



# Enterprise-Wide Business Service Management

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**PCTY2011**   
Pulse Comes to You

**Optimizing the World's Infrastructure**  
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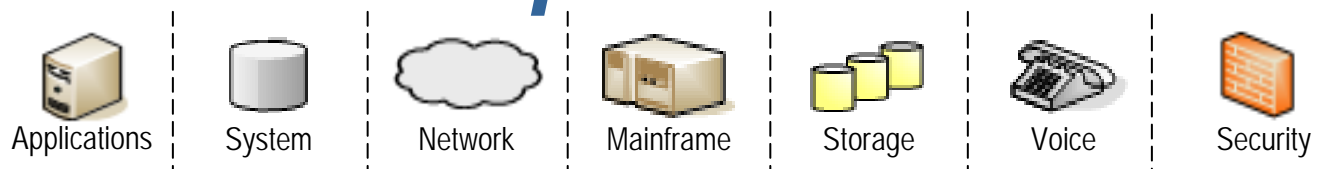
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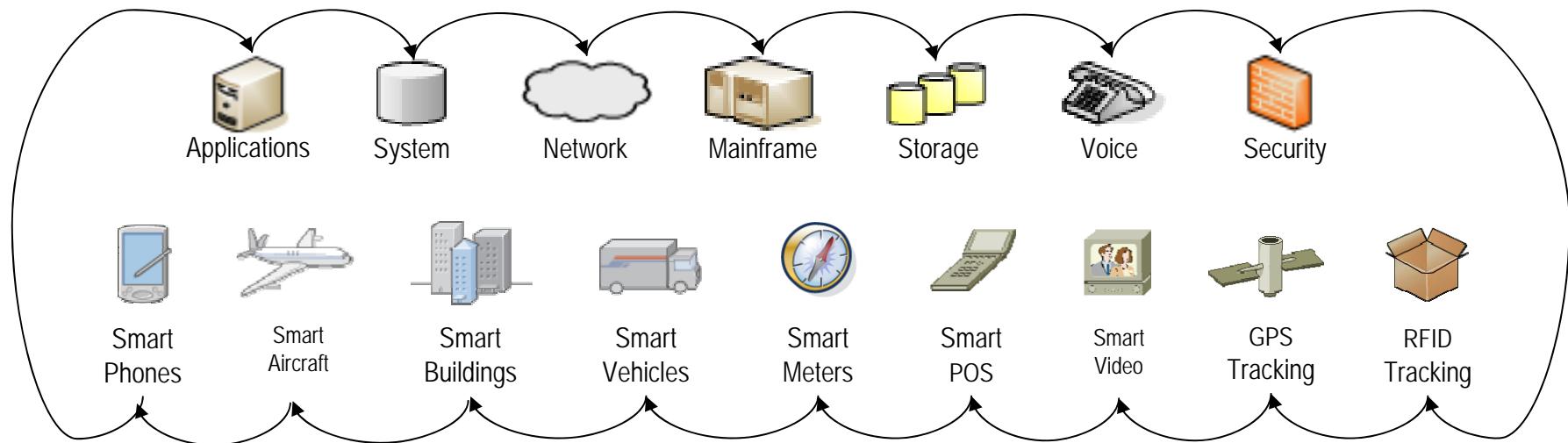


**Integrated Service Management forces us to think differently about how we design, deliver & manage services across the interconnected service chain**

