

Aligning End to End Management, Security and Costs with Enterprise Business Services

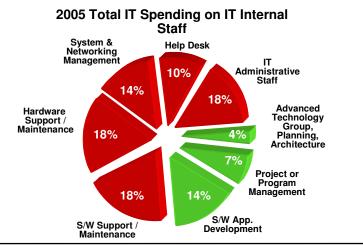
David Caddis Director, Tivoli System Z Strategy IBM Tivoli Software

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Challenges with IT Effectiveness and Efficiency

Labor continues to comprise over 70% of IT Operations spending:



IT Organizations cannot keep pace with change and complexity

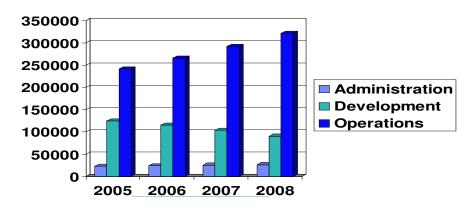
- 85% of problems are caused by IT making changes to the environment
- SOA, Virtualization and composite applications increase complexity
- Customers become the IT Systems Test Team
- Complexity exposes lack of integration across IT organizations

IT Operations spending not aligned with Business Objectives:

- Overall IT budgets grew smaller than corporate revenues in 2006 – requiring improved IT efficiency to meet demand
- 77% of firms rated improving IT efficiency as the most important operational priority in 2006

 IT Operational Labor spend will be \$260B in 2007

Increases in operations expenses take away from new innovation



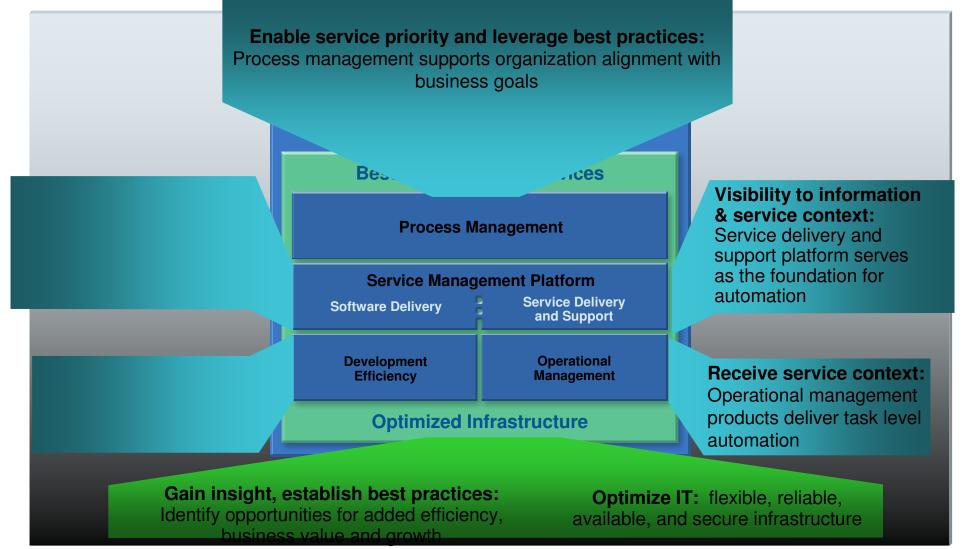


The Business Cost of Poor Service Can be Staggering



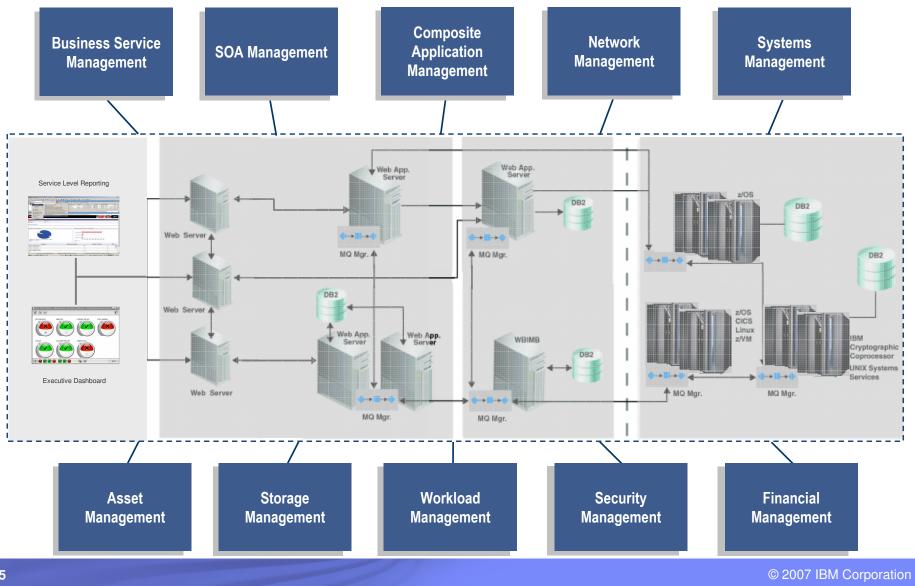


Delivering Value with IBM Service Management Architected to clarify prioritization and improve efficiency





