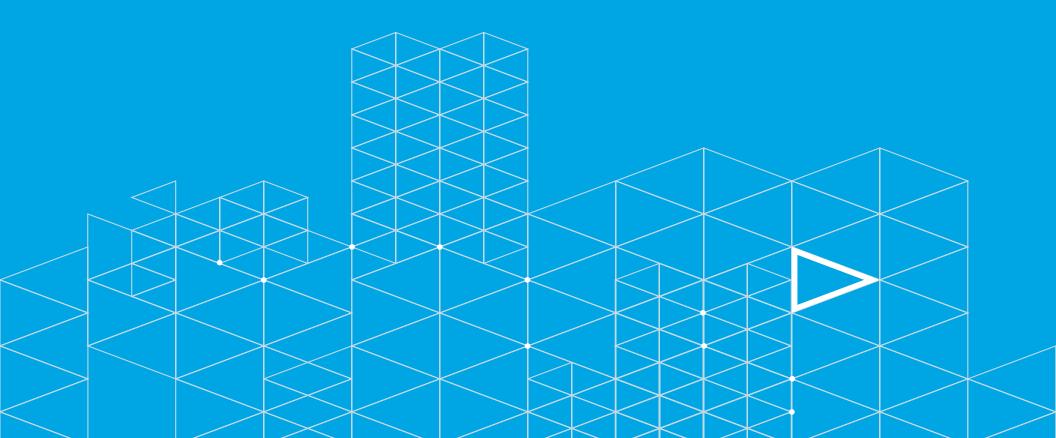
Table of Contents

Introduction

The purpose of this guide is to help you understand BMC's corporate messaging and communicate it effectively to others. By speaking with one voice about who we are, what we do, and the value we provide, we can reinforce our position in the markets we serve and inspire our customers, partners, investors, and other stakeholders to support our vision moving forward.

The first part of the guide presents a brief overview of corporate messaging and why it matters. Next, we'll discuss the specifics of BMC messaging and how to apply it.

As you read this guide, please keep this in mind: This is not a script to be memorized. The goal is for you to understand our messages on an intuitive level so you can relate and discuss them in your own words.

What is messaging?

Fundamentally, corporate and marketing messages are intended to help companies sell more, faster, by influencing the way people think about them. Messages define and differentiate our position in the market, and give customers reasons to care about our company and solutions. The most effective messages are those that break through the clutter with clear, persuasive ideas and compelling wording. They go to the heart of our corporate beliefs and vision, engaging people on an authentic level. Done right, messaging can transform a vendor into a partner, a salesperson into a trusted advisor, and a marketing campaign into an industry agenda.

Messages are more than just tag lines, slogans, or themes; they're the conceptual base from which these and other materials are developed. Instead of talking about features and benefits, they keep the conversation at a high level, focusing on industry themes, customer needs, and business value. There's a place for technologies and specifications, but the goal here is to relate on a personal, even emotional level. We want to tell our story in a way no other competitor can. They might be able to echo our value propositions or marketing themes, but they could never live up to the messages we develop around BMC—any more than a startup soda company could pretend to be Coke, or a no-name sneaker brand could replicate Nike.

The elements of messaging fall into a hierarchy from high-level statements of our vision, mission, and brand promise, which remain constant over time, to more tactical components like power positions and themes, which change more often. You'll learn more about the components of BMC messaging and how to use them in the following section.

BMC Corporate Messaging

Vision

A corporate vision is the simplest expression of why we exist as a company. Broader than a specific technology or market, it's the outcome we hope to achieve for our customers and our industry as a whole—the way we'll make the world a better place. It should inspire and energize everyone who hears it. Consider Intel's corporate vision: "Create and extend computing technology to connect and enrich the lives of every person on earth."

The BMC corporate vision:
Help people do incredible things when technology runs at its best.

The BMC corporate vision should be reflected in any content designed primarily for thought leadership. It's fine to use this exact phrase— it's a great answer to the question, "What is the vision of BMC?"—or to use it as inspiration for your own wording. You should also take it to heart personally as a reminder of what BMC stands for and why we do what we do.

Mission

An organization's mission states its overall purpose: this is what we do to bring about our vision. Still speaking at a high level, the mission brings our market, and more specifically what we do, into the picture. In Google's case, their mission statement reflects the search orientation at the company's core: "Organize the world's information and make it universally accessible and useful."

The BMC mission:
Provide innovative IT management solutions that improve how digital services are delivered and consumed.