• From ***silos and point solutions:***



▪ To ***service chain:***



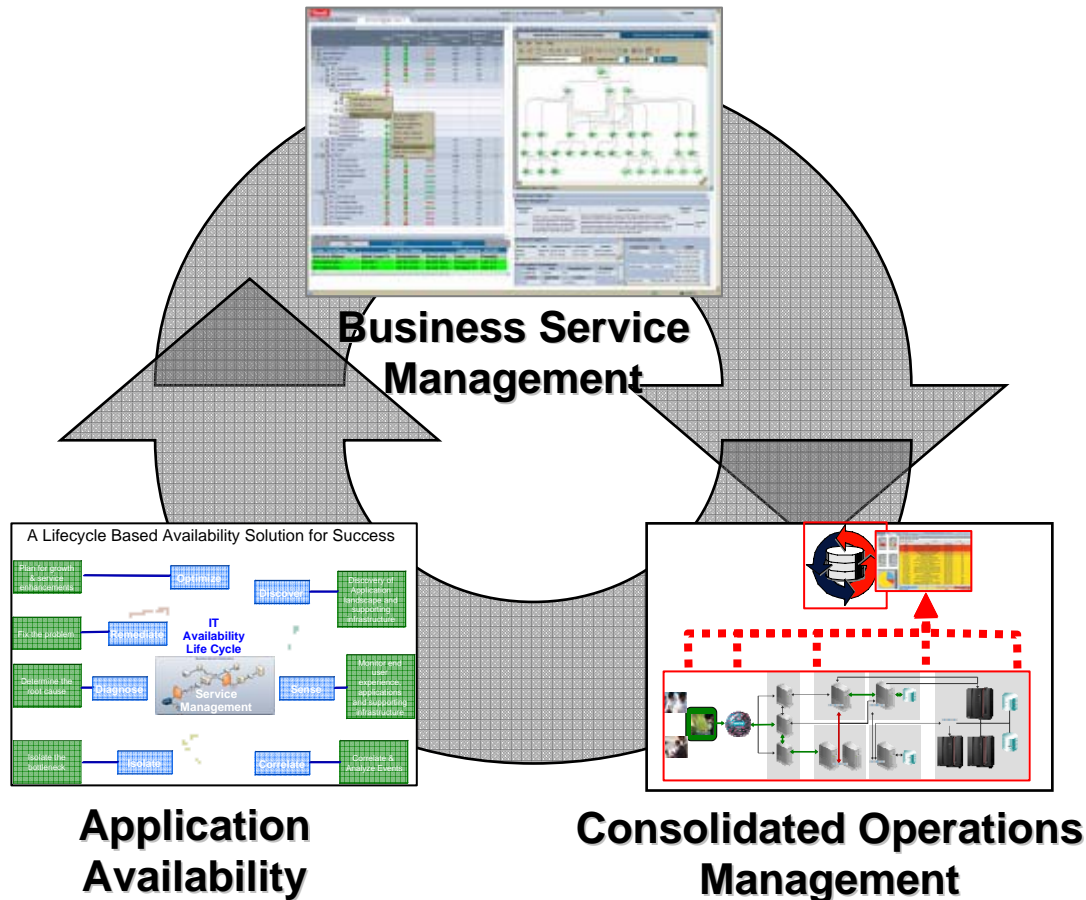


**.. and requires an extensive but integrated set of capabilities**





# Optimized Business Services Management



**Visibility**  
*Visualize service performance and health across all network, server, middleware and application components.*

**Control**  
*Increase effectiveness and productivity, reduce errors and improve availability through consolidated tooling.*

**Automation**  
*Keep costs under control as all aspects of infrastructure grows with integrated policy-based automation.*

