



Competitive Assessment

BMC BSM Digital Experience Project

06/21/2012

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- ▶ **Goal:** We conducted a competitive assessment to compare support site usability to determine best in class for redesign of BMC's Support portal
- ▶ **We evaluated:**
 - HP
 - CA
 - IBM
 - Tier 2 (for later evaluation)
 - VM-Ware
 - Service Now
 - Microsoft
- ▶ **Key findings:**
 - Overall, the usability of the BMC Support is average compared with competitors' sites.
 - The majority of competitors' sites offer some content for non-authenticated users.
 - The BMC site is full-featured, but navigation is broken across Support platforms – an issue seen on most competitors' sites.
 - Nearly all sites have globally available, federated search. BMC offers Knowledge Base search, on only 2 pages.

Competitive Matrix

Vendor	Consistent Secondary Navigation	“Support” Search	Ubiquitous login/logout Remember me	Segmented Content for non-authenticated user
BMC	none in apps pages	Only from Main page and Knowledge Base	Sidebar only on CMS pages	
HP	different across platforms	federated search with filter for Support results	HP Passport Remember User ID only	
CA	Sidebar menu (missing on some pages)	federated search with filter for Support results	All Support pages	My CA (videos)
IBM	header sub-nav different on legacy apps	federated search	All Support pages	Even w/out login, some personalization
EMC	Powerlink ugly dropdown	none for support!	Powerlink (SSO)	New Customers link in Support section of mega menu
VM-Ware	Mega-menu My VMware menu widget	federated search	All Support pages	My VM-Ware

Competitive Matrix: Special features

Vendor	Special features
BMC	Freely available tutorials
CA	<ul style="list-style-type: none">• My CA main page is one, long, vertically-scrolling page – <i>very trendy</i>.<ul style="list-style-type: none">• An innovative menu widget is featured on sub-site pages• Multimedia training on how to use My CA (presentations, video)
IBM	No sign-up needed to create customized product list
EMC	Mega menu with SSO

Screenshots: Navigation

Comment Key:

Positive

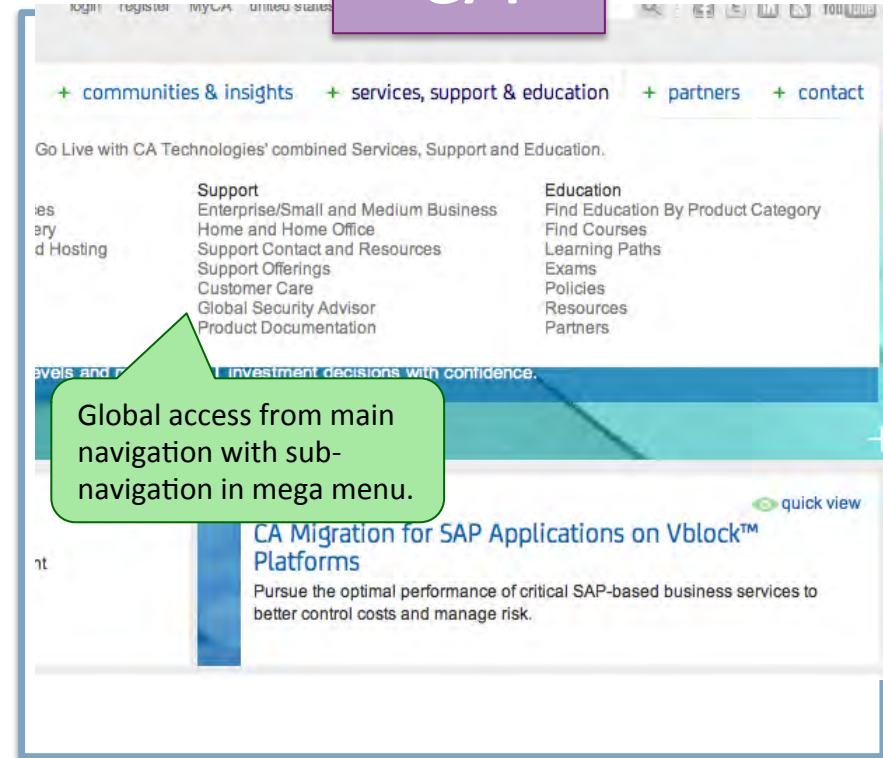
Neutral

Negative

BMC

versus

CA



BMC's support site is always accessible, but no links to sub-site areas are available.

