

Pulse Comes To You 2012

Business Without **LIMITS**



Rethink IT and Reinvent Business with IBM SmartCloud

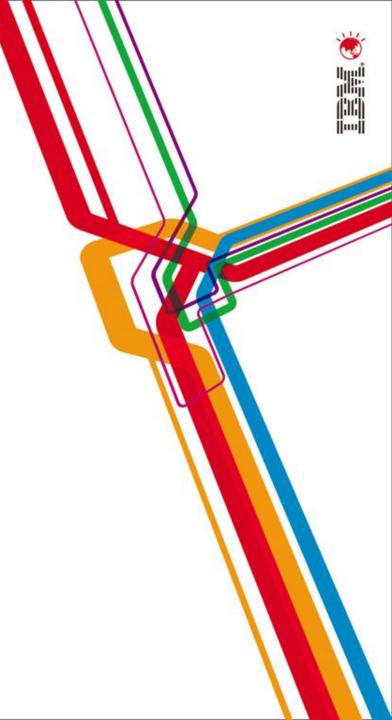
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Monitoring and Managing your Cloud & Shared IT Environment

Yeo Tze Ping

Service Management Solution Consultant Tivoli ASEAN



Evolving operations management

Common questions during IT transformation to cloud & shared infrastructure

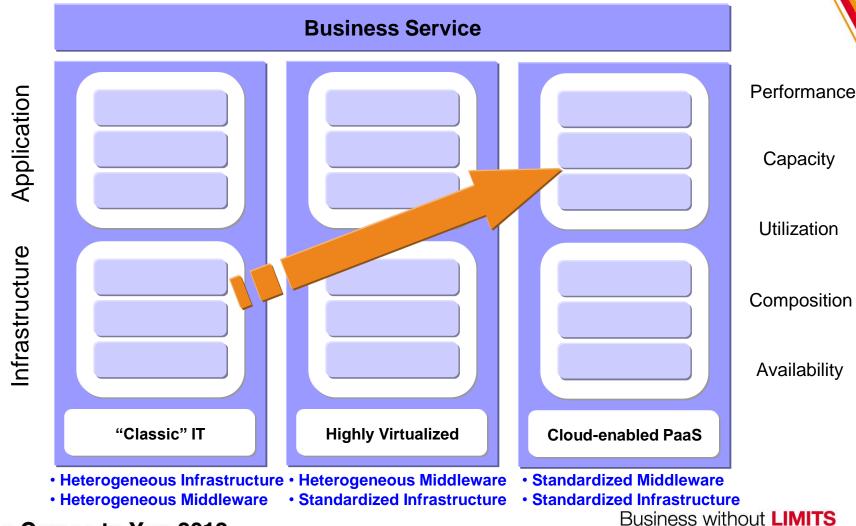


performance, transactions, and processes end-to-end?

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Evolving operations management

Cloud and shared infrastructure drives increased need to manage at the application and service level



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The Cost of Poor Performing Applications

Impacts customer satisfaction, revenue and productivity

Online Outage On Black Friday

(AP) High traffic disrupted Wal-Mart Stores Inc.'s Web site for much of Friday, one of the year's pusiest shopping days.

The Walt Disney Co. also had problems handling the rush of online activity Friday, while Amazon.com Inc.'s site had brief disruptions a day earlier due to a Thanksgiving Day sale on Microsoft Corp.'s Xbox 360 video game machines.



.. issues with application performance are impacting corporate revenues by up to 9%."

"Poor application performance translates to lost revenue, research shows", Network World 08/06/2008

InformationWeek

BestBuy.com Experiences Overnight Web Site Outage, According To Moni Service

December 15, 2006, Information Week

BestBuy's Web site response times have been climbing as holiday shopping has become mor December, according to WebSitePulse.com.

By Charles Babcock InformationWeek

"Organizations spend 54% of each outage detecting and identifying."

 EMA Decreasing IT Operational Costs by Accelerating Problem Resolution, EMA March 2009

Computer Glitch Delays IRS Rebate Checks

Computer glitch dumps kids from state health insurance

By DEBORAH CIRCELLI Staff writer

""Nearly 60% of survey respondents reported the inability to identify issues before end users are impacted..."

"Poor application performance translates to lost revenue, research shows", Network World 08/06/2008

Last Updated: Monday, 3 January, 2005, 18:31 GMT

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System glitch hits HSBC customers

HSBC customers faced chaos in the UK on the New Year public holiday as the bank suffered a major breakdown in services.

