



IBM Service Management Roadshow

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Business environment

- **The Bank:**

- One of the major bank group in Italy
- Retail, Investment and Financial Services
- More than 2000 Branch Offices

- **Key business initiatives* include:**

- A project to address customer needs such as:
 - Pension services for retail
 - Fiscal help
 - Consumer education on “how to bank”
 - Basic transactions with public authorities and utilities
- Build broader and deeper relationships with existing and new clients

**Source: Company web site investor info*

The Bank's Business Issues / Business Initiatives

Business Issues

- *More value from our customers*
- *More branches in our network*
- *More customers in our branches*
- *Total cost control*

Business Initiatives

- *Looking for new merging and acquisitions*
- *Continue to invest in innovative products leveraging risk management platform*

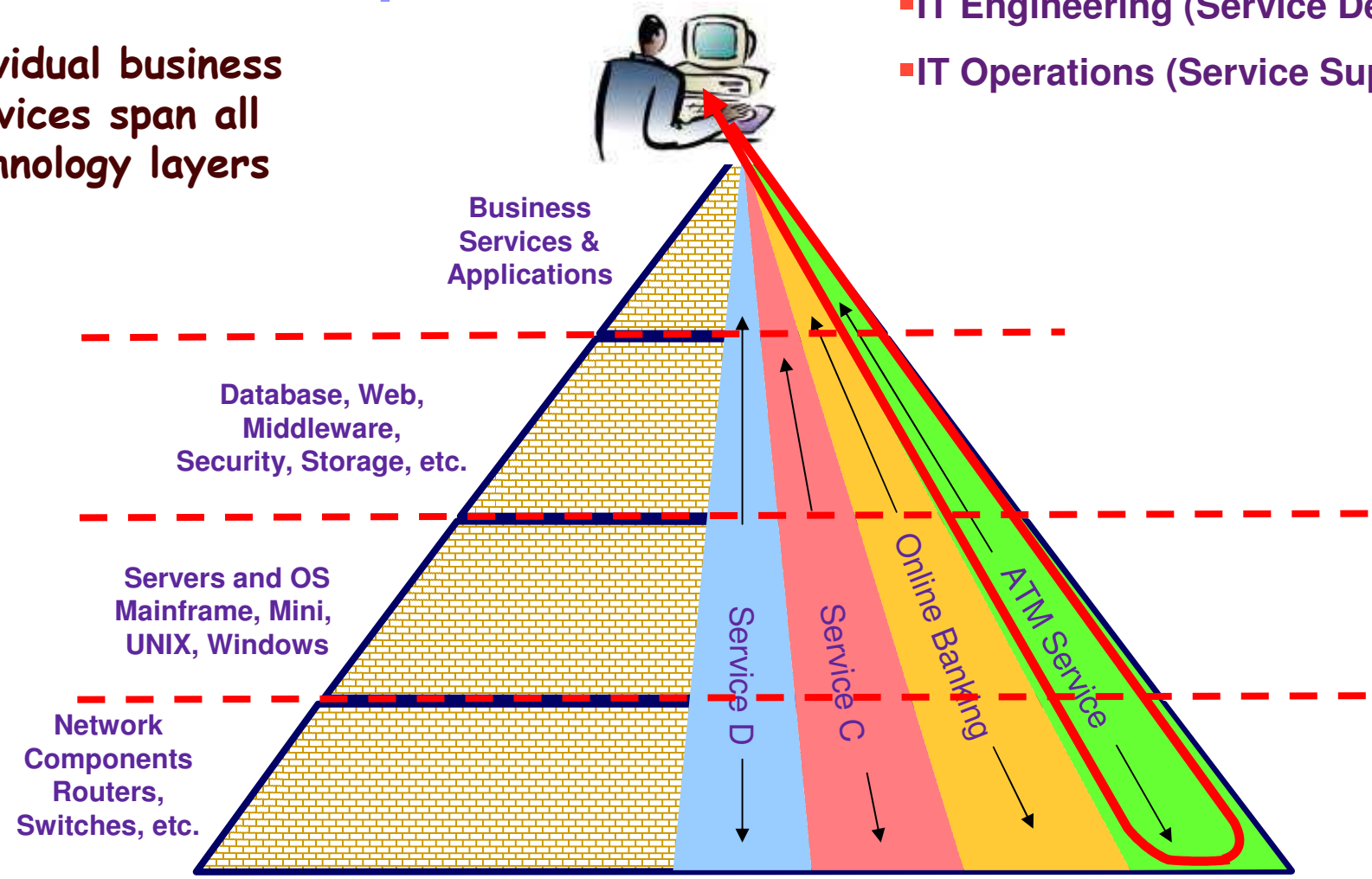
IT Challenges

- Consolidation of all information sources
- SLA performances
- Service Management
- Meet compliance requirements

The Services Span

Individual business services span all technology layers

- CTO, LOB
- IT Engineering (Service Delivery)
- IT Operations (Service Support)



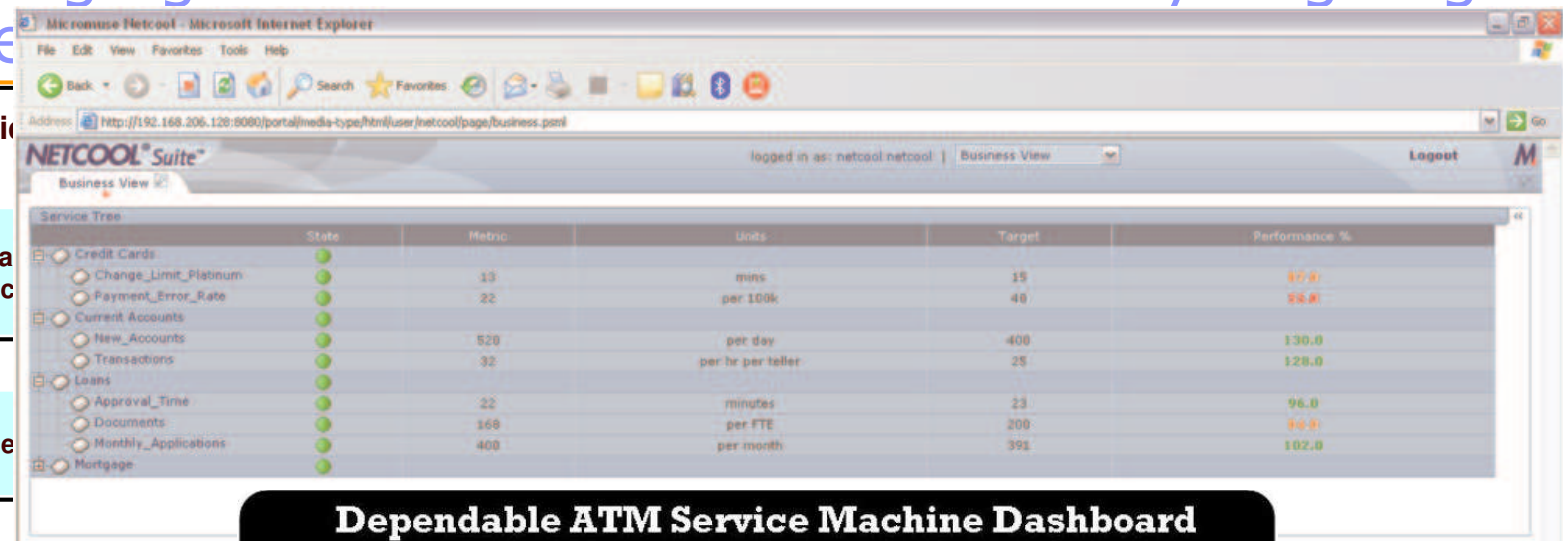
Enterprise System and Network Management assets will be leveraged

