Pulse2011

IT Asset & License Management with Tivoli

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Product Manager, Tivoli IT Asset Management Portfolio

Agenda

- Why IT Asset Management?
- Tivoli IT Asset Management Portfolio Overview
- License Management Scenarios w/ Tivoli Asset Management for IT
- Case Studies
- Q&A

United Space Alliance

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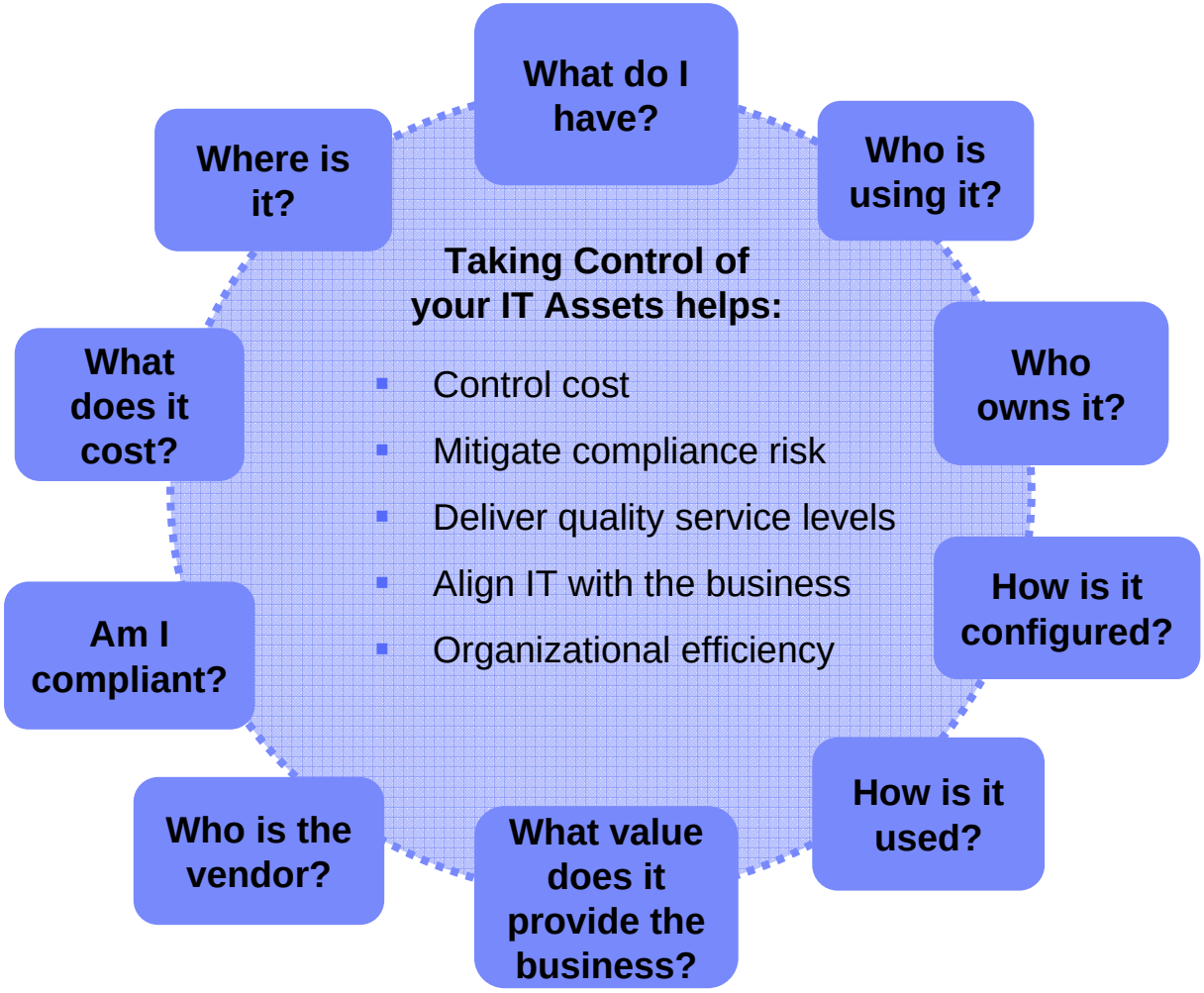
IT Asset Management is critical to the Business



"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

Customer Challenges

Improve Total Cost of Ownership by continuously reducing IT assets costs throughout their lifecycle

Enhance operational efficiency, service levels and customer satisfaction by aligning IT with the business

Manage and maintain multiple, siloed asset management systems, while addressing asset convergence