End to End Enterprise Management from Tivoli





IBM Tivoli System z Business: Strong and Growing

Highlights of key customer deliveries since we last met:

Availability solutions

- Complete upgrade to the OMEGAMON, ITM and ITCAM portfolios featuring:
 - •Globalization for the worldwide user community
 - •Enhanced infrastructure services and installation experience
 - •Comprehensive operations support across the portfolios based on the Enterprise Portal
 - •Out of the box cross product integration delivering more seamless navigation experience

Security solutions

- Brought the Identity Management solution to the z/OS platform
- Enhanced the security configuration and administrative experience
- Provided practical governance and compliance capabilities

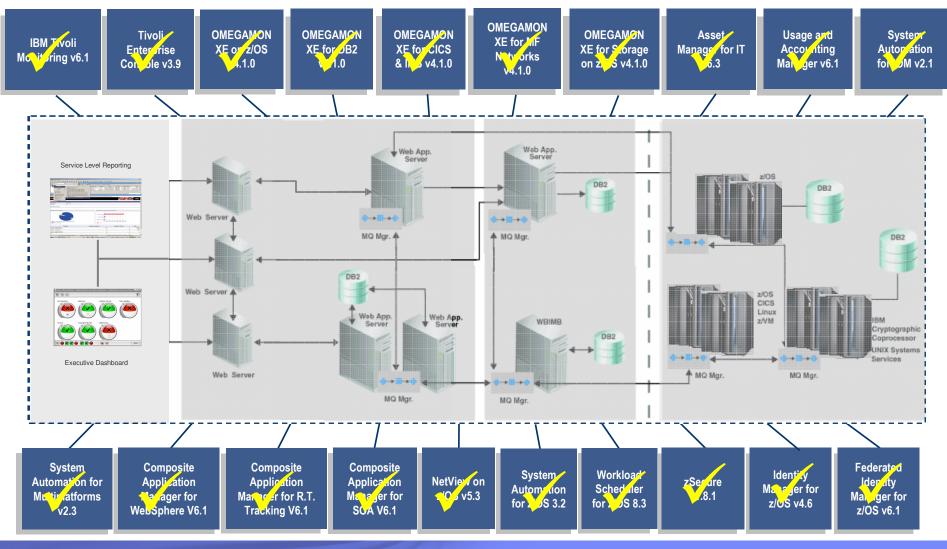
Business Service management solutions

- Expanded Asset Management beyond IT
- Revitalized Business Service Management with new technology and more powerful visualization
- Provided the tools and capabilities for identifying and gaining control of the costs of IT

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End to End Enterprise Management from Tivoli

System z Inclusive



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Customers Succeed with IBM Tivoli

M BANCA MARCH

Business Need

Banca March was embarking upon a rapid growth strategy, which included a 30-branch expansion, and its systems would not accommodate such growth

Solution for Growth

Banca March revamped its infrastructure, choosing the powerful IBM DB2 for z/OS V8 data server running on an IBM eServer zSeries 900.

In addition to implementing a suite of IBM DB2 tools, Tivoli OMEGAMON XE for DB2 Performance Expert, Tivoli OMEGAMON XE for CICS, and Tivoli Workload Scheduler for z/OS are used to optimize the performance and help ensure Banca March gets the most out of its IT investment



