The Business Value of Application Workflow Orchestration with Control-M by BMC

RESEARCH BY:

Tim Grieser
Research Vice President, Enterprise System Management Software, IDC

Matthew Marden
Research Director, Business Value Strategy Practice, IDC

Navigating this White Paper

Click on titles or page numbers below to navigate to each.

Executive Summary

IT and business organizations today are being challenged to successfully develop, deploy, and operate applications that support digital business initiatives. At the same time, they must continue to support existing applications and business processes to drive efficiency and reliability.

Many applications are built from highly distributed components and integrations deployed across multiple operating environments that span on-premises, public cloud, private cloud, and multicloud. Successful execution requires navigating application workflows to ensure efficiency, reliability, and speed for development, deployment, and operations teams. In such a scenario, application workflow automation is rapidly growing in importance to deliver efficient, cost-effective business services. Control-M from BMC is designed to simplify application workflow orchestration and workload automation. Control-M has a long history as an enterprise-grade automation solution, with major presence in the IT automation market.

IDC spoke with organizations using Control-M to understand its impact on their IT teams, development activities, and business operations. Interviewed BMC customers reported vast improvements in their ability to manage and support workflows across significant and diverse application environments. IDC projects that interviewed organizations will achieve benefits with Control-M worth an average of $10.38 million per organization per year ($56,300 per 100 users) by:

→ **Realizing significant efficiencies in monitoring applications and digital services** through integration, automation, and orchestration across application environments

→ **Empowering development teams** to deliver more new applications, streamline development life cycles, carry out more updates, and respond faster to business demand

BUSINESS VALUE HIGHLIGHTS

Click on highlights below to navigate to related content within this white paper.

$32.36 million
higher revenue per
year per organization

539%
three-year ROI

8 months
to break even

28% gain
in application monitoring
efficiencies

50% more
new applications per year

32% faster
application development
life cycle

42% more
application updates

16% higher
compliance team
productivity

→ **Achieving better business results** by increasing revenue as the result of better addressing opportunities and serving customers

→ **Handling operational risk more efficiently** by better equipping compliance teams to meet regulatory requirements and improving application performance and quality

IT and Business Environment Overview

IT organizations and business units across a wide range of industries, geographic locations, and company sizes are under pressure to control operating costs while at the same time providing consistent, reliable, and responsive services to end users that include employees, remote workers, and customers alike. Organizations are being challenged to support digital business applications, often for ecommerce, and to support and help implement digital transformation initiatives. Many digital applications are built from a complex set of components deployed across multiple environments, including on-premises, public cloud, and private cloud. Deployment across a multi-environment architecture often requires navigation of intricate workflows for successful operation. Success is measured in terms of efficiency, reliability, and speed across a highly diverse infrastructure and operating and application environments. Application workflow orchestration is essential to achieve success in such a scenario.

Automation has grown in scope from traditional workload management and job scheduling solutions toward the automation of infrastructure, data and application configuration, provisioning, DevOps life-cycle operations (including continuous integration and continuous development [CI/CD]), and orchestration of cloud and software-defined datacenter environments. Tools are needed to simplify the creation, updating, and deployment of standardized infrastructure, data, and application profiles. Automation provides enterprise IT teams with the opportunity to streamline operations, reduce human error, and more rapidly respond to the needs of dynamic, digital, and mobile applications. IDC also expects there to be an accelerated adoption of automation technologies as the need to support remote workforces and virtual events puts pressure on IT organizations to move faster, contain and reduce costs, and improve the ability to scale to respond to fast-changing business priorities.

Growth areas for automation solutions are expected to include infrastructure, data and application configuration, workflow orchestration, template management, container management, cloud service provisioning, migration, and optimization and DevOps life-cycle support. Other use cases include automation of incident, problem, and change management processes, as well as support for cloud-native application models.

Control-M by BMC Overview

Control-M is a software solution from BMC for application workflow orchestration and workload automation. Control-M is designed to simplify and control application workflow orchestration by making it easier to define, schedule, manage, and monitor workflows. The solution integrates, automates, and orchestrates application workflows across on-premises, private cloud, and public cloud environments.

Key Control-M capabilities include the following:

→ **Automation — Core automation functions and capabilities:** Define, schedule, manage, and monitor application workflows. Replace manual scripting with automated workflow orchestration and data integration.

→ **Self-service — Web-based or mobile access:** Users can manage their own workflows, and monitor job flow and task status. Request and review job status; view predicted, in-process, and completed job runtimes.

→ **Jobs-as-Code support with automation API:** This capability enables developers and DevOps engineers to embed jobs as code within the agile application release process. It creates consistency among the development, test, and production environments by giving developers the ability to embed workflow automation while applications are being developed.

→ **Data pipeline workflows:** Orchestrate and automate complex data workflows across hybrid and multicloud environments and leading technologies to ensure consistent service levels. View and manage complex workflow dependencies during ingestion and processing of data in many modern data platforms.

→ **Managed File Transfer:** Centralize and automate internal and external file transfers. Align file transfers with related application workflows.