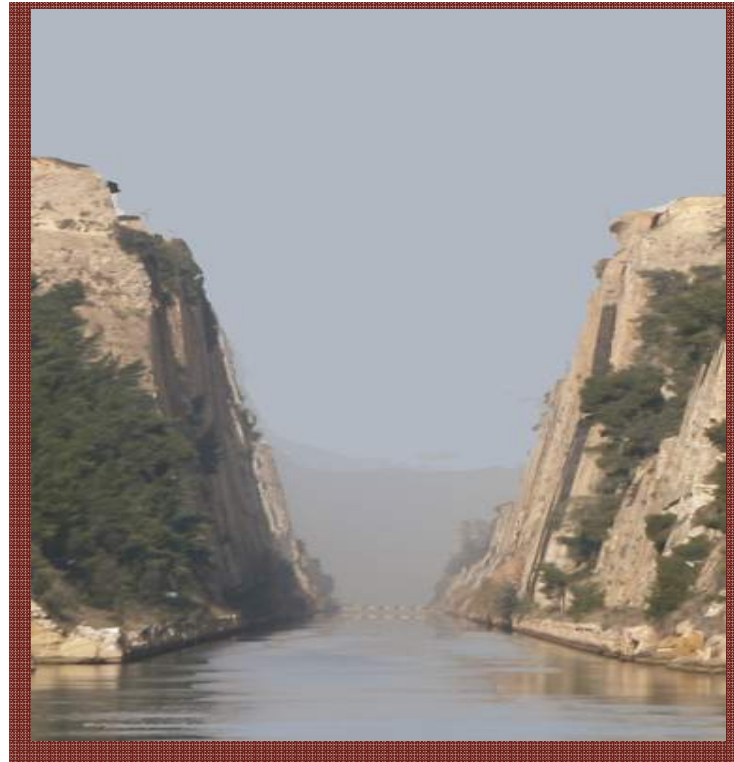


# Businesses are Inhibited by the Gap between Business & IT



## Business User

Business people know which business processes are critical, but aren't aware of the IT impact on business performance



## IT Operations

IT people often lack the visibility into business processes and activity to effectively prioritize decisions that support business objectives

*"...Benchmarking success will move from using IT-centric metrics to business-oriented metrics derived directly from the correlation of BSM data with business process data."*

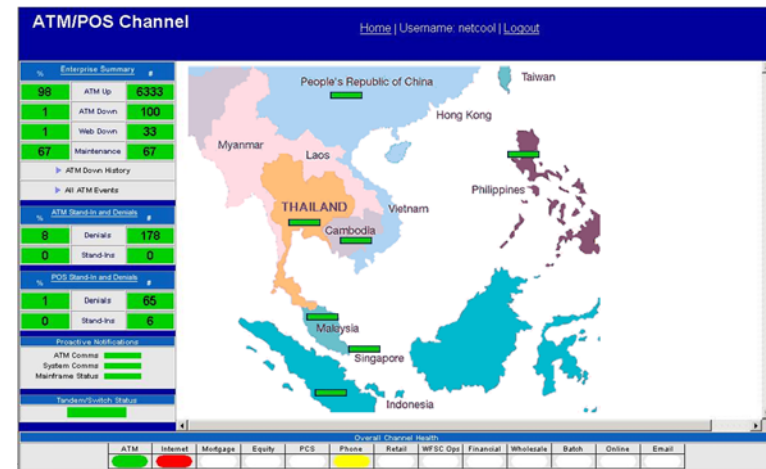
*IDC; Business Service Management Study; Oct. 2007*



## Business Service Management is for the *business*...

### Solves multiple business problems...

- Consolidate events, find root causes,...
- How do I prioritize resolution?
- How do I efficiently assign key resources?