Business Need

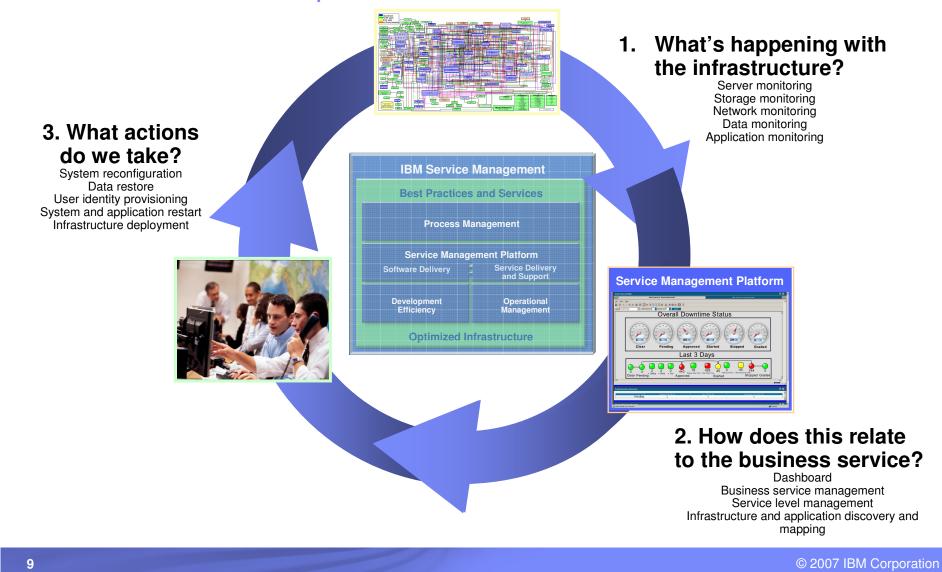
Mayo Clinic's use of disparate software tools to manage its systems resulted in incompatibility with the applications. They were spending valuable time and resources getting them to function properly and realized they needed a solution that would support their growth, reduce costs and help the clinic operate more efficiently.

Customer Benefits

Mayo Clinic turned to IBM for their solution. Using IBM System z9 Enterprise Class servers, zIIP technology and Tivoli for their monitoring and management needs, their environment now provides the interoperability and flexibility to meet their business needs.

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IBM Service Management: Delivers the ability to help customers answer three critical questions





Business Dashboard: Single Effective Management Interface*

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* from a Leading North American Retail Bank



