Achieving Service Excellence through IBM Service Management
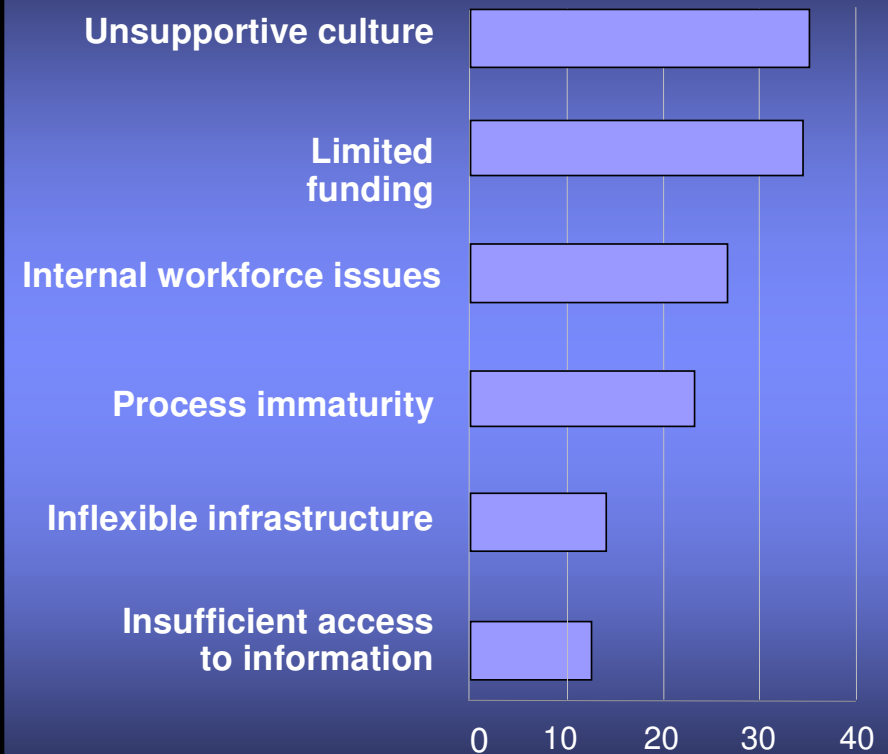
Steen Lomholt, Director, Tivoli NE
Sept, 2006

IBM Service Management
A Better Way to Manage
your Business

Obstacles to Integration achieving Innovation and Growth

- **Growing Complexity:** Disparate technologies and service infrastructures

- **Rapid, Constant Change:** Industry consolidation, technology convergence

- **Rising Costs:** Process inefficiencies, administration, maintenance

- **Tougher Compliance:** Added security, audit and governance requirements

- **Lack of Service Visibility and Control:** Silos of people, process, technology, information

Obstacles to Innovation

Unsupportive culture

Limited funding

Internal workforce issues

Process immaturity

Inflexible infrastructure

Insufficient access to information

0   10   20   30   40

Source: IBM Global CEO Survey, Jan. 2006

IBM Facilitates Service Excellence, Operational Efficiency & Effectiveness, and Business Growth