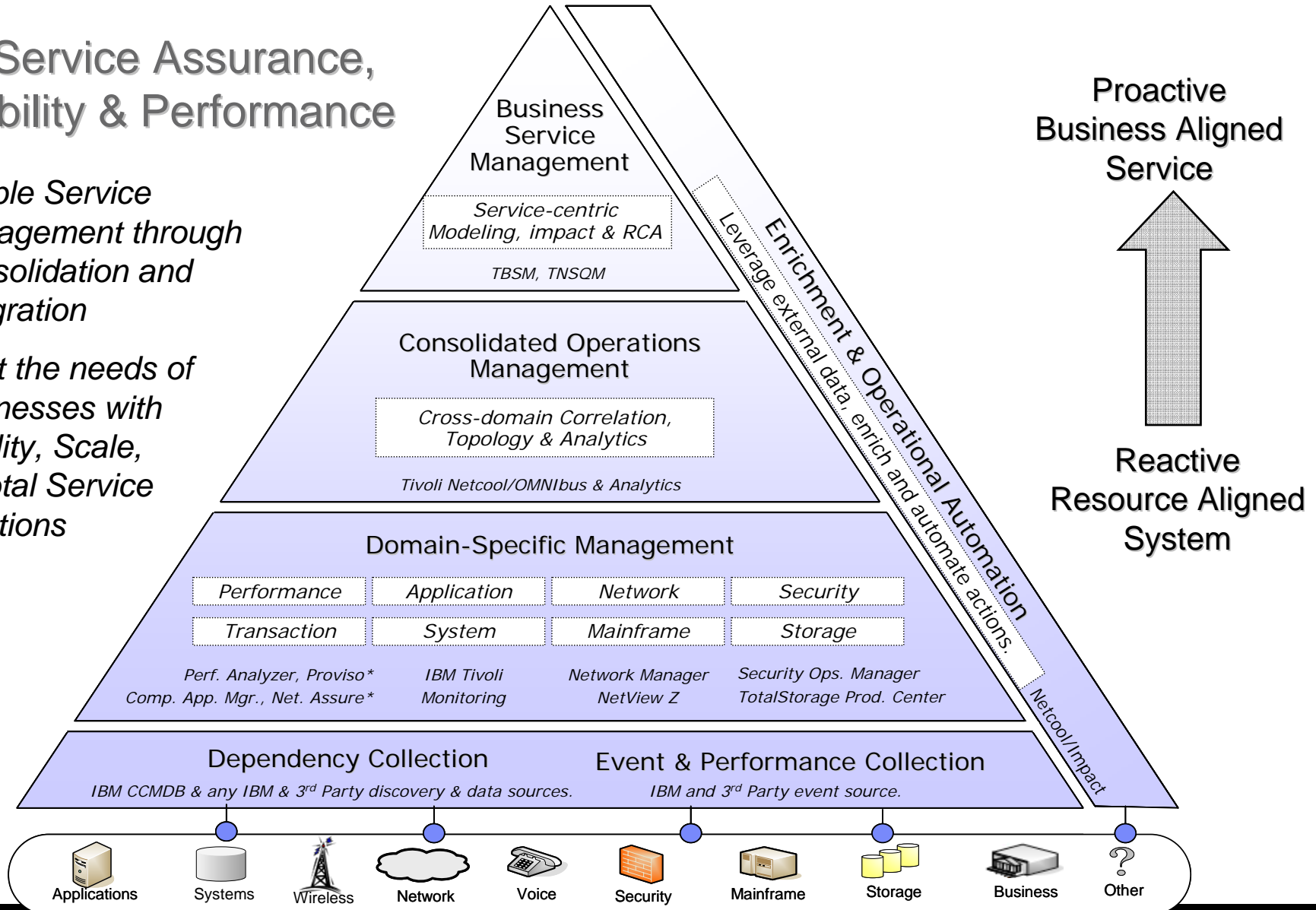
### Prioritizes issues according to business impact!

- Business metrics, Key Performance Indicators (KPIs) and Service Level Agreements (SLA) help prioritize actions
- Examples
  - Number of trades succeeded/failed in the last hour
  - Number of customers who lost mobile connectivity yesterday
  - What kind of response time was promised
  - How many customers are waiting (on “hold”) for service



# Tivoli Service Assurance, Availability & Performance

- Enable Service Management through Consolidation and Integration
- Meet the needs of businesses with Quality, Scale, & Total Service Solutions

