

Business service management solutions
Buyer's guide: purchasing criteria



Tivoli. software



**Choosing management tools that align IT resources
with your business priorities.**

August 2003

Buyer's guide for business service management



Seeing the big picture

Today's IT environments are more complex than ever, and often include resources from multiple vendors and from multiple platforms. In these environments, to understand the status of a particular IT resource is to comprehend only a small part of the picture. To truly maximize the business value of your IT investments, you must also see clearly how each resource affects the applications and business processes it supports.

Business service management processes can be employed by organizations to understand how the performance and availability of IT resources affect the applications, processes and services that are the lifeblood of their enterprises. In the modern IT infrastructure, people and processes are just as important as technology. Business service management solutions enable an organization to acquire a business-level view of all its IT assets and how they relate to the critical lines of business—for example, e-banking, order entry and fulfillment—in order to deliver the greatest business value.

In the on demand world of e-business, you have to maintain the flexibility to respond to customers and partners proactively, and in a way that aligns IT with your business objectives and priorities. Business service management solutions can help you prioritize your IT systems toward the processes that carry the highest business values, rather than concentrating them on the latest problem that crops up. When problems arise, revenue-generating activities, such as order processing—rather than internal processes, such as your human resources system—are prioritized and receive the necessary IT resources.

This buyer's guide can help you evaluate and select the correct solution for your business needs. The discussion is divided into three sections. First, we examine the key business functions that a solution should deliver. Next, we explore the impact that an ideal vendor can have toward successfully rolling out this solution. Finally, we identify some specific products that can help you address your needs while also delivering a rapid return on investment.

An effective business service management solution:

- *Optimizes the business value of IT.*
- *Allows IT staff to focus on managing service delivery rather than managing technology.*
- *Prioritizes IT problems according to the strategic values of the impacted business systems.*
- *Provides IT staff with a consolidated console for managing the enterprise.*
- *Enhances service level agreement (SLA) management by storing data in a common repository and standardizing reporting.*
- *Enables you to define service level views of business operations by linking all associated IT resources.*
- *Provides near-real-time management of events at the business level.*
- *Reduces time required for root-cause analysis.*

- *Offers historical data analysis for proactive, predictive management.*
- *Manages SLAs in the context of business priorities.*
- *Reduces the complexity of SLA definitions.*
- *Provides proactive SLA management capabilities.*
- *Helps increase e-business revenue by providing actionable Web analytics.*
- *Protects investments by leveraging currently installed monitoring products.*
- *Provides the integration touchpoint to business process management.*

What should a business service management solution deliver?

Many solutions on the market allow you to make manual connections between IT resources and business priorities; Tivoli® business service management solutions from IBM provide this view





automatically after the initial configuration. This solution is truly effective because it provides a holistic view of your IT resources as they apply to your business, and gives you the ability to proactively address potential problems before they negatively impact your internal operations—or worse yet, your bottom line. After all, today's customer has more choices than ever before, and even one outage or lost order can be enough to drive a customer to your competition.

Ultimately, the goal of business service management is to provide you with both the capabilities to see—across the breadth of your business—the impact of system events on your IT systems, and the tools to align your IT resources with your business priorities to optimize the profitability of your entire organization. Examples of the functions that this solution addresses include:

Business systems management—understand and manage the dependencies between business systems

components and their underlying infrastructure. An ideal solution automatically discovers interdependencies and relationships, making them available to other applications and assisting in the enterprisewide deployment and maintenance of the solution.

Service-level management—proactively manage, and report on, SLAs. The best solution provides assistance across the SLA life cycle. It helps you with initial SLA definitions, provides both real-time and historical data that enable you to predict future SLA violations, and facilitates the adjustment of SLAs based upon this data.

Web site analysis—capture, analyze, store and report on Web site usage, health, integrity and site content. Your solution should include an analytical tool that evaluates your Web site and helps you turn browsers into buyers.

Monitoring of transaction performance—optimize transaction performance and resiliency for all your IT-driven business



operations. It dynamically discovers and displays detailed transaction flows across systems through an intuitive, easy-to-use graphical user interface.

Across all four of these functions, a superior business service management solution provides graphical reports that help communicate IT value at a business level as well as provide the data you need to better manage IT based on business priorities.

