

What's the Main Thing for Broadcom Customers?



*5 questions they should
really ask themselves.*



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84% OF THE FORBES GLOBAL 100 AND 93% OF THE FORTUNE 500 RUN ON BMC TECHNOLOGY.

prompts one to ask, “Is Broadcom’s business model good for my business?”

Is there any benefit for me?

Broadcom has a strong track record for creating shareholder value. But that’s probably not why you partnered with CA Technologies. IT is about speed, flexibility and reliability. Things need to happen fast and with as much automation as possible. Do you feel that your CA Technologies/Broadcom partner is up to this task? Are they returning your calls? Are you getting objective advice? Or are they more preoccupied with re-engineering their business for shareholders?

Will I be able to run and reinvent, or just run?

While Broadcom’s buying binge reveals its attempt to bring hardware, software and security under the same roof, the table stakes for any digital company is to operate at scale with both efficiency and agility. This is why BMC uses a federation of best-of-class solution providers to build tailor-made solutions at scale. Whereas Broadcom appears to be targeting large enterprise clients with an offering that will be attractive to shareholders, BMC is working for our clients’ success.

Why did Broadcom buy CA Technologies?

Sometimes, companies acquire other companies to expand or deepen their product offering. Sometimes, the purchase is purely financial. Broadcom is essentially a hardware manufacturer. CA Technologies brings software into their offering. In the words of Broadcom’s CEO: “This new business model, we believe, plays to our strengths, focusing on the largest 500 customers tied to mainframes with the ability to up-sell enterprise software competitively using an all-you-can-eat subscription based model.” (The Motley Fool, 12/18/2018) Which

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BMC EARNED RECOGNITION AS AN ITSM GARTNER MAGIC QUADRANT LEADER FOR SIX YEARS RUNNING.

What's Broadcom's plan anyway?

If you're not one of Broadcom's bigger contracts, you might be hoping everything works out. But something as important as IT demands more than hope. It deserves a specific timeline with specific deliverables and KPIs. Do you have that? Any partnership is built on clear agreements and complete visibility. As the culture and focus of Broadcom impacts CA Technologies, your partnership should be based on a clear agreement and offer complete visibility. Nothing less should be acceptable.

The main thing is: do I have a Plan B?

Without knowing Broadcom's plan, we recommend having a solid back-up plan with a trusted partner. So consider becoming a BMC

client. We want you to be covered in something as critical as IT. It's what we have excelled at for more than 35 years. In fact, we provide IT solutions for 84% of Forbes Global 100 and 93% of the Fortune 500.



After Broadcom's acquisition of CA Technologies, they laid off hundreds of former CA Technologies workers including 262 in Manhattan and Long Island.²



The main thing is: what do I do now?

BMC can jump in at any level to create best-of-breed solutions for any situation: a back up...an extension...or a complete overhaul.

TALK TO US.

From mainframe to mobile to multi-cloud and beyond, BMC solutions empower more than 10,000 enterprises to run and reinvent their businesses for the future.

¹Jhonsa, Eric. "Broadcom's Strategy for Its Symantec Deal Has a Lot in Common with Its CA Deal." *Real Money*, 11 Nov. 2019

²Schachter, Ken. "Layoffs at CA Technologies, 2 Days after Sale of Firm Closed." *Newsday*, 7 Nov. 2018