IBM Service Management

Process Management

Service Management Platform

Operational Management

Best Practices

- Scalable approach integrating technology, people, information and process

- Broadest and deepest domain-specific operational management

- Integrated data and contextual visualization

- Automated workflows, processes and repeatable tasks

- Proven intellectual property, services and best practices

- Flexible management platform built on SOA

People

IBM Service Management

Technology

Process

Information

Best-of-Breed Operational Management

IBM Service Management

Process Management

Service Management Platform

Operational Management

Best Practices
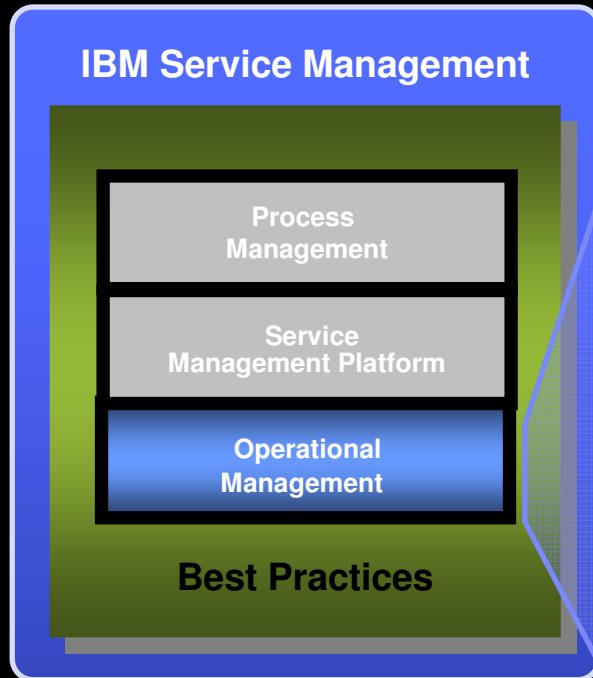
Integrated Scalable, Contextual Domain Management
Broadest technology support spanning:
- Security to storage
- SOA to legacy applications
- Layer 1 to layer 7

Deepest management capabilities, including:
- Provisioning, Discovery, Monitoring, Scheduling
- Event and fault management
- Automated analysis and response
- Support for third-party management products

Role-based visualization and control

Automation of workflows and tasks

Open, standards-based products and tools
**SML, WSDM, SID**

#1 in Performance & Availability Management - IDC, Aug. 06

#1 in IT Operations Management Gartner 2006 - 5th year in a row

#1 in WW User Provisioning, IDC, Aug 2005

#1 in Event Correlation and Analysis, Gartner Magic Quadrant

#2 in Security Management, Gartner

Gartner Magic Quadrant - Enterprise Asset Management

Integrated Service Management Platform

Integrated visibility and control across people, process, technology and information domains

IBM Service Management

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Best Practices
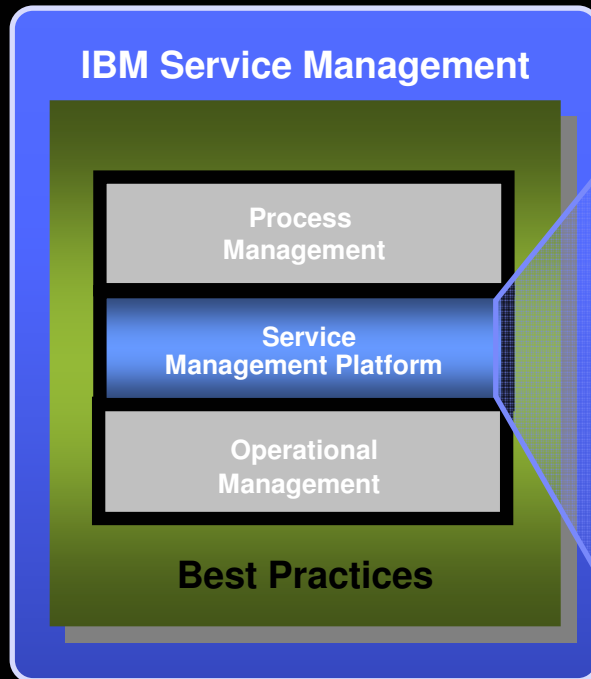
Service Management Platform Delivers:

Service Visualization
- Role-based contextual views
- Customizable Web-based visualization