Manage complex software licensing and virtualized environments

Mitigate license and regulatory compliance risk; reduce associated cost

A comprehensive, integrated asset management infrastructure

Greater efficiency, visibility and control through data sharing and process optimization across the enterprise…

IT Managers can see how to streamline inventory and resources across the organization

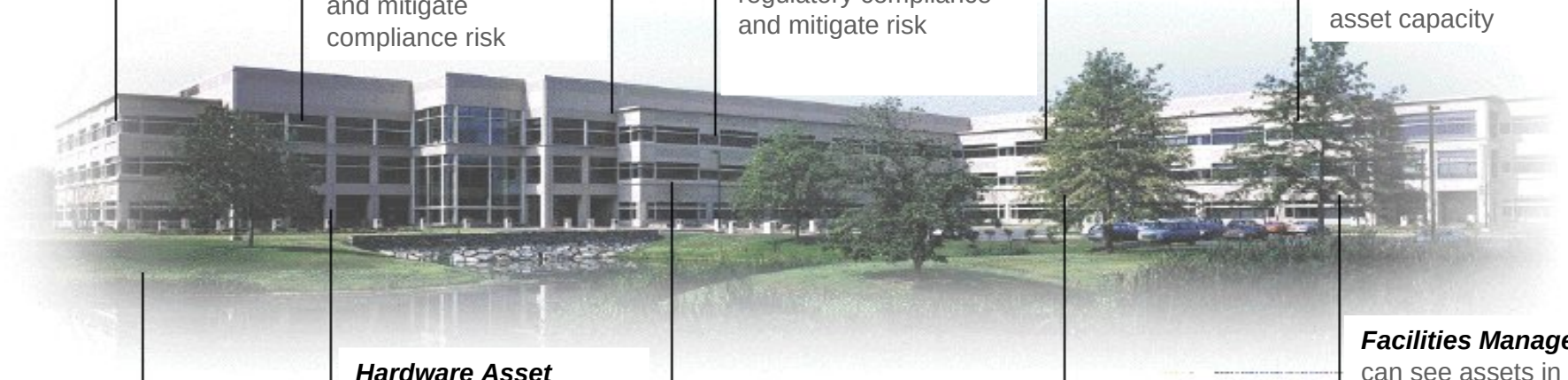
Software Asset Managers can see how to optimize licensing to avoid over/under-purchasing and mitigate compliance risk

Financial Managers can see the entire inventory and analyze return on assets for financial reporting

Risk Managers can see asset detail to ensure regulatory compliance and mitigate risk

Contract Managers can see asset related contracts; negotiate vendor T&Cs and monitor supplier performance

Maintenance Managers can see job plans enabled by availability of information to increase asset capacity



Hardware Asset Managers can see lease and maintenance status and when to plan for upgrades