Business benefits

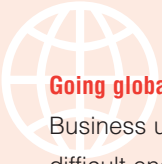
Effective business service management solutions enable:

- *Graphical hierarchical service level views of IT resources within business operations from a single console.*
- *Managed systems to support business-critical events.*
- *IT staff to focus on problems prioritized according to their impact to the business.*
- *Dramatic time reductions for root-cause determination by providing visual drill-down capabilities encompassing your entire IT infrastructure.*

- *Proactive avoidance of problems by increasing awareness of “potential impact” to business systems.*
- *IT value to be maximized when data center processes transform from managing technology to managing service delivery of IT-dependent business systems.*
- *Optimization of e-business profitability produced by actionable Web analytics tools.*

Solutions that suit your environment

To deliver a strong return on investment, a business service management solution must fit into and deliver increased value to the complex, operational environments of today's IT organizations. Now, more than ever before, IT organizations must orchestrate a wide array of technologies. Mainframe and distributed systems, hardware and software from multiple vendors, and rapidly increasing Web- and wireless-enabled applications are just a few of the technologies that must be managed in accordance with business objectives. The operational processes and human resources of today's IT organizations can be equally complex.



Going global?

Business under any circumstances is difficult enough. When trying to establish a presence or improve performance in other countries, it is important for organizations to use every possible advantage, including leveraging a global solution provider with support for local languages and processes.

Since transforming a domestic solution into an international offering and supporting this infrastructure remotely can be incredibly costly and can result in error, look for a solution that provides:

- *Support for multiple languages out of the box.*
- *An established, responsive global services organization.*
- *A strong global customer support and sales infrastructure.*



Business service management can help you manage the complexity of your IT environment. No two organizations have exactly the same business processes. Therefore, the ideal solution must be flexible to fit your particular requirements. To minimize deployment costs—in terms of financial outlay and also in terms of ease-of-adaptation for staff—it must integrate with your existing hardware and software systems. For companies with a global presence, a solution that specifically addresses global requirements is a must.

Selecting a vendor

Choosing a business service management solution that provides the required level of technological functionality is important. However, when selecting a solution for your business, finding a vendor that supports all your strategic requirements can be just as important. How well are your needs met by the

vendor's available levels of support, its global presence, and its ability to deliver an integrated, end-to-end solution? How well does the vendor

understand your systems management needs? Does the vendor share your vision for managing IT relative to business objectives?

Key considerations when looking for the right business service management vendor:

The vendor you select should be able to provide a solution that optimizes the business value of IT to keep you ahead of your competition. Today, IT needs to be about proactively optimizing your business performance while reducing infrastructure costs.

The vendor's solutions must align with your business objectives. Do the solutions promote administrative efficiencies, reduce systems management application deployment time and increase time to value—all while reducing costs? Can the vendor project a solution ROI that is specific to your business?

Find a vendor that offers a wide range of tightly integrated systems-management and enterprise solutions. Together, they can help extend the capabilities of individual solutions, and make them more powerful and more effective. Your vendor should be flexible enough to adjust to your unique goals whether you need a single-vendor, end-to-end solution or a vendor capable of integrating its offerings with your existing tools.

Your vendor should offer highly responsive and highly effective customer support. Be sure to understand the vendor's escalation procedures and ability to support you in a way that always puts your business first.

If your organization has international offices, find a vendor with a global presence and proven international business experience. Will the vendor support your offices abroad with local resources?

Vendor stability and viability are major concerns in today's uncertain economy. Look for a vendor that has a long history in the industry, a solid, forward-looking strategy, and the resources to overcome adverse economic times.

When comparing systems management solutions, look for technical leadership and vision, as evidenced by well-designed functionality, an intelligent architectural design and broad support for industry standards.





Four steps toward the goal

Now that we have defined business service management and discussed the basic functions and benefits that a solution—and vendor—should provide, let's take a look at specific business service management solutions from IBM. Four complementary IBM products can move your organization closer to achieving the goal of optimizing IT services to maximize the profitability and efficiency of your entire business organization. Each organization has unique needs—some may need only one or two of these solutions, while others may benefit from a suite of all four solutions.

Whatever combination of Tivoli business service management solutions you choose, you'll benefit from a free data warehouse that will store all of your systems management data and enable out-of-the-box, Web-based reporting.

Specific solutions include the following:

IBM Tivoli Business Systems Manager

- *Provides real-time views of the availability of services, business systems and applications through the processing and correlation of events as they apply to the IT infrastructure.*
- *Enables alignment of IT resources in accordance with lines of business.*
- *Provides a focal point for integration of event management, problem management, and service-level and change management.*
- *Provides the ability to determine the root cause of problems and the impact of those problems on your business systems.*

Tivoli Business Systems Manager helps enable best-practices management of your mission-critical e-business systems





because in real time it organizes problems into the context of your business priorities. The software's single, integrated point of management and control allows you to graphically monitor and control holistic business systems. By helping you understand and manage the dependencies between business systems components and their underlying infrastructure, Tivoli Business Systems Manager can help you prioritize IT actions based on the business values they deliver.

