BMC Software on Application Management

BMC EXHIBIT 2013
ServiceNow v. BMC
IPR2015-01176

May 1995

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Introduction

Today an increasing number of organizations are embracing client/server technology as a solution to a growing number of business problems. However, the inherent complexities of running a distributed computing environment have daunted many organizations. They are simply finding it almost impossible to control and operate this environment efficiently. Subsequently, this is leading to system down-time and overrun budgets. Perhaps even more problematic is that companies are not realizing the true business problem solving potential of client/server technology.

Most management systems available today do not have a business application focus. They are only concerned with managing individual components such as a database or a network and do not take into account the true complexities of a distributed computing environment. This problem is becoming the key obstacle faced when deploying large scale client/server systems.

BMC Software is the leading supplier of management software that enables the deployment and management of enterprise-wide client/server applications. Applications that run in open systems environments, proprietary environments or across both.

BMC Software's Key Focus Areas

BMC Software's products deliver solutions in two key areas: data management and application management. BMC Software's family of data management tools include solutions for cross platform, heterogeneous support of RDBMS administration and utility functions, advanced change management, data replication and movement, recovery management and performance management.

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