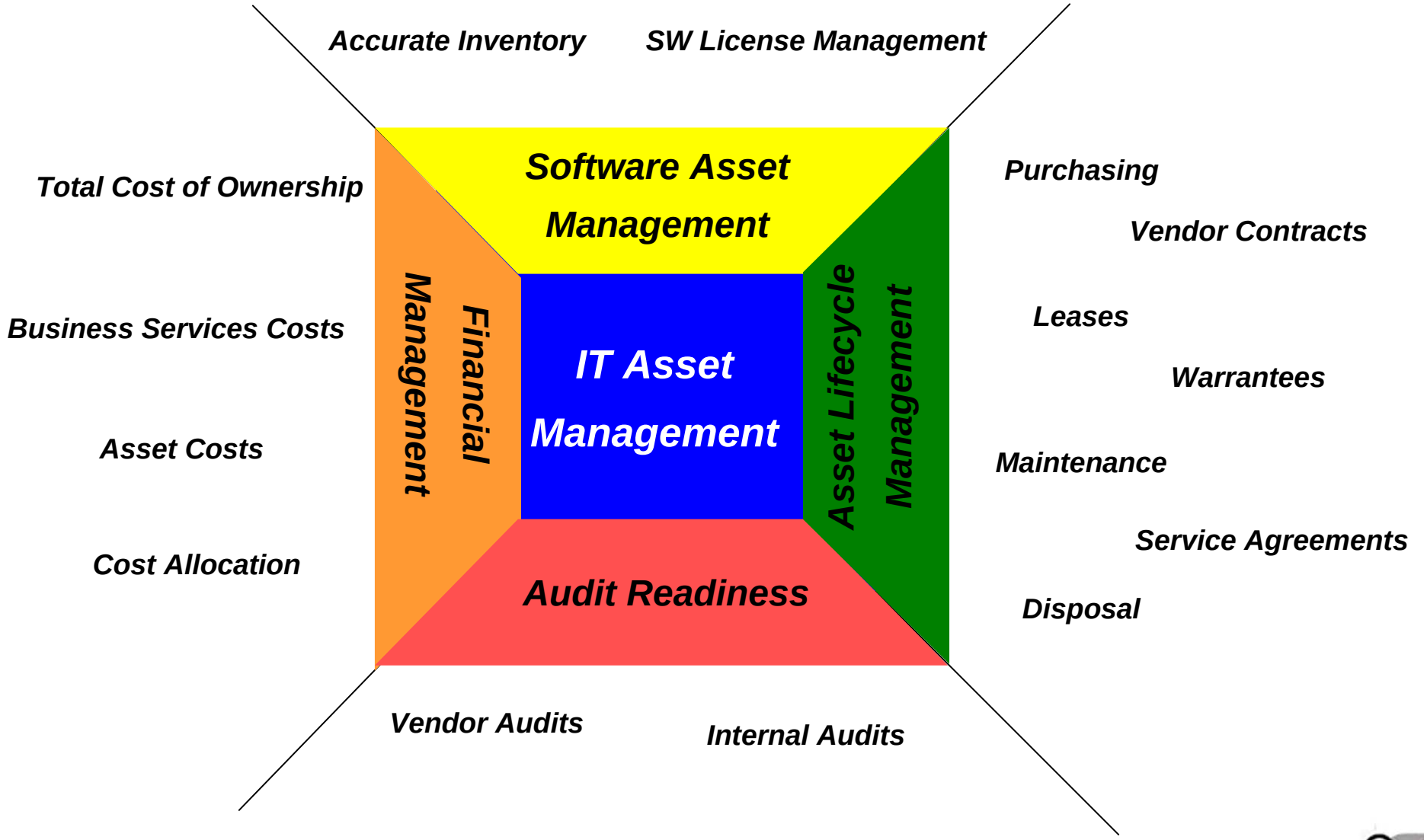
Facilities Managers can see assets in the Data Center to optimize power consumption and reduce unplanned outages

Service Desk Technicians can see asset data to streamline service request handling and expedite incident & problem resolution

Purchasing Managers can see costs and orders enterprise-wide for price comparisons, discounting, standardization and order tracking

Operations Managers can see asset conditions in sufficient detail to improve asset utilization & performance

IT Asset Management Business Priorities



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Audit Readiness

Business Need

- Be prepared for software audits 24x7
- Understand licenses and their relationship to contracts
- Accurate information about software inventory and usage in both distributed and mainframe environments

Business Drivers

- Reduce business risk due to vendor-specific software audits
- Support requirements of internal audits
- One solution for all vendors, contract and license types
- Centralized management of all contracts, licenses and inventory for all vendors

Business Value Delivered

- Cost avoidance of unplanned license compliance penalties
- Reduce costs to conduct internal / vendor audits

Main Questions:

- What am I entitled to?
- What's deployed in my environment?
- Am I over or under purchased?

IBM Products That Deliver:

- Tivoli Asset Management for IT
- Tivoli Asset Discovery for Distributed

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Software Asset Management

Business Need

- Get a grip on:
  - Purchased software contracts, agreements and license entitlements
  - Deployed software inventory, software usage and associated hardware environment

Business Drivers

- Identification and reduction of no and low use software
- Comply with Sarbanes-Oxley Section 404
- Vendor / Application Portfolio Rationalization
- Strong vendor contract negotiation leverage
- Leverage new technologies without increasing business expense or risk
  - Multi-core processors
  - Virtual machines
  - Cloud computing

Business Value Delivered

- Reduce software budget
- Mitigate audit risk

Main Questions:

- Am I using the software that I have deployed?
- Are my contracts and purchase agreements efficient?
- When do my leases, warrantees and support agreements expire?

IBM Products That Deliver:

- Tivoli Asset Management for IT
- Tivoli Asset Discovery for Distributed

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Asset Lifecycle Management

Business Need

- Improve visibility and control of all IT assets through their lifecycle
- Obtain accurate asset data to enable appropriate and timely action across the business

Business Drivers

- Streamline purchasing and contract management
- Improve planning capability
- Improve asset utilization by extending it's life
- Improve employee/customer service
- Optimize energy efficiency of assets

Business Value Delivered

- Reduce IT asset cost through visibility and control
- Increase time-to-value with ITAM best practices
- Maximize lifetime productive value of assets
- Improve efficiency through role drive UI and workflow
- Better IT service that meets increasing business demand

Main Questions:

- Do I know what assets I own?
- Where are they located?
- Are we tracking IMAC's?
- Are assets being maintained and is maintenance being done properly?
- Am I abiding by corporate and governmental procedures and standards?

