

# Building the Service Management EcoSystem by leveraging IBM Labs

Rekha Garapati Director, IBM India Software Lab









# India Software Lab Overview







## Product Development from a Client-centered Perspective

### • Your Goals

- Fullfill your business needs with fundamental robustness and performance
- Achieve fast time-to-value
- Simplified ownership
- Increase Return on Investment

### Our Goals

- Help you meet your goals by creating "Consumable" products with expected quality
- Continually improve the value obtained from our products

### Approach

- Work together to understand business context and processes
- Map the customer's perspective into practical focus areas throughout product development and lifecycle
- Complement the current well-established Development Process with Consumability-focused activities
- Continually validate quality improvements





# IBM

# Approach – the processes for achieving quality

The "Outside-in Design approach" is a means for getting the customer's perspective:

Capturing customers' perspectives of how a product matches their overall-bousigess needs and quality expectations sign Reviews
 Business context and processes
 Work to omnolement into the FPDM process of the provide early feedback on the p

Develop

Contribute to requirements refinement

Customer Problems (APARs & PMRs) Analysis

Customer Residencies and Internships

**Customer Advisory Councils** 

Web-based Consumability Assessment survey





Deliver

Report your quality feedback

### **Prototype Reviews**

### **Technical Previews**

Hands-on validation of prototypes and early code drops

Provide early feedback on implementation



# Approach – you can influence the results



### What are the benefits for you?

- Help us build products that match your needs
- Opportunities for collaborating with us to positively influence the business value and overall quality of our products :
  - Participate in requirements validation and refinements
  - Provide us with your typical usage scenarios
  - Participate in overall product quality assessments

Obtain a product with less defects

### What does it means for us?

- Continually improve our development process using your input and feedback:
  - Refine our requirements and design validation
     phases
  - Enrich the verification phases with scenarios that better reflect customer environments







# **Unleash the Labs**

- The Unleash the Lab initiatives leverages the unique skills of the development organization to help our clients to reach their business goals
- The goal is also to enhance the development community, which becomes a partner of the field and sales forces

A wide network of multi-discipline laboratories

- SWG and STG development sites
- Executive Briefing Centers
- Service Management Excellence Center











# Service Management Excellence Center in India (SMEC)

### Mission:

 Premier center to explore and leverage Tivoli's Service Management offerings with customers and partners.

### Charters:

- Build strong service management eco-system and skills in the region.
- Create regional hub for Tivoli Service Management strategy & solutions.

### Offerings:

- Drive Tivoli solution design projects with Service Management focus.
- Executive Briefings / PoCs / PoTs / Demos / Enablement workshops

### How to Engage SMEC:

Contact SMEC@in.ibm.com









# Thank You

# Contact Details: regarapa@in.ibm.com





# Service Management: Core of Dynamic Infrastructure

Nataraj Nagaratnam, Ph.D. Distinguished Engineer CTO for Software, IBM India Software Lab





# Need to Move to a Dynamic Infrastructure





# **IBM Service Management**

Transforming Assets into Value



-In-depth industry knowledge

-Offerings span entire service life cycle for broadest coverage

-End-to-end service view crosses organizational boundaries

-Modular or comprehensive offerings

-Merges infrastructure management of both IT and enterprise assets





# IBM Service Management Delivers...

- Visibility
  - The ability to see everything that's going on across the infrastructure
- Control
  - The ability to keep the infrastructure in its desired state by enforcing policies
- Automation

The ability to manage huge and growing infrastructures while controlling cost and quality.





# Key Innovation Trends in 2009

- Asset Integration and Convergence
- Virtualization and Optimization
- Cloud Computing
- Energy Efficiency and Green
- Security
- Information Management
- Governance and Risk Management

   Define

   Comes to You 2009

# Asset Management: Blurring the





# Virtualization: The Key to Optimization

### Integration and Simplification



- Better hardware utilization
- Improved IT agility
- Lower power consumption



# Abstraction and Pooling

- Better software migration
- Simplified HA solutions
- Improved resource optimization
- Ready-to-run packaged software



- Decouple complexity from scale
- Integrated autonomic mgmt
- Dynamic energy optimization
- Data center security foundation





# **Cloud: Transforming IT and Business**





# Green: IT Drives the Energy and Ecology Agenda

### Laws, Regulations, Standards

Governmental regulations and laws designed to reduce emissions of greenhouse gases, protect natural resources and limit further damage

### **Opportunities & Challenges**

Develop greener products, technologies, and services to capture emerging market opportunities while balancing environmental impact



### **Stakeholder Expectations**

From investors to market analysts, from employees to consumers and NGO's, the demand for consideration of environmental and economic consequences of activities is growing

> Costs and Availability Rising Costs and uncertain availability of energy, waste disposal, water and raw materials; risks for physical assets due to climate change / global warming



# Security: Not All Risks Are Created Equal







# Governance: A Leading Indicator of Value

Minimize the depth and duration of performance decline during periods of change and innovation. The *Risks* of Bad Governance

Decision making and behavior not aligned with desired strategic objectives.