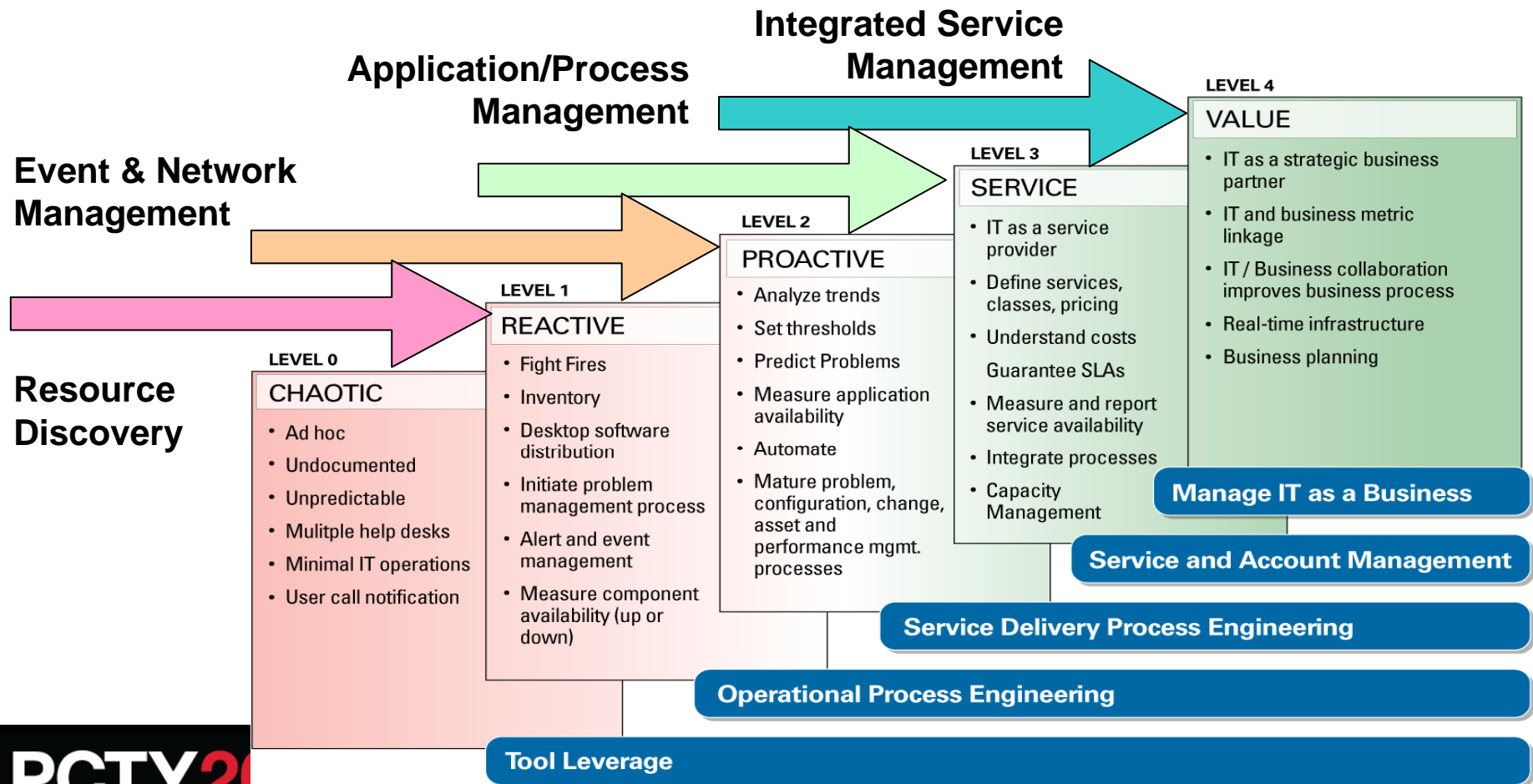






## Common Maturity/Growth Paths to BSM

- Traditionally BSM has grown out of Operational Dashboards
- BSM is now the critical piece for mature organizations