IBM Products That Deliver:

- Tivoli Asset Management for IT

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IT Financial Management

Business Need

- Visibility and control over IT operating and capital costs
- Reduce Total Cost of Ownership of IT assets
- Understand IT costs to determine line of business, product and service profitability

Business Drivers

- Optimize the lifetime value of mission critical assets
- Financial Management approval of shared technology investments (e.g. virtualization)
- Chargeback for business services delivered (e.g. Cloud Computing)
- Reduce costs through utilization of energy efficient assets

Business Value Delivered

- Align IT spending with business objectives
- Increase Return on Assets
- Lower infrastructure costs

Main Questions:

- What are my asset costs? TCO?
  - By Asset
  - By Department
  - By Individual
- How much do my contracts cost?
- Can we allocate costs fairly and effectively?

IBM Products That Deliver:

- Tivoli Asset Management for IT
- Tivoli Usage and Accounting Manager

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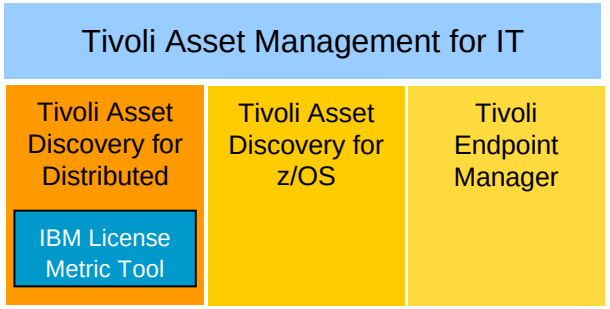
Tivoli IT Asset Management Portfolio

- **Tivoli Asset Management for IT**
  - Full Asset Lifecycle Management support for Hardware and Software License Management
  - Identifies under or over utilized software to reduce costs due to over-purchasing and to reduce risk to under-purchasing
- **Tivoli Asset Discovery for Distributed**
  - Provides discovery and identification services for distributed platforms (VRMF) and virtual environments
  - Monitors software usage and trends
  - Provides reporting for inventory and usage
- **Tivoli Asset Discovery for z/OS**
  - Provides discovery and identification services for the z/OS platform
  - Monitors software usage and trends
  - Provides reporting for inventory and usage
- **Tivoli Endpoint Manager**
  - Provides hardware & software data for Windows based machines
  - Performs full Lifecycle, Security, Patch and Power management for Endpoint machines
  - Fix issues anywhere in minutes, regardless of bandwidth or connectivity



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IT Asset Management - Architectural Overview