A computer glitch meant customers were unable to get money from cash machines or use credit cards and Switch



Bargain hunters may have been hi by HSBC's problems

cess their personal accounts

the glitch was the most serious s history, but most problems



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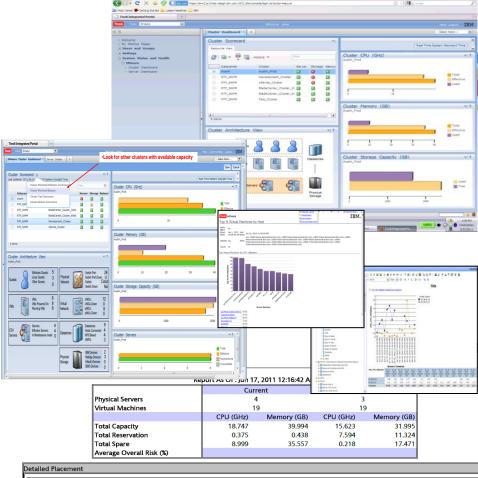
Key capabilities to optimize & maintain a private

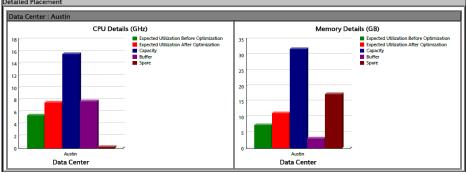
cloud

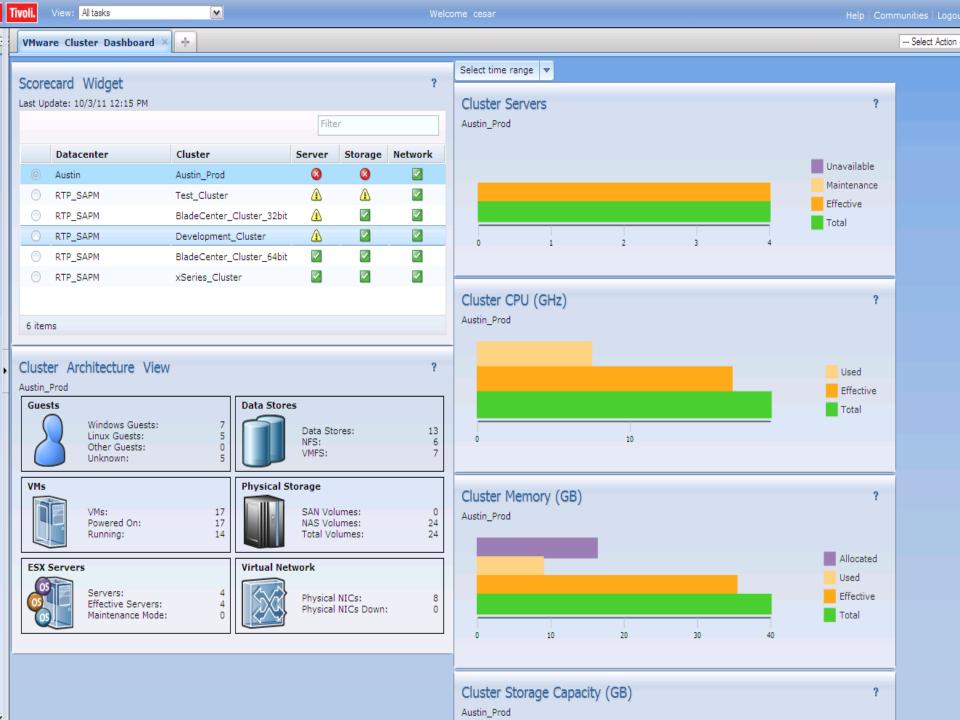
Health dashboards to provide an instant, consolidated glimpse into cloud health

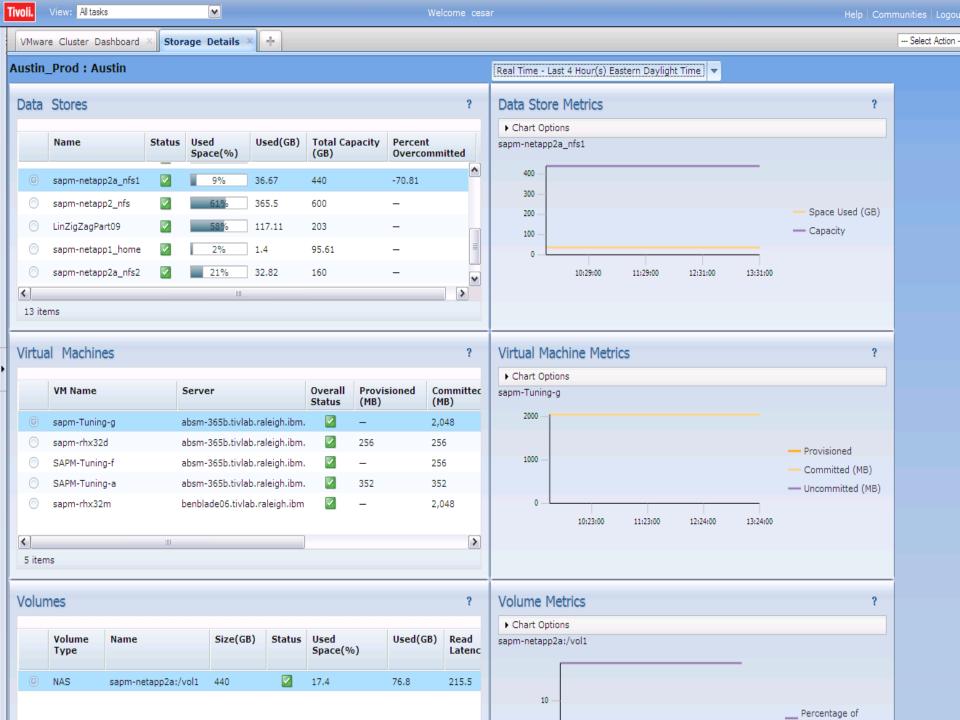
- Topology views of the key interrelated components of the cloud
- Reports on the health trends of cloud components and workloads
- What-If capacity planning scenarios
- Policy-Based optimization to put workloads where they'll perform best, not just where they'll fit
- Performance Analytics for rightsizing of virtual machines
- Integration with other Service Management functions