Service Visualization – Insight into Business Service Status

Real-time, business-relevant KPIs and metrics

Real-time and historical reports on how the service is impacting business

Current status of key services that drive business

Metrics and data integrated from external sources to aid in decision-making



Make better decisions based on the overall status of key business services

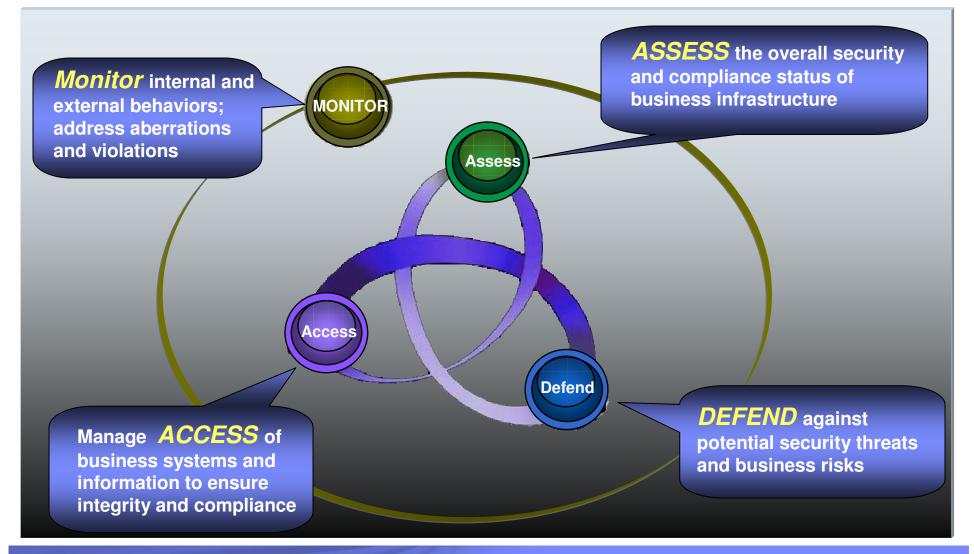


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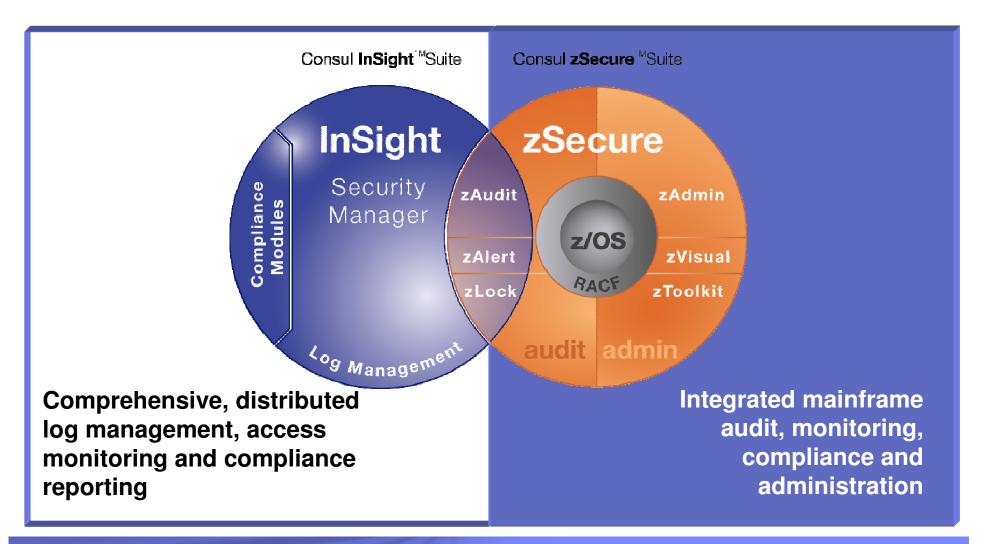
IBM's security management vision and strategy <u>Preemptive</u>, <u>comprehensive</u> security and compliance offerings





Enterprise compliance and administration

Spanning distributed compliance and mainframe administration



Philadelphia Stock Exchange

Protection, compliance and more with IBM security



"We use security audit and compliance solutions from IBM Consul and we are in full compliance with our regulators."

"Our administrators have the keys to the kingdom, which is scary. They need to be monitored. PHLX has policies in place, but if we can't enforce policies, we might as well throw them away. InSight helps us enforce policies"

-Bernie Donnelly, VP of Quality Assurance, The Philadelphia Stock

Business Challenge:

- Protect a national stock exchange from unwanted electronic intruders and internal threats...
- ... while automating, monitoring and demonstrating compliance with security regulations

Business Value:

- Enhanced security and visibility;
- Easy auditing and investigations of internal or external malicious or accidental violations;
- Proactive capability to more easily meet future regulations.
- Currently handling 200,000 messages per second inbound and 30,000 messages per second outbound.
- Expected 2007 growth of 500,000 messages per second inbound and 90,000 messages per second outbound

Actions:

- Deployed automated user monitoring and compliance reporting solution
- Solution is key to data governance and compliance monitoring, auditing and reporting capabilities across mainframe and distributed environments



IT Financial Management Cost-Effective Stewardship of IT Assets and Resources



Continuously reduce the TCO of IT assets throughout their lifecycle



Improve IT service levels to optimize processes and align IT with the business



Reduce the cost of preparing for the inevitable internal and external audits



Optimize software licenses and reduce overbuying



Reduce the cost exposure of unplanned software license compliance payments

Dest Flactices ic	n Oost Anocation
Poor	Good
All Costs Allocated to the Mainframe	Actual Usage of Each Resource (mainframe or distributed)
Incremental Mainframe Application Costs Calculated on existing per MIP rates	Calculate Actual Incremental Mainframe Costs Considering Specialty Engines, Pricing Curves, On Demand Capacity, Disaster Recovery, Environmentals, and Labor
Incremental Distributed Application Costs Include Only Production Hardware	Calculations Also Include Software, Development, Test, Disaster recovery, Environmentals, and Labor

Best Practices for Cost Allocation



What is Tivoli Usage & Accounting Manager?

A cross-platform software system that determines the <u>cost of providing</u> <u>information services</u>

Helps manage IT costs by <u>appropriating costs</u> to an organization's products, services and business functions

Tivoli Usage and Accounting Manager (TUAM) software <u>measures</u>, <u>analyzes</u>, <u>reports</u> and <u>bills</u> the utilization and costs of different computing resources – including servers, storage, networks, databases, virtualized environments, messaging and many other shared services



IBM Service Management & Tivoli Usage and Accounting Manager

What's happening with the Infrastructure?

- TUAM tells you who's using the IT resources
- This is key in today's shared distributed and virtualized environments

How does this relate to the Business Service?

- TUAM tells you the cost of providing the shared IT service

 How much does it cost to support: Banks: Commercial Loans, Credit Card, ATM Insurance: Claims, Policies, Statements Government: Agencies, Departments, Projects

