



El placer de cautivar y crear nuevos mercados

La siguiente generación. Activos y Soluciones para Gestión de Servicios

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Agenda

IBM SmartCloud Control Desk Introduction

Solution Focus Areas

Common Services

IT Asset Management

- IT Asset Lifecycle Management, Procurement and Contracts, Software and License Management
- Service Request and IT Asset Management integration

Change and Configuration Management

- Change, Release, Deployment, Service Asset & Configuration Management
- Unified Asset, Change & Configuration Management
- Cloud-ready Service Management
- Incident and Configuration Management integration

Service Request Management

- Service Request Fulfillment, Incident, Problem and Knowledge Management
- Service Request and IT Asset Management integration
- Incident and Configuration Management integration

Service Catalog

Integration for end-to-end Service Management

Benefits to IT and LoB

Organizations are investing to optimize increasingly complex, dynamic business infrastructures to sustain delivery of business value



INTERCONNECTED

People and systems interact in entirely new ways



INSTRUMENTED

Measure, sense and see the exact condition of everything



INTELLIGENT

Processes & assets respond quickly and accurately



Transitioning to flexible infrastructures

Smarter



Converging Digital & Physical Assets



Leveraging Mobile & Web Endpoints



Addressing data growth, threats, & compliance

Smarter infrastructure demands an innovative approach to managing assets and changes

Fading boundaries across business and IT assets

Physical and infrastructure assets are increasingly embedded with software and resemble assets in traditional IT environment.

Velocity of changes impact business agility

Manual processes cannot keep up with

- Rate of change driven by a cloud or virtualized environment
- Planning and scheduling work across IT and operations line of business

Business users are not IT-savvy

Increasing population of non-technical users request access to business services

Unified service management is key to meeting business objectives, and delivering organizational value

Bridge departmental silos

Unify Change and Asset Management

Save time and process cost of applying simultaneous updates to related assets and configuration items

Achieve more with less



Empower end users to solve their own problems and access services they need

Enable IT to reduce down time, mean time to repair - all with a smaller number of employees

Manage intelligent business assets



Deliver repeatable business outcomes by managing both traditional applications and the intelligent IT enabled assets that support them

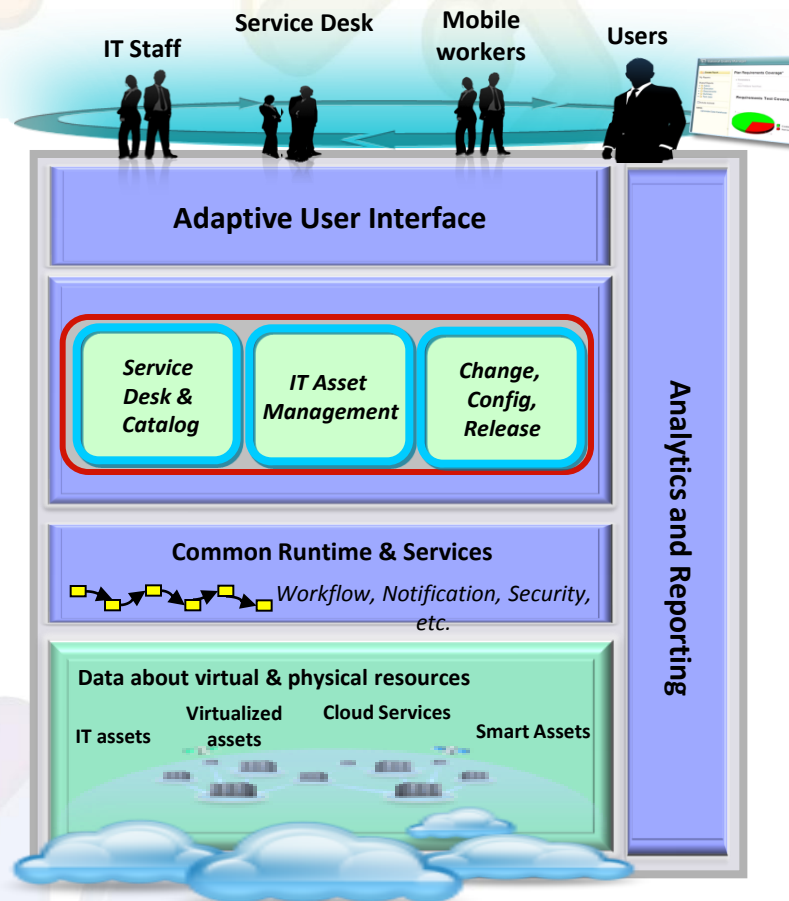
Improve Quality of Service in a dynamic infrastructure environment



Reduce cost, mitigate risk, improve response time through effective change management in a Cloud or Virtualized environment where volume of changes tend to be higher

