



Integrated Service Management

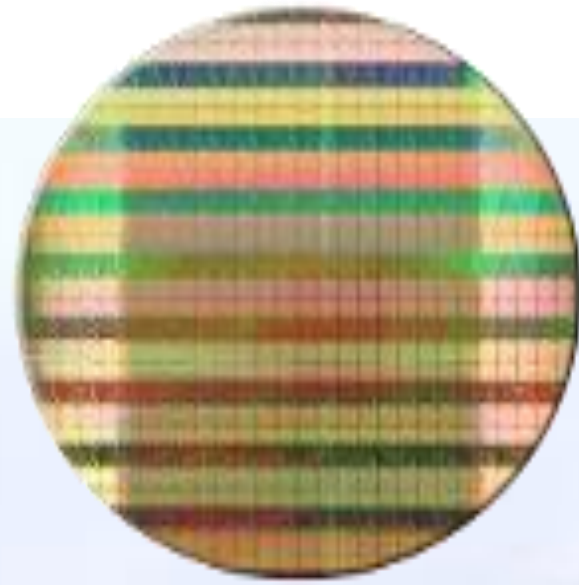
Joao Perez, VP Worldwide Sales, IBM Tivoli Software

Pulse**ANZ**2010 

Technology is Driving Change and Creating Opportunity

Transistors per human:¹

2001: 60 million
2010: One billion



Global cellular service:²

2007: 3.3 billion connections
64% of users are in emerging markets
2010 (Q1): 4 billion connections



Smart Sensors:⁵

“...nearly half of all sensors used for critical measurements across transportation, facilities & production equipment are now smart sensors.”



RFID Tags:³

Nearly 4 trillion RFID events transmitted each day



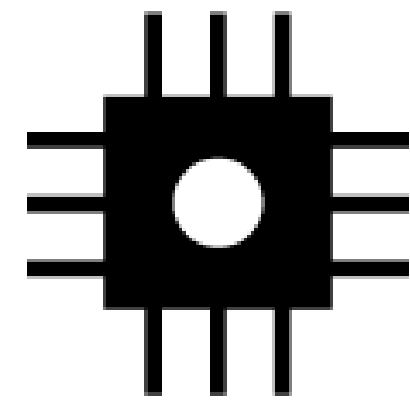
Cyber Attacks:⁴

2007: 37k on US government / private sector
158% increase in cyber attacks since 2006

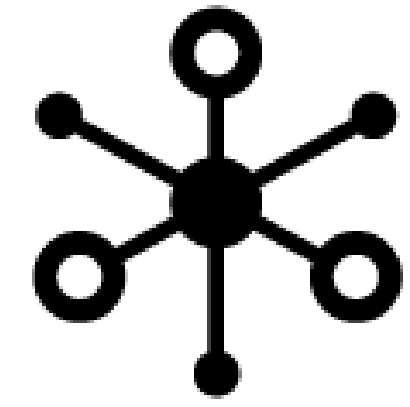




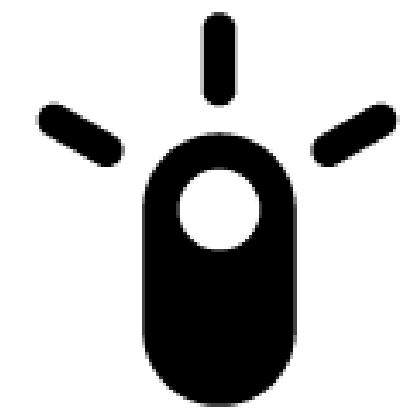
The world is
getting smarter ...