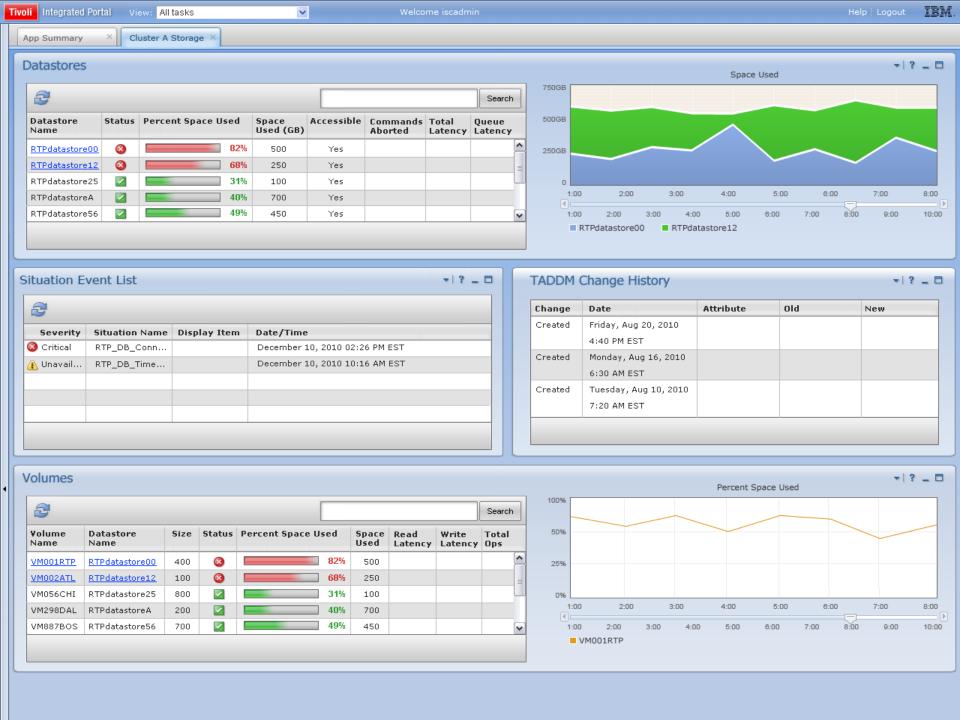
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VMware VI Balanced and Unbalanced Clusters

Date filter

Start Date

Aug 11, 2011 12:00:00 AM

Data Center

Cluster(s)

