

BMC software

Parent Company

BMC software

Category

IT programming and services

Sector

IT and Technology

Tagline/ Slogan

Business runs on I.T.

I.T. runs on BMC

USP

Provides BSM(business service management) and service automation solutions

STP

Segment

Large Enterprises needing service automation solutions

Target Group

Includes telecom companies, large retail chains, etc.

Positioning

Offering quality software solution in domains like systems management, service management and autom

SWOT Analysis

Strengths

1. Strong customer base like Accenture, Cisco salesforce, Dell, Red Hat and NetApp.
2. Broad Portfolio of products and services like Enterprise software,

Business service management, IT Services and Management, Mainframe computing & IT Operations

3. Solid foundation with the ProactiveNet solution
4. One of best IT companies in world with more than 6000 employees in 120 countries worldwide
5. One of the top 20 IT Companies globally in terms of its revenue

Weaknesses

1. Limited presence in the wireless market.
2. Tough competition in the Internet space and few products for Internet applications

Opportunities

1. Promising growth in cloud computing domain will help the company
2. Strategic acquisition for increasing customer base and increasing service provided
3. Cheaper global telecommunication costs open new markets as people connect to the Internet
4. Mobile solution market is growing

Threats

1. Intense competition
2. Economic slowdown in US

Competition

Competitors

1. Microsoft
2. Oracle
3. CA Technologies

4. SAP AG