Integration and Data Federation via a CCMDB
- Open and standards based, built on SOA
- Trusted source of information
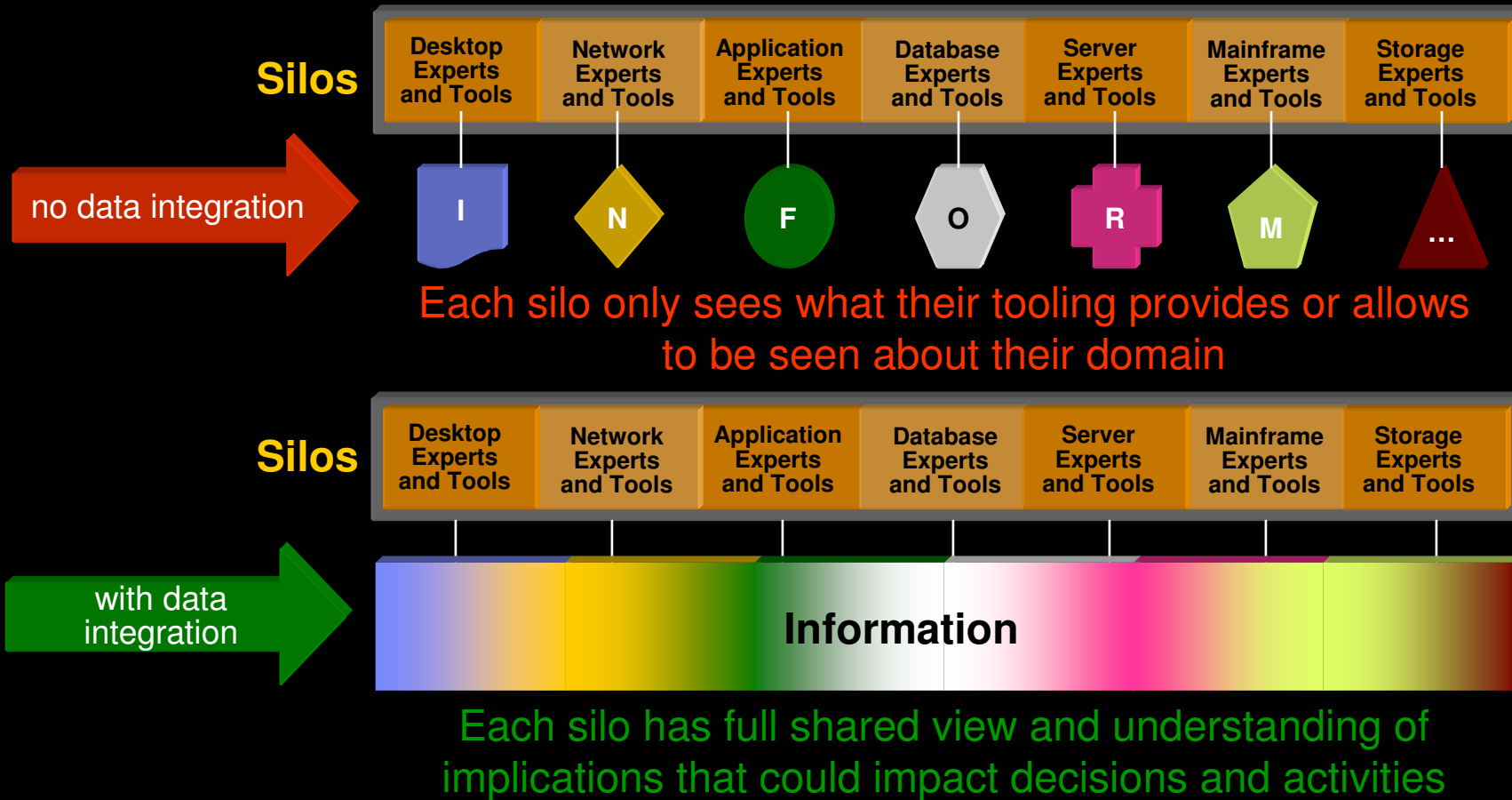- Decision making and policy-based
- Highly scalable

Automation
- Enforce policies to ensure compliance with internal and regulatory requirements
- Automated discovery and impact analysis spanning layers 1-7

"The IBM approach to IT Service Management is taking Enterprise Systems Management at Ford to a whole new level."
— *George Surdu, Director, Information Technology Infrastructure, Ford Motor Company*

CMDBs Must Provide Data Integration & Federation

Leverage complete service view of data for more informed decision-making

Desktop Experts and Tools	Network Experts and Tools	Application Experts and Tools	Database Experts and Tools	Server Experts and Tools	Mainframe Experts and Tools	Storage Experts and Tools

Silos

no data integration →

I N F O R M ...