IBM Tivoli Service Level Advisor

- *Automates SLA evaluation providing alerts for SLA violations, and uses trend analysis that helps IT identify and resolve service-level issues before they occur.*
- *Helps simplify SLA definition and generation of reports that clients and IT executives can relate to their business objectives.*
- *Provides graphical visualization of SLA status, prioritized by business impact.*

Tivoli Service Level Advisor delivers a predictive, enterprise-wide SLA definition, analysis and reporting solution. IT organizations can leverage built-in reporting to easily identify and manage all IT service-delivery commitments that are stipulated in SLAs, and thereby optimize service level management efficiency. Tivoli Service Level Advisor helps IT to automatically provide line-of-business and IT executive-level graphical reports directly from the SLA management tool, rather than manually building reports using third-party graphing tools. IT staff can also use the graphical views to more quickly identify—and proactively fix—trouble spots as they drill down from the top-level customer/SLA dashboard to the individual service-level objectives and components that cause SLA violation or trend toward violation. This helps increase the resiliency of key business services. Tivoli Service Level Advisor delivers both system and services data that can help shape future SLA negotiations, enabling IT to make service-level commitments with confidence.

IBM Tivoli Web Site Analyzer

- *Provides comprehensive trending by Web-visitor-traffic-volume vs. round-trip and service Web-transaction-timing metrics.*
- *Integrates with existing IT infrastructure so customers don't have to negotiate multiple Web applications.*

Tivoli Web Site Analyzer is an essential tool for determining the effectiveness of the Web as a channel for your e-business. Tivoli Web Site Analyzer transforms random Web data into valuable on demand intelligence. It provides a clear picture of the overall health and integrity of on demand e-business Web sites. This critical information can be used to support business service management.

IBM Tivoli Monitoring for Transaction Performance

- *Automatically isolates the source of a response-time problem.*

- *Visualizes problem transactions to show component parts and the time spent on each one of them.*
- *Launches Health Console in context to repair problems.*
- *Manages key business transactions rather than system components.*
- *Dynamically discovers transaction flows in real time.*

Tivoli Monitoring for Transaction Performance proactively monitors business-critical transactions throughout your enterprise and identifies performance problems from the user's perspective. With it, you can organize infrastructure management around key business transactions rather than individual network components. Tivoli Monitoring for Transaction Performance allows you to optimize transaction performance and resiliency for all your IT-driven business operations. In addition to getting advance notification of transaction problems, new autonomic capabilities reduce the time needed to determine which components of your IT infrastructure are responsible for a performance problem. The solution uses a sophisticated graphical-user interface to enable rapid problem resolution.





IBM: your best choice

When it comes to business service management, you need more than just software. You need a vendor who can provide a solution that aligns closely with your business needs and objectives. Tivoli business service management software from IBM supplies a solution based on best practices that is built for the on demand world—rapidly deploys, provides a quick return on investment and integrates easily with the way you do business.

To truly understand how IT systems impact crucial business services and processes, and to manage IT for business value, implement a solution from a true leader: IBM.

For more information

To learn more about Tivoli business service management solutions and integrated solutions from IBM, contact your IBM sales representative or visit [**ibm.com/tivoli/solutions/pa**](http://ibm.com/tivoli/solutions/pa)

Tivoli software from IBM

An integral part of the comprehensive IBM e-business infrastructure solution, Tivoli technology management software helps traditional enterprises, emerging e-businesses and Internet businesses worldwide maximize their existing and future technology investments. Backed by world-class IBM services, support and research, Tivoli software provides a seamlessly integrated and flexible e-business infrastructure management solution that uses robust security to connect employees, business partners and customers.



© Copyright IBM Corporation 2003

IBM Corporation
Software Group
Route 100
Somers, NY 10589
U.S.A.

08-03
All Rights Reserved

AIX, DB2, the e-business logo, e-business on demand, the e(logo)business on demand lockup, IBM, the IBM logo, Lotus, NetView, OS/390, Tivoli, Tivoli Enterprise Console, WebSphere, xSeries, z/OS and zSeries are trademarks of International Business Machines Corporation in the United States, other countries or both.

Rational is a trademark of International Business Machines Corporation and Rational Software Corporation in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.

All statements regarding IBM future direction or intent are subject to change or withdrawal without notice and represent goals and objectives only.