ALL

Shift Periods

Vacation Periods

Last 7 days

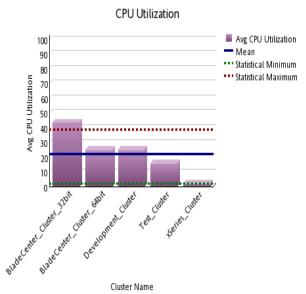
Aug 11, 2011 12:00:00 AM

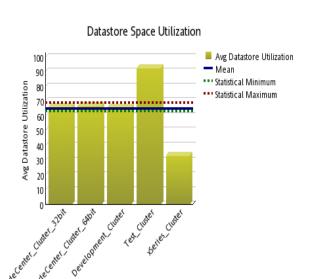
RTP_SAPM

ALL

All Shifts

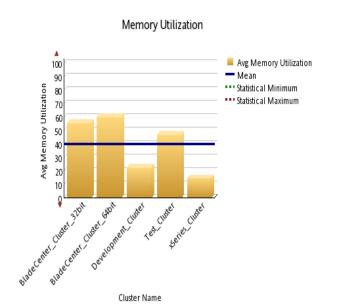
All days

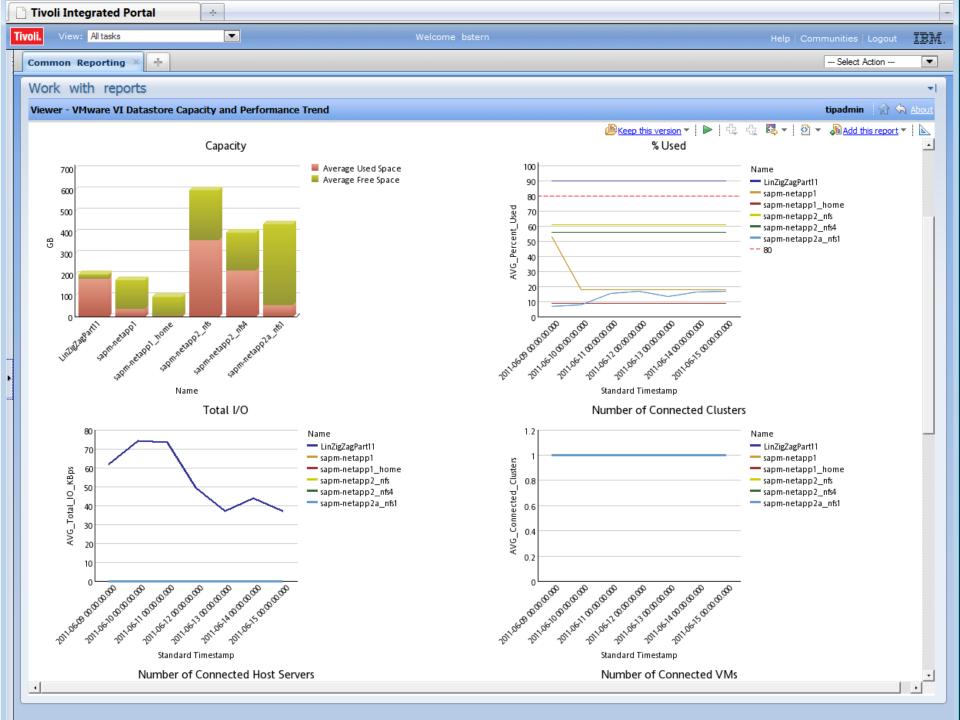


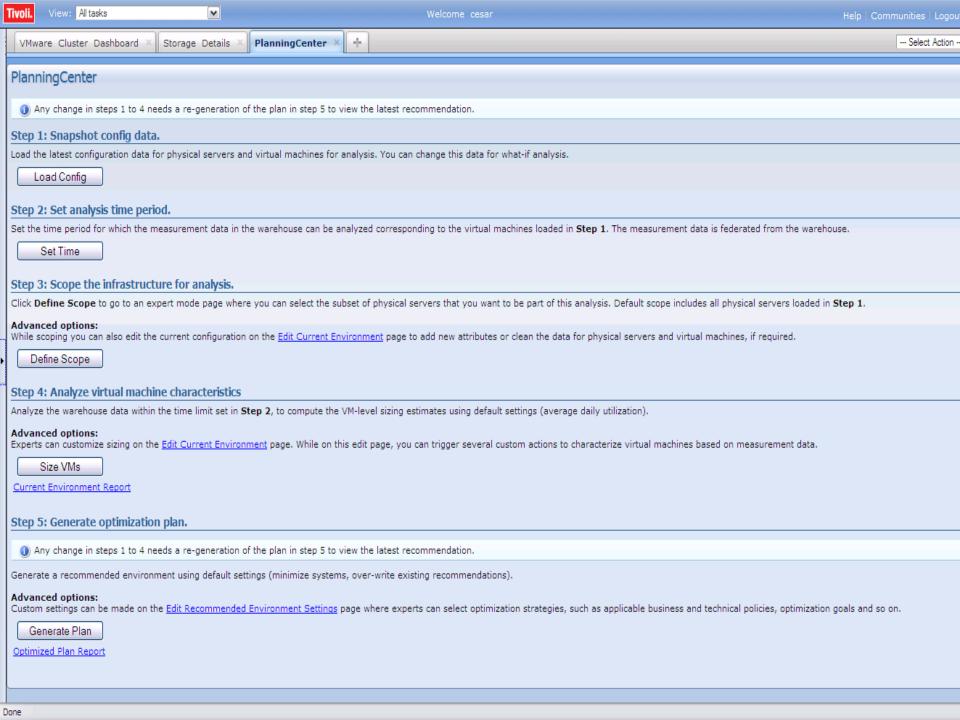




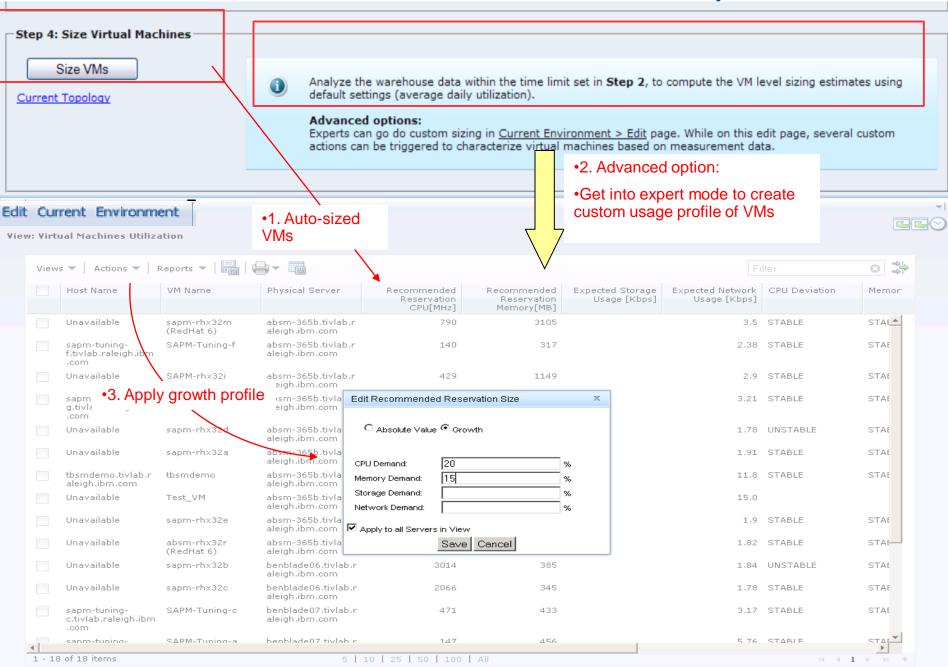
Aug 18, 2011 11:59:59 PM



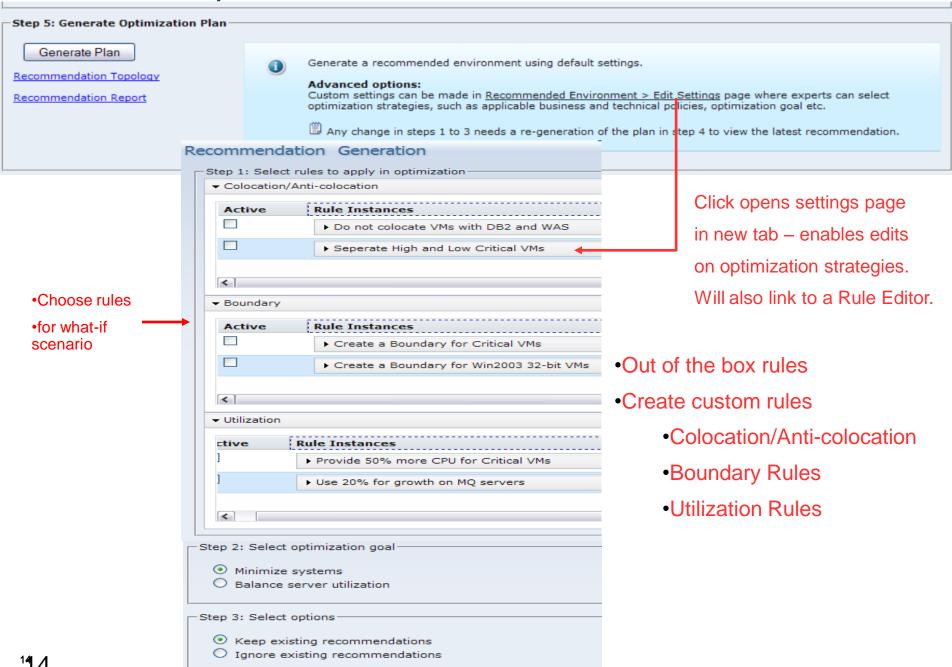