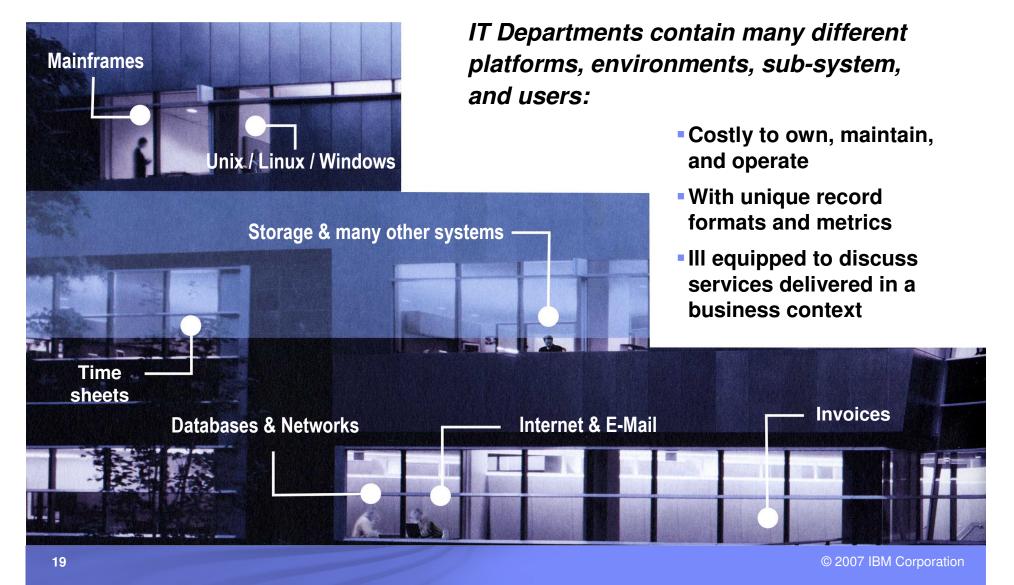
What actions do we take?

 TUAM's information above may lead to further investment in certain applications or a reduction based on the application's contribution to the business.



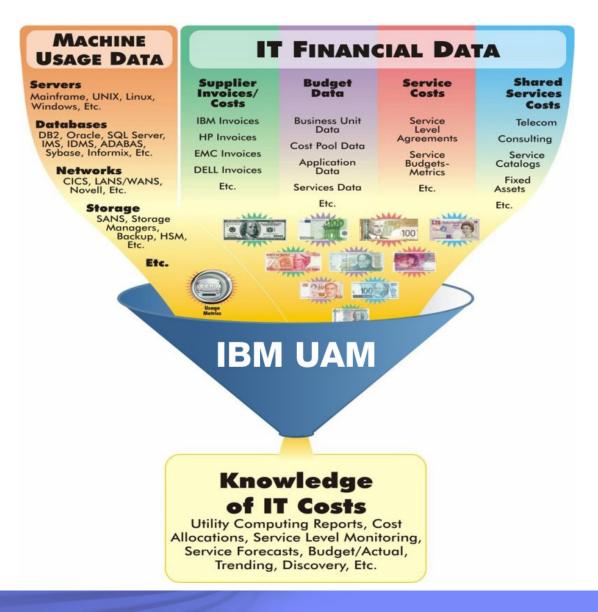
What problem does it help solve?

Inability to allocate IT costs, usage, and value





Know what IT costs – The IBM UAM funnel





Tivoli Usage and Accounting Manager is . . .

- An integral part of an organization's financial reporting systems (Shared Services, Invoicing, Product Profitability, ERP Integration, Cost Allocations, Activity Based Costing, Resource & Cost Trending, etc.)
- Used across multiple platforms (Including Mainframe, Unix, Linux, Windows, etc.)
- Supporting multiple sub-systems (DB2, Oracle, SQL Server, CICS, Virtualization, Web, E-Mail, Networks, Storage, Print Servers, etc.)

Internet enabled

(Web-Based Reporting & Drill-Down and multiple outputs)





Tivoli Usage and Accounting Manager Implementations

Health Insurance Company

CICS/DB2/Batch/TSO & normalization between 2 System Z mainframes. Rolling out TUAM to 168 UNIX and 300 Windows Servers.

Replaced 2 homegrown systems after merger. Corporate finance is the user and owner of the system. Needed better answers for federal audits. TUAM only product to meet all RFP requirements

Financial Services Broker

z/OS, Linux for System z & Unix/Novell/Windows. Primavera importing for labor accounting. Inventory information, SAN, and telecom.

Doing memo billing now and will move to chargeback in the future

Aerospace Manufacturer

Both z/OS & distributed. Bill \$18-20M per month across 5,000 cost centers. 40K pieces of hardware. Perform labor tracking, WAN, assessments, and project costs. Feeding SAP GL and using web reporting.

