

# Business Trends

## Software That Takes A Social Media Approach To Solving IT Problems

(NAPSA)—There's good news for business and employees who are dependent on desktops, laptops, mobile devices and tablets to get their work done. There's a new computer application, or app, designed to enable employees to ask for help, get answers to questions, and share information through real-time online messaging, social posts and more.

The app's designer believes this will help to reduce what it calls the "friction" between workers by changing the way IT interacts with users.

It also believes that using a social media approach to identifying and describing problems and requesting assistance can lead to greater productivity and satisfaction on the part of employees.

According to a recent survey sponsored by the maker of the app, BMC Software, 85 percent of those surveyed have a negative opinion about the time it takes to get a response from their IT department, 82 percent have a negative opinion about the time it takes to get their problem resolved, and 87 percent of employees believe all this has a negative impact on productivity.

The app that it believes can change these attitudes is called MyIT 2.0. It is designed to give employees the power to quickly solve routine technical problems, eliminate frustrating forms, crowdsource answers and information, and visually navigate resources in any organization.

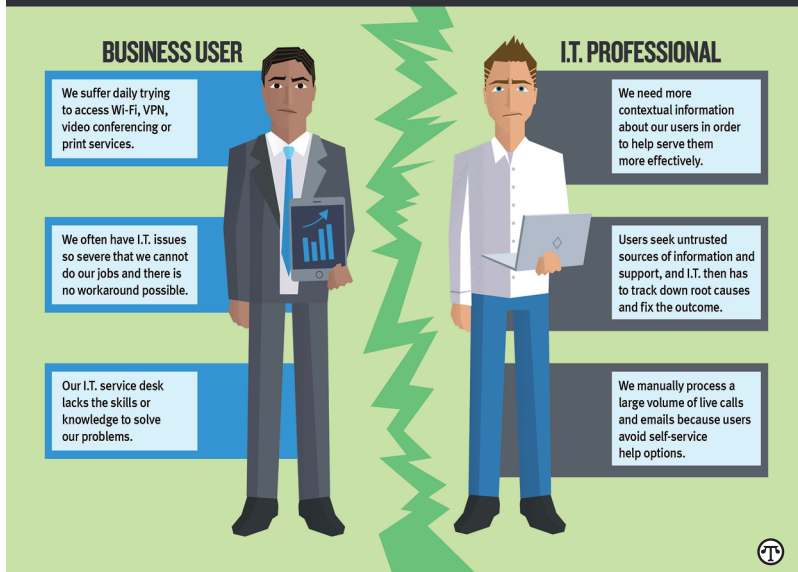
It's hoped that all this can help workers arrive at a resolution sooner, promote a more satisfying experience, and cut down on "friction" between employees and IT workers.

There are two other new products from the same manufacturer that are also intended to enhance productivity. Like the first, the other two are created to improve

LOSSES FOR FORTUNE 100 COMPANIES COULD EXCEED \$100 BILLION

**➤ DUE TO I.T. FRICTION ➤**

According to "Exploring Business and I.T. Friction: Myths and Realities," a survey conducted by Forrester Research, 86% of all business users reported losing an average of 18 hours a month or 5 weeks a year due to I.T. issues and challenges in resolving them.



**One manufacturer believes the future of IT lies in a self-service approach modeled after the Twitter and Facebook experience.**

employees' access to problem solving.

One, called Remedyforce, was created to help a business deliver a range of services, from a simple help desk function to transformational digital business services using a fresh, Google-like, mobile-user experience.

It's intended to provide what are considered "best practices" from a help desk perspective while minimizing costs. Because Remedyforce runs in the cloud, there's no need to buy servers or manage complicated software. Instead, IT organizations are able to concentrate on bettering their processes and bringing value to the business they serve.

A third product is designed to give employees a choice of apps through a familiar app store experience tailored to a particular business. Employees can individu-

alize their work environments from the curated catalog of apps that their employer publishes in a privately labeled enterprise app store.

The manufacturer believes that by making an array of employer-approved apps available from the cloud, individual flexibility and productivity are enhanced. At the same time, since the IT unit still maintains supervision of business apps, it maintains control of the process and service standards when it comes to problem solving.

Said Kia Behnia, chief technology officer at BMC Software, "Our new products enable IT leaders to fundamentally transform the self-service experience by offering end users a powerful yet intuitive solution rooted in expectations created by Facebook and Twitter."

To learn more, visit [www.bmc.com](http://www.bmc.com).