- CA's support site is always accessible,
- **Sub-site** links benefit from SSO.

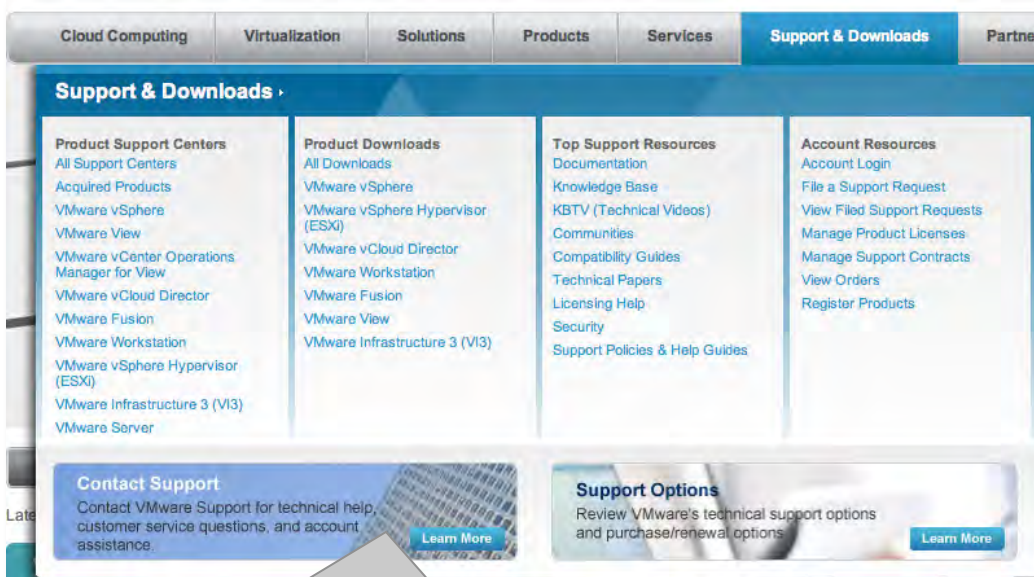
Screenshots: Secondary Navigation - II

Comment Key:

Positive

Neutral

Negative

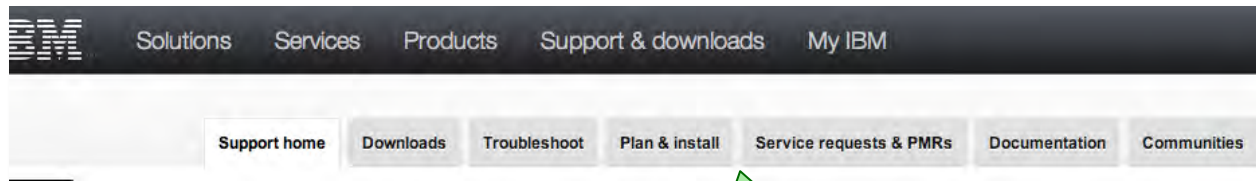
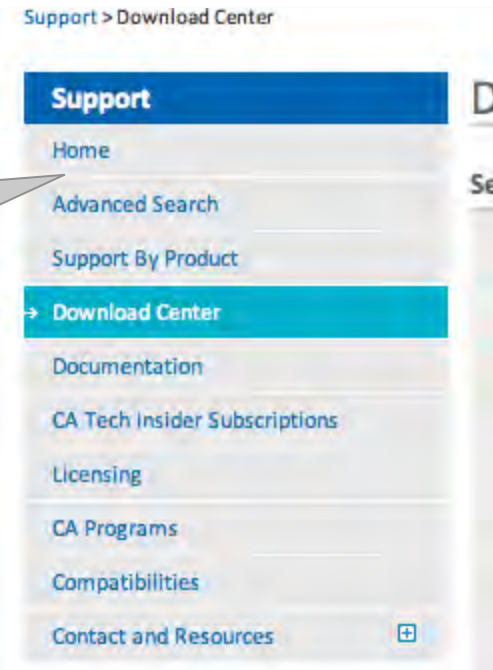


VMware – entire site
Mega menu
(Doesn't indicate current location)



EMC - Powerlink
Ugly dropdown menu

CA - Support
Side-bar menu
(Missing from some apps)



IBM - Support
Sub-nav bar

Screenshots: Support Search

Comment Key:

Positive

Neutral

Negative

BMC

versus

Except for the Main page and KB page, only CMS search is shown on most pages

The screenshot shows the BMC Support website. The main navigation bar includes links for Home, Solutions & Services, Products, Partners, Support (highlighted), Education, and Connect. Below the navigation, there's a breadcrumb trail: BMC.com > Support > Product Documentation. The page title is "Product Documentation". A note indicates that some content is available only to supported customers. The main content area lists several search options: "Supported Product A-Z List", "Customized Product List", "Documentation Center for Mainframe Products", and "Parameter Reference Database".

