

Optimize service management capabilities through increased visibility, control and automation.





Innovation is the driving force behind any successful business today. And business leaders agree that the key to innovation is the integration of business and technology — making sure that the goals of the IT organization are aligned with the goals of the business. But hindering this integration — and innovation itself — are three substantial obstacles.

THE NEED FOR VISIBILITY

First, IT is challenged by an obscured view into business services and the supporting technology infrastructure, making it very challenging to meet the needs of the business. The commonality of siloed organizations, combined with the increasing complexity of today's infrastructures, has created barriers to visibility that make it difficult to see services in the context of the business.

THE NEED FOR CONTROL

In addition, IT often lacks the necessary planning and controls to effectively manage and govern the IT environment. Governance requires organizations to follow a standardized process — doing things right — and to prove that this process was followed correctly to support compliance requirements. A lack of adequate controls can make it nearly impossible to deliver services aligned with business priorities, and worse, could jeopardize the reputation of the business itself.

THE NEED FOR AUTOMATION

What's more, even the most finely tuned IT organizations today may suffer from a disconnect that causes costly and time-consuming inefficiencies related to troubleshooting, repetition and manual, error-prone processes. Today, organizations often use various point products to help automate selected tasks, versus leveraging effective tools to cohesively automate and manage across the entire process, from start to finish.

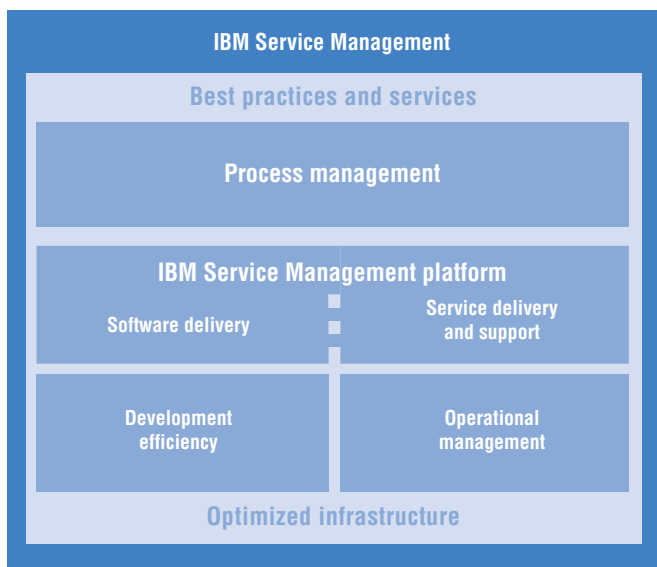


To create and manage innovative services and maintain a competitive advantage, effective visibility, control and automation are crucial. With a vast portfolio of modular, proven products and services designed to work with your existing tools, IBM Service Management is opening the doors to business innovation for organizations around the globe.

Leverage service management solutions spanning the entire IT service life cycle

In an ideal service management environment, teams would work together across the IT service life cycle (business, development and operations), each doing their part to address service quality for the business. Yet often the reality today is that IT is struggling with rapid change, organizational silos and limited funds left for development.

Excellent service design, transition and operations can link people, processes, information and technology to drive service quality and value. IBM Service Management delivers the ability to link business objectives into the IT



IBM Service Management delivers a holistic approach for establishing the visibility, control and automation businesses need to achieve innovative results.

organization to establish service priority and context and deliver automation and integration. IBM capabilities for service design, transition and operations include service management consulting and design services that leverage the IBM Business Process Reference Model for IT. For instance, through IBM Service Management assessment and strategy services, a large financial services company created clear definitions of the roles and responsibilities the team needed to enable consistency in global services, enabling cost optimization and service efficiency. Additionally, it facilitated communication of which services are provided to each customer and created a foundation for internal service level expectations.

IBM Service Management includes the following components:

- **Process management** for integrating and automating management processes across organizational silos.
- **A service management platform** that helps standardize and share information, automate process execution, prioritize projects and simplify architectural complexity.
- **Operational management products** to help automate tasks to address application or business service operational management challenges.
- **Development efficiency tools** to help accelerate tasks and improve effectiveness by automating development and delivery tasks.
- **Best practices and services** to provide a proven service management reference model to help maximize investments and make best-practice processes actionable.

A global company that provides software development and support needed an IT asset and service management system to support their ITIL-based service delivery model. The company chose IBM Tivoli Asset Management for IT and IBM Tivoli Service Request Manager, which helped not only to accurately view details for all their IT assets on a single platform, but also to support its compliance activities. The results: incident resolution times were slashed by 10 percent and trouble tickets were reduced by 22 percent. Help-desk calls plummeted from 110 to 20 per day. The products delivered asset visibility, controls needed to support compliance, and automated asset tracking to vastly increase efficiencies across the organization.

Visibility: View services in the context of the business

Organizational silos and globally dispersed teams often force IT to complete tasks separately, with no comprehensive view of information on service health. So while it may be easy to see where a particular server has failed, that information may not be useful unless your team knows how that server is interconnected to business services. Are customers affected? Are sales slowing? Does this failure require immediate attention, or can it be addressed after more business-critical incidents have been resolved?

For this reason, it is more important than ever before to gain this visibility as the service disruption is occurring and to understand it from the customer's perspective.