Managing the Service of the Business by Aligning the Metrics

IT Service

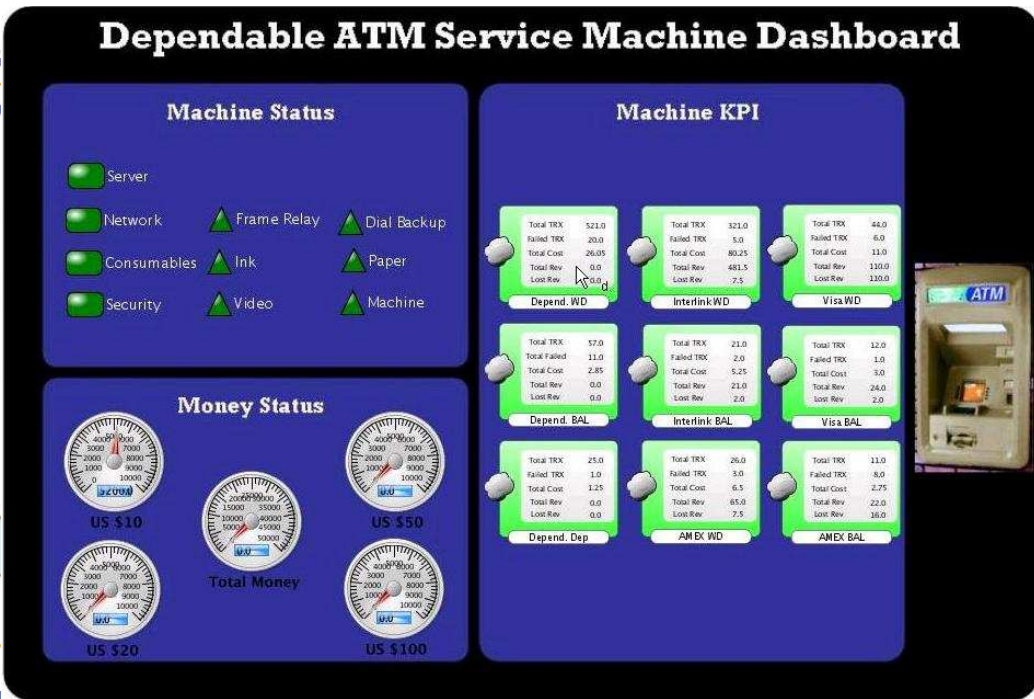
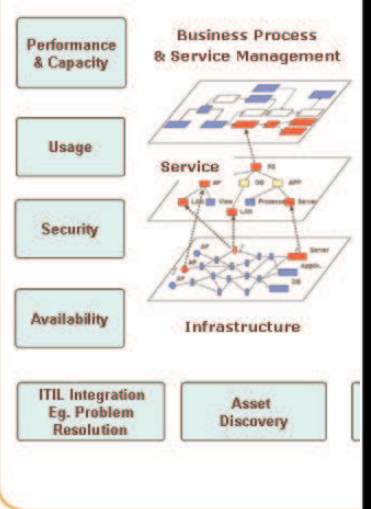
Performance & Capacity