Other Control-M capabilities include support for SLA management with automated alerts and support for hybrid cloud and multicloud environments, archiving for problem analysis and audit compliance, and integrated reporting. Together, this group of capabilities provides comprehensive, enterprise-scale support for application workflow orchestration and workload automation.

The Business Value of Control-M by BMC

Study Demographics

IDC conducted research that explored the value and benefits for organizations of deploying the Control-M platform. The project included interviews with seven organizations with experience and knowledge about the Control-M platform's

benefits and costs. During the interviews, companies were asked a variety of quantitative and qualitative questions about the impact of Control-M on their IT operations, application development activities, businesses, and costs.

Table 1 presents study demographics and profiles. Organizations interviewed had a large enterprise-level profile, with an average base of 19,429 employees and revenue of upward of $7.5 billion per year. In terms of geographical distribution, six companies were based in the United States and one in the United Kingdom. In addition, there was a good mix of vertical industries represented — the securities and investment services (2), automotive, banking, education, manufacturing, and transportation sectors.

TABLE 1

Demographics of Interviewed Organizations

	Average	Median
Number of employees	19,429	10,000
Number of IT staff	2,239	400
Number of IT users	18,436	7,500
Number of business applications	579	325
Revenue per year	$7.55 billion	$2.60 billion
Countries	United States (6), United Kingdom	
Industries	Securities and investment services (2), automotive, banking, education, manufacturing, transportation	

Source: IDC, 2020 I n = 7

Choice and Use of Control-M by BMC

Interviewed BMC customers discussed the rationale behind their choice of Control-M. They cited various factors but focused on the ability of Control-M to integrate disparate application environments, its strong orchestration and automation capabilities, and a positive perception of BMC as a market leader.

Study participants elaborated on these reasons:

→ **Strong functionality and ability to integrate:**
"The most important reason we chose Control-M was that it can manage multiple platforms through a single application …. Our previous vendor promised a solution that could integrate multiple platforms, but they never delivered."

→ **Cross-platform functionality and access to information:**
"Control-M helps us distribute data to other system platforms, allowing us to monitor information on other platforms …. We liked the capabilities of Control-M that were presented, such as having control over user access."

→ **Robust value proposition:**
"We did a value assessment last year and set off Control-M against four other vendors. No one came close to touching Control-M. On a yearly basis, we're probably seeing a 400-600% return on our investment in Control-M."

Table 2 presents information regarding interviewed organizations' use of Control-M platform. The broad organizational use of the platform included 276 business-critical applications such as financial trading systems, ERP systems, and other customer-facing applications. Through the applications that it supports, the Control-M platform undergirds a substantial degree of total company revenue (73%). In addition, significant numbers of employees, including DevOps/development, application monitoring, analytics, and business analyst teams, depend on Control-M for their daily work. Overall, interviewed organizations reported having an average of more than 400 users who rely on Control-M to do their jobs. DevOps and application development teams, which are responsible for delivering new digital functionality to their organizations and customers in a timely and robust fashion, showed strong use of Control-M, with an average of 200 team members using it on a regular basis.

TABLE 2

Control-M by BMC Use by Interviewed Organizations

	Average	Median
Number of business applications	276	275
Revenue (%)	85%	95%
Core Users by Team		
DevOps	160	50
Other application development	40	15
Application monitoring	94	70
Other IT staff	28	10
Business analysts	13	20
Other users	69	10
Total core users	**403**	**235**

Source: IDC, 2020 I n = 7

Business Value and Quantified Benefits

IDC's research illustrates the strong value that interviewed organizations are achieving through application workflow orchestration with Control-M by BMC. Interviewed BMC customers reported achieving significant efficiencies in application monitoring and development tasks and activities while also supporting business growth and reducing risk related to compliance and auditing.

Study participants spoke of these core value areas related to their use of Control-M:

→ **Understanding of and visibility into workflows:**
  "Control-M gives us the ability to understand where a workflow is and visibility into workflow status. It helps identify if there is anything that needs to be addressed. For example, is a workflow hung up somewhere? Control-M is particularly good at that kind of SLA management for workflows."

→ **Providing business with timely data:**
  "With Control-M, our data is processed in a timely fashion, which makes it available for running the business in terms of analytics and closing the books. These things drive revenue generation for us. Our business teams don't directly use Control-M, but they're more productive because of it."

→ **Enabling DevOps approach and CI/CD:**
  "Control-M by BMC enables what we call the 'work smarter and work less' approach, which is useful for DevOps right now because of the pandemic. Control-M helps DevOps because they release 'jobs-as-code' …. Control-M really knocks development roadblocks down and enables continuous integration and development."