The **Benefits** of Good Governance







# Information: Growth Continues Unabated



# AvailabilityImage: AvailabilityIm

### 4 Exabytes of information was created in 2008

Source: Karl Fisch, http://thedigitalblur.com/2008/11/08/did-you-know-shift-

Comes to You 2009

happens-by-karl-fisch/

There are 200 million users on MySpace

31 billion searches on Google every month



# Organizations need to Coordinate and Integrate Their Use of Tools, Processes & Automation

Need Coordination of activities across operations
Need Data Driven Decision Making
Need fully integrated automation to eliminate errors

### Managing IT is a team effort ...more than one person is needed!







### **IBM Service Management Reference Model**





# **Integrated Process & Operational Views**

### **Process View**

Process Banagement Requests							
				If Char	ge Content Layout	Chaptay Settings 48	Update Start Cente
luick Insert	2.5.8	P Bulletin Board (0)					
📌 New Hessage			There are	currently no builetin board measa	ges to view.		
		Inbox / Assignments					20.2
prome appacations	1 . 4	Next Assignment Due: 2008-02-29 09:05:09					Refrest
Process Requests		Description	é:	algoed Person Code	Anizotect	Assignment Status	Route
		Change Manager Approval Required	91	£	53	ACTIVE	۲
Charges							t to t of t
Configuration terms		My Active Changes by Process Progress	vree 🚓 🗇 🖗				20.8
		Chart Type: HE				Vew By	RICHOPROGRESS
Change Window		All Changes belonging to current use-		PACHOPROGRESS		Value	Percent (%)
				ACCEPTED		2	33.33
Change implementation Schedule		and not completed or closed (by PMC)	Metture 255)	# APPROVED		1	16.67
				Accesso		1	16.67
				-			10.07
Number of RFCs in new state	20.2	-		· NAUPOMELEASE		1	18.87
				III Undefined			16.67
Lest Ruit: 2007-12-19 16 44 58	Update						
Lest Run; 2007-12-19 16 44 58 Ratue Last Reading Actual Ta 1 1	ijodate arget Variance 5 -4						
Last Red 12007-12-19 19 44-56 Ratue Lest Reading Actual To 1 1 Total number of PTCs in New state 15 10 10 10 10 10 10 10 10 10 10	Update arpst Verience 5 -4	Lat Vez					2.0.2
Last Rue 2007-12/19 19 44 55 Datas Last Roadro Actual Ta 1 1 Total number of MCa In New states 10 10 10 10 10 10 10 10 10 10	Sodate equal Variance 5 -4	t Lat Vez My Active Changes   17 There (& (21) $\hat{\phi}$ ). Canage Cardioption from	Prote 1				2.0.2
Last Rue 2007-12/01 93 64 653 Think Last Readroy Actual To Total number of FFCs in New states 20 25 30 15 10 5 10 5 10 10 10 10 10 10 10 10 10 10	liotate arpet Variance 5 -4	Latives Ny Active Changes   9 There (A)   20 (20) Cases Conference in 10	Prorty S				202
Last Rue 2007 A2019 54 459 1 1 1 Total number of MCa In New State 1 1 1 Total number of MCa In New State 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	spet Variance 5 -4	Lat Vine  Lat Vine  My Active Changes   Wither   (6)   21   22  22122	Pronty &	Amary ha Cefréde out of see			/01
Last Rus 2002-01993 4432 That Last Desdy Actual To 1 1 1 That number of IPCs In New state	spet Variance 5 -4	Lat View Lat View Day Acting Changes    yrine    (b)    (c)	Pronty S	unnery Trus Definition out of sate westpake Rendot Samer Craate			7.0.2
Latin Russian County of 42 Table Latin Bandy Actual To Table Latin Bandy Actual To Table	Update spet Verance 5 -4	Latkine Latkine Dy Active Danges   # New   A,  2   2  Catada Catifunction two 122 Costa CK1 124	Pronty S	utery Ins Definition out of same wangsite Remote Service Crastin			V D 2