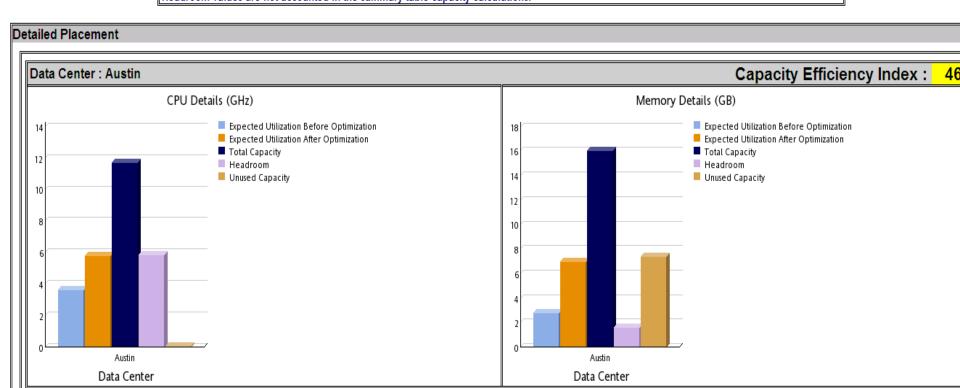


Plan for Growth Factors for CPU, Memory, etc.



Rules for Optimization





IBM SmartCloud Monitoring: Optimize your infrastructure performance and maximize ROI

Provides greater visibility resource health

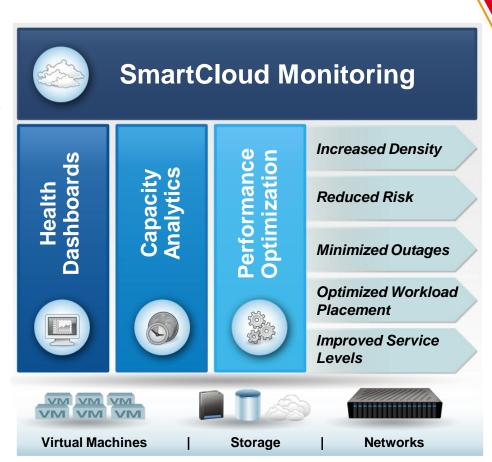
- Track service levels & performance, and predict problems before clients are impacted
- Understand performance and capacity today, and know what it will look like months from now