For study participants, use of Control-M has driven substantial benefits in terms of productivity gains, staff time savings, higher revenue, and cost savings. One interviewed BMC customer commented: *"We did a value assessment last year and compared Control-M against four other vendors. No one came close to touching Control-M. On a yearly basis, we're probably seeing a 400-600% return on our investment."* Based on these benefits, IDC calculates that interviewed BMC customers will realize value worth an annual average of $10.38 million per organization ($56,300 per 100 users) in the following areas (see Figure 1, next page):
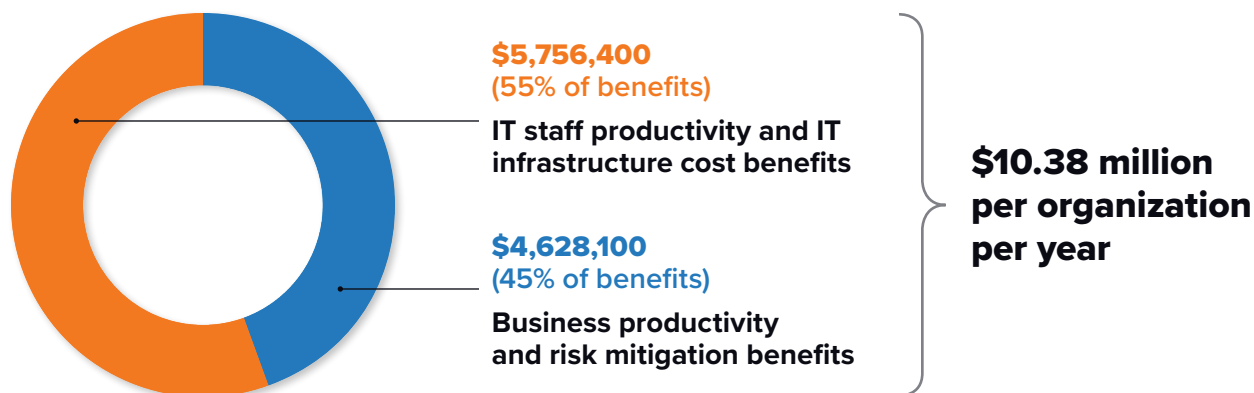
→ **IT staff productivity gains and lower IT infrastructure costs:** Study participants require significantly less staff time to monitor their varied business applications with Control-M and enable their development teams to work much more effectively. In addition, enhanced visibility across their application environments allows for optimization of IT infrastructure and cloud-related costs. Overall, IDC calculates that study participants will achieve benefits worth an average of $5.76 million per organization ($31,200 per 100 users) in IT staff productivity gains and IT-related cost reductions.

→ **Business productivity and risk mitigation benefits:** Study participants realize higher revenue by addressing business opportunities in a timely and robust

fashion with Control-M, while analytics teams benefit from improved quality and accessibility to cross-organizational data. They also reported seeing risk-related benefits, including increased effectiveness of their compliance teams responsible for navigating complex regulatory requirements. IDC projects that interviewed BMC customers will realize value worth an average of $4.63 million per organization ($25,100 per 100 users) in higher revenue and employee productivity.

FIGURE 1

Average Annual Benefits per Interviewed Organization

$5,756,400
(55% of benefits)

IT staff productivity and IT infrastructure cost benefits

$4,628,100
(45% of benefits)

Business productivity and risk mitigation benefits

$10.38 million per organization per year

Source: IDC, 2020 | n = 7

More Efficient Application Monitoring

The shift to an application-centric approach created new challenges for interviewed organizations in managing their application life-cycle activities, including performance monitoring. Control-M by BMC offers capabilities and functionalities that enable organizations to shift away from manual and resource-intensive monitoring activities and instead rely on orchestration and automation. As a result, their application monitoring teams can work more efficiently, monitor more applications, and deliver higher-performing applications to employees and customers.

Interviewed organizations discussed the specific improvements that Control-M brought to their organizations. They highlighted that the BMC solution has enabled them to optimize both workflow management and file transfer processes. They also cited SLA management and robust monitoring features as core benefits that have allowed them to monitor their application environments significantly more efficiently.

Study participants commented on these and related benefits:

→ **Substantial monitoring efficiencies:**
*"We'd have to hire a lot of people for application monitoring without Control-M ….
In a worst-case scenario, we'd need to hire hundreds of people without Control-M
because it is particularly good at SLA management for workflows and provides
visibility in terms of time perspective and workflow status."*

→ **Workflow management optimization in the cloud:**
*"Control-M by BMC helps us optimize use of cloud because it manages the
workflows. It knows when we have a big workload to process in the cloud and
keeps track of what we're doing. It can turn on and run the cloud instance
and then shut it down when we're done."*

→ **Reallocation of monitoring time:**
*"We used to have a dedicated team that monitored everything, but we don't need
that anymore with Control-M. There were about five people that went on to do
other stuff including developing and learning new applications like Hadoop."*

Table 3 shows the impact for study participants of supporting application monitoring
efforts with Control-M. Given the scale of these organizations' application
environments, efficiencies in monitoring quickly accumulate and represent important
efficiencies in terms of carrying out core application-related support in a more
robust and streamlined manner. As shown in Table 3, interviewed BMC customers
have achieved an average of 28% efficiencies gained for staff responsible for
application monitoring with Control-M. In practical terms, this equates to these
organizations being able to provide more robust monitoring across disparate
application environments with the equivalent of almost 37 fewer staff members'
time, meaning that they are not having to bring on team members for monitoring
responsibilities and can otherwise ensure that more IT time is dedicated to innovative
and business-enabling responsibilities.