This block contains four stacked screenshots of search interfaces from other vendors. The top screenshot shows a search bar with "login register MyCA" and a "Search" button. The second screenshot shows a search bar with "United States [change]" and a "Search" button. The third screenshot shows a search bar with "Search:" and a "Software Support" radio button selected over "All of HP US". The bottom screenshot shows a search bar with "United States" and "Welcome K C [IBM Sign out]" and a "Search" button.

BMC has dozens of different search apps for KB, downloads, patches, PTFs, product compatibility, etc.

CA, VMware, HP, IBM all feature a ubiquitous top-right search bar – with federated search.

Screenshots: Account Login

Comment Key:

Positive

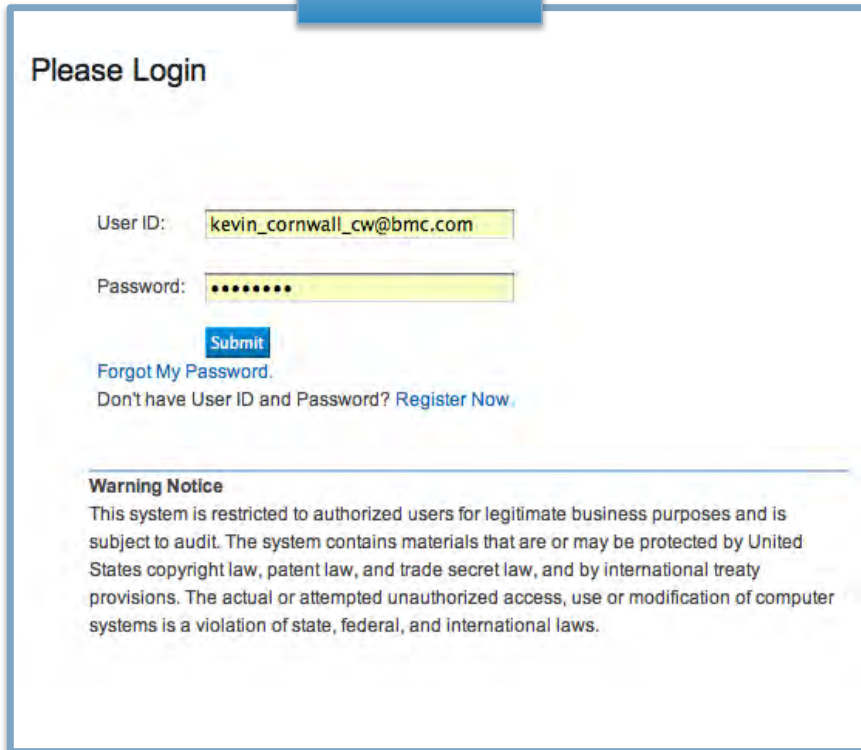
Neutral

Negative

BMC

versus

VMware



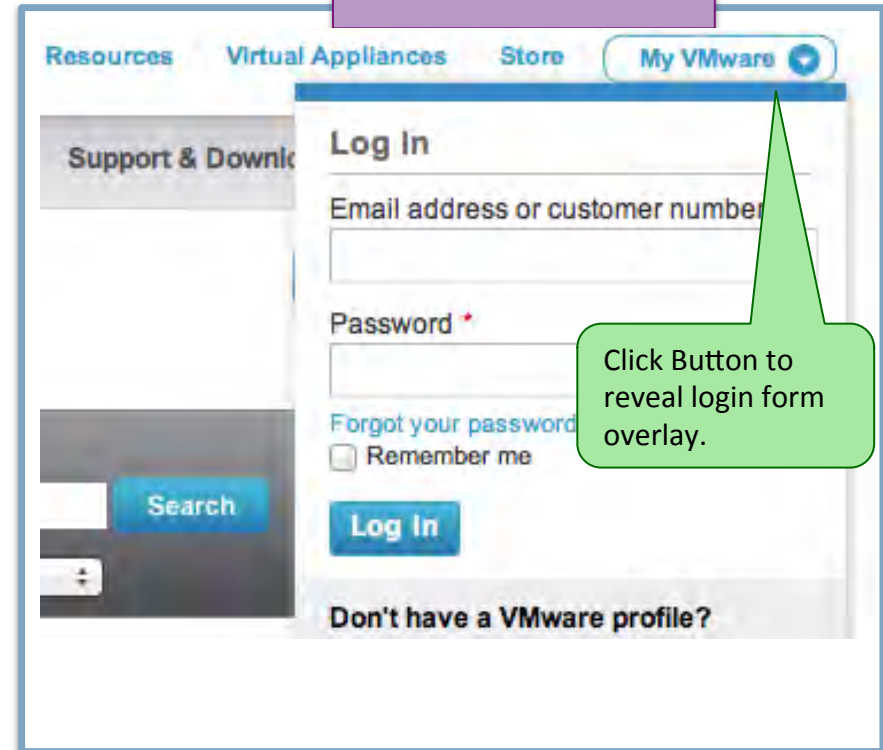
Please Login

User ID:

Password:

[Forgot My Password.](#)
Don't have User ID and Password? [Register Now.](#)

Warning Notice