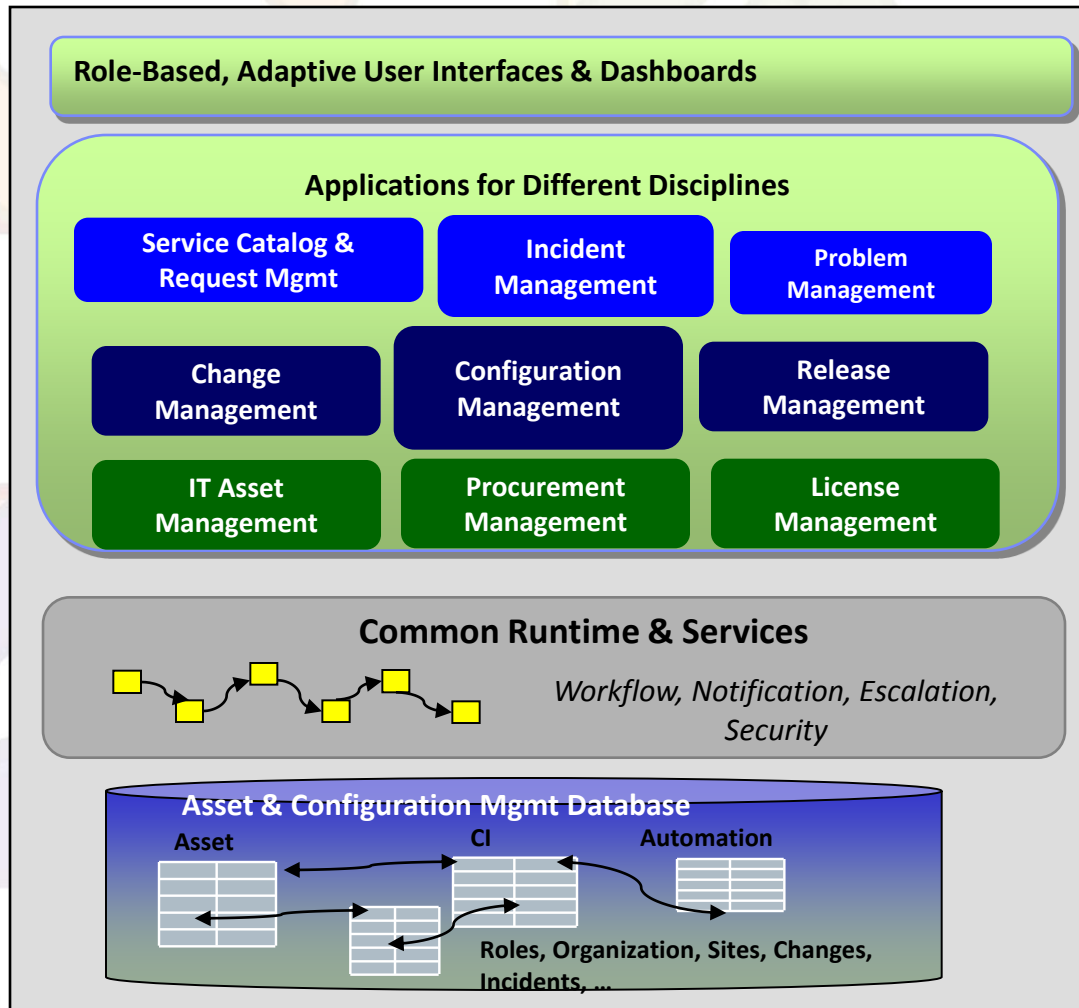
Introducing IBM SmartCloud Control Desk

A market-leading IT Asset and Service Management solution that works across the entire enterprise




IBM SmartCloud Control Desk is a comprehensive IT Service Management solution that helps reduce cost and minimize service disruptions through automated service request handling, efficient change management, optimized asset lifecycle management across IT and enterprise domains

Comprehensive Service Management capabilities,
built on a common platform, in a single suite, with one price per user



Pink Certified

UI simplification

Service Requests Bulletins: (0) [Go To](#) [Reports](#) [Start Center](#) [Profile](#) [Sign Out](#) [Help](#) 

Find: Select Action

Service Request:
 Owner:
 Owner Group:
 Status:
 Attachments

Source:
 Priority:

User Information

Reported By:

Affected Person:

Name:

Dates

Reported Date:

Target Finish:

Service Request Details

Summary:

Details:

Asset:

Location:

Configuration Item:

Class Description:

Service Group:

Service:

Site:

Work Logs 0 - 0 of 0

Record	Class	Created By	Date	Type	Summary	Viewable
...No rows to display...						

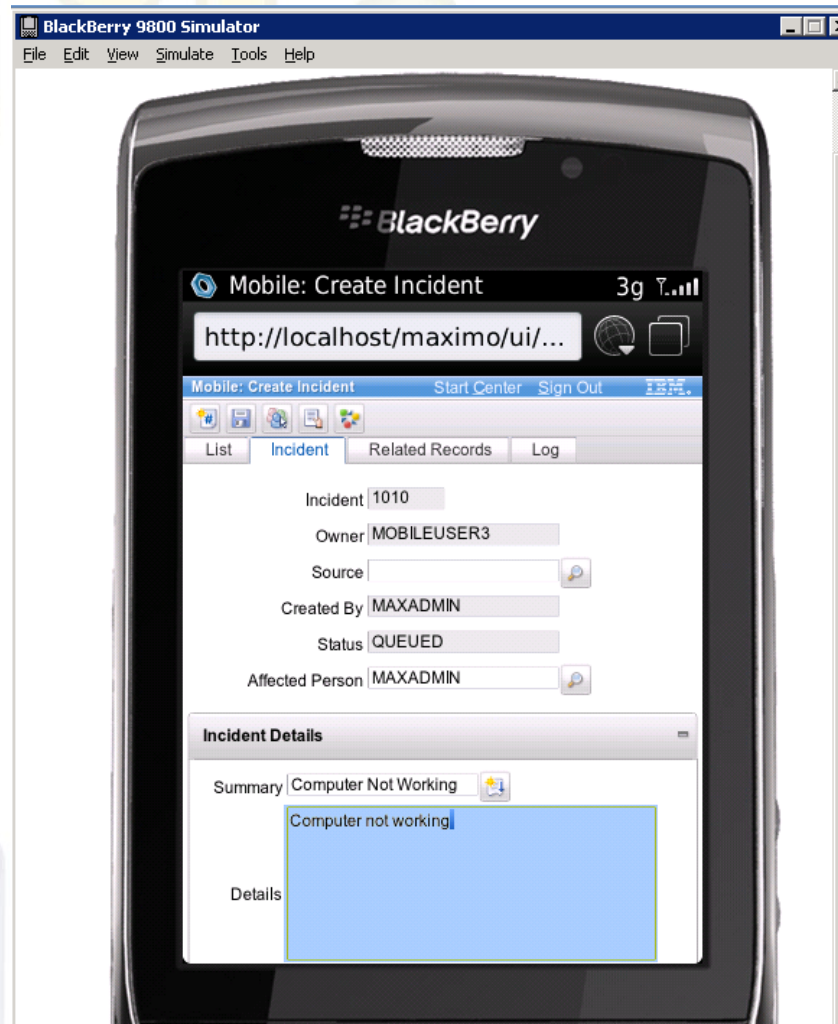
Mobility Scenario Support

- Mobile Incident Update
- Mobile Incident Resolution
- Mobile Change Management Authorization / Approvals
- Mobile Reporting / Metrics