# Real-Time Business Dashboard

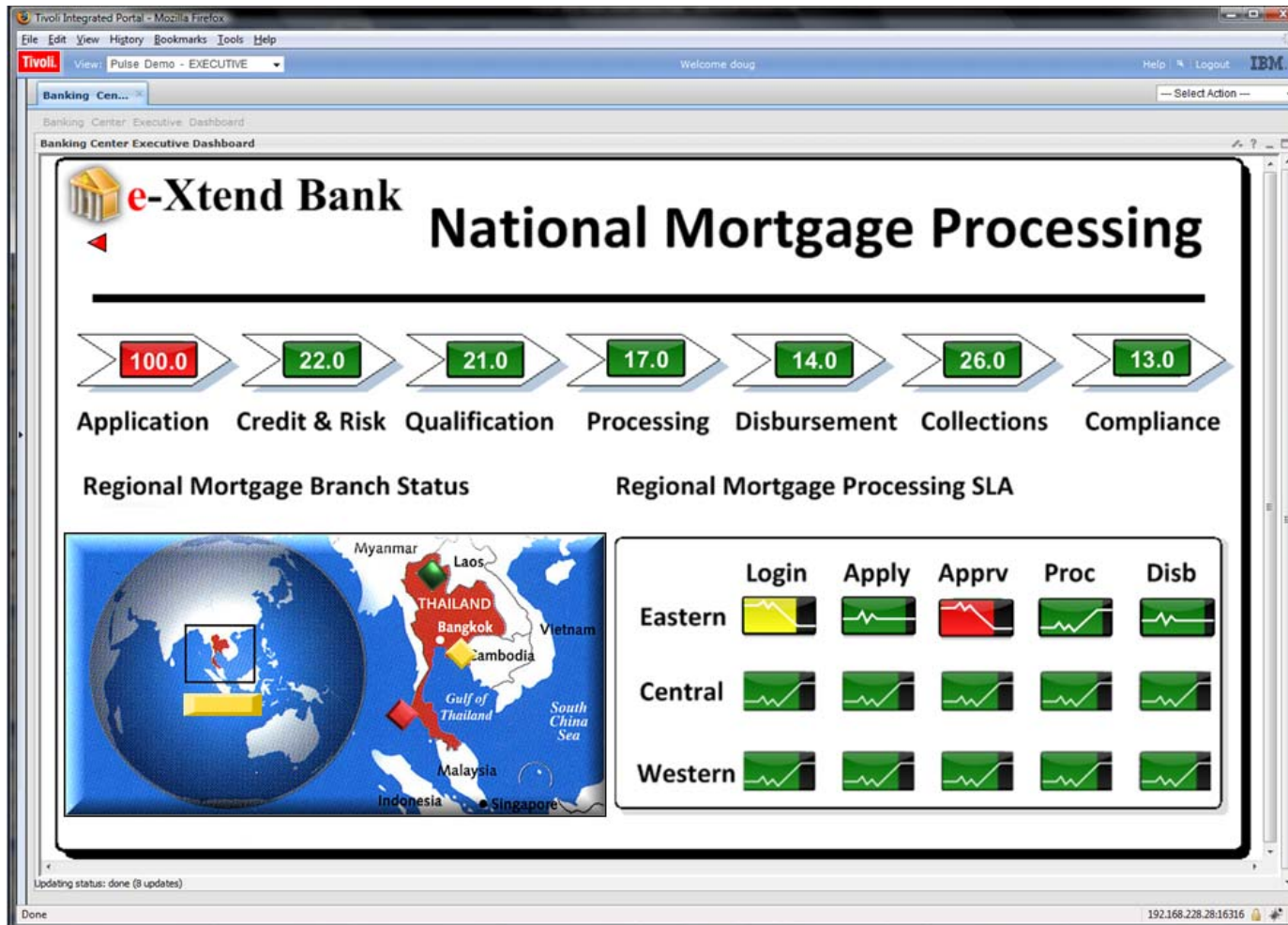


- **Aggregate views** into key Banking Center Portfolio of offerings, services, applications and/or functions

- **“Quick, at a glance”** at high-level aggregate state and status

- Most important information: KPI

# National Mortgage Dashboard



- National context provides quick “**at a glance**” view to broad business process
- Ideal for executives or management with territorial responsibility
- Business / IT Analyst uses to direct / guide problem identification and first level analysis
- Geography or LoB boundaries work well
- Goal is to provide answer, ability to make decision, take action at highest level possible



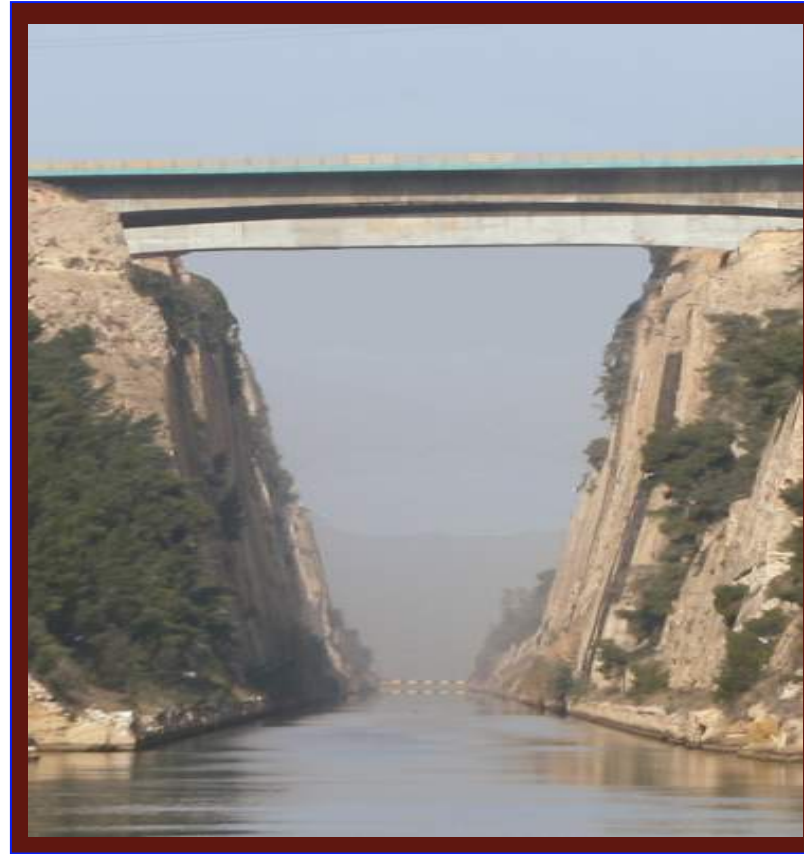
# An Integrated Solution Bridges the Gap between Business & IT



