



IBM Service Management Conference : **Pulse Comes to You 2010**

Tune to the Pulse of a Smarter Planet



Achieving Business and IT Value Through Service Management

Lewis Troke

Consultant, IBM Tivoli Software Asia Pacific

IBM Software

PCTY2010



Pulse Comes to You

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The world is getting smarter – more instrumented, interconnected, intelligent.....



Smart traffic systems



Intelligent oil field technologies



Smart food systems



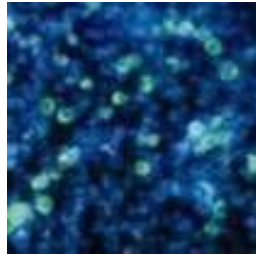
Smart healthcare



Smart energy grids



Smart retail



Smart water management



Smart supply chains



Smart countries



Smart weather



Smart regions



Smart cities

.... and companies that exploit these emerging capabilities will have significant advantage over those that do not.

Smart assets are enabling new levels of service innovation, differentiation and a new economy ...

**In-flight
Broadband**



**Just in time
Production**



**Cost-efficient
Power**



**Anytime
Assistance**



**Quality
Health Care**



**Real-time
information**



**Access
On-demand**



**User-initiated Cloud
Services**



...where everything is a service.

...And More Demanding

Infrastructure Complexity:

30 billion RFID tags



30 Billion

Process Disconnect:

80% of problems
caused by
IT changes

80%



-97 Units



Resource Constraints:

For every 100 units of energy piped into a data center, only three units are used for actual computing.



508%

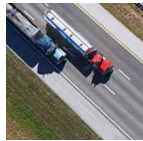
Risk and Compliance:

of new malicious Web links discovered in the first 1/2 of 2009 rose by 508% compared to first 1/2 2008.

As products and services become smarter, so must our approach to creating and managing them...



+



+



+



+



+



Aligning Assets and Management Applications with Standard Processes



Lines of business



Datacenter Operations



Business Partners



Security Operations



Customer Relations



Network Operations



Facilities & Production



Research & Development

Across Organizational Entities

To Deliver High-Quality, Differentiated Services & Products



...to ensure maximum value to the business and our customers.

Best practices in Integrated Service Management today focus on the things that matter most to the business

Visibility



- ***See Your Business Services and Processes***
Establish a clear, aligned and differentiated service strategy, and gain the real-time intelligence needed to measure and improve delivery against business and IT objectives.