Replaced homegrown system

State Government

z/OS, Telecom, UNIX, Windows, Labor, Oracle, SQL Server, & Exchange

Wanted to replace multiple billing systems with integrated system and meet government audit requirements

Tivoli Usage and Accounting Manager helps align IT costs with business goals

Improve business unit alignment with business value

- Real Usage = Accurate Billing
- Accountability = Improved services
- Alignment between business activity and IT costs

Lower Infrastructure Cost

- Reduced server sprawl
- Higher utilization
- Rationalization of resources

Continuous Infrastructure Improvement

- Understanding costs leads to managing costs
- Usage comparisons leads to more effective investments



Relating cost to value is essential for sustained business growth.

You can't manage what you don't measure!



Implementation & Services

Client Implementation

 TUAM is ready to use software that is user installable and can quickly report on usage of a variety of shared and virtualized systems.

Extended Engagements
 IBM Global Business Services IT Value Based Analytics
 Complete end to end implement using an IRM -

Analytics Reporting **Data Collection Cost Assignment** Step 3: Step 4: Step 6: Step 1: Set-Step 2: IT Calculate Step 5: up and Data Analytics and Reporting. **Standard Rate Business Rate** Technology Collection Predictive Invoicing & Development Based Cost Development Modeling MIS Consumption,



Tivoli Usage and Accounting Manager Service Offerings

IBM is announcing several service offerings to help customers accelerate planning, designing, piloting, and implementing an IBM Tivoli Usage and Accounting Managerbased accounting and chargeback system

- IT Accounting/Chargeback Assessment & Readiness Review
 - IT Accounting/Chargeback System Development & Implementation
 - IT Accounting/Chargeback System Design
 - IT Accounting/Chargeback Planning & Consultation Assistance

Helps customers accelerate while minimizing project risk





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Tivoli IBM S	System z Ro	oad Ahead		2H 2008
	AVAILABILITY			
		ISM • CCMDB/TADDM v7.1	1H 2008	 Tivoli System Automation for Multiplatforms v3.2 > OMEGAMON XE for IMS 4.2.0
2Q 2007 ISM	3Q 2007 AVAILABILITY ➤ IBM Tivoli NetView for z/OS	AVAILABILITY > Tivoli OMEGAMON XE for Messaging v6.0.1 • Tivoli OMEGAMON XE on z/VM and Linux v4.1.1	ISM • Tivoli Business Continuity Process Manager v7.1 • IBM CCMDB v7.1.1	 ITCAM for Web Resources v7.1 ITCAM for Transactions v7.1 ITCAM for Response Time v7.1
 Tivoli Service Level Advisor TADDM v5.1.1 FP2 TADDM v5.1.1 FP3 w/ z/OS DLA 	v5.3 > IBM OMEGAMON XE for CICS TG on z/OS v4.1 > Tivoli Workload Scheduler v8.3 (SPE) – Advanced	 > OMEGAMON SPEs for z/OS, CICS, IMS, DB2 PE/PM, Mainframe Networks IBM Tivoli Monitoring v6.2 > IBM Tivoli Workload Scheduler for z/OS v8.3 (SPE) IPv6 Compliance 	 Tivoli Service Level Advisor v6.2 AVAILABILITY Tivoli OMEGAMON XE for Messaging v7.1 	SECURITY Tivoli Directory Integrator v7.0 Tivoli Identity Manager z/OS
AVAILABILITY • ITCAM for Response Time v6.2 • ITCAM for Web Resources v6.2 • ITCAM for SOA v6.1 Sparkler	Reporting & Virtual Workstation • TSA for MP v2.3 • TSA for Integrated Operations Management	 IBM Ťivoli Workload Scheduler v8.4 > TSA for z/OS v3.2 SECURITY 	TSA for Multiplatforms v3.1 Tivoli Output Manager v2.2 ITCAM for SOA v7.1 SECURITY	v5.0 Tivoli Compliance Insight Manager v8.5 PROVISIONING
 TSA for z/OS v3.1 (SPE) Sparkler – GDPS Enhancements Tivoli Workload Scheduler v8.3 (SPE) – TCP/IP Support 	v2.1 SECURITY ≻ Tivoli zSecure v1.8.1	Tivoli Identity Manager v5.0 Tivoli zSecure v1.9 STORAGE	 Tivoli Access Manager for eBusiness v6.1 Tivoli Federated Identity Manager v6.2 Tivoli Federated Identity 	Tivoli AF/Operator on z/OS v3.4 (SPE) STORAGE
SECURITY > IBM Tivoli Directory Server for z/OS v1.8 > IBM Tivoli Directory Integrator	 Tivoli zSecure 1.8.1 Manager for RACF z/VM Tivoli Directory Server for z/OS 1.9 	 IBM Tivoli Advanced Backup & Recovery for z/OS v1.2 IBM Tivoli Advanced Audit for DFSMShsm v2.1 IBM Tivoli Advanced Catalog 	 Anon received identity Manager Business Gateway v6.2 IBM Tivoli Federated Identity Manager for z/OS v6.2 	 > OMEGAMON XE for Storage 4.2.0 > Tivoli Allocation Optimizer 3.1 > Tivoli Advanced Catalog
for z/OS v6.1.1 STORAGE > TotalStorage Productivity Center	STORAGE > DFSMS z/OS v1.9 PROVISIONING	Management for z/OS v2.1 > Tivoli Allocation Optimizer v2.1 > OMEGAMON XE for Storage SPE v4.1 • IBM Tape Manager for z/VM 1.3	STORAGE > IBM Tivoli Automated Tape Allocation Manager 3.1 • IBM Backup and Restore	Management 2.2 > Tivoli Advanced Audit 2.2 > Tivoli Advanced Reporting 2.2 > Tivoli Advanced Backup &
for Replication v3.3 > IBM Tivoli Advanced Reporting for DFSMShsm v1.1 • IBM Backup and Restore	Tivoli Remote Control v5.1 ASSET	PROVISIONING • Tivoli Provisioning Manager v5.1.1 • Tivoli Provisioning Manager for	Manager for z/VM 2.1 > IBM Tivoli Advanced Reporting for DFSMShsm v2.1 ASSET	Recovery 2.2 ➤ DFSMS z/OS v1.10 ASSET
Manager for z/VM V1.2.1 ASSET	 IBM Tivoli Decision Support for z/OS v1.8 	Software v5.1.1 • Tivoli Intelligent Orchestrator v5.1.1 ASSET	IBM Tivoli Asset Management for IT v7.1	 IBM Tivoli License Compliance Manager for z/OS v7.1
 IBM Tivoli Asset Management for IT v6.3 		IBM Tivoli Usage & Accounting Manager for z/OS v7.1		LEGEND ≻ z/OS Support • Linux on z and/or z/VM Support
27 Note: Plans not committed © 2007 IBM Corporation				© 2007 IBM Corporation