Each silo only sees what their tooling provides or allows to be seen about their domain

Desktop Experts and Tools	Network Experts and Tools	Application Experts and Tools	Database Experts and Tools	Server Experts and Tools	Mainframe Experts and Tools	Storage Experts and Tools

Silos

with data integration →

Information

Each silo has full shared view and understanding of implications that could impact decisions and activities

Poorly managed change causes 80% of incidents in large environments

End-to-end Contextual Service Visualization
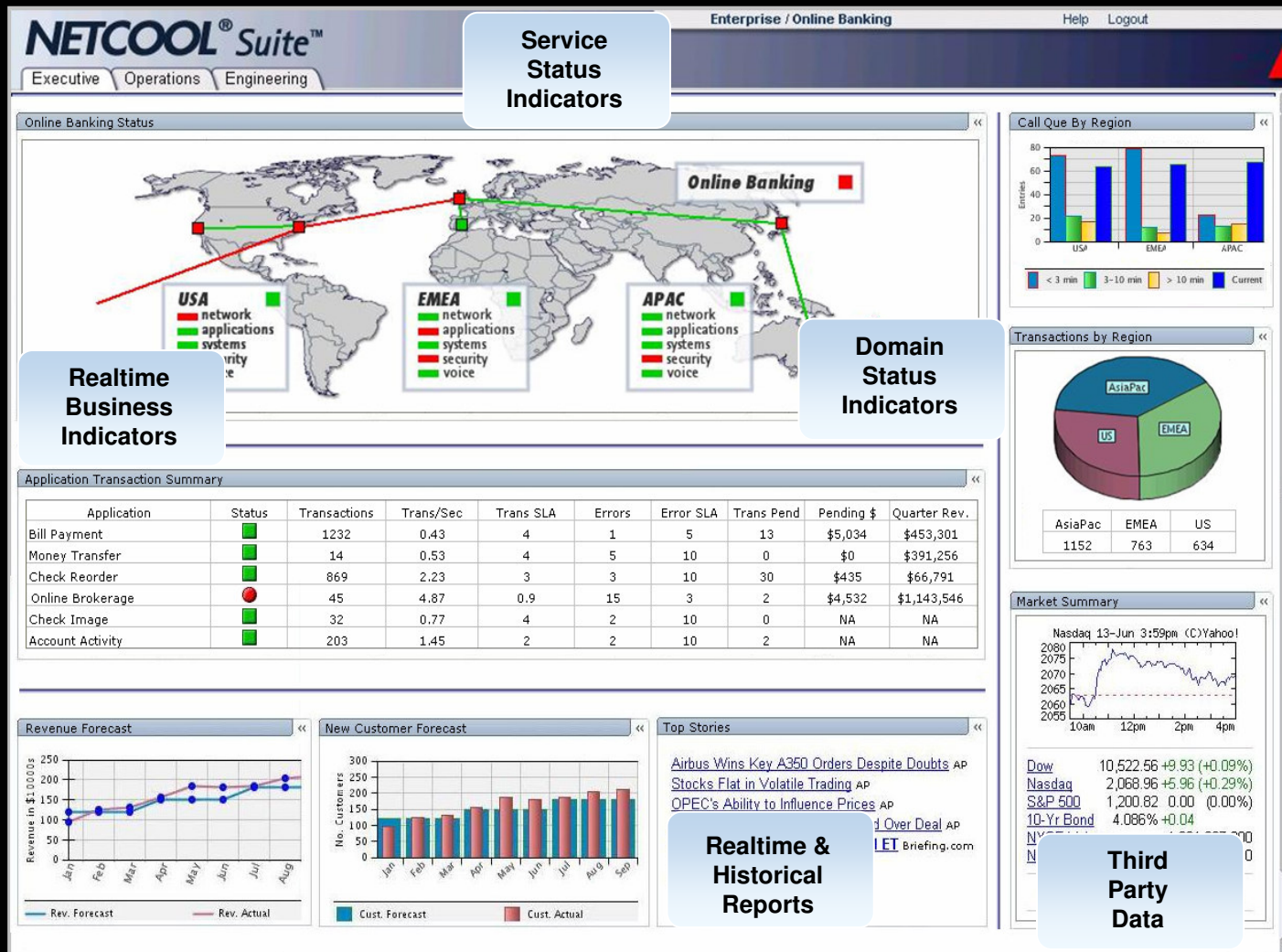
Targeted Line of Business Views:

- Role-based, customized intelligence
- Access virtually any data, anywhere
- Capacity Indicators
  - Number of transaction processed
  - Average dollar value per transaction
  - Types of transaction processed
- Cost indicators
  - Transaction cost
  - Setup cost
  - Maintenance cost
  - Sales cost
- Service quality indicators
  - Error volume for transactions
  - Avg time per transaction
  - Avg time per process step

Process Management

Enable increased team performance, coordination and collaboration

IBM Service Management

Process Management

Service Management Platform

Operational Management
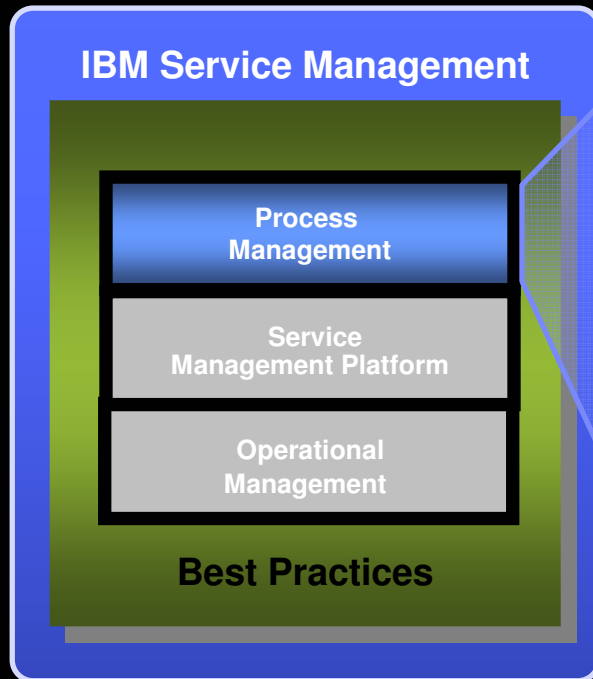
Best Practices

Automated workflows and process management:

- Consistent process execution

- Based on robust process best practices

- Role-based visualization and control

- Integration of IBM and third-party operational management tools into and across IT and business processes
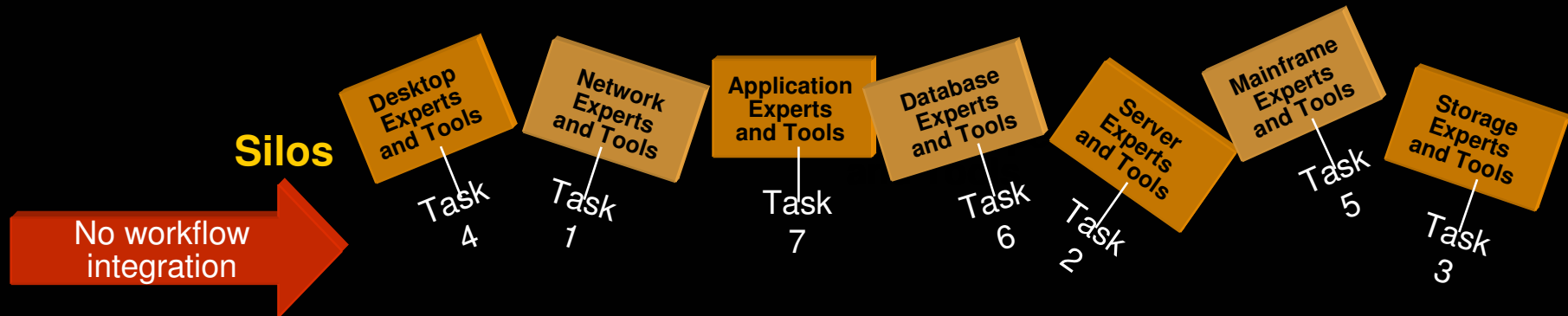
- Enforce and audit change and compliance

"We rely on Netcool to help us assure the services, end-to-end, that we deliver to our customers. We look forward to continued innovation from IBM as we tackle next generation service assurance challenges."