Control



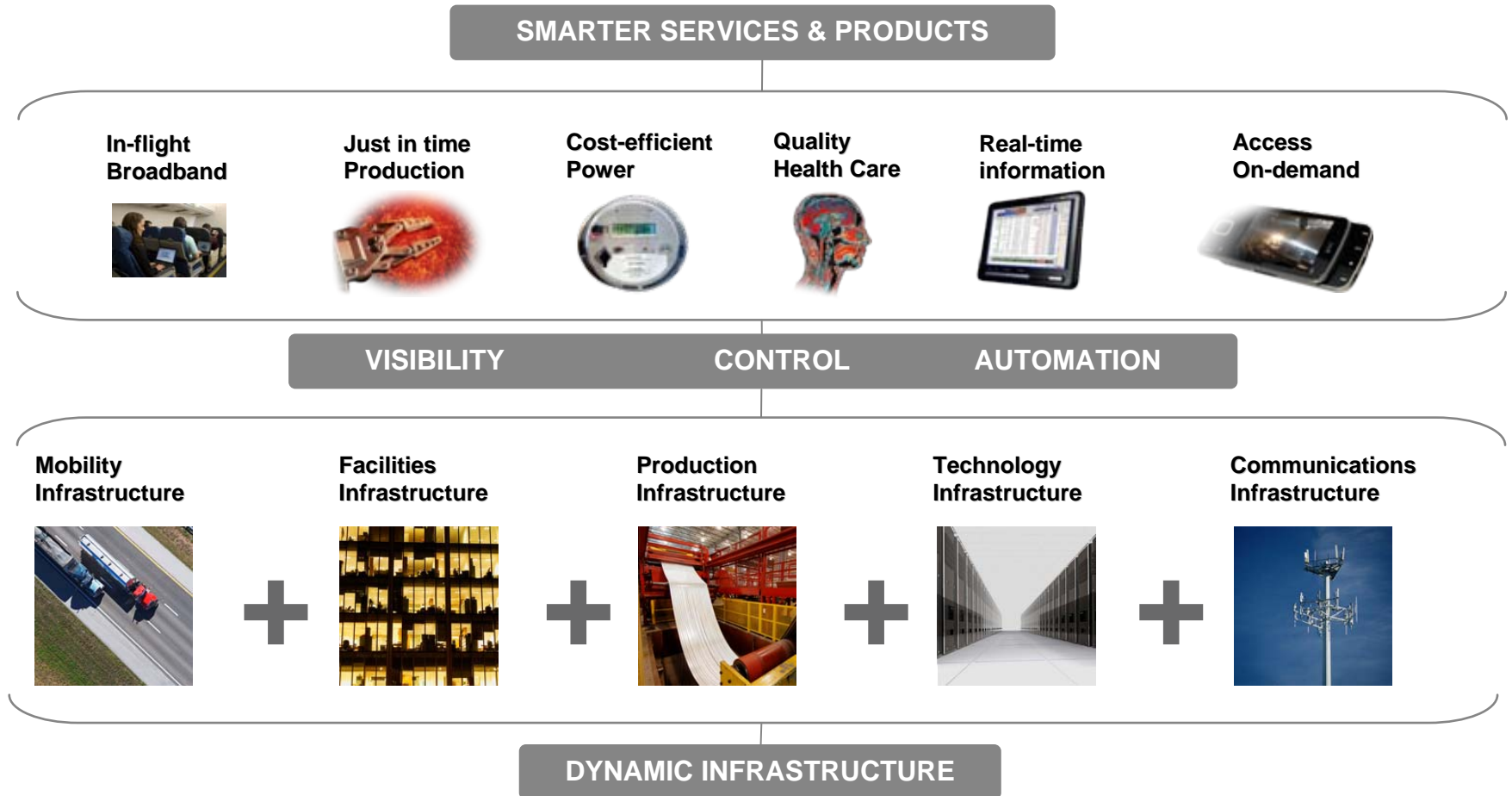
- ***Manage and Secure Your Investments***
Ensure effective governance of assets, information, processes and services through enhanced change and security controls, and compliance reporting.

Automation



- ***Build Agility into Your Operations***
Improve integration and automation of workflow across operational silos, tools, and processes for reduced cost and improved time to market.

Implementing an Integrated Service Management delivery platform provides the visibility, control & automation needed to achieve a smarter planet..



...enabling new efficiencies and opportunities for competitive differentiation.

Economics of Integrated Service Management are clear



Doing more with less

Reduce capital expenditures and operational expenses



Reducing risk

Ensure the right levels of security and resiliency across all business data and processes



Higher quality services

Improve quality of services and deliver new services that help the business grow and reduce costs