This system is restricted to authorized users for legitimate business purposes and is subject to audit. The system contains materials that are or may be protected by United States copyright law, patent law, and trade secret law, and by international treaty provisions. The actual or attempted unauthorized access, use or modification of computer systems is a violation of state, federal, and international laws.



Resources Virtual Appliances Store **My VMware**

Support & Downlo

Log In

Email address or customer number

Password *

[Forgot your password?](#)
 Remember me

[Search](#)

Don't have a VMware profile?

Click Button to reveal login form overlay.

- BMC's login requires linking to a dedicated page
- It also presents an unfriendly warning notice, which seems to serve no real purpose as there is no Agree/Disagree functionality.

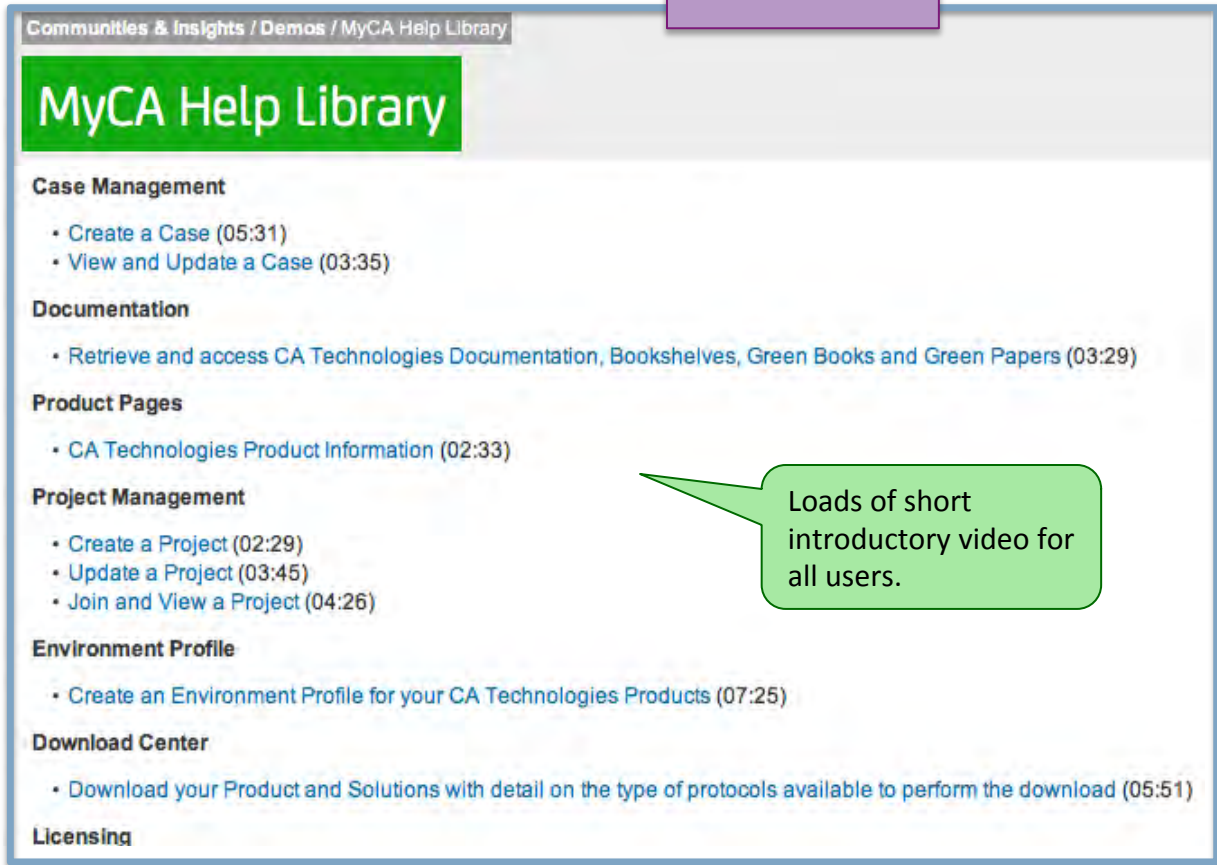
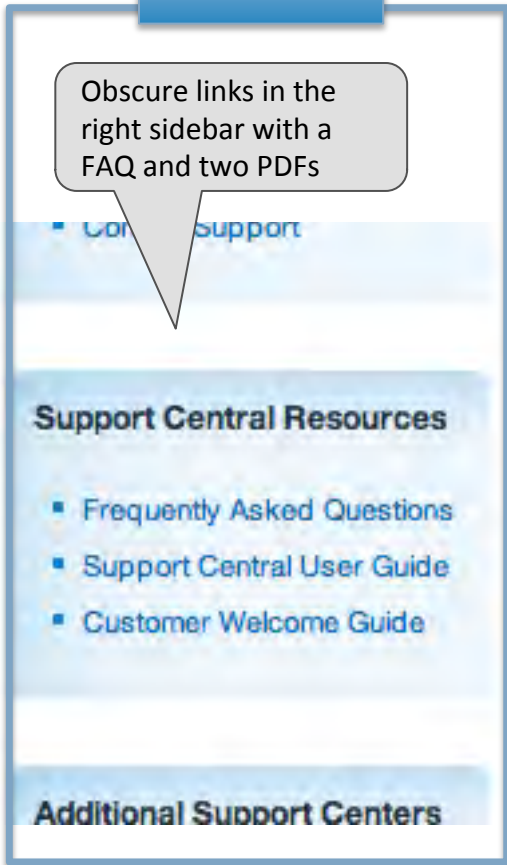
- VMware's login form is on-demand (on every page but hidden) and simple.