TABLE 3

Impact on Application Monitoring

	Previous/other solution	With Control-M by BMC	Difference	Efficiency gained with Control-M (%)
Staff time to monitor for equivalent workloads, FTEs per organization	131.1	94.4	36.7	28%
Equivalent value of staff time to monitor for like workloads, per year	$13.11 million	$9.44 million	$3.67 million	28%

Source: IDC, 2020 | n = 7

Figure 2 presents the impact of these monitoring efficiencies on a per-application basis. Study participants can provide monitoring for an application with 28% less staff time with Control-M, which equates to a time savings of 250 staff hours per year. Given that interviewed organizations are using Control-M to support more than 270 applications on average, these time savings and efficiencies accrue rapidly and deliver significant value in staff efficiencies.

FIGURE 2

Impact on Staff Time to Monitor per Application
(hours per application per year)
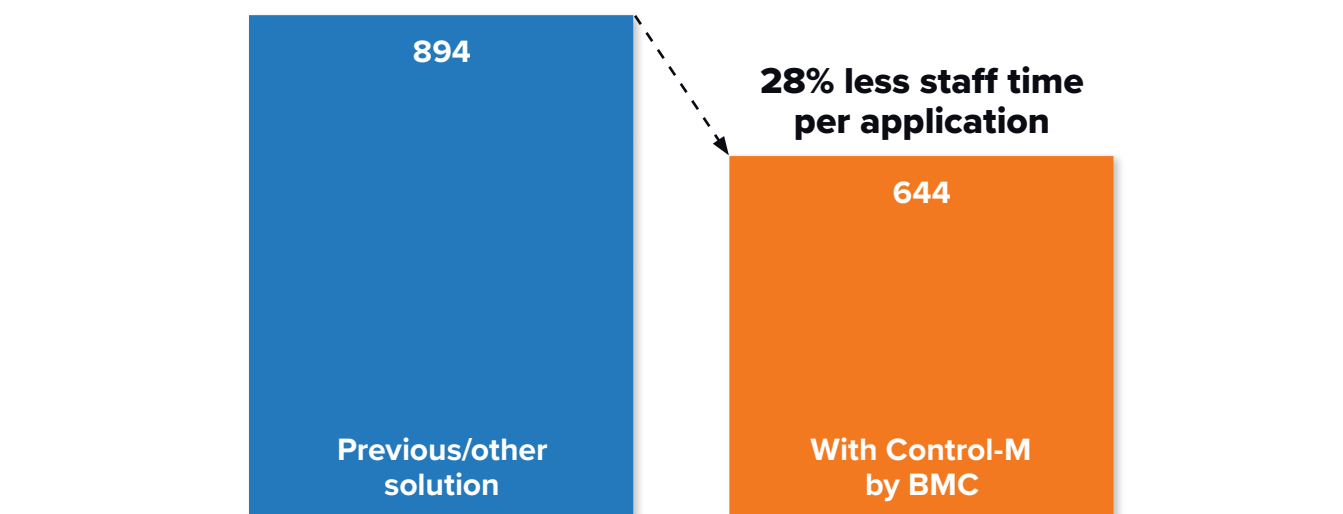
Source: IDC, 2020 | n = 7

Improved Application Development

Study participants described how workflow orchestration with Control-M by BMC has enabled better and more efficient application development efforts. They described how Control-M has provided the foundation for moving to a DevOps approach and for adopting continuous integration and continuous development. When put into practice, these principles have helped organizations minimize friction associated with delivering timely and robust application functionality to users and customers. In particular, study participants cited their ability to speed up release cycles, high levels of support for their DevOps operations, and reduced frequency of release errors.

They offered these observations:

→ **Automation speeds development and minimizes errors:**
  "Control-M allows us to tear down and build up development processes without having to upgrade every time there's something new. It's all automated …. The number of development errors is much lower now. 10% of releases go back with errors compared with probably 40-50% before Control-M."