IBM Service Management can help IT organizations see the environment in real time — and understand how the environment is impacting the business. For instance, IBM Tivoli® Monitoring collects performance information and feeds it into IBM Tivoli Business Service Manager, which provides real-time service visibility and intelligence to help manage service health. Targeted dashboard views present meaningful information to support faster decision making and help speed problem resolution. In addition, IBM Rational® Portfolio Manager provides visibility and control over portfolios and projects to help businesses align their IT and systems investments with business priorities.

These targeted views are common throughout IBM Service Management products. Knowing which services are affected — and how those services impact the business — helps your IT organization ensure that business-critical services remain intact.

Control: Establish controls to implement, follow and audit processes

In addition to this holistic visibility, organizations should have controls in place to manage business services across the service life cycle, from creation and delivery to production and operations. Implementing the right controls also helps establish the metrics needed to facilitate reporting and prove that processes were followed correctly, and support compliance requirements. Based on best practices such as IT Infrastructure Library® (ITIL®) and Control Objectives for Information and related Technology (COBIT), IBM Service Management can help organizations establish needed controls to help protect the reputation of the business and maintain compliance.

For instance, IBM Tivoli Unified Process Composer provides detailed documentation of service management processes based on industry best practices, enabling users to improve their organization's efficiency and effectiveness. This best-practice process guidance content can be customized, extended and published to reflect the unique characteristics of an organization's processes.

With IBM Service Management solutions, you can help control the impact of change from a business, development and operations view. IBM Rational Build Forge® provides reliable, high-performance builds and streamlines software delivery throughout the development life cycle. This can improve product quality, speed development cycles and increase staff productivity — using the tools you have in place today.

Automation: Enhance operational efficiencies through automation

In addition to automating individual tasks such as a software patch release or server provisioning, it can be essential to bring together operational management tools in order to automate across the process itself — for managing incidents, problems, configurations, changes and releases. IBM Service Management can help increase organizational efficiency and reliability with an integrated approach that includes task and process-level automation across the full service life cycle.

For instance, you can use IBM Rational ClearCase® and IBM Rational ClearQuest® to automate software version control, defect tracking and other software change management activities. By combining these tools with IBM Tivoli Provisioning Manager, you can gain valuable insight into not only what changes were made to evolving software assets, but also when and where these changes were deployed. Additionally, IBM offers access to these key technologies on a managed basis.

“The more we can simplify, streamline and automate processes, the better we can manage the growing complexity ... we must handle business growth with our existing resources. IBM technology helps us achieve greater levels of efficiency at a lower cost.”

— Erwin Schaefer, Swiss Reinsurance

Tivoli workload automation solutions enable you to dynamically trigger and dispatch online and batch workloads to the best available resources to achieve desired business goals, responding in real time to changing business demands.

Get better return on service management investments with up-front planning and design services

IBM services make it easy to plan, design and implement your service management solution, with a wealth of services designed to assist throughout every phase of service management, from planning and design to implementation and management.

ALIGN BUSINESS AND IT STRATEGY

The Business of IT Executive Workshop combines information on how resources are deployed with your IT management team's insight on your organization's effectiveness and strategic differentiation, to help identify areas for immediate action and long-term improvement. Attend the workshop to learn whether you have the IT processes and skills to implement and manage an IT environment aligned with your organization's business goals.



With service management strategy and planning, IBM professionals use tested and mature assets and methods to help you create an IT service management framework. To help prioritize and diagnose service management capabilities, IBM employs detailed capability maturity models for ITIL and Process Reference Model for IT, along with other proven assessment tools and techniques.

The same assets are leveraged within IBM IT Management Consulting Services service management design to help you create a management framework.

BETTER SYNCHRONIZE IT AND BUSINESS PERFORMANCE

The Business of IT Dashboard can help design and implement online dashboards that provide consolidated visibility into enterprise-wide IT operations and key performance indicators.

ADOPT A STRUCTURED IMPLEMENTATION APPROACH

IBM Service Management implementation services help you implement an integrated set of IT service management tools based on industry-leading software to improve IT resilience, even in the face of constant change.



IBM Service Management puts visibility, control and automation into the hands of IT

Organizations around the globe work with IBM to implement IT service management by choosing modular, scalable solutions designed to work with existing operational management products and grow as their organization's needs expand. A wealth of services and financing options make it easy for organizations of all sizes to choose the path to service management that makes the most sense for them, and to implement it as efficiently as possible.

IBM Service Management solutions provide visibility to enable organizations to see their business, control to help organizations govern their business, and automation to enable organizations to optimize their business. The results: the goals of IT can be aligned with the goals of the business. Technology and business are integrated seamlessly to drive innovation. And innovation — a key to competitive advantage — can be suddenly within reach.

For more information about IBM Service Management, visit ibm.com/itsolutions/servicemanagement

About IBM solutions for enabling IT governance and risk management

IBM enables IT organizations to support governance and risk management by aligning IT policies, processes and projects with business goals. Organizations can leverage IBM services, software and hardware to plan, execute and manage initiatives for IT service management, business resilience and security across the enterprise. Organizations of every size can benefit from flexible, modular IBM offerings that span business management, IT development and IT operations and draw on extensive customer experience, best practices and open standards-based technology. IBM helps clients implement the right IT solutions to achieve rapid business results and become a strategic partner in business growth. For more information about IBM Governance and Risk Management, visit ibm.com/itsolutions/governance



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