Mobile UIs are configurable via App Designer

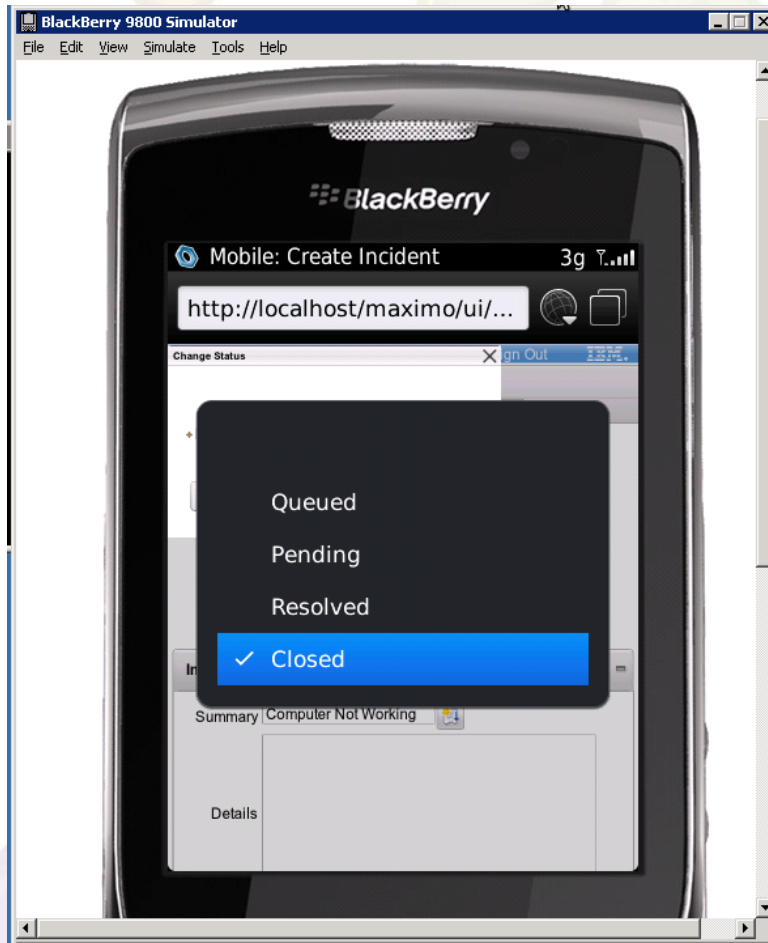
Customer can add / remove fields and modify layout of mobile apps without coding

Incident Update

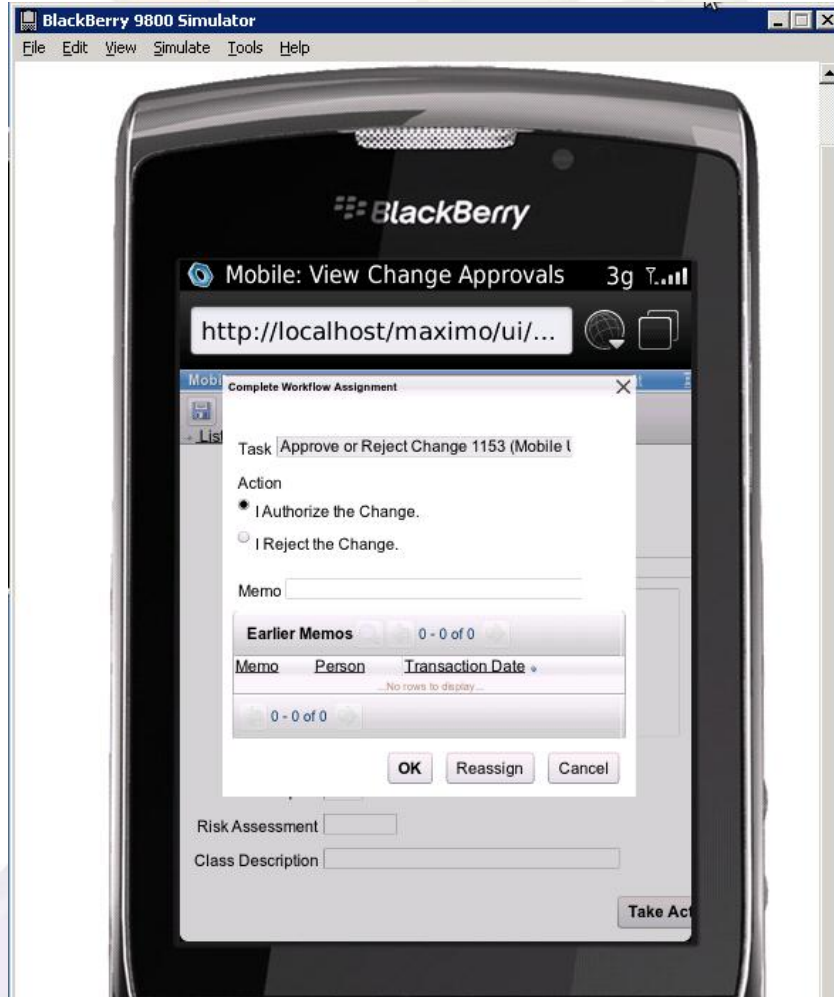


Mobile UIs are configurable via App Designer
Customer can add / remove fields and modify layout of mobile apps without coding