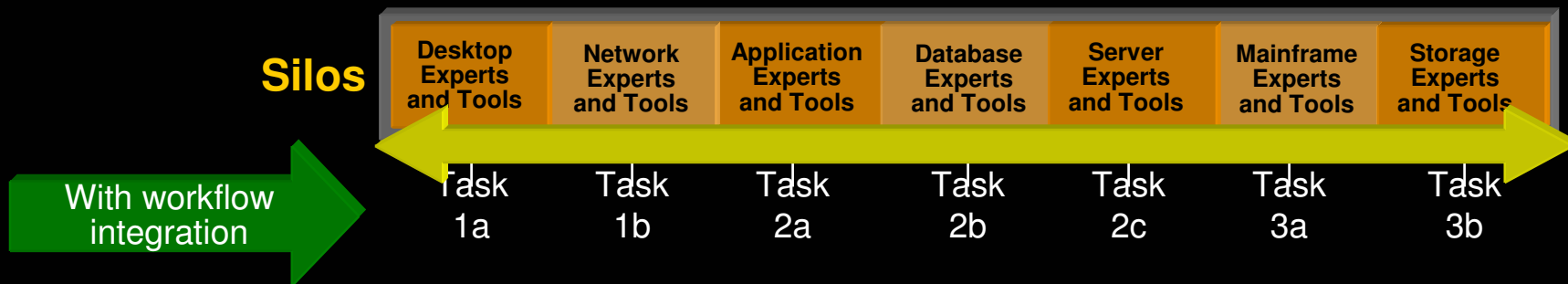*— Peter Hascher, Head of Development at BT*

CMDBs Must Provide Workflow Automation
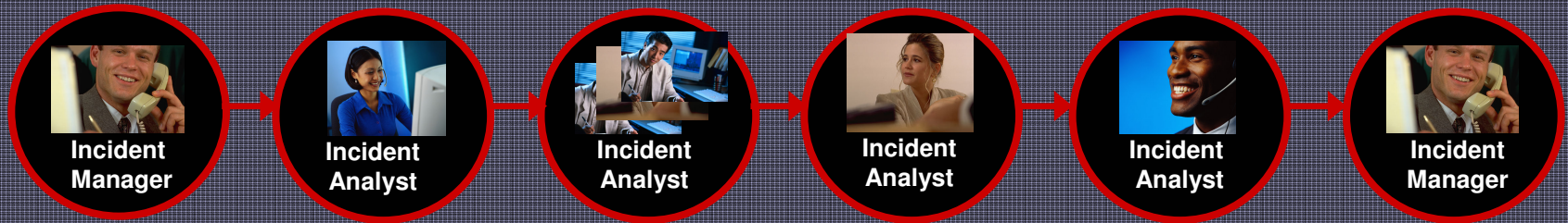## *Achieve continuity through collaboration across IT silos*

Silos

No workflow integration

Desktop Experts and Tools — Task 4
Network Experts and Tools — Task 1
Application Experts and Tools — Task 7
Database Experts and Tools — Task 6
Server Experts and Tools — Task 2
Mainframe Experts and Tools — Task 5
Storage Experts and Tools — Task 3

Each silo performs what appears to be a set of unrelated tasks

Silos

With workflow integration

Desktop Experts and Tools	Network Experts and Tools	Application Experts and Tools	Database Experts and Tools	Server Experts and Tools	Mainframe Experts and Tools	Storage Experts and Tools
Task 1a	Task 1b	Task 2a	Task 2b	Task 2c	Task 3a	Task 3b

Each silo performs its set of tasks in context of end goal. Information is captured at each step and persists throughout, improving informed decision making and collaboration

