

Symphony takes over BMC's WAM Product

Business Challenge

BMC Software, with approximately \$1.78 billion in revenue and around 15,000 customers in over 115 countries, is a leading global provider of enterprise management solutions that empower companies to automate their IT departments. Delivering Business Service Management and Service Automation, BMC solutions span enterprise systems, applications, databases and service management.

With BMC Software refocusing on a new strategy around Business Service Management and Business Service Automation, their traditional Identity Management product line was not in-line with the new strategy. With a little over 60 enterprise customers currently relying on BMC's Web Access Management related products for their Web-based applications security needs, and stable \$4.2 M revenue coming from it, BMC continued supporting the product line. This product line not being their primary focus, BMC decided to discontinue supporting the .NET version of the product even with 50% of their customers using it. At this point, BMC needed a partner to support their non-core products including Web Access Manager, Web Enforcement Agent, and Identity Federation Manager.

Solution

With the Symphony Product Line Management (PLM) teams' ability to take ownership, for client's mature non-core products, we manage all aspects of the PDLC including sales and account management. With industry analysts estimating that the worldwide market for Identity Management will exceed \$3 billion by 2009, Symphony PLM strategized to develop, maintain, and support the next generation of the award-winning software.

Symphony PLM's integrated India & US operations enabled us to rapidly map out a high level product roadmap, and identify required resources and operational requirements. As part of the product replacement strategy, our dedicated development team rebranded BMC's Identity Management product line and delivered the JAVA version of the product for general availability in September, 2008. We have revived support and R&D for the .NET product line thereby allowing customers to continue increasing their ROI.

Our teams' commitment to meeting customer support needs while establishing long-term product vision led us to win a contract with BMC for a 15 year exclusive license.

"BMC has worked closely with Symphony Services to deliver a Java-based version of WAM to customers and establish a replacement for our Web-based application security solution that will meet customers' enhanced needs worldwide, protecting their investments," said Gilit Segal, director, R&D, BMC Software. "We are confident that WAM users will benefit from both increased support and a strategic product roadmap, ensuring the software continues to meet their Web-based application security concerns."

About Symphony WAM

Symphony WAM offers next Generation of BMC Software's Web-Based Application Security Solution.

Results

Leveraging Symphony's existing infrastructure and best practices in the Organizational Process Definition (OPD) space, we provided the following value additions to BMC's non-core product strategy:

- A dedicated team that improved the product line (usability, performance and ease of installation of the product) leading to maximum customer retention thereby retaining revenue
- Maintain 97% customer retention after the takeover
- Established long term product vision including additional platform certifications/enhancements on the product including renewed support for .NET; thereby providing opportunities to increase the customer base
- Enhanced life of the non-core product with a team committed to meeting customer support needs

About Symphony WAM

Symphony WAM offers next Generation of BMC Software's Web-Based Application Security Solution.