Incident Resolution / Closure

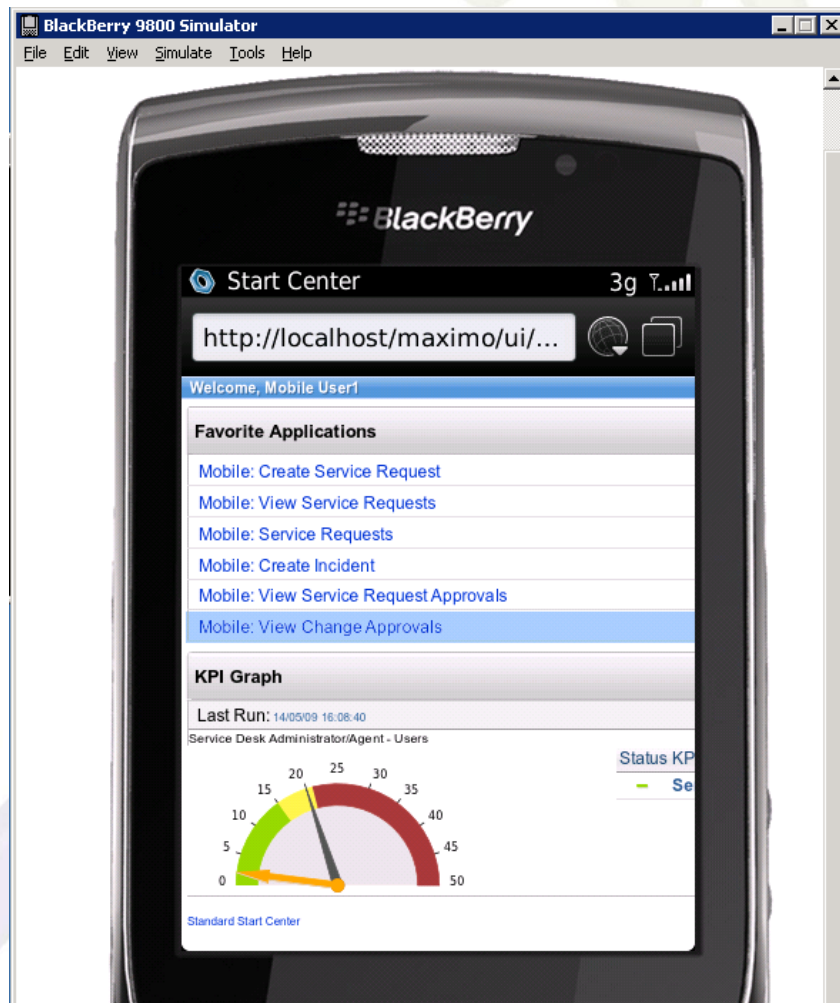


Change Approvals



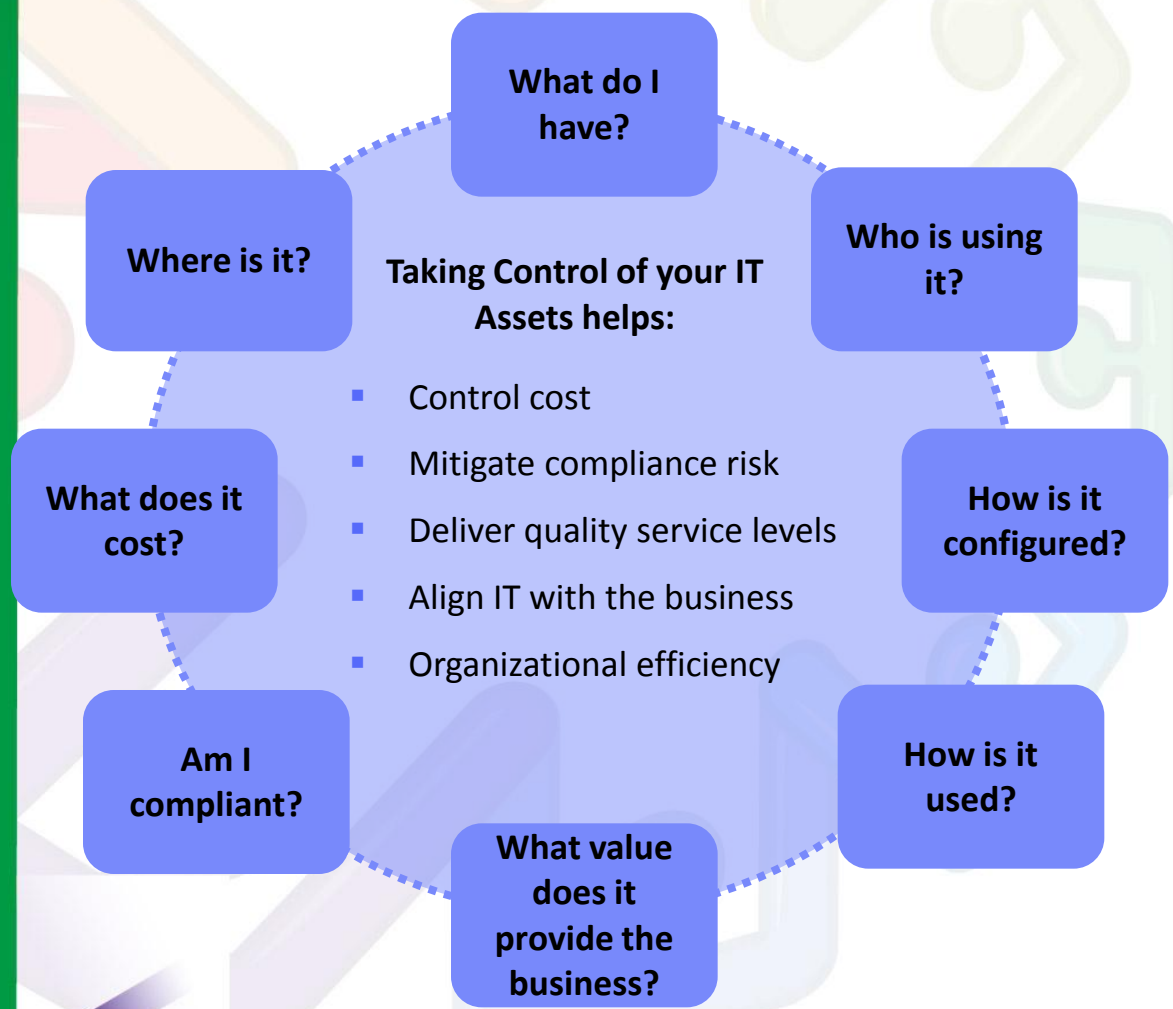
Mobile Start Center – with KPIs and Queries

- Graphs and result sets can be displayed on the mobile start center



IT Asset Management

IT Asset Management is critical to the Business



*“Enterprises that begin an IT asset management program experience up to a 30% reduction in costs the first year... and continue savings of 5-10% for the next 5 years”
– Gartner*

IT Asset Management Capabilities

Contract Management



- Contract Terms & Conditions
- Notifications
- Software Contracts

Procurement



- Procure based on standards
- Create and route purchase orders
- Use catalogs
- Integrate with ERP systems

Financial Management



- Purchase/Lease Cost Tracking
- Work/Service Cost Tracking
- Usage Accounting
- Total Cost of Ownership

License Management



- Full Lifecycle support
- Multiple License types supported
- Audit Ready Reports

Asset Management



- Software Asset Management
- Hardware Asset tracking
- Installs, moves, adds, changes
- Reconciliation/Audit
- Extend beyond IT (data center facilities, power, etc.)

IT Asset Management

Work Management



- Work planning and scheduling
- Skills, labor, and inventory management
- Service plans and cost management

Service Management



- Support service desk with asset configuration data
- Service Impact Management

Easy Configuration



- UI, dashboards, KPIs, reports
- Process workflows with alerts & escalations
- New applications