Last Res 2002-0-99 4432 Them Last Deady Actual To 1 1 1 1 Told nuteer of MCan I toe state 5 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Update spet Variation 5 -4	Lat.Uses Under Charges   Where (A) [2] (2) Canada Catifornito Iten 11/2 11/2 11/2 11/2 11/1 11/1 11/1 11/	Pronty 9	unary Na Cefridae out of spe vestigate Periodic Sarver Creat Splay so package			V 0.2
Lark Rus (2014) 4432 Manu Lark Teady Adul Te 1 1 101 Audie of WSLIn New data 102 Adul 102	Update srpet Variance 5 -4	Latible: Dy Active Charges   V mer. (A. (2) (2) Catage Catification ten 112 C108 CK1 101 102 CR24 CR15 CK1 102 CR15 CK1 102 CK1	Pronty S 3 Y 2 0 2 P	utinary Two Definitions out of spe- versity aco parchase y versiti is not respective property y versiti is not respective property versiti is not respective property	w priority apps to rew	60%er	202
Lasting Decision of the second	45 550 550 550 550 550 550	Lat Unix By Active Changes (*/here: (*), (*) (*) Change Cardiouto teo 1102 C1086 CK1 E011 1102 C102 A C102 A RANCUL-1012B RANCUL-1012B RANCUL-1012B	Prote S	unary Ins Dehter ou of rate watges Perce Save Chain watges And Save Chain y wate and massed groups y wate and massed groups	, w priority apps to rew	sanar t tel	V D 2
Last Part 2010 - 21 19 14 452 That Last Parking Actual To That number of MCLin Innex attain That number of MCLin Innex attain Lastinuum numerics of days MCL in Innex attain Last Part 2010 - 21 19 14 145	2008 arpet Verence 5 -4 50 -55	LaCloses Under Charges Limiter (16, 12) Cables Categorithm (16, 12) Cables Categorithm (16, 12) Categorithm (16, 1	Poote 2 3 V 2 P 2 P	utation Insu Definition out of state stategies Persode Service Charan hydro you persode protocoly scription, APP & SLOVY - Nove Lis	, w priority apps to new	server f too	Z T S
Last Place 2007-05-09 144 55 The Last Planety Angle To Tel Angle Carlos State of The Tel Angle To Tel Angle Carlos Tel Angle Tel A	Eddle arget Verson 5 4 5 50 55	Lat Zhee Database Conference to P Catabase Conference to P 192 Costa Con 193 Costa Costa 193 Costa Costa Con 193 Costa Costa 193 Costa Costa 193 Costa Costa 193 Costa Costa 193 Costa Costa 193 Costa Costa 193 Costa Costa Costa Costa 193 Costa Costa Costa Costa 193 Costa	Pronte 2 3 V 2 0 2 P	unnary na Schitter out of tee weigen Record Server Drain y enait in stir responding provid- y enait in stir responding provid- y enait in stir responding provid- vicibility. APP & SLOW - Nove Lie	, w prorty apps to new	server f text	-
Last Pace 2010-2019 He 452 The Lest Pacebox Actual To Tel Function of the Actual To Last Pacebox Actual To Tel Function of the Actual To Tel Function	20022 20022 20022 5 .4 5 50 55 50 55 50 55 50 55 50 55 50 55 50 55 50 55 50 55 50 55 50 55 50 55 50 55 50 50	Lat Lines Un Active Changes   Wither (A. [20] P. Cabaca Conference into 112 112 112 112 112 112 112 11	Profe 5	nnov na čehter to ofati vojačeno zakoja predožnoga nerodova provoda seti negotoga krati se i solova konto zakoja seti se i solova se i solova zakoja zakoja seti se i solova se i solova se i solova zakoja zakoja se i solova se zakoja zakoja se i solova	- prioty apps to re-	server tool Date	/ 1 2

Service Support

Service Deployment

Asset Management

### **Operational View**



Service Management

Service Delivery Availability Performance Analytics



# **Common Integration Components**

Reduce complexity and cost of ownership





# Thank You!







# Backup



# The IT Complexity Problem

Business Processes as Services

- Businesses spend a large fraction of their IT budgets on data center resource management rather than on valuable applications and business processes
- Data center complexity has reached record levels and is continuing to increase thereby limiting IT improvements and benefits