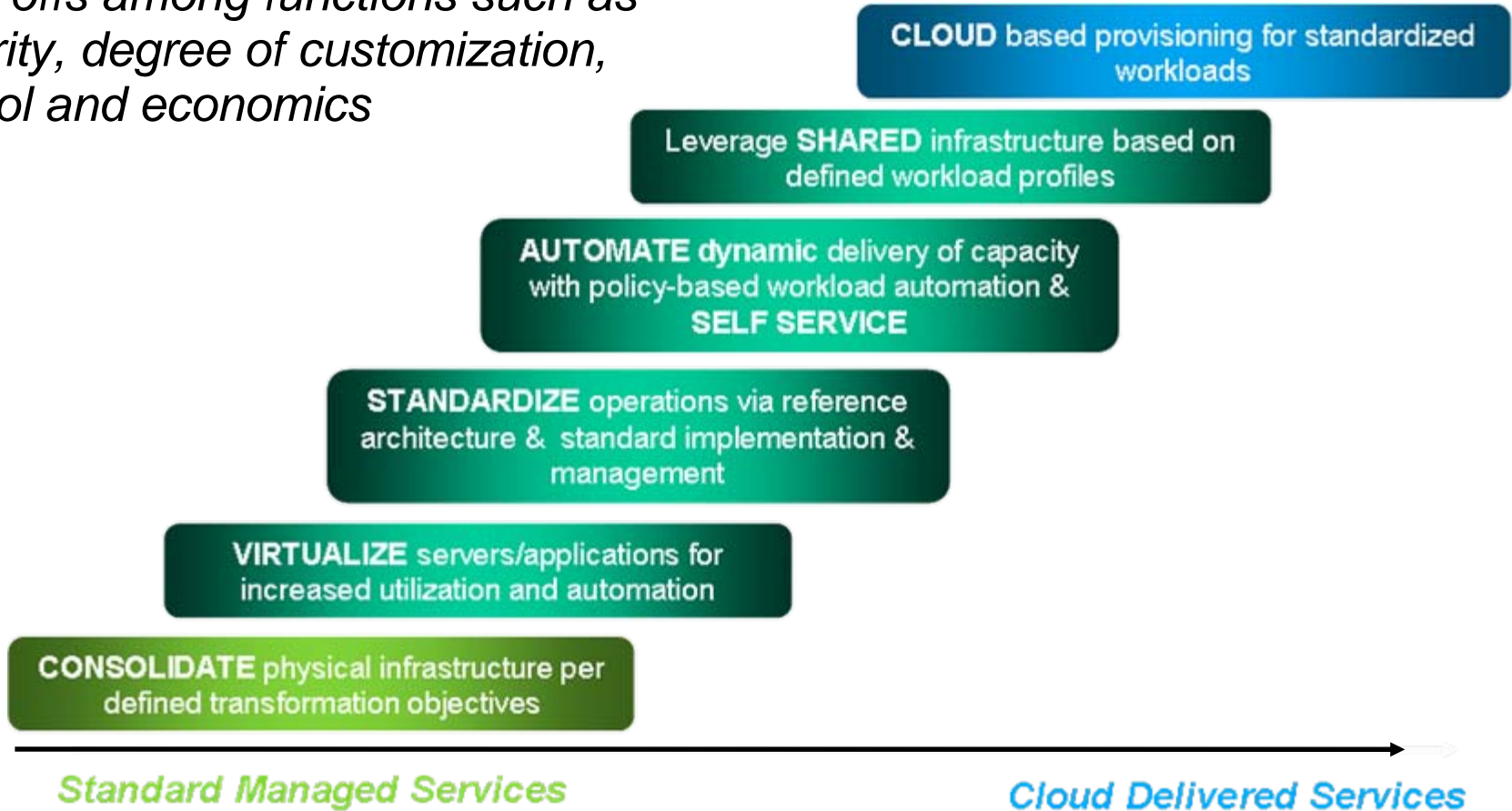


Breakthrough agility

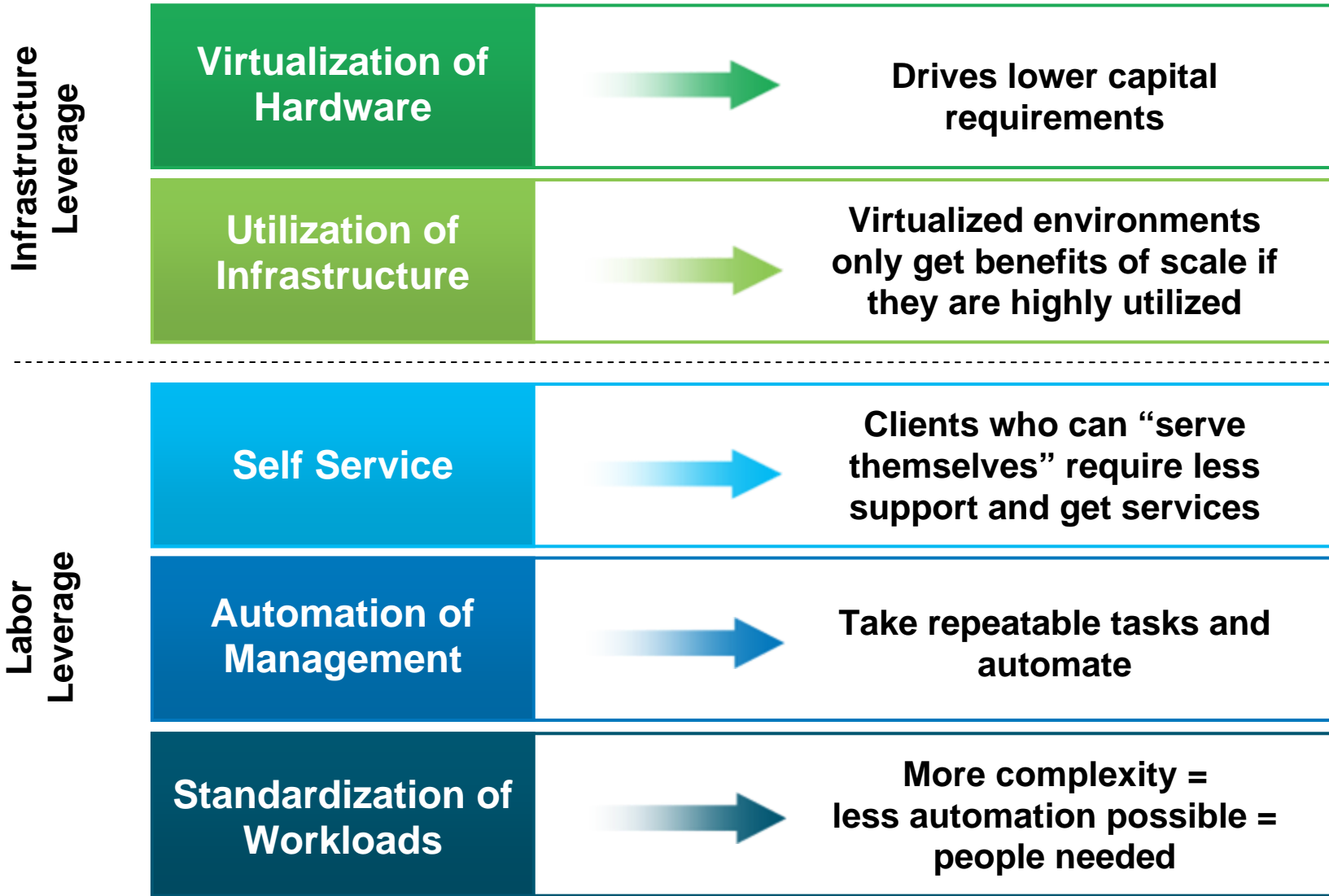
Increase ability to quickly deliver new services to capitalize on opportunities while containing costs and managing risk