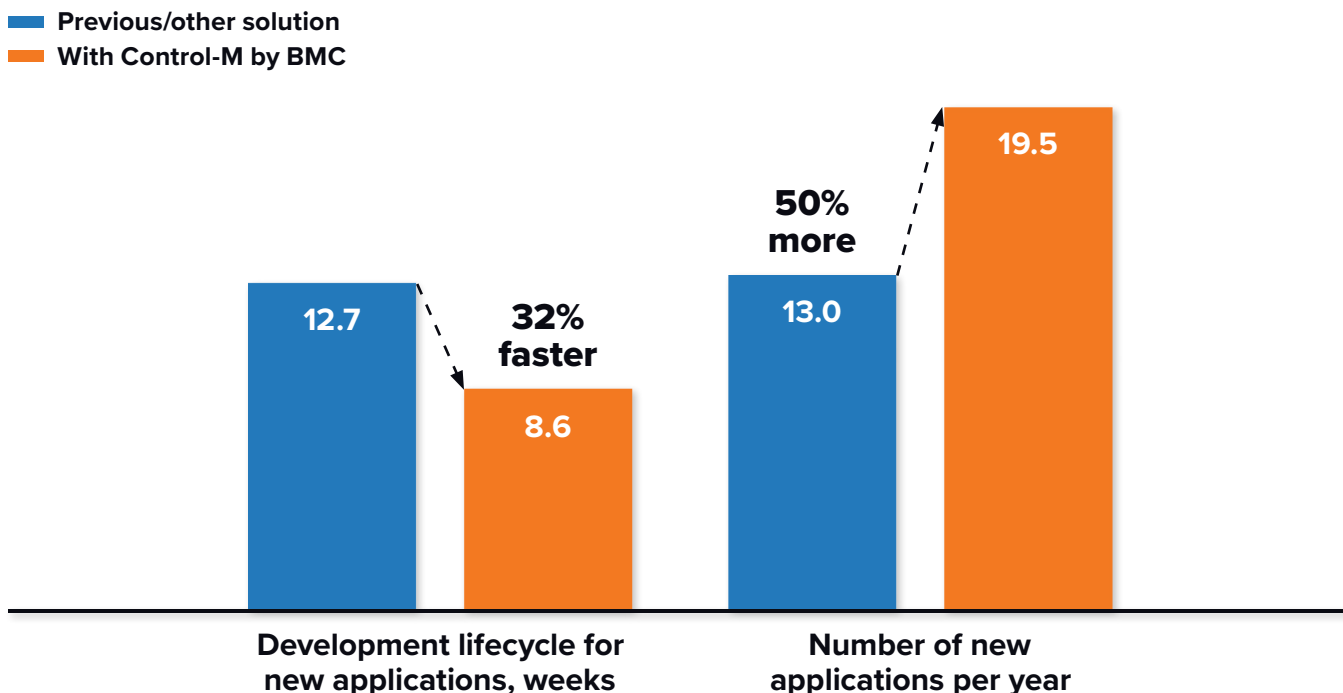→ **Workflow orchestration beneficial for DevOps approach:**
"Control-M allows us to include workflow orchestration elements of our applications with continuous deployment …. Development can be done by the DevOps team. They package things up and deploy it. It's much more streamlined and efficient, and time for testing is probably reduced by half with Control-M."

→ **Consistency in testing and integration beneficial to development:**
"Around 20% of our DevOps team's time is spent managing in-production applications with Control-M. If we didn't have Control-M, it would be probably two to three times as much."

Use of Control-M has paved the way for study participants to develop more applications with improved timelines. Figure 3 provides metrics on these improvements, and interviewed organizations reported developing 50% more applications and improving the velocity of application delivery by 32% with Control-M.

FIGURE 3

Impact on Development Frequency and Timing
(weeks/number)

■ **Previous/other solution**
■ **With Control-M by BMC**

Development lifecycle for new applications, weeks: 12.7 → 8.6 (**32% faster**)

Number of new applications per year: 13.0 → 19.5 (**50% more**)

Source: IDC, 2020 | n = 7

Figure 4 drills down on specific application development tasks and activities and shows the benefits of using Control-M across the full development process, including planning, integration, testing, and deployment. These improvements resulted in direct efficiencies such as an increase in the number of updates (42%), less staff time required for handling application updates (33% less), and faster deployment (24%). Overall, these improvements reflect the extent to which study participants' ability to implement DevOps and CI/CD approaches that include Control-M have enabled development efforts.
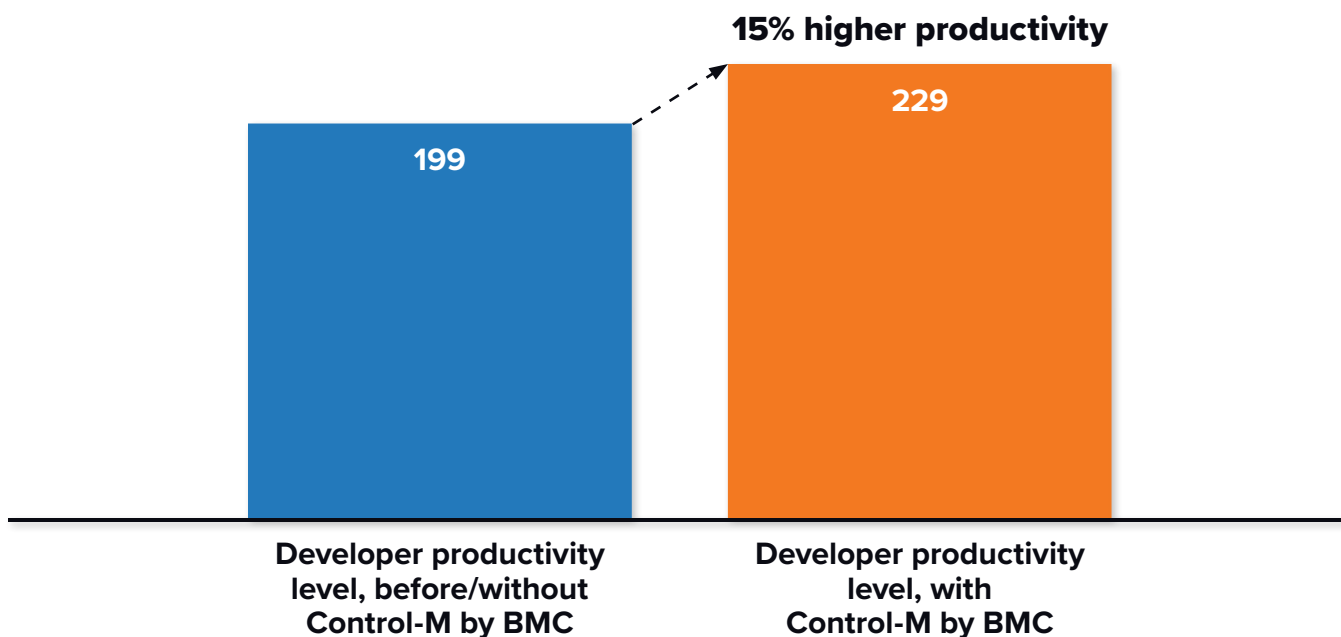
FIGURE 4