Change and Configuration Management

Change, Release and Deployment, Service Asset and Configuration Management

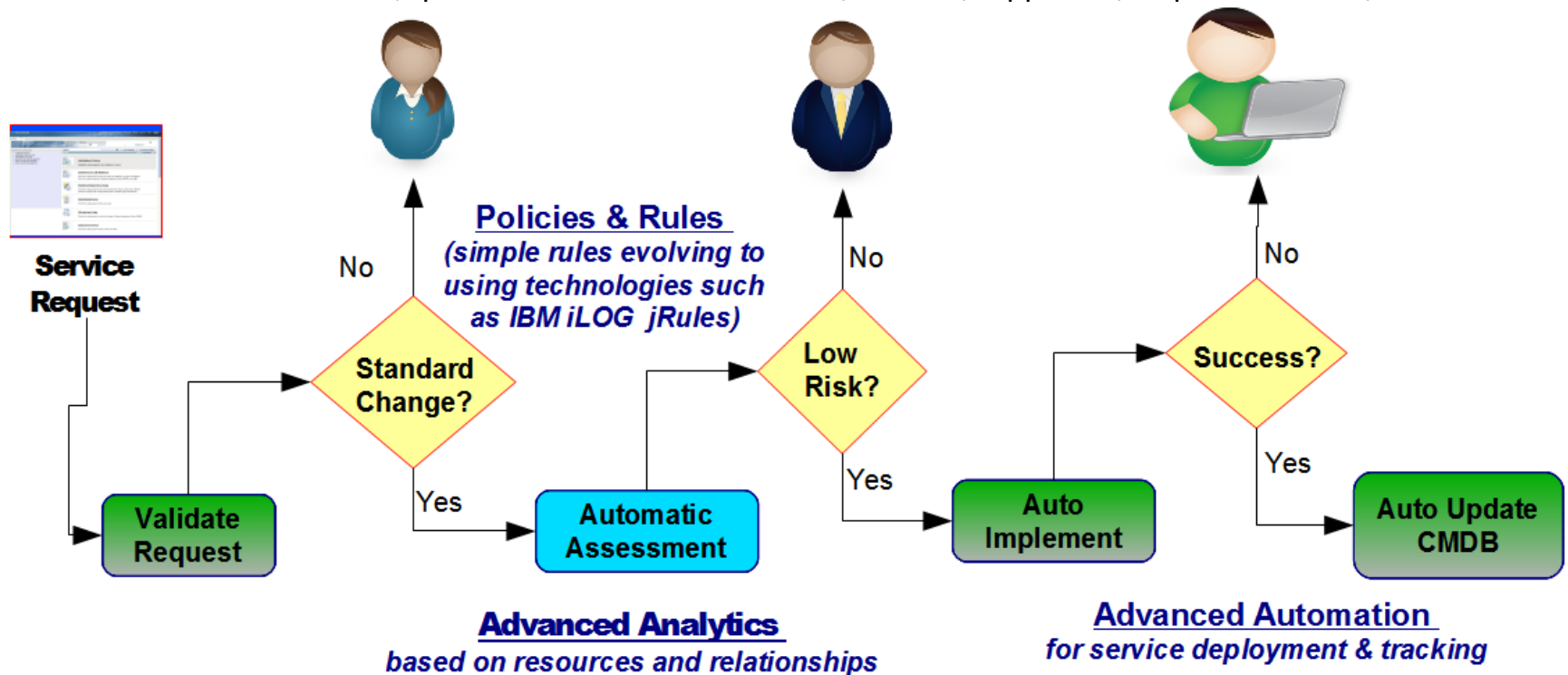
- Reduce impact of changes by defining standard, workflow-driven change procedures
- Ensure integrity of existing infrastructure during release of new hardware or software

Change Management - Automate and Standardize Changes

Organizations need to “standardize” and “automate” changes to save on labor cost

User roles evolve more towards determining policies, managing risk and reviewing / validating tool recommendations.

Example: “Standard / pre-authorized changes” - can be fully automated, with full change records – as long as the conditions are met. Else, queued for human assessment / review / approval / implementation / corrective action.



CI Auditing – Ensuring a trustworthy CMDB

Identify unauthorized Changes before they cause problems.

Ensure accurate Authorized CIs to allow business processes to run successfully and efficiently.

- Immediately remediate an audit variance by updating authorized with actual value
- Create a Change, Incident or Problem to remediate an audit variance.
- Browse approved Changes, attribute history, and audit results for a CI.

Authorized CI Information		Actual CI Information	
CI Object	CI	Actual CI Object	ACTCI
CI Attribute	COMPUTERSYSTEM_MEMORYSIZE	Actual CI Attribute	COMPUTERSYSTEM_MEMORYSIZE
CI Value	3,810,555,102.0000000000	Actual CI Value	4,290,772,992.0000000000
CI Unit of Measure		Actual CI Unit of Measure	
Top Level Site		Actual Configuration Item Number	NECHES1~1065
Configuration Item Number	NECHES1~1065	Actual Configuration Item Name	NECHES1
Configuration Item Name	NECHES1		
	Windows Computer System		
<input type="button" value="Update CI with Actual CI Value"/>			

Change Management – Business Impact Analysis



Agents / Managers
With Role-based UIs
(e.g. Incident Analyst,
Change Manager)

Progress Map

ACC_CAT → ASSESS → AUTH → SCHED → IMPL → INPRG → COMP → REVIEW → CLOSE

Change: EDW1
Summary: impact assessment topo view

Details: initial assessment indicates high impact due to payroll service

Configuration Item	Configuration Item Name	Asset	Location	Outage	Assessment	Done	Approval	Notify	Score
FARWEST.TIVLAB.AUSTIN.IBM.COM:148~1038	TOWNLAKE.TIVLAB.AUSTIN.IBM.COM:148			Offline	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
TOWNLAKE - W2K3 EE~1023	TOWNLAKE - W2K3 EE			Offline	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1041
				Offline	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1041
				Offline	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1041
				Offline	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1041
				Offline	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1041
				Offline	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1041

Buttons: Calculate Impacts, Detect Historical Impacts

4) Dynamic Approval & Notification Based on Impact Assessment Results

Task Target CIs: DB2_SVR_1E, ORDER MANAGEMENT-69202

Impacted CIs: APP_SVR1 | TargetCl:DB2_SVR_1E, MANAGELOAN | TargetCl:DB2_SVR_1E, LOANPROC | TargetCl:DB2_SVR_1E

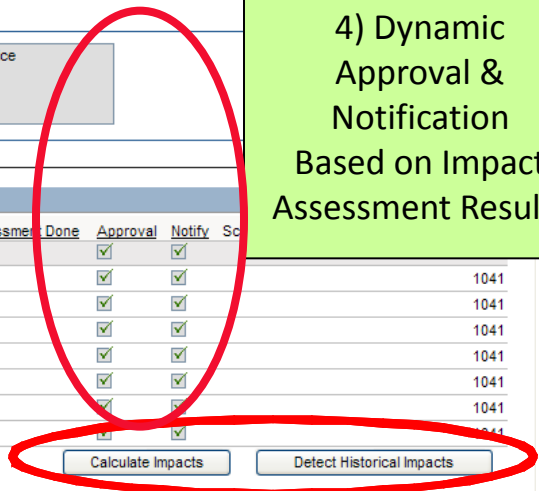
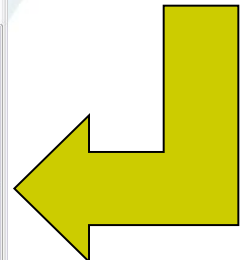
Refresh View