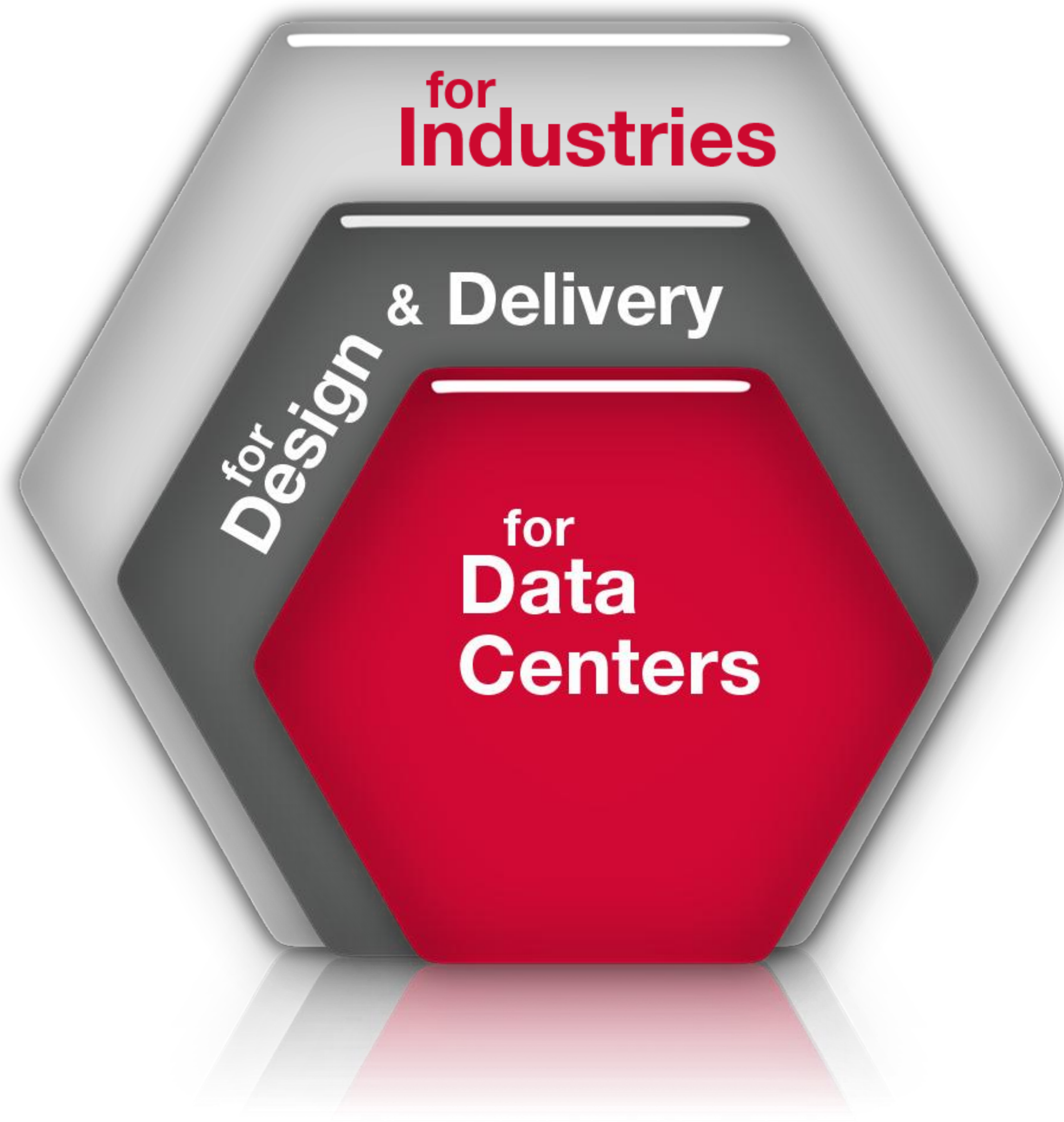
INSTRUMENTED



INTERCONNECTED



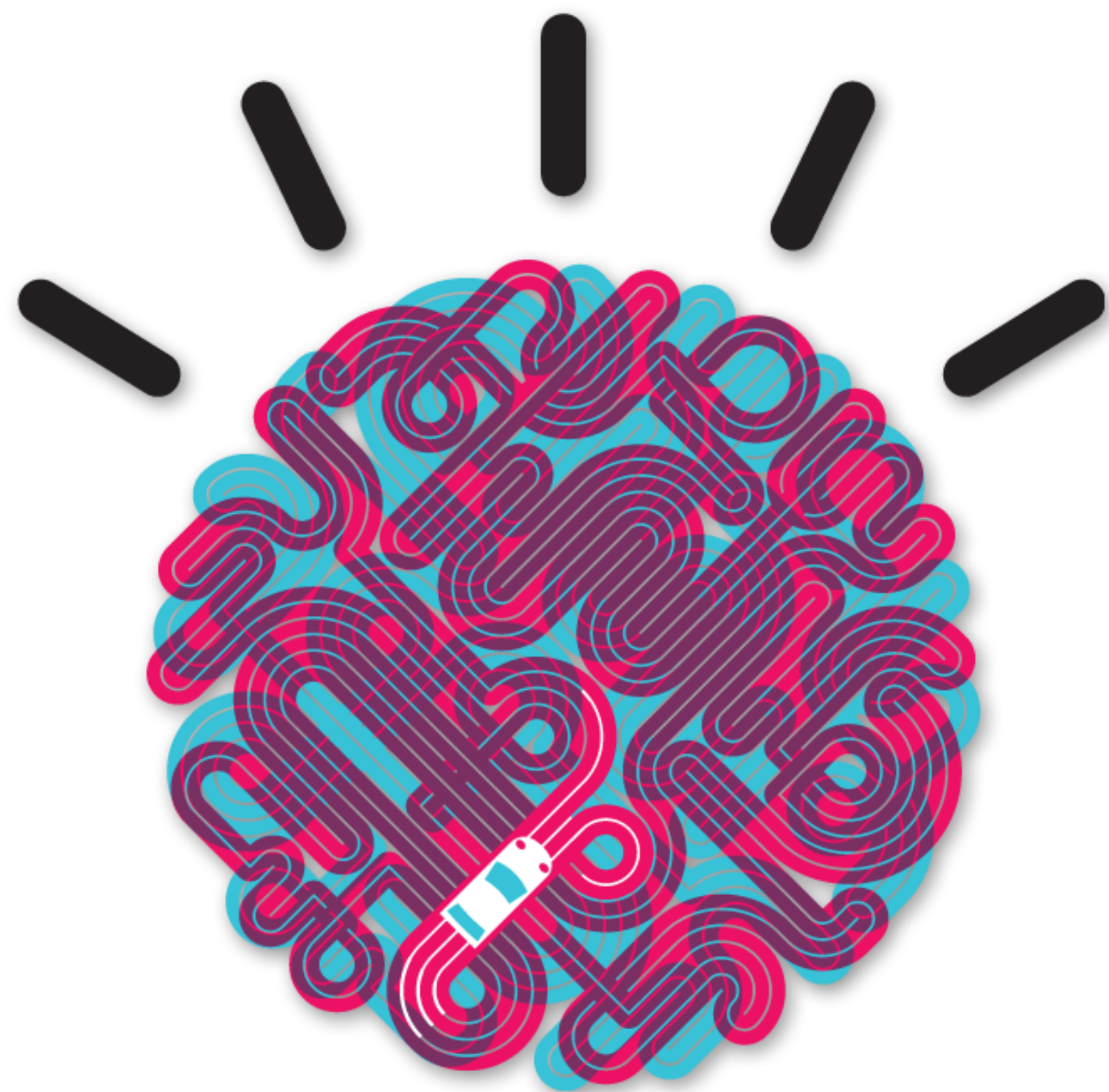
INTELLIGENT



INTEGRATED SERVICE MANAGEMENT



14%
REDUCTION
CO2 Emission



20% Traffic
REDUCTION



90%

THERAPY COST

REDUCTION



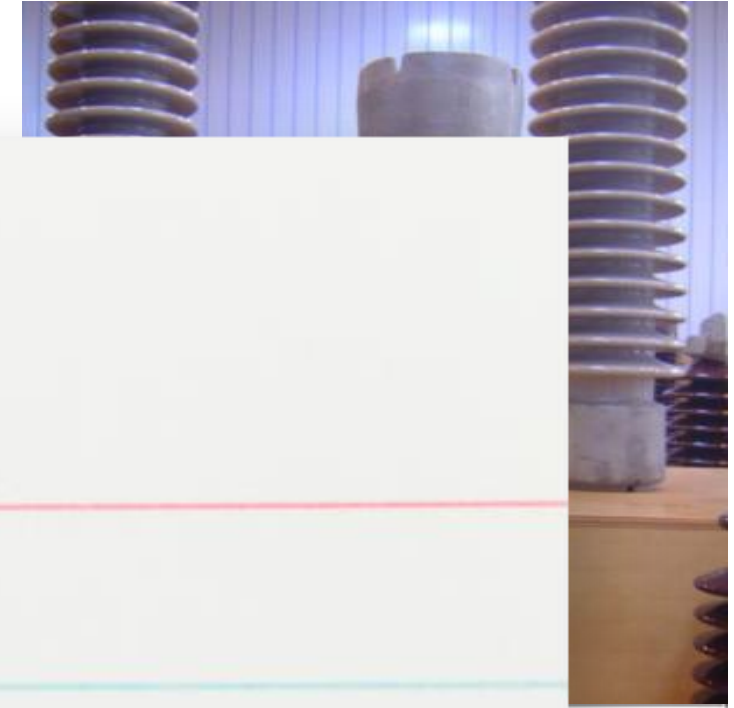
RISK

COMPLEXITY





**YOU
CANNOT
BE SERIOUS!**



Asset: turbine bucket

Unit cost: \$5000

in system: 703

Total asset value: \$3,515,000

Maintenance: yes - 4,000 & 24,000 fired hours

Tracking System: Microsoft Excel



Statement 1: "What are you and how, what is your business plan?"
Statement 2: "What is your overall goal and strategy?"

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Statement 3: "What are you and how, what is your business plan?"
Statement 4: "What is your overall goal and strategy?"

YOU

CANNOT

BE SERIOUS!