Application Development Efficiencies
(percentage improvement/more efficient)

Category	Percentage
Increase in number of updates	42%
Less staff time required for application updates	33%
Less staff time required for integration	25%
Less staff time required for deployment	24%
Less staff time required for testing	23%
Less staff time required per release error	23%
Less staff time required for planning	17%
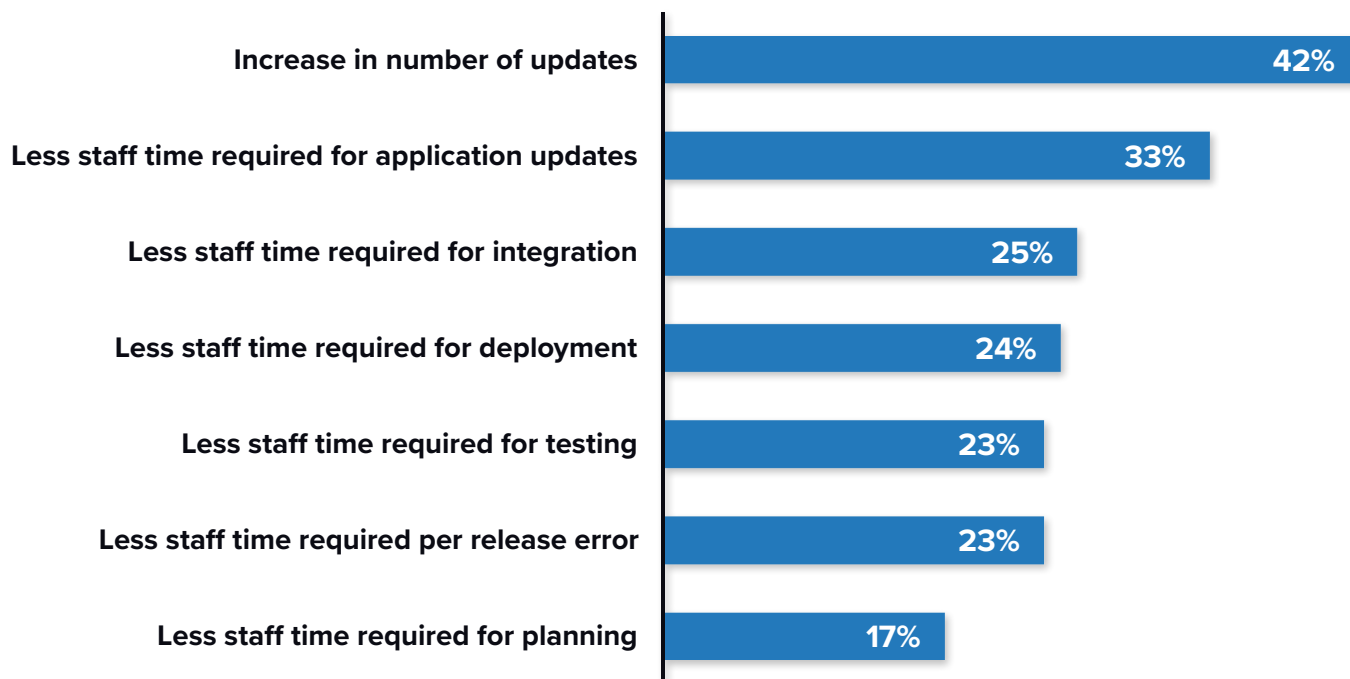
Source: IDC, 2020 | n = 7

Figure 5 shows the overall impact of these benefits and efficiencies on application development and DevOps teams in the aggregate. Study participants reported that their 200-strong development teams have seen an average productivity gain of 15% with Control-M. This equates to having almost 30 more development team members, reflecting the substantial value to interviewed BMC customers of this development enablement with Control-M.

FIGURE 5

Impact on Development Team Productivity
(FTEs per organization, equivalent productivity)

15% higher productivity

199

229

Developer productivity
level, before/without
Control-M by BMC

Developer productivity
level, with
Control-M by BMC

Source: IDC, 2020 | n = 7

Business Benefits and Reduced Risk

Study participants reported that the benefits and efficiencies related to application monitoring and development as a result of their use of Control-M by BMC have also helped them achieve real and substantial business results and reduced operational risk. They described being able to better address business opportunities, meet customer demand, and assure service levels. All of these contributed to enhanced revenue retention and growth.