Evolution from Traditional Environments to Cloud

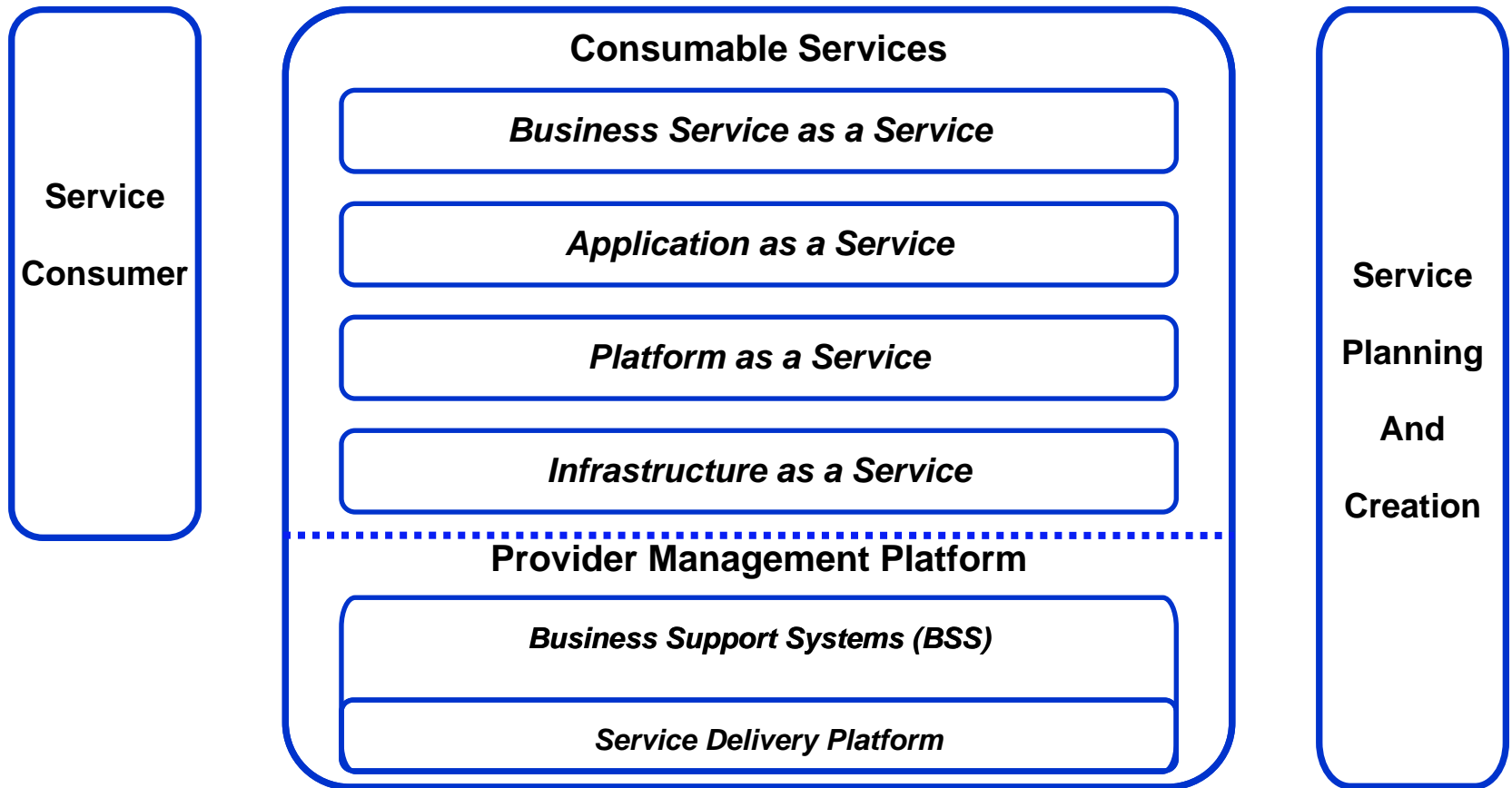
Clients will make workload-driven trade offs among functions such as security, degree of customization, control and economics



