

Primary Persona



**Amit**

30 years old  
(50+ for mainframe data management)  
IT Tech Lead for Swift Bank

Primary Persona



**Harry**

35 years old  
IT Manager for Swift Bank

Amit performs research and end-user analysis in order to build a business case and ensure that the vendor is a good fit. His work serves as the technical foundation on which Harry and Margaret make recommendations.

In this role, Amit has several responsibilities:

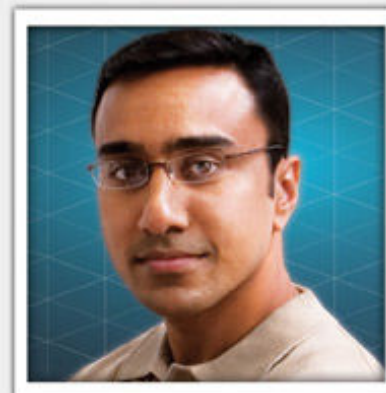
Responsibilities	Major	Minor
Create IT strategy		
Determine IT needs		
Align business & IT goals		
Build case for purchase	★	
Evaluate vendors & brands		★
Short-list vendors		
Authorize purchase		
Technical implementations	★	
Use & troubleshoot software	★	

Based on these responsibilities, Amit uses these tools:

Finances & Execs	Analyst Report	Press Release	White Paper	Case Study	Datasheet	Webinar
Blog	Podcast	Discussion Forum	Technical Doc	Product Demo	Product Trial	Product Support

Most Active     Least Active

## Amit



30 years old  
(50 + for mainframe data management)  
IT Tech Lead for Swift Bank

- Subject matter expert for technologies
- Values easily accessible, self-serve information
- Provides comprehensive technical analyses
- Needs detailed specs – hates marketing fluff

Courtesy of the Web Team

Harry continues Amit's work on the business case and uses BMC.com to build his vendor short list. He makes sure that Margaret has all the information that she needs to make a recommendation to the execs.

In this role, Harry has several responsibilities:

Responsibilities	Major	Minor
Create IT strategy		
Determine IT needs		
Align business & IT goals		★
Build case for purchase		★
Evaluate vendors & brands	★	
Short-list vendors	★	
Authorize purchase		
Technical implementations	★	
Use & troubleshoot software		

Based on these responsibilities, Harry uses these tools:

Finances & Execs	Analyst Report	Press Release	White Paper	Case Study	Datasheet	Webinar
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Most Active     Least Active

## Harry



**35 years old**  
**IT Manager for Swift Bank**

- Mid-level manager with six direct reports
- Values thorough and meticulous research
- Translates between "tech speak" and the business
- Needs the big picture as well as technical details

Courtesy of the Web Team