IBM Service Management and System z

- IBM Service Management: The future of systems management is here today
- No better foundation for ISM than System z
- In an industry bombarded by constant change, System z remains a effective and efficient platform
- Many reasons behind System z's enduring success:
 - Low total cost of ownership
 - High availability ...resiliency....transactional performance and security
- We're committed to bringing System z solutions that:
 - Expand System z capabilities while enhancing its proven strengths
 - Continue to reduce the costs associated with operations and systems management



IBM

The IBM Service Management Difference



- <u>Unparalleled Value</u> reduces operational labor cost and time, improves asset productivity and quality of service
- <u>Proven Architecture</u> delivers service excellence and automation through open standards-based SOA and industry-proven technologies
- **<u>Rich Relational Value</u>** provides end-to-end automation through seamless integration across processes and operational tasks
- <u>Depth & Breadth in Offerings</u> covering network management, asset management, service request management and governance
- **<u>Flexible Adoption Model</u> allow customers to become servicecentric regardless of their current level of organizational automation**



BACKUP Tivoli Product Preview Announcement Summary

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Performance Management	
r onormanoo managomon	New Release Highlights
 IBM Tivoli OMEGAMON XE v4.1.0: z/OS CICS on z/OS IMS on z/OS DB2 Performance Monitor & Performance Expert on z/OS Storage on z/OS Messaging V6.0.1 New! CICS TG on z/OS 	Support for new z/OS 1.9, CICS TS 3.2, IMS 10 Enhanced problem analysis by OMEGAMON 3270 Classic for key platforms Enhanced OM DB2 SAP support Enhanced Performance in very large scale MQ environments for OM Messaging New CICS TG performance management solution for workload and resource utilization
 Mainframe Networks 	IP security network management in OM Networks to help identify network attacks
– Z/VM and Linux	Extended z/VM and Linux performance analysis and support for z/VM 5.3

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Performance Management	
r ononnanoo managomon	<u>New Release Highlights</u>
IBM Tivoli Monitoring V6.2	<u>System p AIX</u> management analysis extensions
	TEP LDAP User authentication
	<u>New Agent Builder</u> to create custom agents
	Common Event Viewer integrated into TEP
New! IBM Tivoli Performance Analyzer V6.1	<u>New ITM component</u> can be added for enhanced analysis and predictive capabilities
	Performance Analyzer reports on key operational metrics and trending
	Highlights emerging problems before they threaten service levels