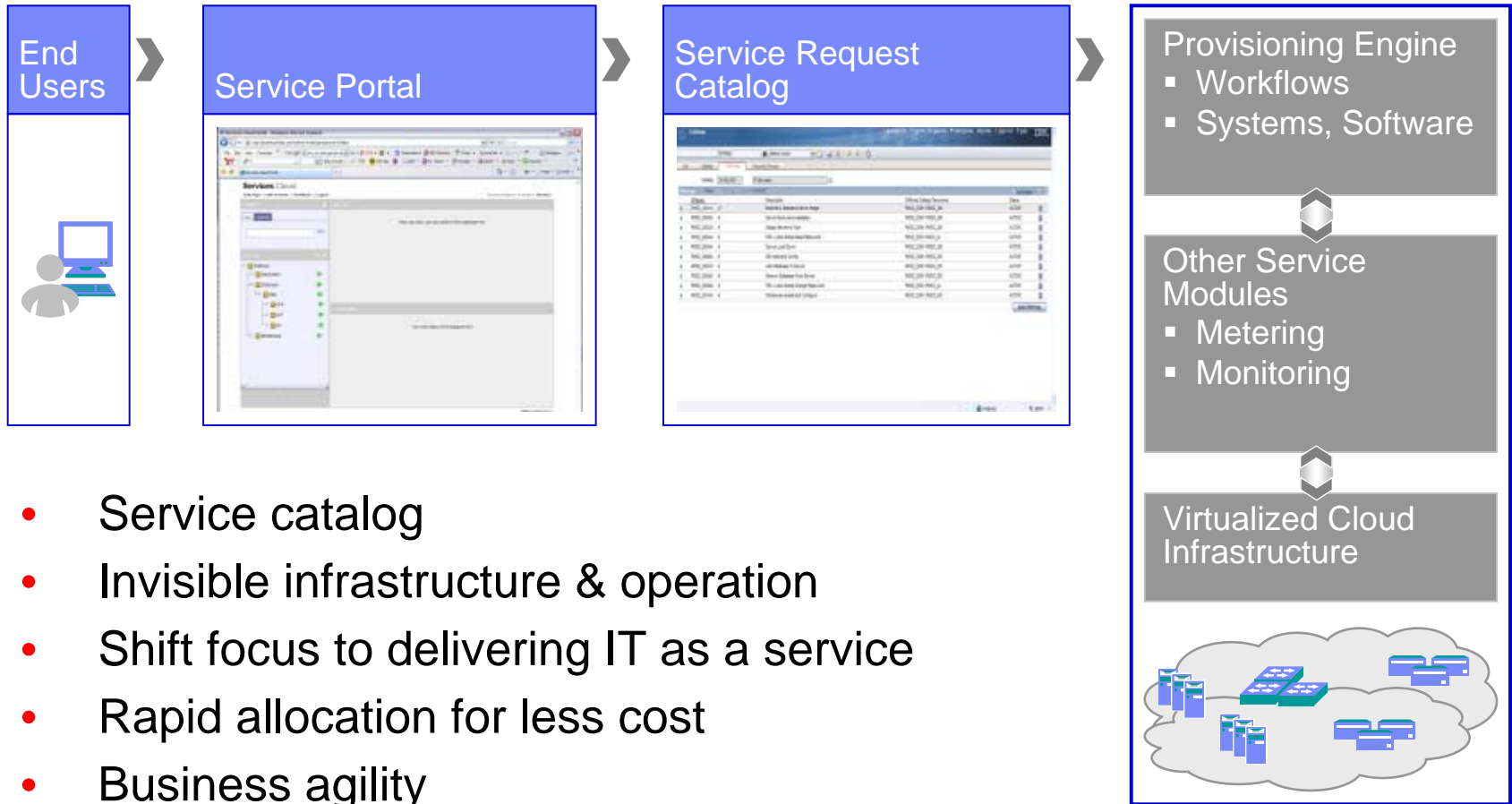
Elements that Drive Service Efficiency and Economics



Defining and implementing a Service Provider – Consumer model provides the structure for success