While most line-of-business teams do not directly use Control-M, many interviewed organizations reported that the solution indirectly increases their productivity levels. In addition, study participants explained that they have minimized operational risk by helping compliance teams meet complex regulatory requirements and improving application performance and quality. Study participants also tied benefits such as expanding access to the internal availability of analytics and improved customer retention to their use of Control-M.

They provided specific examples:

→ **Higher quality means improved customer retention:**
"*Because our developers get involved at an early stage with Control-M, released products have gone through constant testing and integration, so issues pop up early instead of at the very end …. It's a contractual customer annoyance, so we could lose a contract. I'd say that we're avoiding over $1 million/year in lost contracts with Control-M.*"

→ **Expanding access to analytics:**
"*Our users wouldn't be able to access data as well without Control-M. Around 30% fewer users would have access to analytics insights …. Also, by increasing the speed and quality of applications, the business benefits by reducing costs and having higher-quality applications.*"

Table 4 quantifies these benefits in terms of overall impact on business results in terms of higher revenue. Study participants associated a significant business impact with their use of Control-M, reporting that they have gained an average of over $32 million by better addressing business opportunities and providing higher service levels to their customers.

TABLE 4

Business Operations Impact: Higher Revenue

	Per Organization	Per 100 Users
Higher gross revenue per year	$32.36 million	$175,500
Higher average gross revenue, calculated (%)	0.4%	0.4%
Higher net revenue per year*	$4.85 million	$26,300

*15% assumed margin
Source: IDC, 2020 | n = 7

Another key area of improvement with Control-M was analytics reach and capability. Study participants reported benefits for their analytics teams after deploying Control-M by BMC, in part because it provided a 360-degree view of data pipelines including analytics operations. As a result, analytics teams had access to higher-quality data and enhanced ability to execute more precise and timely queries.

Study participants commented on these benefits:

→ **Higher data scientist productivity:**
"*We're able to do about 20% more queries in terms of insights that come from our business intelligence platform with data scientists using Control-M …. As a result, data scientists are probably around 75% more efficient because they did not have access to all of the data before, but now automatically have it.*"

→ **Improved data quality beneficial for business users:**
"Our line-of-business users get access to higher-quality data with Control-M because of automation for processes they otherwise would have had to do manually .... They just click a button and Control-M will do it for them. These are business users on the operations side, probably around 50 people."

Table 5 quantifies these benefits, with analytics teams seeing an average 20% improvement in their productivity.

TABLE 5

Analytics Team Productivity Impact

	Previous/other solution	With Control-M by BMC	Difference	Efficiency gained with Control-M (%)
Equivalent analytics team productivity level, FTEs per organization	41.4	49.7	8.3	20%
Net productivity level, FTEs per organization*	41.4	42.6	1.3	3%
Equivalent value of staff time, per year	$2.89 million	$2.98 million	$87,600	3%

*15% assumed margin
Source: IDC, 2020 | n = 7

IDC also evaluated the platform's contribution to managing operational risk. Control-M increased the ability of auditing and compliance teams to more effectively address complex and changing regulatory requirements. This resulted from improved visibility and access to data and the ability to automate compliance-related processes. One study participant commented on regulatory efficiencies made possible via onboarding automation: *"We've built and automated our whole client onboarding process through Control-M, which is something that regulatory bodies look at .... Our regulatory team has hundreds of team members, and they are probably saving at least 10 hours per person per week."*

Table 6 presents the compliance team productivity impact, showing an average productivity gain of 16% for these team members.

Compliance Team Productivity Impact

	Previous/other solution	With Control-M by BMC	Difference	Efficiency gained with Control-M (%)
Equivalent compliance team productivity level, FTEs per organization	155.8	180.8	24.9	16%
Net productivity level, FTEs per organization*	155.8	159.6	3.7	2%
Equivalent value of staff time, per year	$10.91 million	$11.17 million	$261,800	2%

*15% assumed margin
Source: IDC, 2020 | n = 7

ROI Summary

IDC's analysis of the financial and investment benefits related to study participants' use of Control-M by BMC is presented in Table 7. IDC calculates that, on a per-organization basis, study participants will achieve total discounted three-year benefits of $24.42 million ($132,400 per 100 users) in IT staff efficiencies, better application performance, and increased business results as shown in Table 7. These benefits compare with projected total discounted investment costs over three years of $3.82 million on a per-organization basis ($20,700 per 100 users). IDC calculates that at these levels of benefits and investment costs, the interviewed BMC customers will achieve a three-year ROI of 539% and break even on their investment in eight months.

TABLE 7

ROI Analysis

	Three-Year Average per Organization	Three-Year Average per 100 Users
Benefit (discounted)	$24.42 million	$132,400
Investment (discounted)	$3.82 million	$20,700
Net present value (NPV)	$20.59 million	$111,700
Return on investment (ROI) (%)	539%	539%
Payback period	8 months	8 months
Discount rate (%)	12%	12%

Source: IDC, 2020 | n = 7

Challenges/Opportunities

Adopting a major automation solution presents both technical and organizational challenges. Organizations adopting a solution such as Control-M will need to assign roles and responsibilities for understanding and implementing product capabilities and operational details across the comprehensive set of capabilities. Roles can include IT operations, DevOps, SREs, development, and line-of-business users.