Screenshots: Non-authenticated content

BMC

versus

CA



BMC's has hard-to-find, poor content for non-authenticated users.

CA offers [a dedicated page](#) with over a dozen **video tutorials** covering many features of the My CA Support/Communities portal

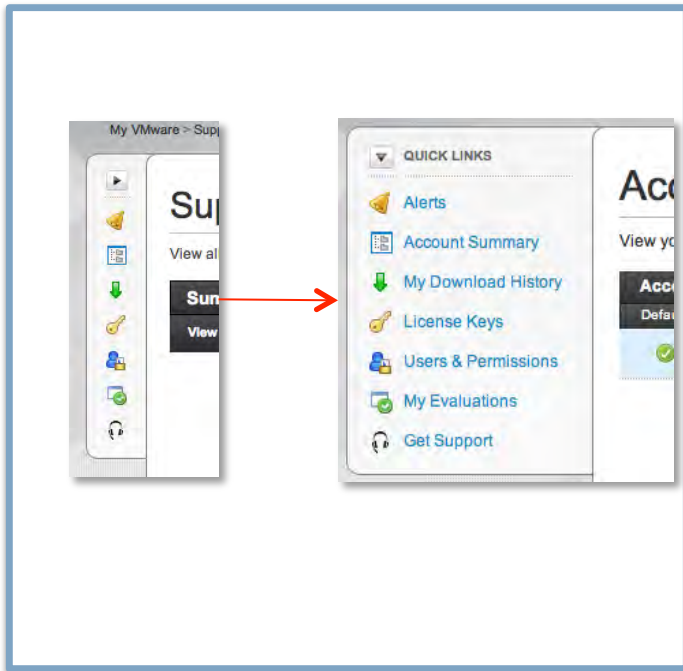
Screenshots: Special features

Comment Key:

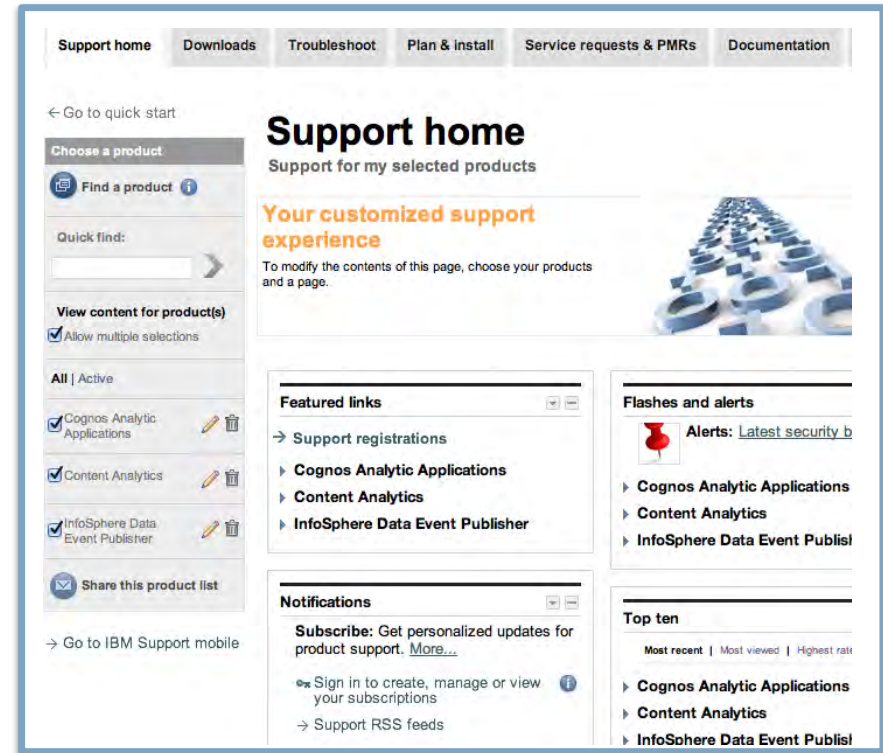
Positive

Neutral

Negative



My VMware features a cool, fly-out menu widget



- IBM allows this non-authenticated user to personalize the page.
- Note that content for 3 products, which the user selected on a previous visit, populate the entire page.

► Overall

- The usability (not features) BMC's Support site compares at or below average with competitors. The feature set, itself, is quite complete. Most significant issues are with the interaction design of the site.

► Pros

- BMC offers Global links across the site to the Support – even providing a “Support Login” link in the header (however, it is not dynamic - not aware if the user is logged in).
- Support main page, functioning as a hub, is exhaustive - with links to all areas of Support.
- Site taxonomy is logical with links to various features grouped together in “mini-hub” pages.

► Cons

- Secondary navigation (sidebar) is not persistent, requiring clicking on the global Support link in the header menu to navigate from one area to the next.
- Search isn't federated (even with Support, itself) and is only directly available from the Main page and KB page.
- Login is typical: on a stand-alone page, requiring clicking a link in the sidebar (CMS page only) or security intercept. Logout is also only available on CMS pages (not only a usability issue, *but a security issue* as well)
- No content for non-authenticated users except a few obscure links in the sidebar.

BMC

<http://www.bmc.com/support>

CA

<https://support.ca.com/irj/portal/anonymous>

IBM

http://www-947.ibm.com/support/entry/portal/overview/software/cognos/cognos_analytic_applications?lnk=mhsd20

HP

<http://support.openview.hp.com/support.jsp>

EMC

<http://powerlink.emc.com/>

Vmware

<http://www.vmware.com/support/>

► **Evaluation of the Support Experience on BMC:**

- The Support site is feature rich and logically organized.
- Secondary navigation isn't consistently available resulting in Support being difficult to navigate.
- The stand-alone login page encourages users to bookmark it, thereby bypassing the Main page (missed opportunities).
- Logout isn't available from Support apps, which is a security issue.
- Information about the features of Support and how to get started aren't promoted, which is a lost opportunity for both authenticated and non-authenticated users.

► **Recommendations:**

- Locate secondary navigation in the header across Support.
- Add search and logout across the site in the header, with login on all CMS pages.
- Provide a Main page for non-registered users to be used by customers (and registered user who haven't signed in) to provide tips, news, and offer value proposition to prospective customers.

Beyond scope: more Support content should be “unlocked,” and Search should be federated.

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