Increasing Revenue and Profitability with Effective Asset Management

Challenges

- Reduce cost around operation expenditure
- Improve the efficiency of the asset
- Manage and maintain safety of asset and service
- Better manage and mitigate technical risks

Smarter Software Helped

- Increase revenue and profitability
- Savings of \$3.5 m p.a. in IT infrastructure costs
- 60% of aftermarket engines now managed with IBM Maximo



Capital Region of

Denmark



1,500,000,000,000,
000,000 Bytes

Archived



U.S. AIR FORCE



100 Bases

700,000

Personnel



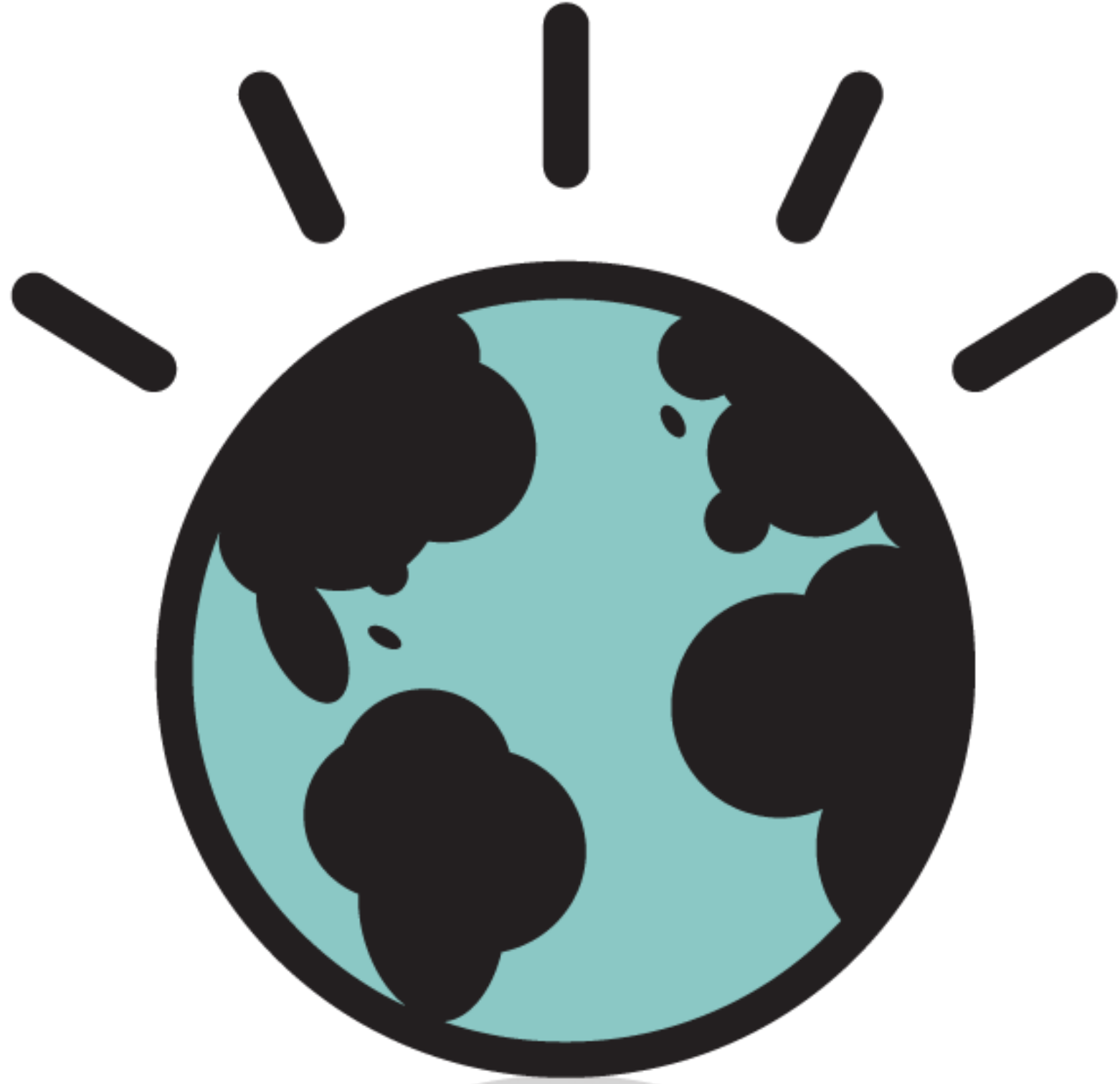


INTEGRATED SERVICE MANAGEMENT

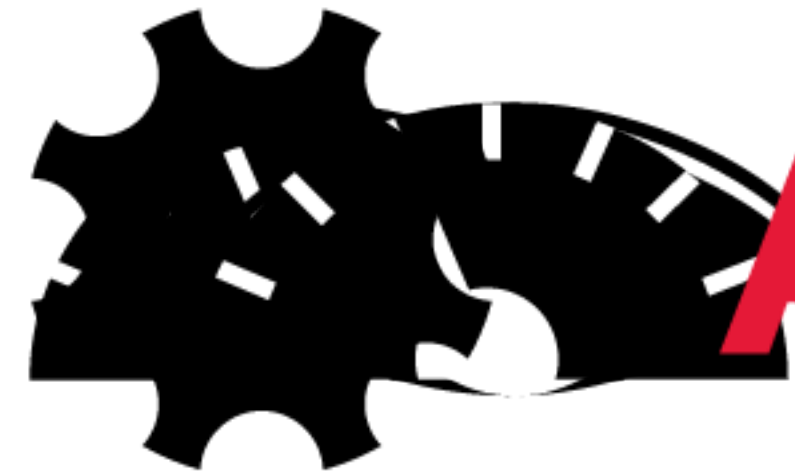
INTEGRATED SERVICE MANAGEMENT



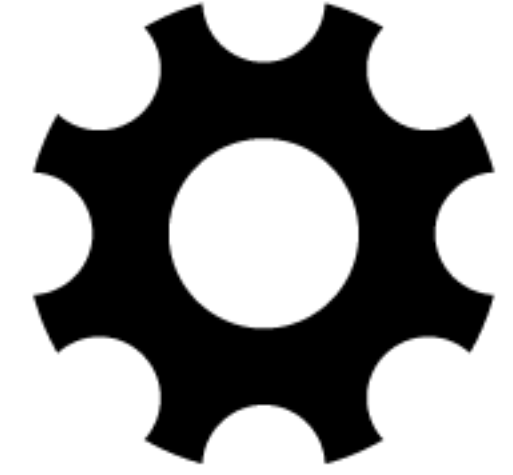
- ⚙ **Service architectures tailored by industry**
- ⚙ **Service lifecycle management**
- ⚙ **Service dashboards**
- ⚙ **Unified management of service requests and incidents**
- ⚙ **Asset management**
- ⚙ **Automated management**