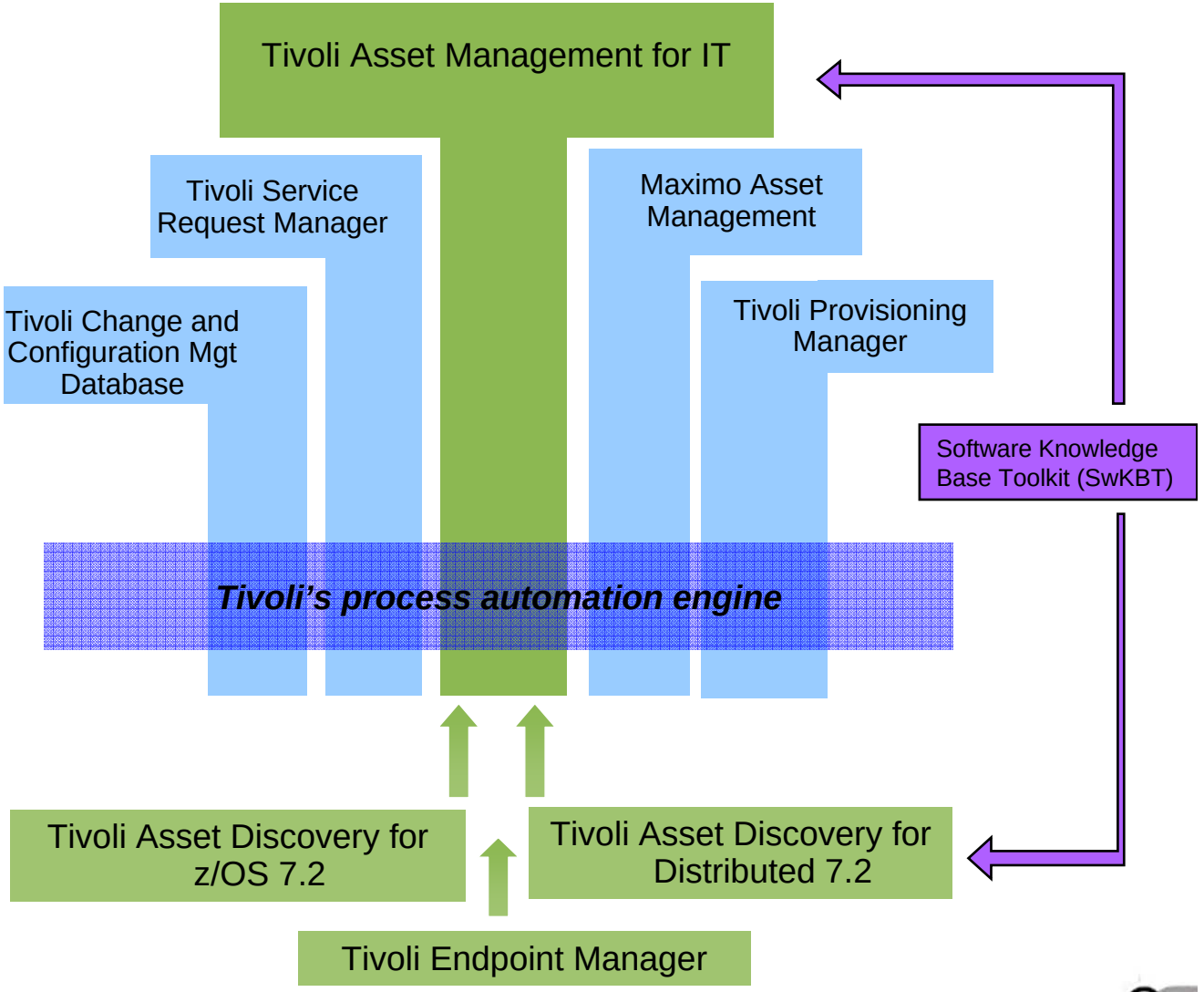
Integrated Platform
An integrated set of solutions represent the full management of data, processes, tooling, workflow automation and people

Common Data Model
The core solutions share a common data subsystem for simple data sharing

Processes that Work Together
The core solutions share a process workflow automation engine

No Rip and Replace
Leverage existing investments in IBM and 3rd party IT management tools

Lower Cost of Ownership
Lower infrastructure and training costs, simple upgrade model



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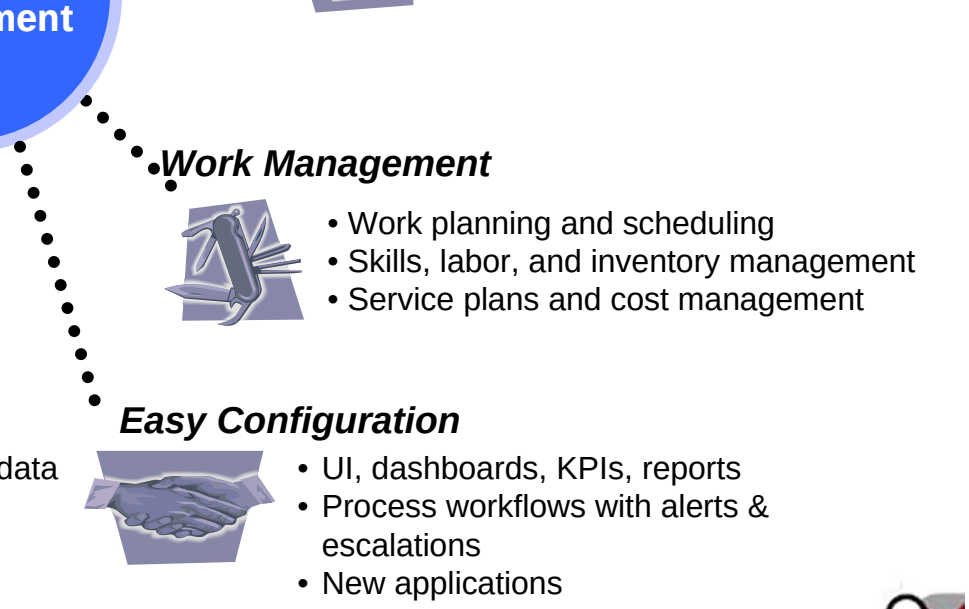
Tivoli Asset Management for IT - Capabilities



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
- 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
- Common platform which extends beyond IT (data center facilities, power, etc.)