Overview: Filter, Breadth, Relationships, Classifications

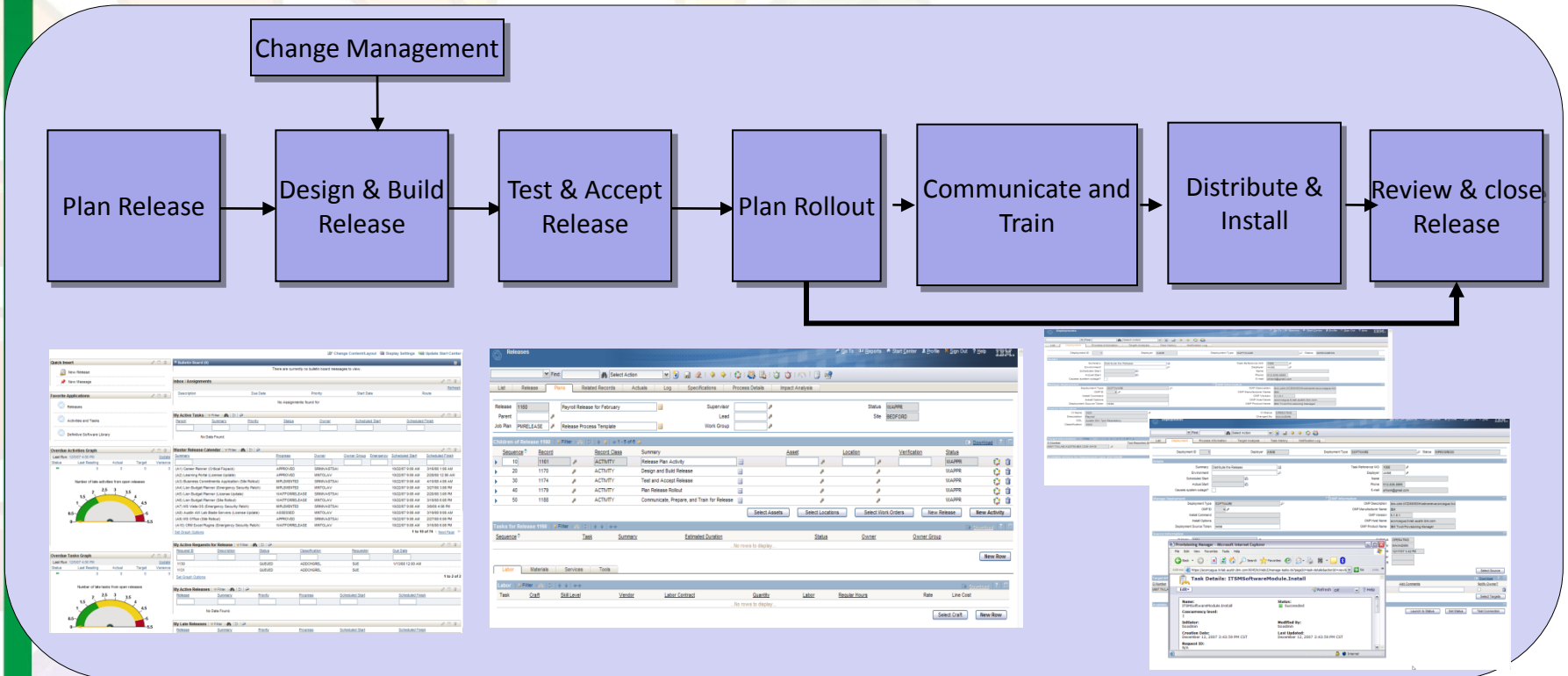
3) Impacted CIs in CCMDB Topology View

1) Automated, Rule-based Impact Analysis Capability

2) Human can override based on historical data



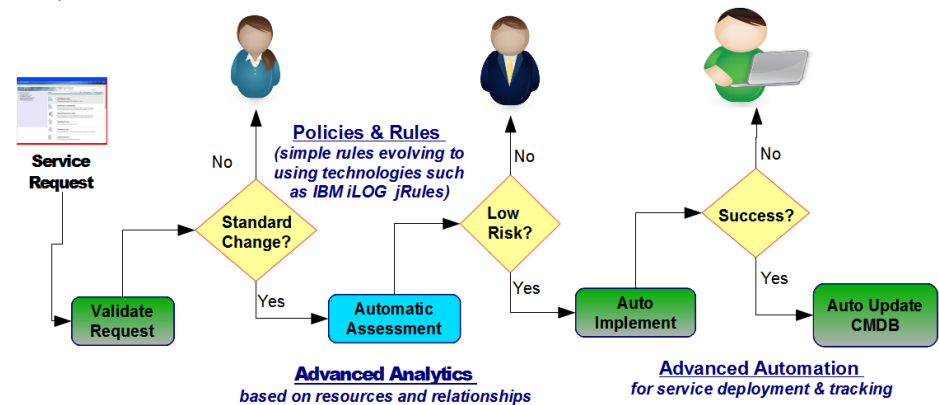
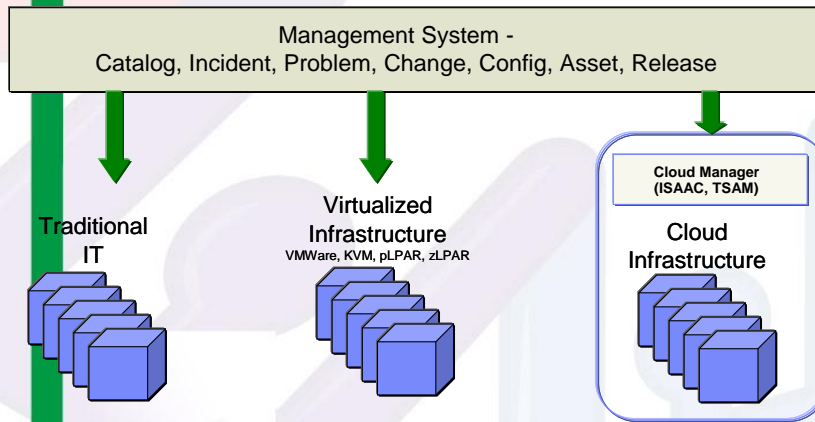
Release Management



1. Ability to plan and oversee the successful roll-out of new and changed software and associated hardware, including documentation and training.
2. Role-based start centers, workflows, scheduling and analytics
3. Integration with deployment tools like TPM and to repositories like the Rational Asset Manager.

Cloud-ready Service Management

- Problem:** The very things that make Cloud-like infrastructures so beneficial to organizations – they are dynamic, responsive, flexible – can quickly bring down a datacenter if it is not managed correctly. Cloud encourages quicker changes – which also result in an increasing volume of changes. Traditional change management products are not ideal for managing such an environment and customers can quickly find themselves unable to keep up with their own technology.
- Solution:** A unified approach to service management with analysis and policy-based automation to reduce labor costs and improve responsiveness.
- Combine ITIL-based process controls with solution-oriented runbook automation in a way that ensures flexibility and extensibility while maintaining adherence to governance principles.