Definition and implementation of process workflows present additional challenges. While an organization may have a number of existing automation workflow solutions — largely script driven in many cases — acquiring a more comprehensive solution brings the opportunity to reexamine automation processes in the context

of a more general companywide automation approach. For example, automation processes previously defined at a local level for specific tasks may be eligible to become part of a larger workflow as part of an automation strategy. This can lead to efficiencies due to larger integrations across processes.

Perhaps the biggest challenge is being able to demonstrate the specific business value of application workflow automation and orchestration in your organization. Specific metrics should be identified that can be used to track the business value of automation over time. Metrics such as cost savings, cost avoidance, revenue generation, and process visibility can be important indicators of business value. Speed of process execution and measures of the end-user experience are also important for demonstrating business value.

Conclusion

Organizations of all sizes are being challenged to automate corporate processes and deliver "consumer grade" user experiences for digital business applications. Key capabilities for enabling and managing digital applications experience include rapid and efficient definition, execution, and monitoring of application workflows. Application workflow automation and orchestration solutions that provide these capabilities are important enablers of complex distributed applications — including digital business applications — bringing efficiency, stability, and visibility for stakeholders that include ITOps, DevOps, development, and line-of-business users.

IDC's research demonstrates the significant value that interviewed BMC customers have achieved with Control-M through enhanced application workflow orchestration. Use of Control-M has allowed study participants to reduce friction and take on inefficiencies that previously inhibited modern, digital-first approaches to development and required much more staff time to adequately monitor and integrate disparate application environments. With Control-M, interviewed organizations have taken advantage of automation and orchestration to monitor application performance much more efficiently and increased the value of their development activities by implementing DevOps- and CI/CD-driven approaches. This not only results in significant value through increased staff productivity and efficiencies but also allows study participants to better serve their customers, which results in higher revenue as they win new accounts and retain existing ones. Overall, IDC puts the value that interviewed BMC customers will achieve with Control-M at an average of $10.38 million per organization per year ($56,300 per 100 users), which would result in a strong average three-year ROI of 539%.

Appendix

Methodology

IDC's standard business value methodology was utilized for this project. This methodology is based on gathering data from organizations currently using Control-M by BMC.

Based on interviews with organizations using Control-M by BMC, IDC performed a three-step process to calculate the ROI and payback period:

→ **Gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of using Control-M by BMC.** In this study, the benefits included IT cost reductions and avoidances, staff time savings and productivity benefits, and revenue gains.

→ **Created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using Control-M by BMC and can include additional costs related to migrations, planning, consulting, and staff or user training.

→ **Calculated the ROI and payback period.** IDC conducted a depreciated cash flow analysis of the benefits and investments for the organizations' use of Control-M by BMC over a three-year period. ROI is the ratio of the net present value (NPV) and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

IDC bases the payback period and ROI calculations on a number of assumptions, which are summarized as follows:

→ Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and productivity savings. For purposes of this analysis, IDC has used assumptions of an average fully loaded salary of $100,000 per year for IT staff members and an average fully loaded salary of $70,000 per year for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).

→ The net present value of the three-year savings is calculated by subtracting in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.

→ Further, because using Control-M by BMC requires a deployment and migration period, the full benefits of the solution are not available during deployment and migration. To capture this reality, IDC prorates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

Note: All numbers in this document may not be exact due to rounding.

About the Analysts

Tim Grieser
Research Vice President, Enterprise System Management Software, IDC

Tim's coverage includes software and SaaS solutions for managing systems, applications and IT operations across a wide variety of deployment models including on-premises, private and public clouds. Tim has published IDC research in market sizing, market forecasting, technological trends, vendor strategies and IT user needs and priorities. Current interests include IT Operations Analytics encompassing both log analysis and predictive insights and cognitive/AI technologies.

More about Tim Grieser

Matthew Marden
Research Director, Business Value Strategy Practice, IDC

Matthew is responsible for carrying out custom business value research engagements and consulting projects for clients in a number of technology areas with a focus on determining the return on investment (ROI) of their use of enterprise technologies. Matthew's research often analyzes how organizations are leveraging investment in digital technology solutions and initiatives to create value through efficiencies and business enablement.

More about Matthew Marden

Message from the Sponsor

About BMC

BMC helps customers run and reinvent their businesses with open, scalable, and modular solutions to complex IT problems. Bringing both unmatched experience in optimization and limitless passion for innovation to technologies from mainframe to mobile to cloud and beyond, BMC helps more than 10,000 customers worldwide reinvent, grow, and build for the future success of their enterprises.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

IDC Custom Solutions

This publication was produced by IDC Custom Solutions. The opinion, analysis, and research results presented herein are drawn from more detailed research and analysis independently conducted and published by IDC, unless specific vendor sponsorship is noted. IDC Custom Solutions makes IDC content available in a wide range of formats for distribution by various companies. A license to distribute IDC content does not imply endorsement of or opinion about the licensee.

IDC | ANALYZE THE FUTURE

IDC Research, Inc.
5 Speen Street
Framingham, MA 01701
USA
508.872.8200

idc.com   @idc