Work Management

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

Service Management

- Support service desk with asset data
- Tight integration with Service Request Manager

Easy Configuration

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

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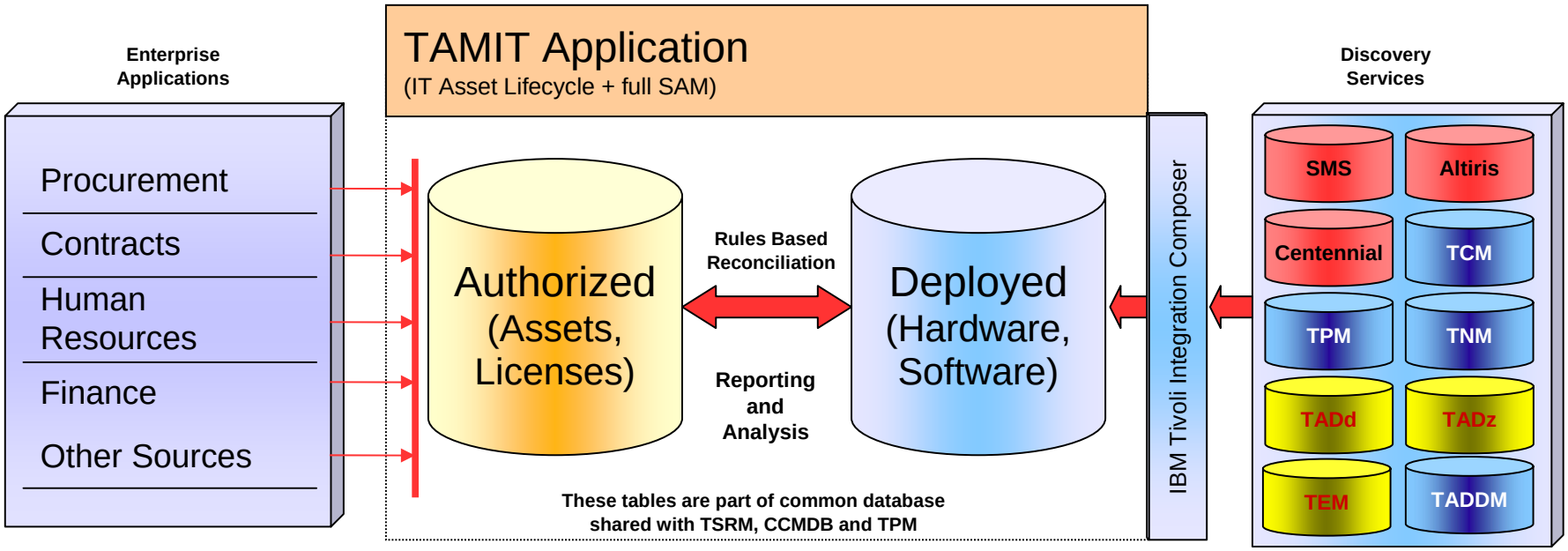
Tivoli Asset Management for IT



Authorized Entitlements

- Authorized assets and Licenses are the inventory of record
- They are populated via the procurement process and other business processes
- Assets/Software may or may not be deployed and are central to managing purchases, leases, warrantees, service agreements, stockrooms and more.

Out of the Box Reconciliation

- Linkage based on unique attribute(s), like serial number
- Identification of ‘authorized’ Assets missing in Deployed Asset Inventory
- Identification of Deployed Assets missing in ‘authorized’ Asset Inventory
- Comparison of attributes/specifications

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License Management
Scenario 1 - Audit Readiness

This scenario illustrates how TAMIT allows a client to be 'audit ready' by enabling them to a) define their entitlements b) compare their entitlements to discovered data, and c) remediate a negative result.

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Audit Readiness

Legend
Sara – Software Asset Manager
Bob – Procurement Manager

Create Purchase Order

4. Sara decides to add additional Capacity to the License

5. Bob Reviews, and Approves the PO

6. Bob Receives the PO, adding additional Capacity to the License

3. Sara runs the Audit Report and identifies an Issue

Load Discovered Data via Integration Composer

2. Hardware and Software is Discovered

1. Sara defines a Software Entitlement

Create License

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License Management
Scenario 2 – Software Procurement

This scenario shows how a client uses TAMIT to establish a Software agreement with a Vendor, purchase software based on that agreement, and then create an entitlement which can be managed.