Lowers total cost of operations

- Optimize workload placement to wring maximum capacity and performance out of your investment
- Freedom from expensive hypervisor or OS lock-in with a heterogeneous infrastructure monitoring solution

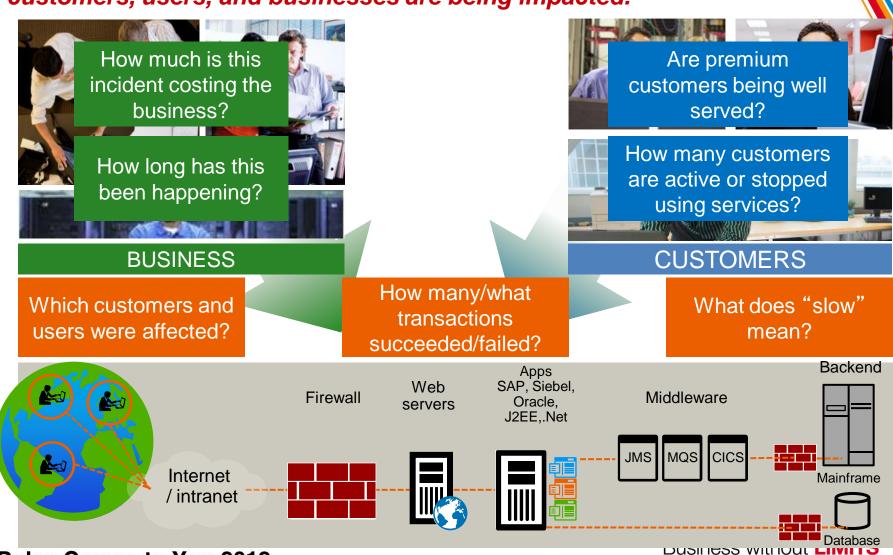
Optimizes performance

- Built-in performance analytics for right-sizing of virtual machines and resource optimization
- Real-time proactive & predictive alerts help identify and fix problems quickly



The Business Challenge

When there's a problem, the business needs to know which customers, users, and businesses are being impacted.



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Application Performance Management

Insights required to optimize performance, manage risk, and reduce costs in your application environment