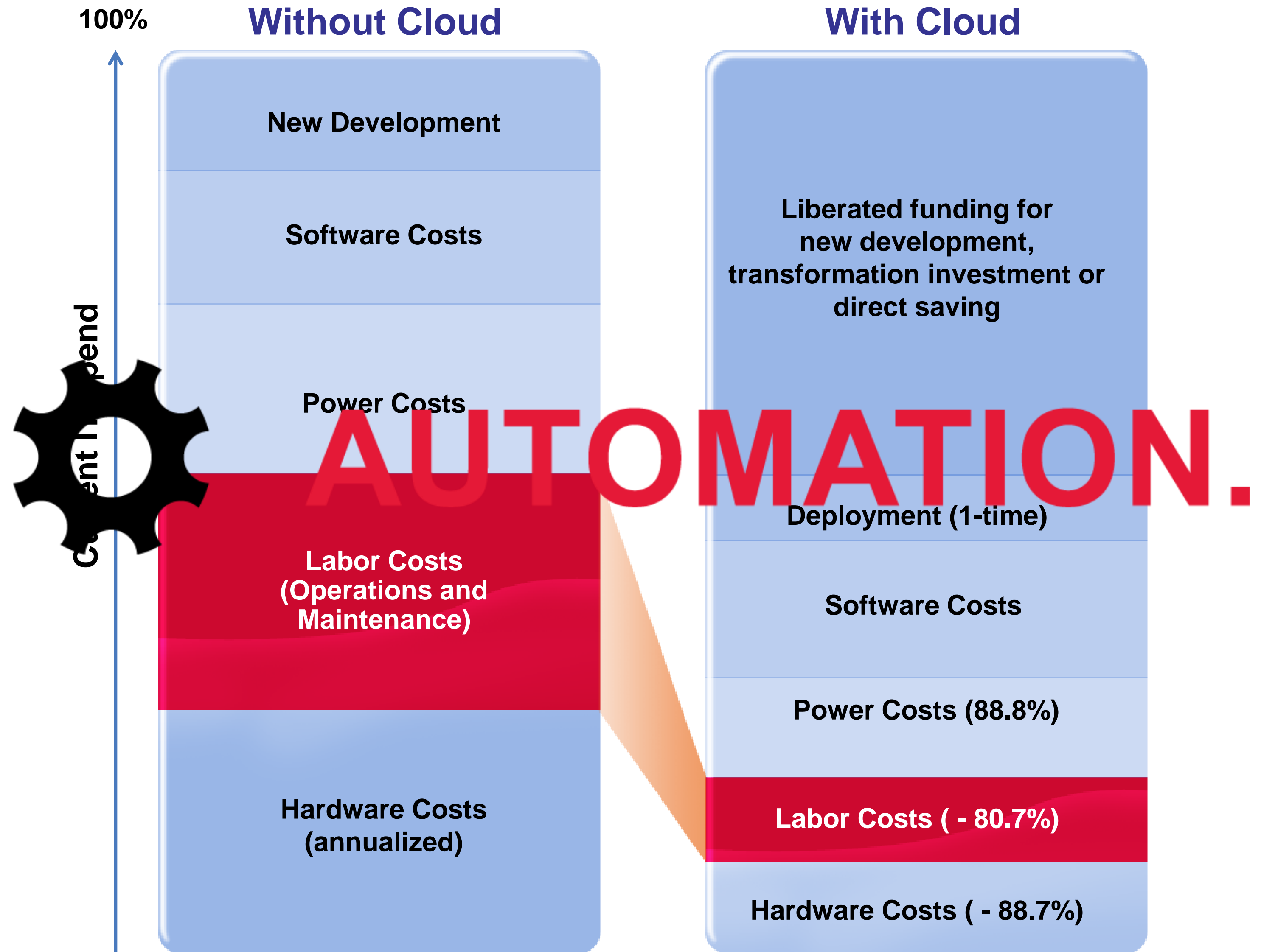
VISIBILITY.

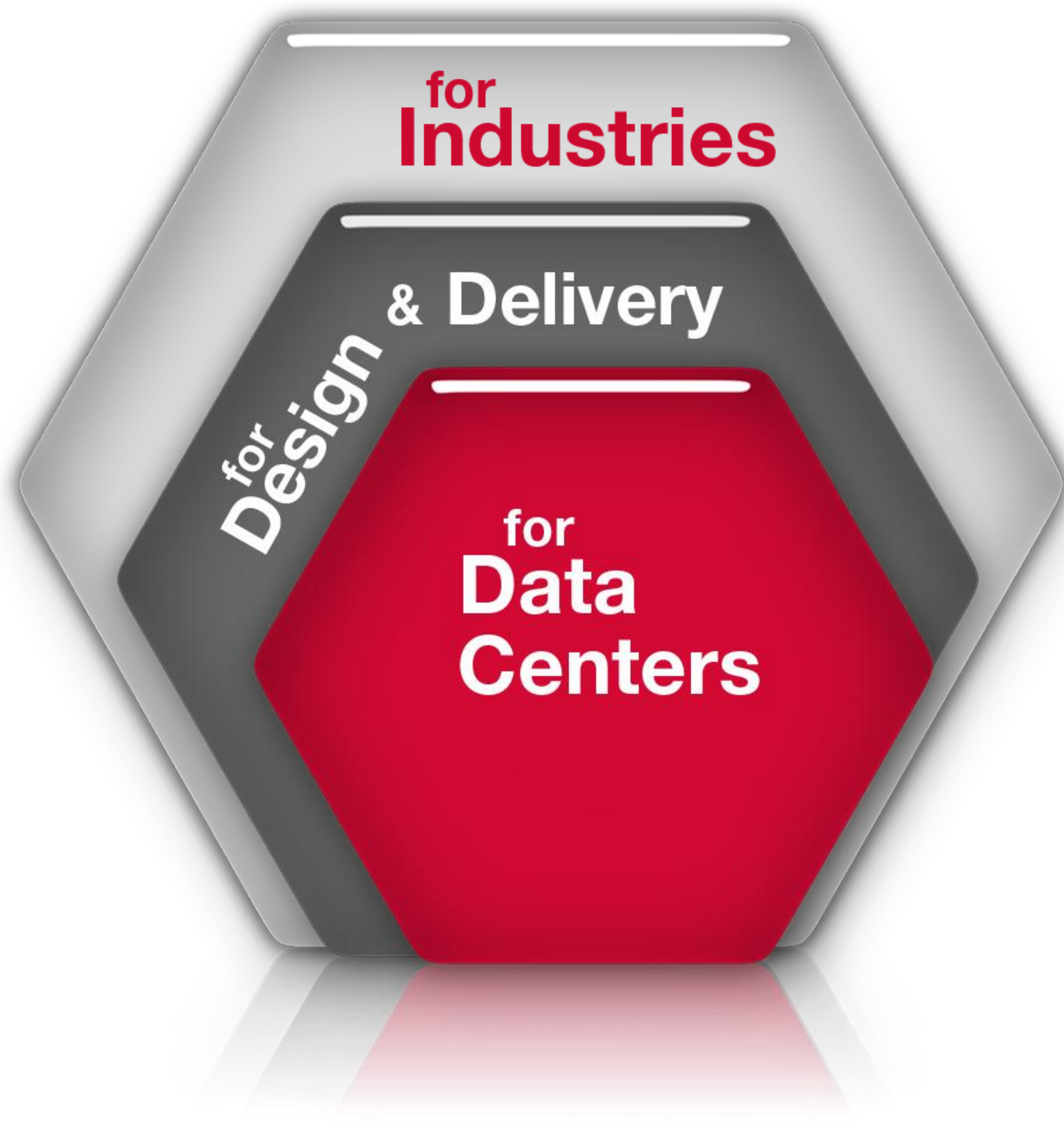


COMMUNICATION.