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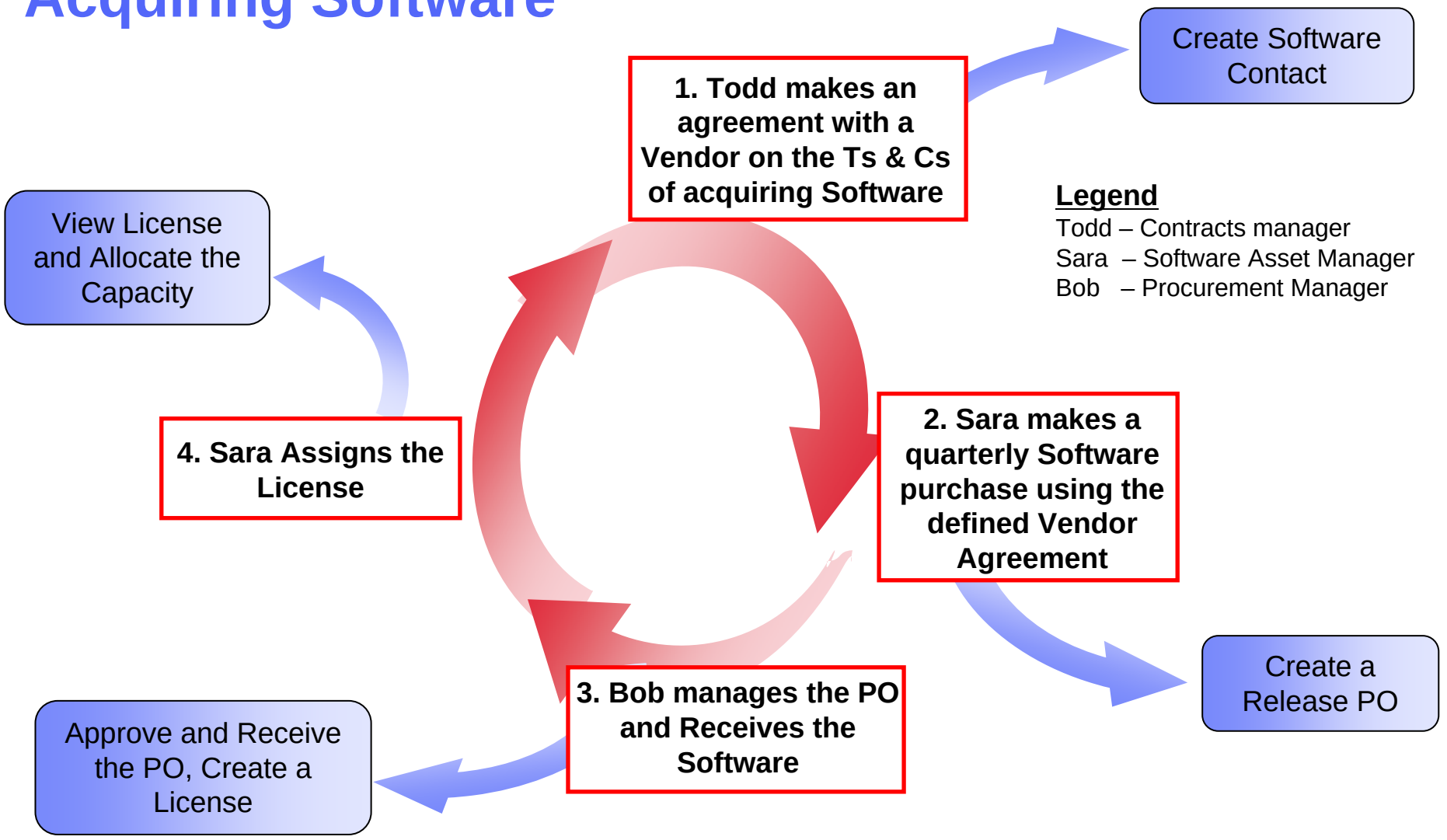
Acquiring Software



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IBM CIO Global Infrastructure

Saving US$5 million annually with software license management

Business challenge:

Are we paying for software that employees no longer need? How much do we need to budget for software next year? Are we complying with software licensing agreements and are we ready for audits? How can we reduce software costs? As IBM's CIO Global Infrastructure team tried to answer these questions it found that inaccurate and fragmented inventory information and lack of visibility into actual software usage was impeding its success and driving proportionally higher software costs.

Solution:

Using IBM Service Management solutions for IT asset management and for service request and fulfillment, the IBM CIO Global Infrastructure team is gaining greater visibility, control and automation of procurement, requisition, distribution, asset tracking, recovery and reporting activities across nearly 500,000 workstations worldwide.