Service Request Fulfillment, Incident, Problem and Knowledge Management

Minimize service disruptions through an efficient Service Desk that handles service requests, problems and incidents

Runbook Workflow Library and Automation Action Library

Workflow Designer (Advanced)

Bulletins: (0) Go To Reports Start Center Profile Sign Out Help IBM

Find: Select Action

List Canvas Process Specifications Workflow Instances

Advanced Search Save Query Bookmarks

Workflow Library

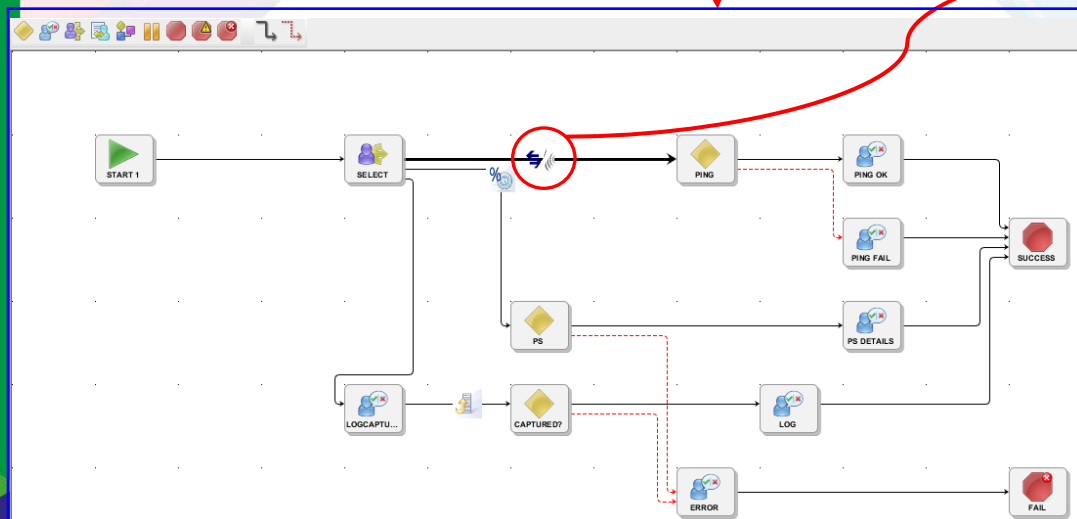
Classifications

- Change Management
- Facilities Management
- Communication
- HVAC
- Power
- Human Resources
- IT Management
- Applications
- Databases
- Networking
- Operating Systems
- Service Desk**
- Storage
- Release Management
- Service Requests
- Unclassified

Processes Filter 1 - 5 of 5

Process	Description	Object	Process Revision	Enabled	Active
RBAINC04	Combined - Ping, PS and Log collector	INCIDENT	1	<input type="checkbox"/>	<input type="checkbox"/>
RBALOG02	Collect Logs	INCIDENT	1	<input type="checkbox"/>	<input type="checkbox"/>
RBALOG02A	Collect Logs	INCIDENT	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RBAPING02	Ping Server	INCIDENT	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RBAPROC02	Collect Process (PS) Information	INCIDENT	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Select Records



Classification Search

- PMSD:Service Desk
 - PMSD_CR:Create
 - PMSD_PD:Problem Determination**
 - PMSD_STAT:Status Management
- TPM:Tivoli Provisioning
 - TPMMON:Monitor and Check Status
 - TPMSW:Software
- WAS:Websphere
 - WAS_OPS:Operations

Automation Action Library

Action Filter 1 - 3 of 3

Action	Description	Object
RBALOG02	Capture Log Files	INCIDENT
RBAPS	Collect PS Info	INCIDENT
RBA_PING_4	Ping server	INCIDENT

Cancel

Service Desk Scenario

2 Agent accesses the incident record

Incident: 1048 Owner: MAXADMIN Owner Group: Status: QUEUED
 Source: SELFSERVICE Created By: MAXADMIN

User Information

Incident Details

Summary: Email server not responding
 Details: My mail client cannot connect to the mail server.

Classification: Classification Path: Class Description: Indicated Priority: Reported Priority: 2 Impact: 2 High Urgency: 2 High Internal Priority: 1 Urgent Service Group: IT Service: NETSUPP Vendor: Site: SLA Applied? Asset: Location: Configuration Item: PMSC_EMAIL Target Description: Corporate email sever GL Account: Asset Site:

1 Agent is assigned a new incident

Quick Insert: New Incident, New Service Request, New Solution

Bulletin Board: No bulletin board messages to view.

Inbox / Assignments: No Assignments found for MAXADMIN

My Open Incidents

Ticket ID	Description	Internal Priority	Status	Owner	Owner Group	Target Start
1048	Email server not responding	1	QUEUED	MAXADMIN		
1047			QUEUED	MAXADMIN		

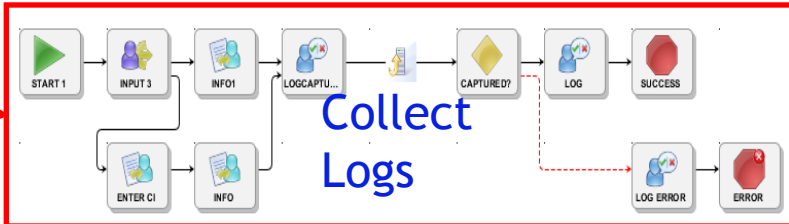
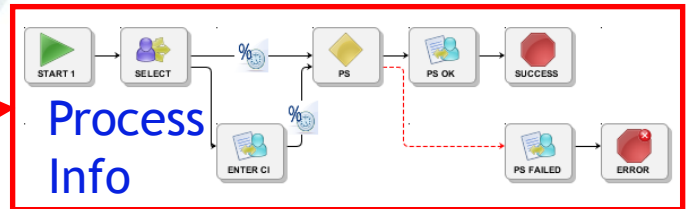
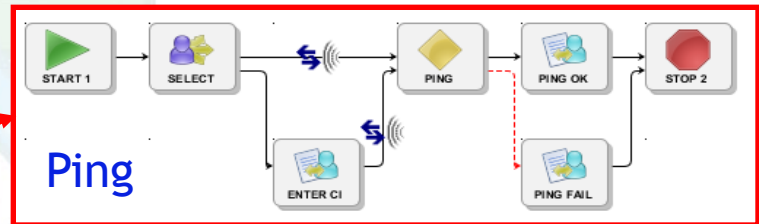
My Late Incidents: No Data Found.