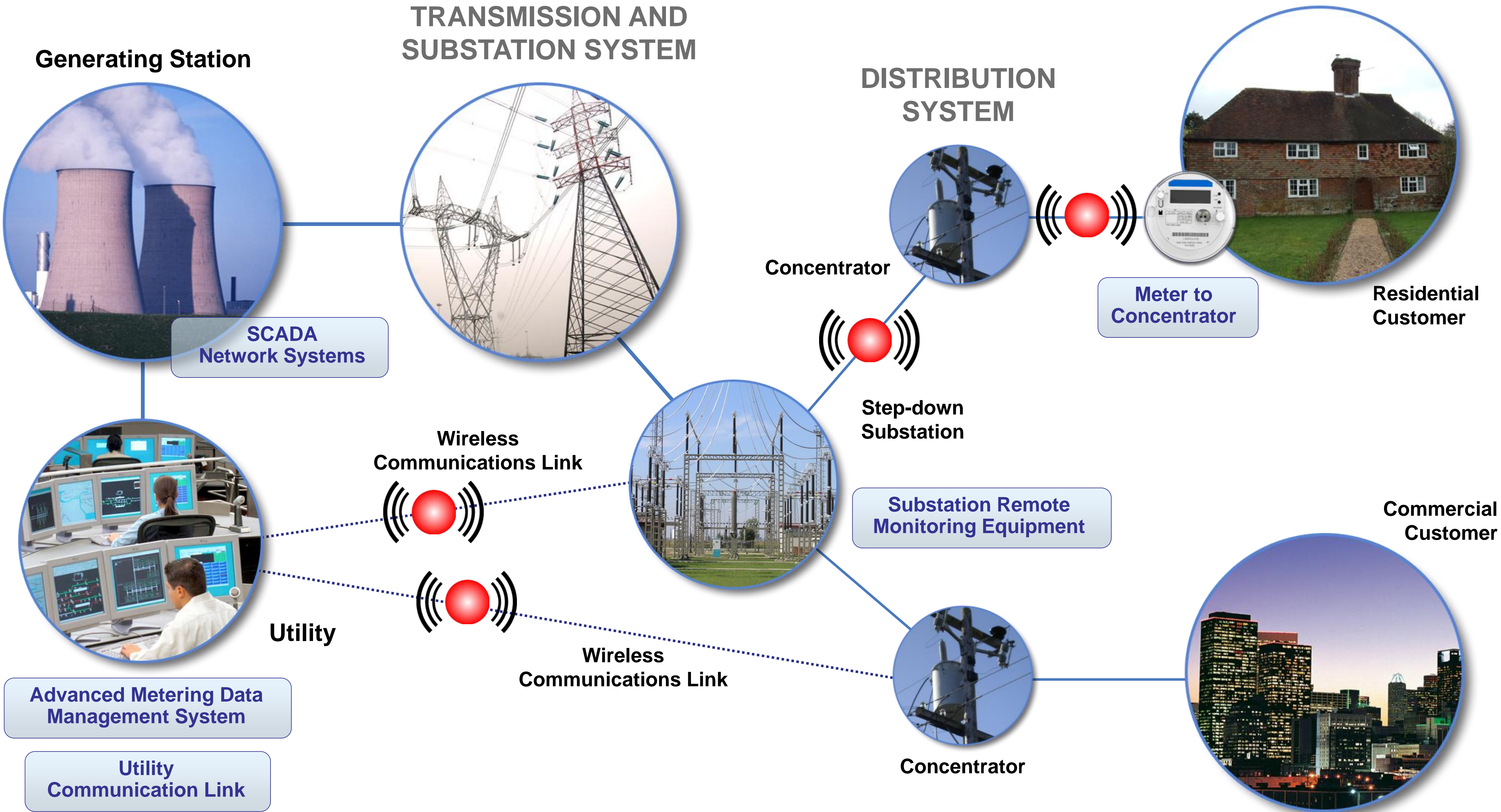


AUTOMATION.





INTEGRATED SERVICE MANAGEMENT



- Home
- Mail Security
 - Policy
 - Policy Objects
 - Email Browser
 - Verify Who Objects
 - Reporting
 - Clustering
- SMTP
 - Configuration
 - TLS Certificates
 - Queue Browser
- System
 - Events
 - Logfiles
 - Enduser Manager
 - Firewall
 - Intrusion Prevention
 - Networking
 - Routes
 - Admin Passwords
 - Email- & SNMP-Alerts
 - SiteProtector
 - Time
 - Tools
- Backup & Recovery
 - Settings Backup
 - Data Backup
 - Data Restore
- Updates
 - Status & Licensing
 - Automatic Updates
- Support
 - Contacts
 - Diagnostics File

Proventia Manager Home

HELP

- Protection
- Assessment
- Traffic
- Resources
- Updates (1)
- System

Go to:

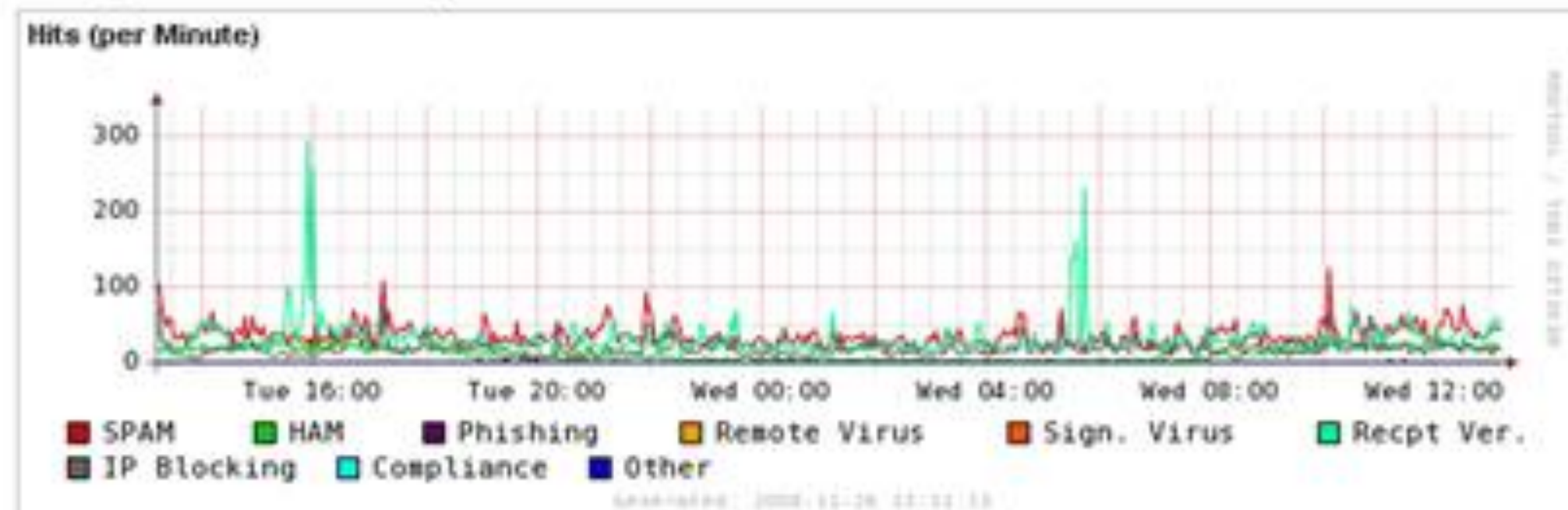
Graph Scale: Last 24 hours Refresh Data: Auto Off