Benefits:

- Projected software license reuse and audit exposure savings of US$3 million in 2009 and US$5 million annually beginning in 2010
- Minimizes audit exposure and helps improve compliance with Sarbanes-Oxley Act Section 404
- Improves employee satisfaction and productivity through automated requisition and entitlement activities

"By gaining greater visibility, control and automation of IT asset management and service request and fulfillment, we expect to realize nearly $5 million in savings annually."

— Lorraine Herger, Director, Architecture and Strategy, IBM CIO Global Infrastructure

Solution components:

- IBM Service Management Solution
  - IBM® Tivoli® Asset Management for IT 7.1
  - IBM Tivoli Service Request Manager 7.1
  - IBM Integrated Technology Delivery – Global Delivery

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Case Study: McCarran International Airport

McCARRAN INTERNATIONAL AIRPORT
LAS VEGAS, NEVADA

"By unifying the management of all our IT and operational assets using IBM solutions, we can maintain an industry leadership position and improve quality of service for travelers. IBM asset management software has also helped us realize a higher percentage of recoverable fees and directly improve revenue as a result."

Doug Wardle, Enterprise Resource Planning Systems Consultant, McCarran International Airport

Business Challenges

- Must deliver a quality experience to a diverse customer base while facing tough maintenance and operational demands.
- Embarked on major IT initiative to increase efficiency and service quality through system consolidation.
- Managing asset information in silos across different divisions was increasing costs, hampering compliance reporting and complicating efforts to improve service.
- Labor-intensive and largely manual processes.

IBM Solution

- Client uses IBM asset management software to unify management of all airport assets from facilities to IT.
  - Maximo Asset Management
  - Tivoli Asset Management for IT
  - Tivoli Service Request Manager

Business Benefits

- Significantly improved technician productivity and accelerated resolution of repairs.
- Helped reduce IT costs.
- Increased revenue through accurate charge-back information.
- Helped enhance security effort, streamline compliance reporting.

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Case Study - United Space Alliance

"We became very good at fighting fires when, in fact, the problems shouldn't have escalated to that point. We now have the tools to anticipate and address issues before they escalate and to plan for major projects. That is the kind of efficiency the IBM platform will deliver."

–Mike Schnoke, Project Manager, United Space Alliance

Business Challenges

- Eliminate disparate, siloed service management organization and tools. Customer needed early warning of problems before customer impact, in order to improve the customer experience.

IBM Solution

- IBM provided a platform to unify disparate IT systems and give staff a single real-time view of asset and service management
  - Maximo Asset Management
  - Tivoli Asset Management for IT
  - Tivoli Service Request Manager

Business Benefits

- Quick solutions to common problems via Self-service Web access to all employees.
- Reduced repair times and improved IT service.
- Staff has minimized downtime.
- Can now plan ahead and budget; will help staff efficiently meet and exceed SLAs.

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Why IBM Tivoli IT Asset Management?

Unified Solution	Only vendor that can manage all asset classes on a single, unified architecture, combined with service desk, service catalog, provisioning and change, configuration and release management.
Ease of Configuration	Built-in configuration tools allow for easy, on the fly changes to UI, workflows, processes, reports.
Upgradeability	Configuration information is stored in meta data to readily upgrade from one version to the next.
Software Asset Management	Only vendor to provide Software Asset Management for both distributed and mainframe environments and help manage complex license entitlements.
Leading, standards-based technology	Web-architected platform built on J2EE with advanced business process management; based on SOA, web services and XML.
Built ground up on ITIL framework	Supports 7 ITIL processes out of the box: Incident, Problem, Change, Release, SLA, Configuration, Availability.
Breadth of Service Management offering	IBM offers full breadth of end-to-end asset and service management solutions that operate on a common web services infrastructure.

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2011 EMA SAM Radar Report

IBM – IBM was the **top scorer for Product Strength** in the category of Strong Value.

- "While this EMA SAM Radar Report is focused on SAM exclusively, IBM has a much bigger vision for asset management that includes all enterprise property."
- "In terms of architecture, IBM was scored at the top."
- "The strength of IBM solutions stood out in its ability to handle a wide range of software types, from desktops to servers and mainframes
- "IBM has multiple approaches that can be used for integrating with third-party solutions."
- "Additionally, IBM currently supports both Cloud and virtualized software environments—a strength not prevalent in the SAM market."
- "IBM is strong in the areas of contract management, providing users with the ability to manage software asset contracts..."

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