Note the key term "digital services." Here's what we mean by this. There is no question that we are entering into a consumer-driven digital era—one in which people expect to be able to transact all aspects of business online, from wherever they may be, on any device they choose. They expect these transactions to be fast, secure, accurate, and inexpensive. These online business moments can be described as digital services, such as when you check your bank balance on a mobile phone instead of going to the bank, or you stream music instead of buying a record, or you communicate via Skype instead of a rotary phone. Increasingly, digital services are delivered within companies as well to increase efficiency, speed service, save costs, and create innovative services.

For example, digital services can:

*   Enable an airline to transfer flight manifests to the Department of Homeland Security before they depart from Europe to the U.S.

*   Enable a coffee retailer to automatically replenish its cold drink inventory by factoring in the weather expected the next day.

*   Enable a waste management company to equip its bins with sensors, then plan its routes according to how full they are, making it possible to reduce its fleet of trucks by 20 percent.

*   Enable a parking garage operator to send discounts to cars driving nearby as parking spots become available.

BMC customers use our solutions to help them provide digital services to their organizations and customers. Digital services are at the core of everything BMC does.

The BMC mission statement can serve as your go-to short version of who we are and what we do. It's easily adaptable to contexts like the opening paragraph of a press release, a sound bite for a reporter, or even a description of your job to a friend.

Brand promise

The brand promise is the commitment a company makes to its customers. It makes our vision relevant to them: this is our goal for the people who use our solutions. Our brand promise should inspire and excite people, and take root in their minds as a feeling they associate with everything our company does. Nike promises "exhilarating performance." For Starbucks customers, the company provides an "urban oasis."

The BMC brand promise: Master IT complexity.

A brand promise is intended to inspire everything we do and everything we say, from the products we build to the contracts we create. Our brand promise is to master IT complexity and help our customers do the same. When you think about the BMC brand promise, don't think of just these words or what we would say to describe this; also think about what we will do every day to deliver this promise.

When you use the brand promise, it's especially important not to feel constrained by the wording above. In fact, you'd rarely want to use that wording at all; it's better to use your own words to talk about its underlying meaning. Everyone knows that IT is becoming more complex at an incredible rate, from proliferating operating systems, service delivery methods, and cloud infrastructure models to the rise of social, mobility, consumerization, and big data. To say that we "simplify" IT isn't a very accurate reflection of reality and understates what IT professionals have to deal with and the value that BMC can offer. We appreciate the real complexities that exist—IT in today's digital world is far from simple. Our real value lies in helping customers tame and manage complexity so IT can translate the diversity of their environments into valuable flexibility and versatility without becoming overwhelmed.

Category

A category is simply the class or market segment to which a solution or group of solutions belong. P&G is in "consumer packaged goods." Boeing is in "aviation."

The BMC category: IT management solutions.

This is a simple, outside-in way to describe what we do and how customers can categorize our company.

Meta message

A meta message is an overarching, benefit-oriented message that puts it all together: what we do for our customers and what it means to them. "Ikea offers a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them."

The BMC meta message:
BMC helps you put technology at the forefront of business transformation with management solutions from mainframe to cloud to mobile.

Let's break down that message a little. We put IT at the forefront of business transformation—and business itself—by unleashing the potential of IT at every opportunity to drive business value. No longer confined to the back room, IT becomes a true strategic partner to the business. Why do we say "from mainframe to cloud to mobile?" Because we know our customers have a diverse mix of platforms and environments in use, and we've got the solutions and deep expertise to help them manage and optimize it all. We help them breathe new life into existing infrastructures, manage the latest technologies effectively, and provide a bridge to the future.

Power positions

Power positions support the meta message and extend it to specific things a customer can do or achieve with a solution. They reflect a company's understanding of its customers' needs—if this is what you need to accomplish, we're the company best positioned to help you with it. There are usually multiple power positions at any given time, each tied to a different value proposition. IRI, the provider of measurement and insights for retailers, tells customers that they can "See what you've been missing. Act faster and with greater confidence. Win at the shelf."

BMC power positions:

- Optimize your multi-sourced technology environment
- Increase business agility by automating and industrializing IT
- Amaze and delight your users

Again, these aren't phrases to be memorized, although you may find yourself using these exact words from time to time. Instead, you should use power positions to guide the development of key plays, organize product and solution benefits, and shape your conversations with customers and other stakeholders. These statements demonstrate that we understand the key issues our customers face, and that we have the solutions they need to address them.