Categorization Ranking:

Category	Hits (Absolute)	Hit %	
SPAM	60063	36.88%	<div style="width: 36.88%; height: 10px; background-color: red;"></div>
Recipient Verification	44404	32.78%	<div style="width: 32.78%; height: 10px; background-color: cyan;"></div>
IP Blocking	25175	18.55%	<div style="width: 18.55%; height: 10px; background-color: gray;"></div>
HAM	15425	11.36%	<div style="width: 11.36%; height: 10px; background-color: green;"></div>
Phishing	359	0.26%	<div style="width: 0.26%; height: 10px; background-color: purple;"></div>
Signature Virus Detection	130	0.10%	<div style="width: 0.10%; height: 10px; background-color: orange;"></div>
Remote Malware Detection	52	0.04%	<div style="width: 0.04%; height: 10px; background-color: yellow;"></div>
Other	37	0.03%	<div style="width: 0.03%; height: 10px; background-color: blue;"></div>
Compliance	0	0.00%	<div style="width: 0.00%; height: 10px; background-color: cyan;"></div>
Total	135735	100%	

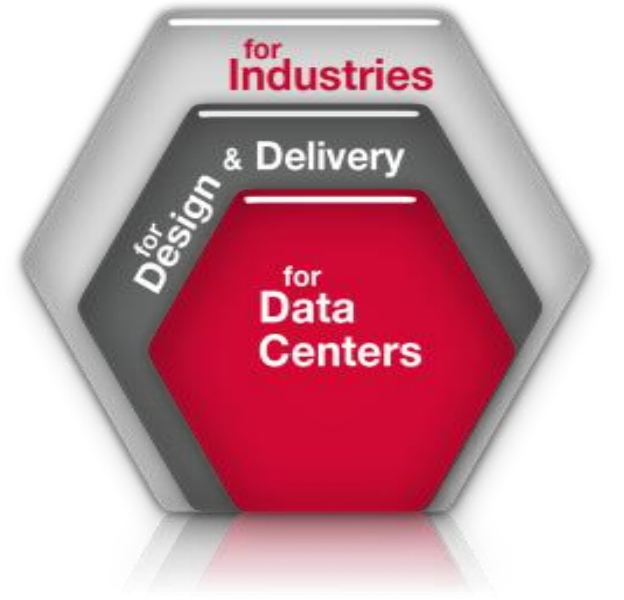
[What's the difference between Hits and Emails?]

Categorization History:





Globe™



- ❖ **Created reusable services across their lines of business**
- ❖ **Reduced time to market by more than 85%**
- ❖ **Increased new promotion sales from 15% to 75%**