Application, Workload and	Automation Management
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	New Release Highlights
Application Management	
 IBM Tivoli Composite Application Manager: SOA V6.1 Fixpack 1 & SOA V7.1 Internet Service Monitoring 	SOA support for monitoring service flows through WebSphere Message Broker Integration of ITCAM for SOA with OMEGAMON XE for Messaging and IBM Tivoli Monitoring Topology display of service flows End User experience management via simulated transaction monitoring
Workload and Automation Management IBM Tivoli Workload Scheduler V8.4 & Application V8.4 IBM Tivoli Workload Scheduler for z/OS V8.3 IBM Tivoli System Automation for z/OS V3.2	 <u>Advanced event-based</u> scheduling capabilities <u>Enhanced SAP event monitoring</u> <u>Policy-based event filtering</u> for workload automation <u>Enhanced integration with the TEP</u> for management of z/OS automation data

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Network Management and Storage Managements

NetworkManagement

- Tivoli NetView for z/OS V5.3 (GA 27July07)
- IBM Tivoli Network Manager IP Edition V3.7
- IBM Tivoli Network Manager IP Entry Edition V3.7
- IBM Tivoli Network Manager TN Edition V5.6
- IBM Tivoli Netcool/OMNIbus V7.2

Storage Management

- IBM Tivoli Advanced Catalog Management for z/OS V2.1
- IBM Tivoli Advanced Audit for DFSMShsm V2.1
- IBM Tivoli Allocation Optimizer for z/OS V2.1
- IBM Tivoli Storage Manager V5.5

<u>Enhanced NetView and OMEGAMON integration</u> via Tivoli Enterprise Portal and System z TCP/IP discovery and load to CCMDB

<u>Real-time network discovery and monitoring</u> for network operation center personnel in ITNM IP

Enhanced network operator tasks to drill into an individual device's configuration

Event views in TEP from OMNIbus

TEP-enabled advanced storage tools and integration with OMEGAMON XE for Storage

Fast and complete auditing of storage and automated corrective actions for errors

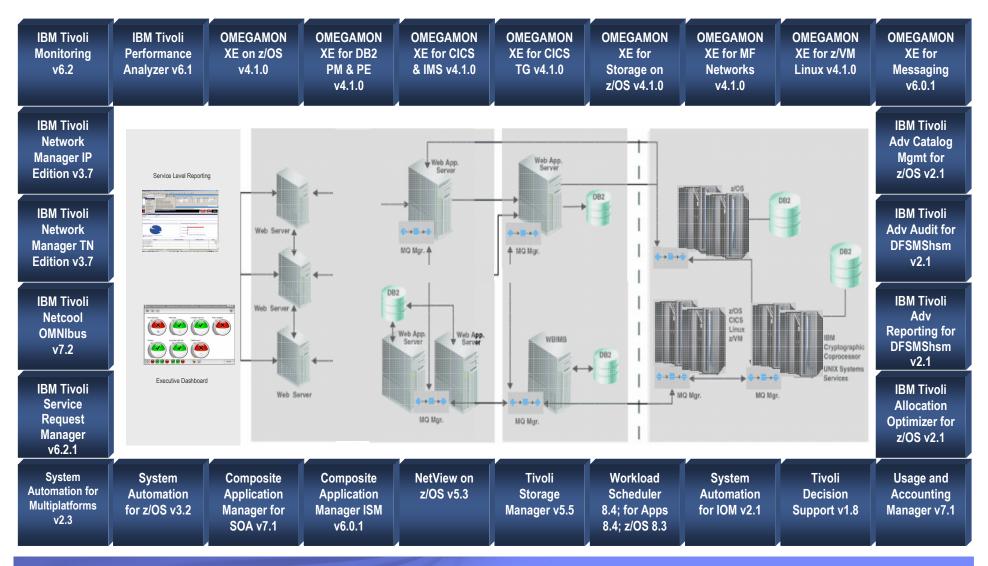
TSM Optimized disk backup/restore for improved performance in operations

Service Management and IT Financial Management

	<u>New Release Highlights</u>
<u>Service Management</u>	
 IBM Tivoli Service Request Manager V6.2.1 	 <u>A fully ITIL-compliant solution</u> for service desk, problem and incident management <u>Supports both IT and corporate help desk</u> with integration to Maximo Enterprise Management solutions
 IT Financial Management IBM Tivoli Usage and Accounting Manager V7.1 IBM Tivoli Decision Support for z/OS V1.8 	 Enterprise IT usage and accounting reporting to optimize IT spending Extended integration and reporting for IBM Tivoli Usage and Accounting Manager with Tivoli and WebSphere products Web reporting, publishing and integration with Tivoli Enterprise Portal for IBM Tivoli Decision Support

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Result? Superior End-to-End Enterprise Management



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