Optimize your multi-sourced technology environment—The days of monolithic IT have given way to a new era of diversity. Today's enterprises run on a mix of on-premise and cloud-based infrastructure; legacy, Windows, SaaS, and mobile apps; corporate-issued and BYO devices; and various other services. This diversity gives them the flexibility to address each challenge in the right way, but it can also make it hard to maintain efficiency and manageability. BMC helps companies achieve the greatest possible value from their multi-sourced or heterogeneous technology environment.

Increase business agility by automating and industrializing IT—Manual processes and in-house development can make it hard for IT to respond quickly to new business needs. BMC automates IT to make the right things happen more quickly and reliably. We also help industrialize IT, eliminating the need for organizations to build and maintain everything themselves so they can focus on the kind of innovation that truly drives productivity, differentiation, and competitive advantage.

Amaze and delight your users—Today's more technologically savvy workforce and customers expect more from the tools IT provides and the services companies deliver. BMC helps IT and business adapt to the rise of mobility and consumerization by providing better service—in particular, by seamlessly, transparently, and rapidly delivering digital services that delight customers.

By empowering people with solutions that are truly relevant to their needs and preferences, IT can bring the workforce to new levels of productivity and satisfaction.

Tagline

A tagline is a slogan or memorable phrase that sums up the tone and premise of a brand and reinforces the audience's memory of it. These are the words that first come to mind when you think of the world's great brands. Nike: "Just do it." BMW: "The ultimate driving machine."

The BMC tagline: It's amazing what IT was meant to be.

The specific wording of our tagline matters more than it does for other components of our messaging. At the same time, a sneaker salesman probably doesn't say "Just do it!" to many customers, and you won't necessarily find yourself reciting our tagline in your daily work. The BMC tagline will most often be used in brand and marketing materials, often right below our logo. Beyond those contexts, the BMC tagline will serve mainly to reinforce the inspirational and aspirational nature of our work.

Themes

Messaging themes are unifying concepts that recur through a variety of marketing vehicles. They're not necessarily unique to one company, and can reflect broader trends in the industry. In fact, by aligning a company's messaging with those trends, a theme can show that it is an active participant in the conversations that matter most, and that it is delivering the kind of solutions that businesses are looking for now. Beyond marketing, themes can help an organization unify itself around a common sense of purpose: this is what we're currently trying to help our customers accomplish.

Themes can change more frequently than other messaging components as new concerns move to the forefront. Current industry themes include "web 2.0 for the enterprise" and "green computing."

Market themes BMC aligns to:
- Embrace the consumerization of IT
- Industrialize the back end
- Manage the app—that's what drives business
- Reduce IT friction

These themes tie back to BMC's power positions.

Embrace the consumerization of IT—We help organizations adapt to new user expectations as well as the rise of a more consumer-style enterprise technology environment, reflecting a fast-growing trend in the enterprise.

Industrialize the back end—We help IT move away from building and maintaining everything itself, an increasingly important need.

Manage the app—that's what drives business—We help IT shift from merely keeping the lights on to a more strategic, business-centric approach to management.

Reduce IT friction—We help IT manage complex environments more efficiently and reduce reliance on manual processes so it can respond more effectively to business needs.

Summary and resources

We hope you've found this guide to BMC messaging useful. Please refer to it regularly to keep the components of our messaging fresh in your mind so you can apply it effectively in your work and life.

For more information on BMC messaging, please visit https://intranet.bmc.com/wwm/CorporateAwareness

If you have any questions, you're welcome to contact Courtney Ostermann at Courtney_ostermann@bmc.com

BMC Corporate Messaging Overview

BMC corporate vision: Help people do incredible things when technology runs at its best.

BMC mission: Provide innovative IT management solutions that improve how digital services are delivered and consumed.

BMC brand promise: Master IT complexity.

BMC category: IT management solutions.

BMC meta message: BMC helps you put technology at the forefront of business transformation with management solutions from mainframe to cloud to mobile.

BMC power positions:

- Optimize your multi-sourced technology environment

- Increase business agility by automating and industrializing IT

- Amaze and delight your users

BMC tagline: It's amazing what IT was meant to be.

BMC themes:

- Embrace the consumerization of IT

- Industrialize the back end

- Manage the app—that's what drives business

- Reduce IT friction

BMC SOFTWARE. IT'S AMAZING WHAT I.T. WAS MEANT TO BE.

BMC Software helps leading companies around the world put technology at the forefront of business transformation, improving the delivery and consumption of digital services. From mainframe to cloud to mobile, BMC delivers innovative IT management solutions that have enabled more than 15,000 customers to leverage complex technology into extraordinary business performance—increasing their agility and exceeding anything they previously thought possible.

‹bmcsoftware