**Business Analyst**

## Empowers business users

- Drill into IT domain via integrated dashboards
- Create views of service patterns and events
- See activity in real time



**IT Operations**

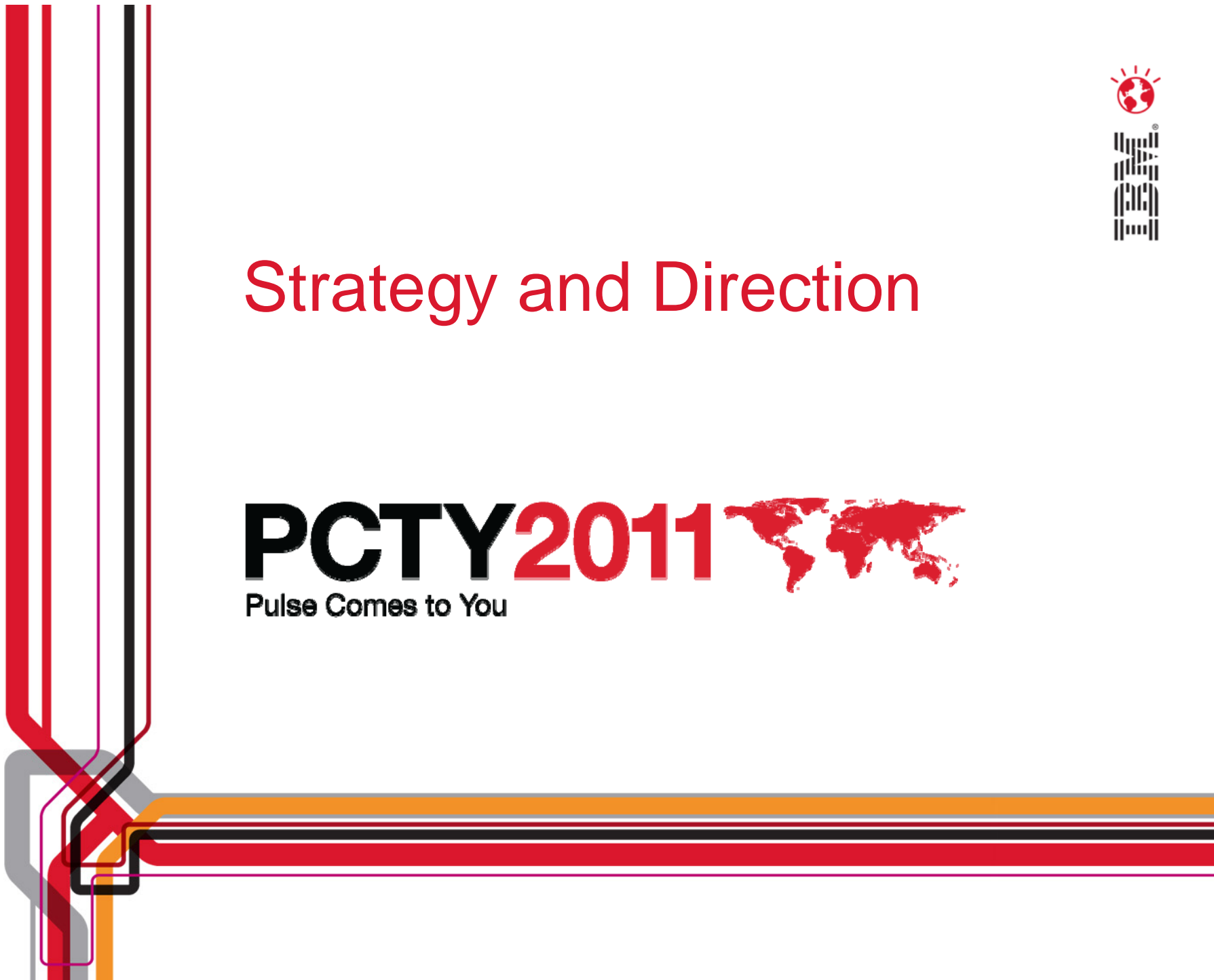
## Empowers IT users

- Prioritize work in relation to the Business
- Recommends or initiates targeted action
- Able to control cost with focus on the most important problems
- Demonstrate to the business the IT value.



# Strategy and Direction

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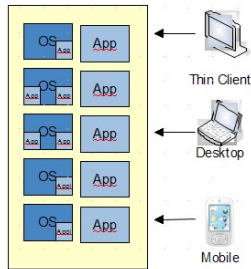






# What are we thinking about now...

## Managing Next-Generation Endpoints



- Seamless mgmt across all endpoints.
- Virtualization support in BigFix offerings
- Hosted virtualization: MS App-V, Installfree, Citrix XenApp
- Desktop virtualization: VMWare VDI, Citrix Xen, MS-Hyper-V

## Smarter Runtime



- Key ISM capabilities & analytics embedded into runtime platform
- Delivers inherent insight into IT resources, relationships, monitoring, metrics & analytics that support business services
- Applications leverage runtime insights to improve process and performance

## Secure by Design



- Factor security into initial app design
- Enable safe and secure adoption of new technologies, business models
- Reduce security costs, increase innovation and shorten TTM

## Real-time Asset Management



- Real-time events in Maximo based on asset location.