for Design
& Delivery

OUR GOAL: SATISFIED CUSTOMERS

Alcatel-Lucent 



 **Convergence of Service Management and Asset Management layers**

 **System Alarms generate communication to Service**

 **Setting Incident Management policies**

 **Avoiding outages which incur direct costs**



Systems giving pro-active

management policies

direct costs

SWISS RAILWAYS

#1 transportation company in Switzerland

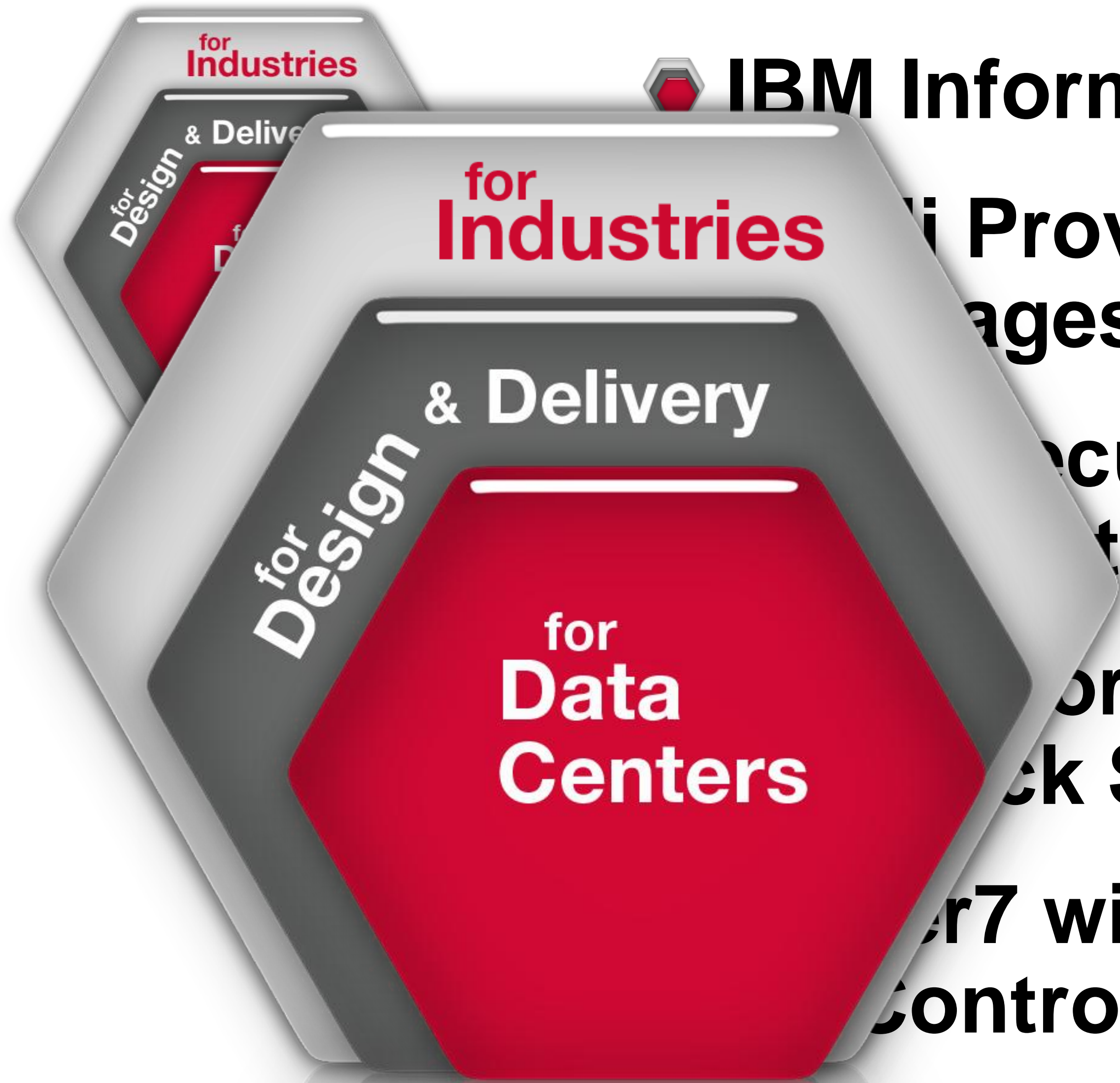
#1 in rail freight in Switzerland

#1 in network efficiency in the World

#2 in transported passengers in Europe



Secure Remote Asset Management & Situational Awareness



IBM Information Archive

Multi Provisioning Manager

Images

Security Information

Asset Manager

Storage Manager and

Backup Solutions

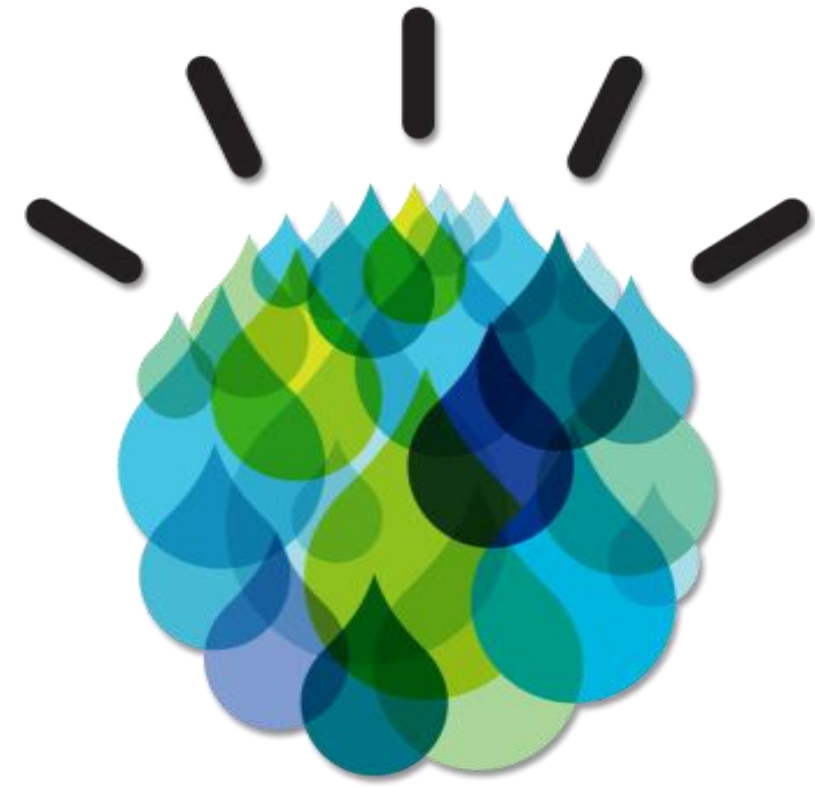
z/OS with IBM Systems Director and

Control

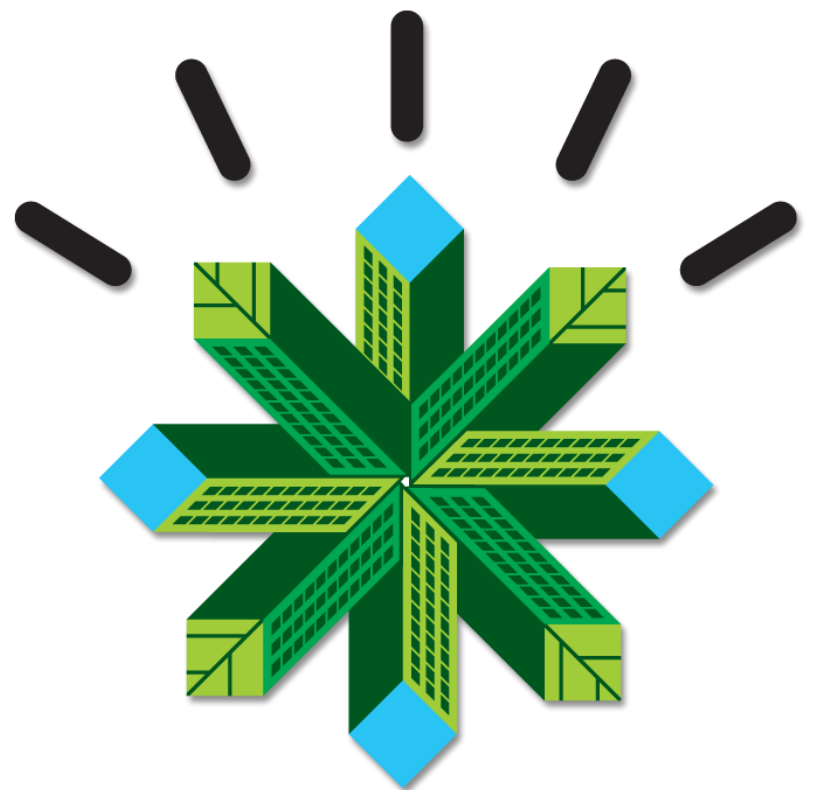
INTEGRATED

SERVICE

MANAGEMENT



Advanced Water Management



Property Portfolio Management



Maximo Real Time Asset Locator



**Just
Announced!**

1,8000

**Tivoli
Extensions**

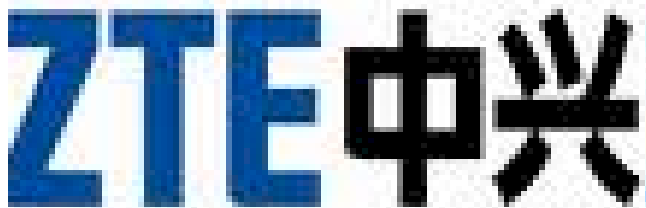
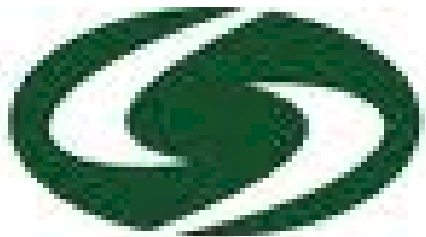
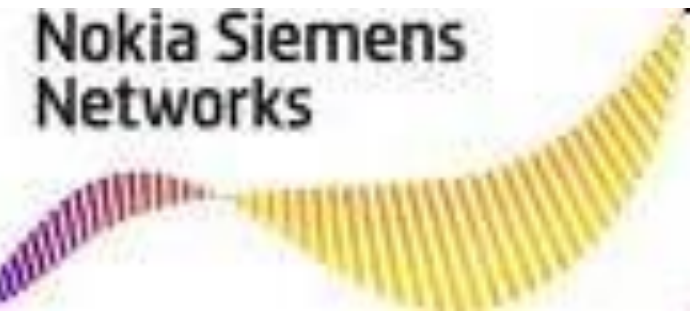
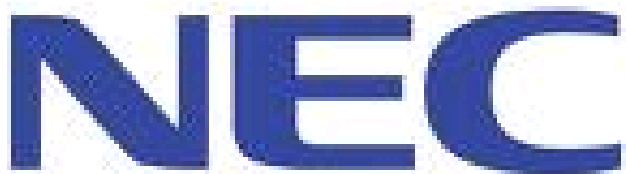