3 Agent opens Automation tab on the incident

Workflows: Filter > 1 - 3 of 3

Description	Process	Process Revision
Ping Server	RBAPING02	1
Collect Process (PS) Information	RBAPROC02	1
Collect Logs	RBALOG02A	1

4 Agent invokes one or more Runbooks to collect information



Service Catalog

Provide Self help and a rich catalog of Services to help end users solve their own problems

Service Catalog is a key end user interaction point between end users and operations across domains

- IT service management
 - Typical examples: Request a cell phone or laptop, deploy a server in a datacenter, provision my laptop with a specific SW application, request a toner for a printer
- Cloud
 - Typical examples: Provision a new service on the cloud, request additional capacity for new application
- Smarter Planet solutions
 - Typical examples: Move my office, request new employee badge with building security rights

What is the Service Catalog?

A list of services...



Service Catalog

...available in an online catalog...



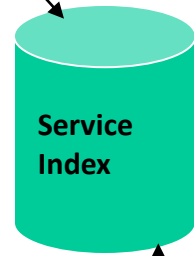
...which supports online ordering...



...and automated order fulfillment



- Structured, searchable, database of services (E.g. EMAIL service)
- Description, service levels, costs, availability, entitlements
- Support *transaction* services and *subscription* services
- Collection of requests (or requestable offerings) related to a service
- E.g. Add a user, remove a user, request a VM
- (Optional) Add orders to a shopping cart, checkout
- Fulfillment workflows that include coordinating the provisioning of transaction/subscription services
- Order authorization and approval
- Policy-based automation

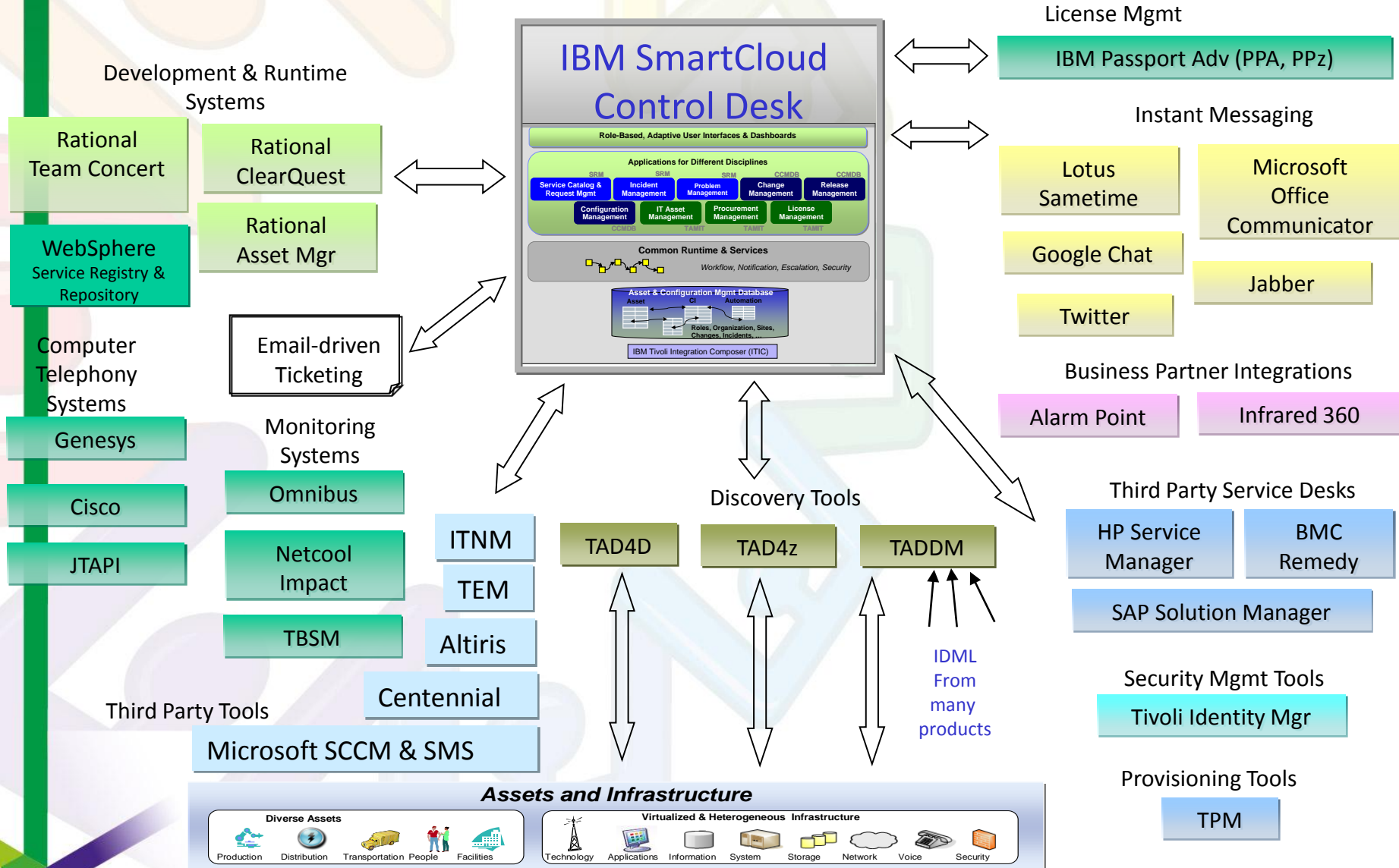


Service Level Mgmt.	Financial Mgmt	Mgmt Dashboards	Governance Demand Mgt
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Metrics/Data Process Flow

Integration for end-to-end Service Management

Extensive Integrations available Out-of-the-box



IBM SmartCloud Control Desk Benefits to IT and LoB



- **Reduce Business Risk** by using advanced impact analysis and defining **automated change** procedures that ensure integrity of existing infrastructure while supporting business agility
- **Improve efficiency and Quality of Service** by unifying asset, change and problem management across **both IT and the rest of the enterprise**
- Lower cost and **mitigate license compliance** risk by performing end to end software asset management
- **Improve utilization rate** and reduce unnecessary purchases by managing the IT asset lifecycle
- **Reduce total cost of ownership** by using one unified solution to license, install and manage multiple ITIL processes under one price point
- **Pick a solution delivery model** that is affordable and meets your current business needs; Seamlessly move between delivery models while **keeping the same functionality**
- **Adaptive, role-based simplified UI**, improves intuitiveness for novice users, and reduces training costs.
- **Access from anywhere at anytime** via mobile device support – BlackBerry, iOS, Android

- Minimize outages related to changes within IT Operations by up to 70%
- Increase Process Speed and Efficiency by up to 40%; service quality and responsiveness by up to 60%
- Optimize your Software license usage and bring savings back to the business