How It Works with IBM IT Service Management – Isolate, Diagnose and Resolve Incidents
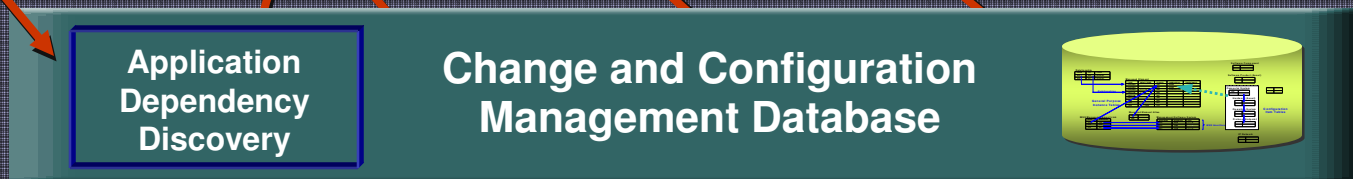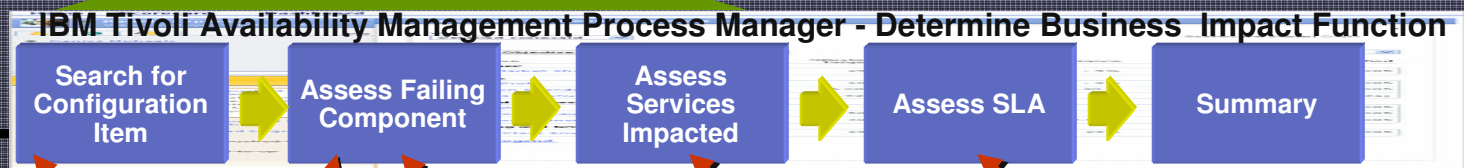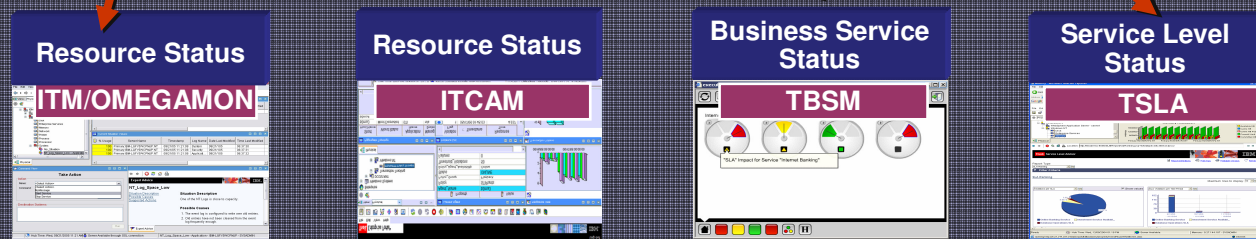
People

| Incident Manager | Incident Analyst | Incident Analyst | Incident Analyst | Incident Analyst | Incident Manager |

Process

Incident Management

| Establish Incident Management Framework | Detect & Record Incident | Classify and Provide Initial Support | Investigate and Diagnose Incident | Resolve Incident and Recover Service | Close Incident | Evaluate Problem Management Performance |

IBM Tivoli Availability Management Process Manager - Determine Business Impact Function

| Search for Configuration Item | Assess Failing Component | Assess Services Impacted | Assess SLA | Summary |

Information

| Application Dependency Discovery | Change and Configuration Management Database |

Technology

| Resource Status | Resource Status | Business Service Status | Service Level Status |
| ITM/OMEGAMON | ITCAM | TBSM | TSLA |

Key Acquisitions Speed Customer Value

IBM Service Management

- Process Management
- Service Management Platform
- Operational Management

Best Practices

mro software
- Manage across IT & operational assets with a common toolset
- Service Catalog and Service Desk enables service delivery

MICROMUSE NETCOOL SOLUTIONS
- Business and service assurance extending from Layer 1 to 7
- Teleco capabilities, including IP convergence and Security Event Mgmt
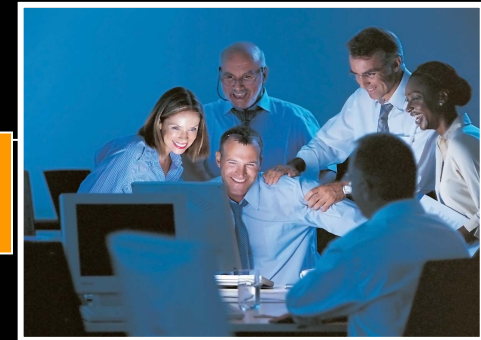
collation
- Application discovery and dependency mapping

INTERNET SECURITY SYSTEMS Ahead of the threat.™
- Proactively protects against internet threats across networks, desktops and servers.

Rembo Technology an IBM company
- Automation of Release management down to the bare metal

Take the Next Steps Now!

For more information:

- Visit **ibm.com/software/tivoli/itservices** for more information

- Register and use the IBM Tivoli Unified Process Tool

- Contact your IBM Representative