Usage



Units
of payments
£
£
£
£
£
credit cards

IT Service Matrix – Availability, Performance & Usage

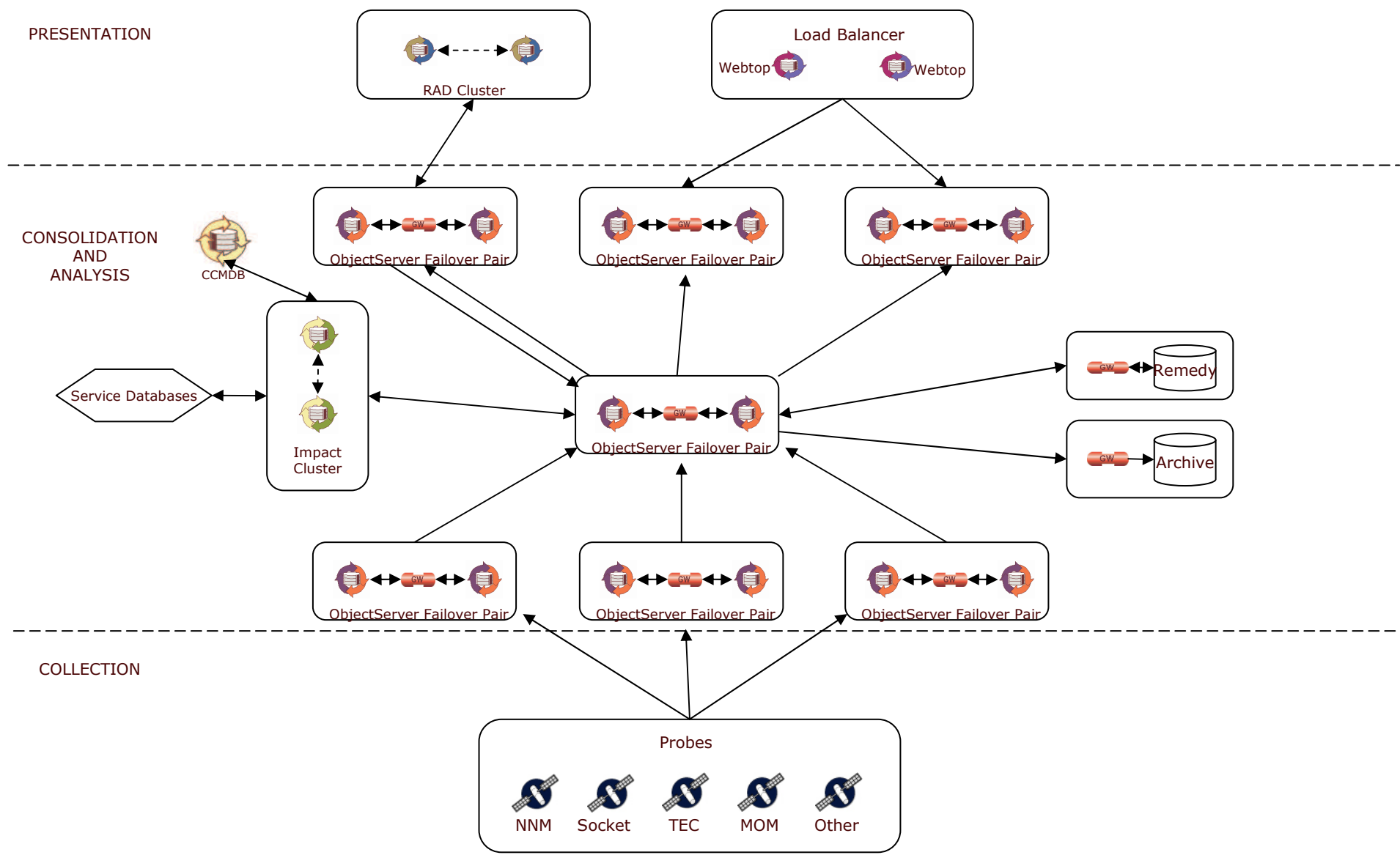


Business Metrics - Capacity, Cost & Quality

Metric	Data	Units
of payments processed per FTE per month	2168	No of payments
partitioned sales costs	86	£
net of capital	74	£
net to service	70	£
no provision	112	£
transaction cost	10	£
cash sale rate from credit cards	20%	% credit cards
rate fees for payment processing	168,000	payments
payment reject rate for data entry	6.7% - 3%	
time to open account (in each representation)	2-14 mins	
time to respond to approval application	1 day	
time to respond to query - credit limit change	30 mins	
time to respond to query - credit limit change - same day	35 mins	
time to respond to query address change	1 day	
readiness standard for credit card processing	95% same day	% payments processed

Metric	Data	Units
righted Availability - cash	% uptime	# Threshold breach
righted Availability - operational	%	% available by region
time to repair and in and chiral	mins	£
transaction failures	0 per hour	
watch response time		
weekly full back mode - mag strip only	Sev 5	

Solution Architecture – Final configuration



Silver Bullets

- Netcool perceived as industry leading for **Real-time** Service Management
- Able to consolidate alerts from multiple disparate solutions: NNM, MOM, Mainframe, etc
- KPI aligned with services
- Supporting high event rates (planned event rate ~ 20M events/day)
- Simpler event enrichment and access to disparate data sources that are business related (not just event/fault data)
- Rapid deployment – Fast ROI