Visibility into application resource dependency

End User Experience

Transaction
performance
monitoring to ensure
SLA compliance

Transaction Tracking

Rapid problem isolation through transaction path analysis

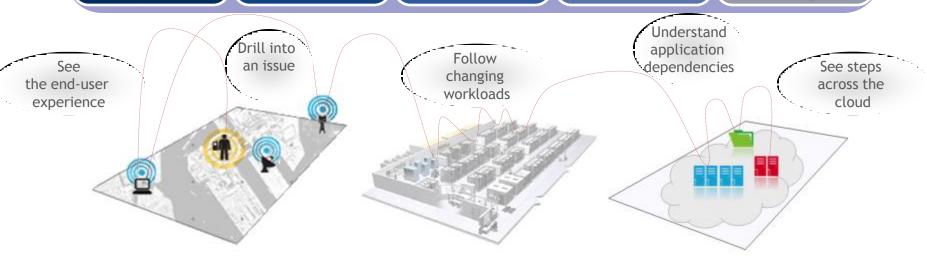
Deep Dive

Domain-specific operations tools for diagnosis and repair

Predictive Analytics

Proactive Management to reduce outages & improve business performance

← shared data & common services →

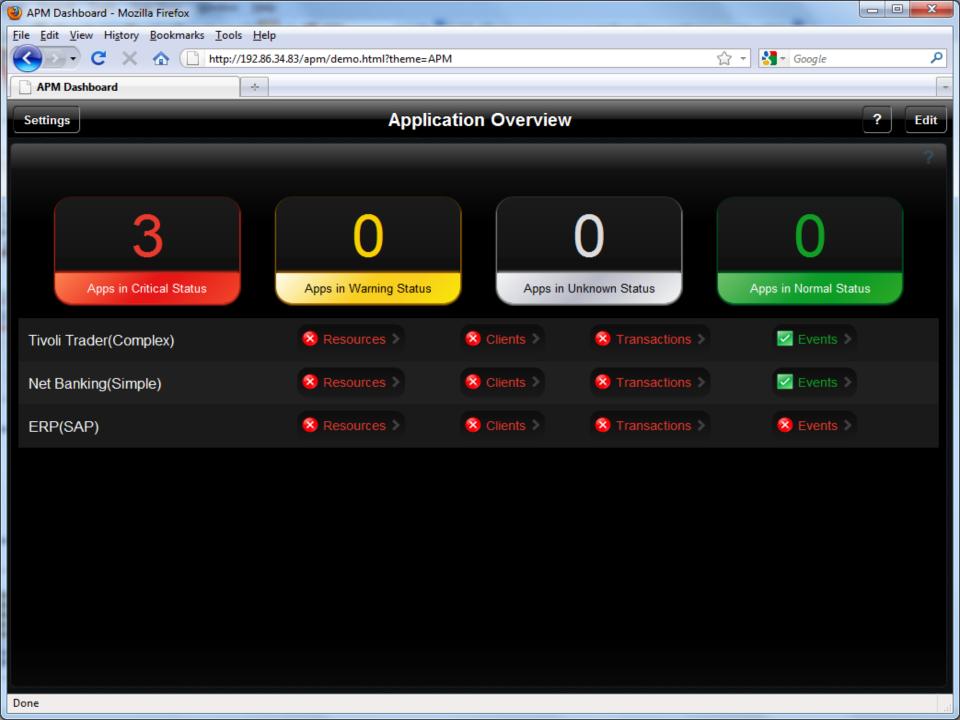


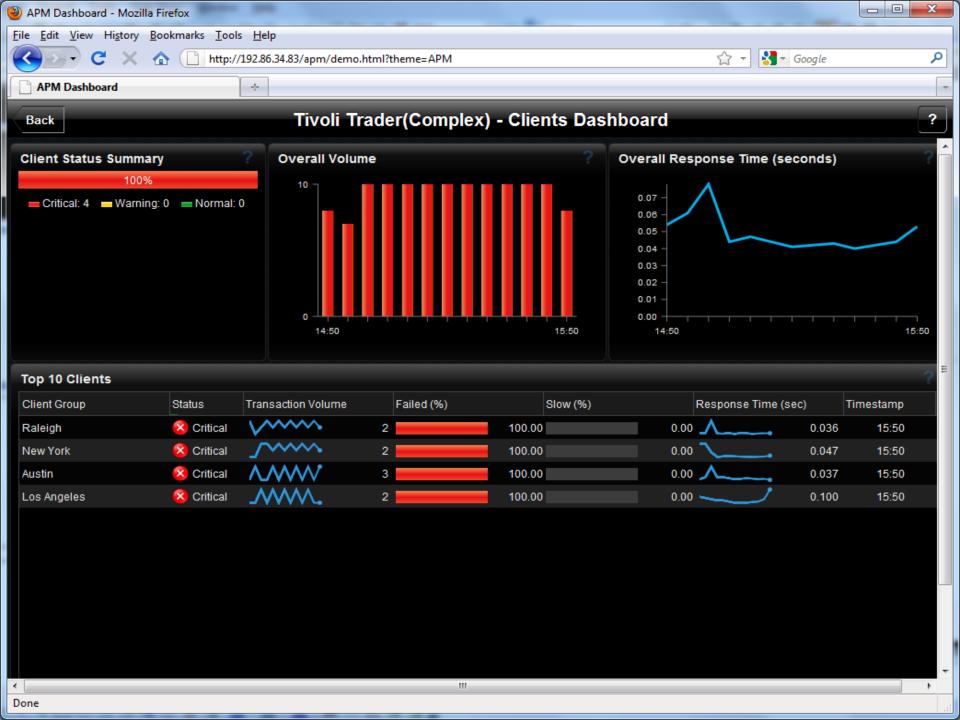
Mobile devices & smart endpoints

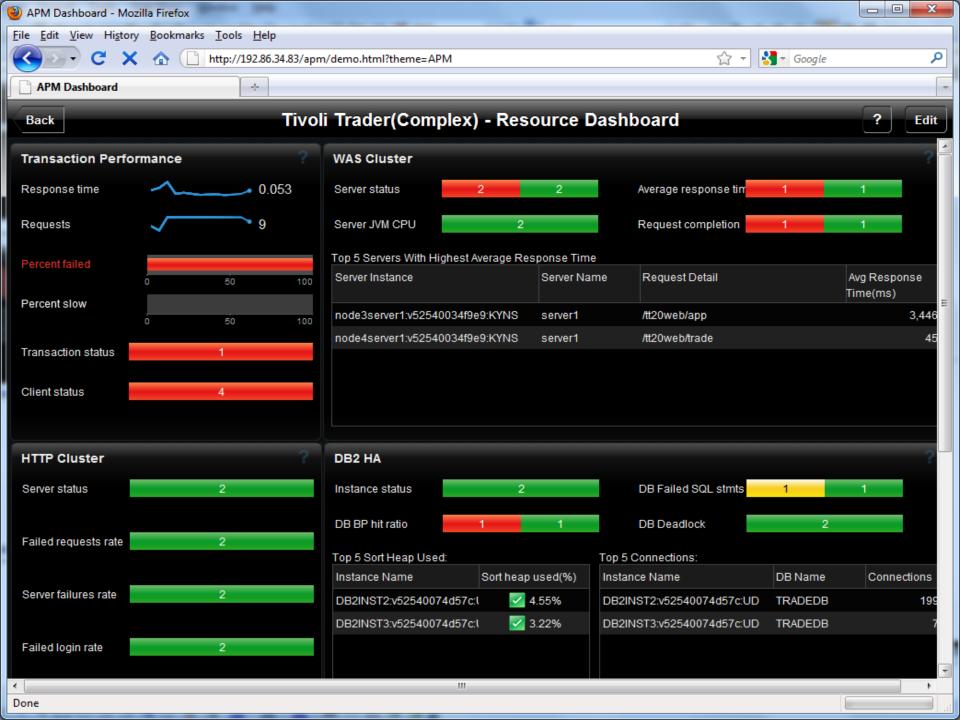
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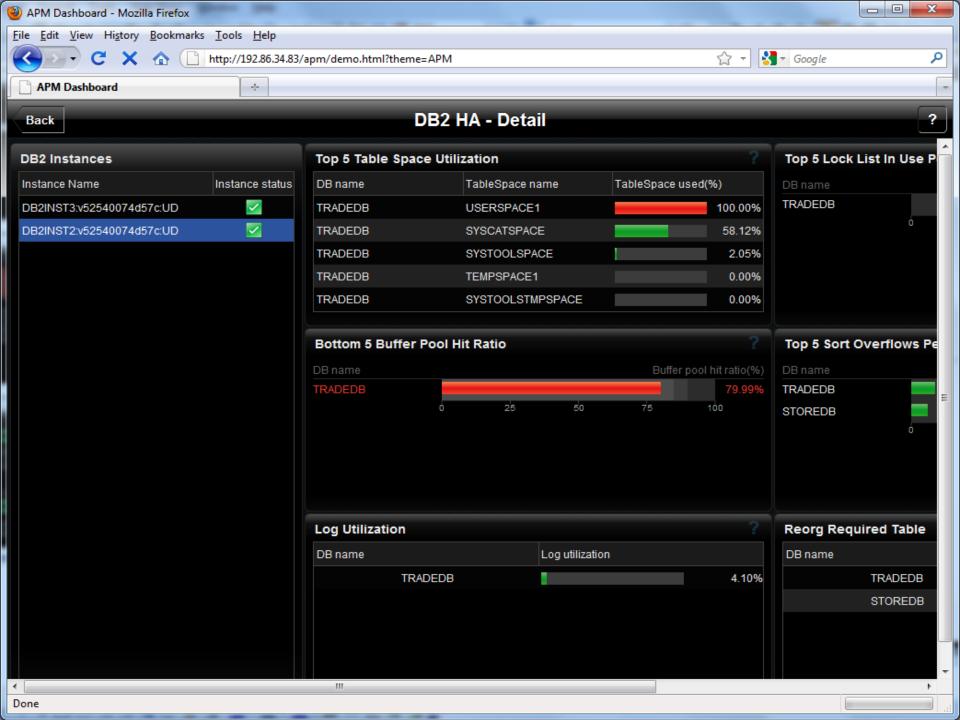
Highly virtualized applications, storage & networks

Private, public & hybrid clouds
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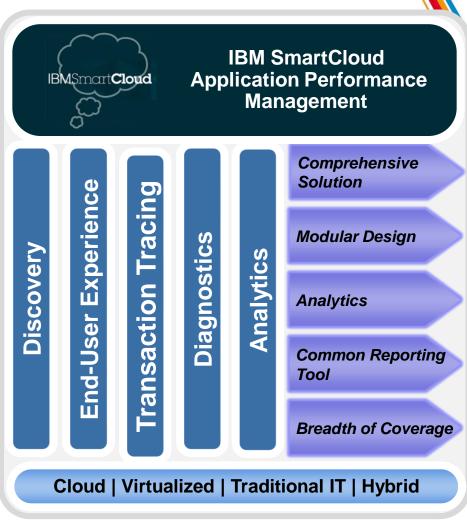
IBM SmartCloud Application Performance Management

A single solution that intelligently manages Performance, Availability, and Capacity for complex application infrastructures in cloud and

hybrid environment.

 Comprehensive solution that offers the right visibility, control and automation for critical applications

- Modular design to get started quickly and add capabilities as they are needed.
- Analytics to improve capacity utilization and optimize performance
- Common reporting tool, based on Cognos, makes reporting simple and easy to customize
- Delivers breadth of domain coverage in combination with a single trusted source of information for more accurate and faster problem diagnostics
- Entry edition available for mid market clients



www.ibm.com/Tivoli/APM
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How are the Solutions Related?

SmartCloud Application Performance Management

SmartCloud Application Performance Management Entry Edition

Add Web Server Add MS Applications Add Database Add ISM Add End User Experience Add Application Server Add ERP (SAP, Peoplesoft)

SmartCloud Monitoring

OS and Virtualization visibility

Each SmartCloud solution licensed by OS instance

IBM APM ROI

Task	Before IBM APM	After IBM APM	Improvement
MTTR application and services problems Large Food Service and Facilities Mgmt Provider	8hr/incident	1hr/incident	\$1.1M/yr
End user monitoring Large Chemical Company	77% user satisfaction 99% availability	86% user satisfaction 99.7% availability	9% .7%
e2e application and service monitoring Logistics Company	97% uptime	99.7% uptime	2.7%





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