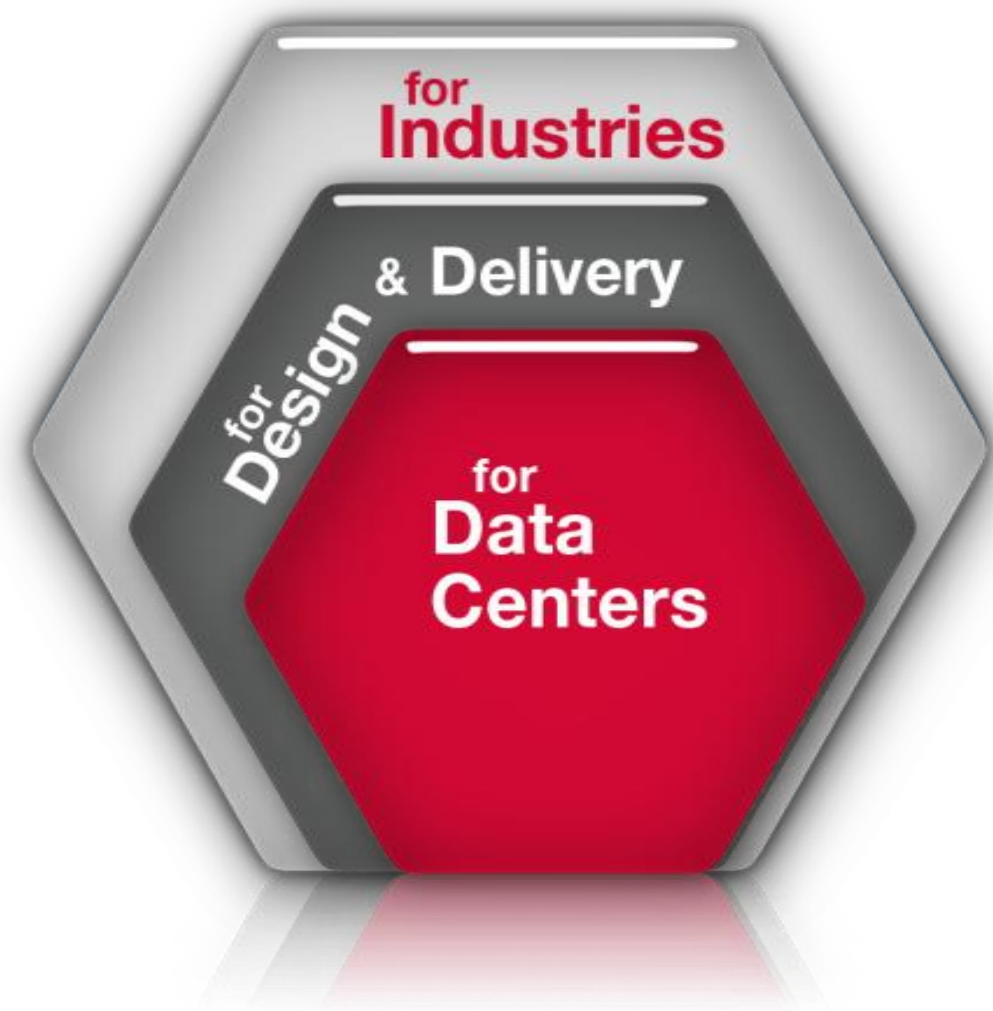
Jobs
controls

Tivoli

NETWORKS

Network Providers Use IBM's Integrated Service Management





INTELLIDEN®

Acquisition An IBM Company



BIGFIX

An IBM Company

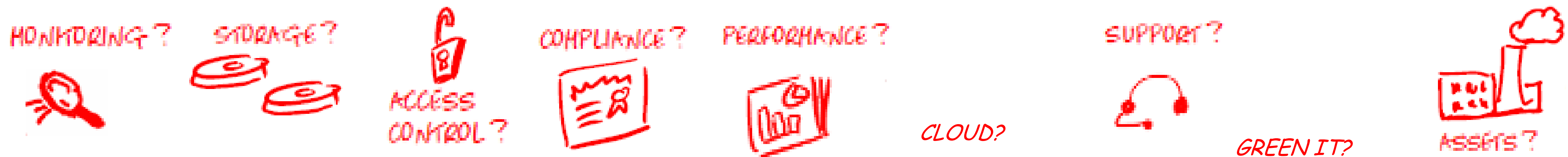
Let us help you solve your Service Management challenges

Next Steps

1

Visit our PCTY expo

➤ *Know our offerings*



2

Contact your IBM rep

➤ *Get started with an IBM Service Management white-boarding session*

IBM Tivoli leads Service Management

Delivering service management excellence through leadership, execution, innovation.

Gartner Market Share Leader

- #1 Overall ITOM category (8th consecutive year)
- #1 Availability and Performance
- #1 Event, Fault and Log Management
- #1 Network Management
- #1 Web Access Management
- #1 Security Information & Event Management
- #1 HSM and Archive Software



Gartner Magic Quadrant Leadership

- EAM for Power Generation - Leader
- EAM for Energy Distribution Utility - Leader
- EAM for Manufacturing - Leader
- User Provisioning – Leader
- Web Access Management – Leader
- SOA Governance - Leader

Analysys Mason (OSS Observer)

- #1 Service Assurance
- #1 Event Management
- #1 Performance Management



IDC Marketshare

- #1 Overall in Systems / Network Management
- #1 in Overall Performance and Availability Management
- #1 Performance Management
- #1 Event Automation
- #1 Network Management
- #1 Archiving
- #1 Identity and Access Management
- #1 Security and Vulnerability Management
- #1 Enterprise Asset Management



Forrester Waves

- IT Asset Lifecycle Management (our 1st inclusion!)
- Identity and Access Management



ARC

- #1 in EAM Worldwide and in North America
- #1 in EAM Software Revenues and Service Revenues
- #1 in EAM for Oil & Gas, Pharmaceutical & Biotech, Automotive, Logistics,
- #1 in Government, and independent Maintenance Service Providers

Pulse Speakers

Network Service Assurance



Security



IBM Service Management



Asset Management



Storage



PCTY2010

Pulse Comes to You



Save the Date!

Pulse2011
February 27 - March 3
Las Vegas, Nevada



Join us for Pulse 2011, Feb. 27th- March 3, Las Vegas