- Support multiple sensor solutions: RFID, ultrasound, WiMax etc.
- Provide improved compliance when asset location is critical

## Cloud



- Apply standardized services to middleware as well as infrastructure, leading to shared middleware services
- Use off-premise cloud services to drive hybrid cloud requirements on governance, monitoring, security, application and data integration

## Business Analytics



- Enable executive decision making based on breadth of ISM data
- Optimize operations in real time and plan for future needs

## Smarter Buildings



- Make buildings more efficient by reducing both facilities operations and energy costs and increasing space utilization
- Increase worker productivity in buildings, while improving the building's value

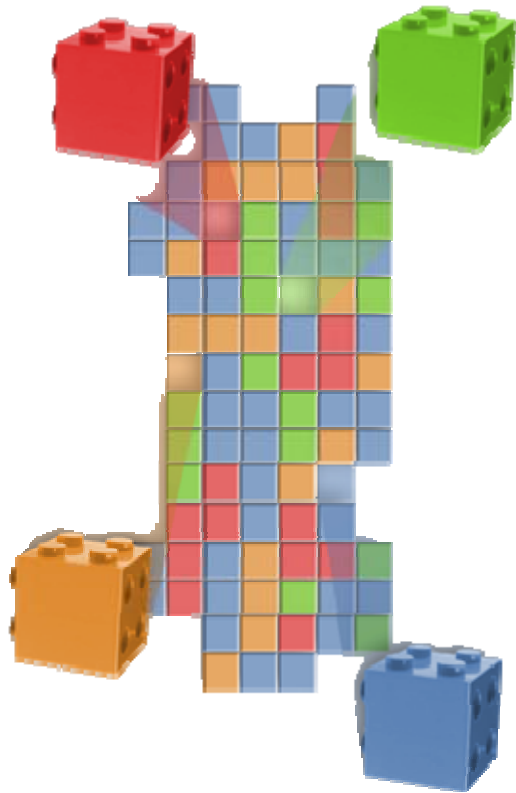
## Virtualization



- Improve management of consolidated workloads in virtualized environments
- Leverage new requirements for identity, access and compliance management emerging from recent virtualization technology developments



## Addressing Time-To-Value from Products to Solutions



- Product enhancements to address ease-of-use & ease-of-admin
- Tools to accelerate deployment, configuration & integration
- Remote Services & Support
- Agile Development Methodology
- Best-practices & guidance on multi-product solution adoption
- Multi-product solution Reference Architectures
- Alternative packaging & delivery methods for Multi-product solutions



**Think Big, Start Small!**