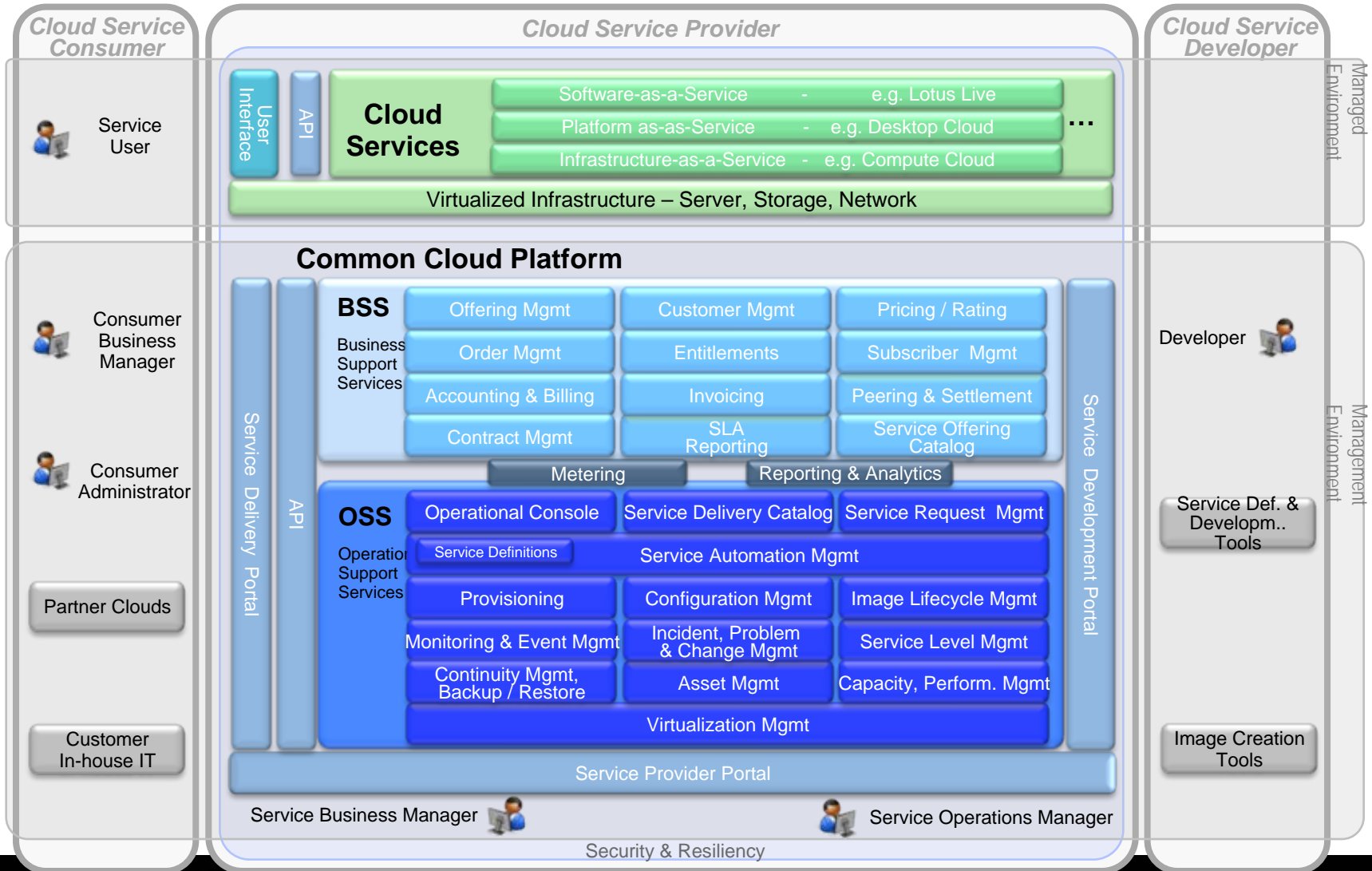


Cloud characteristics

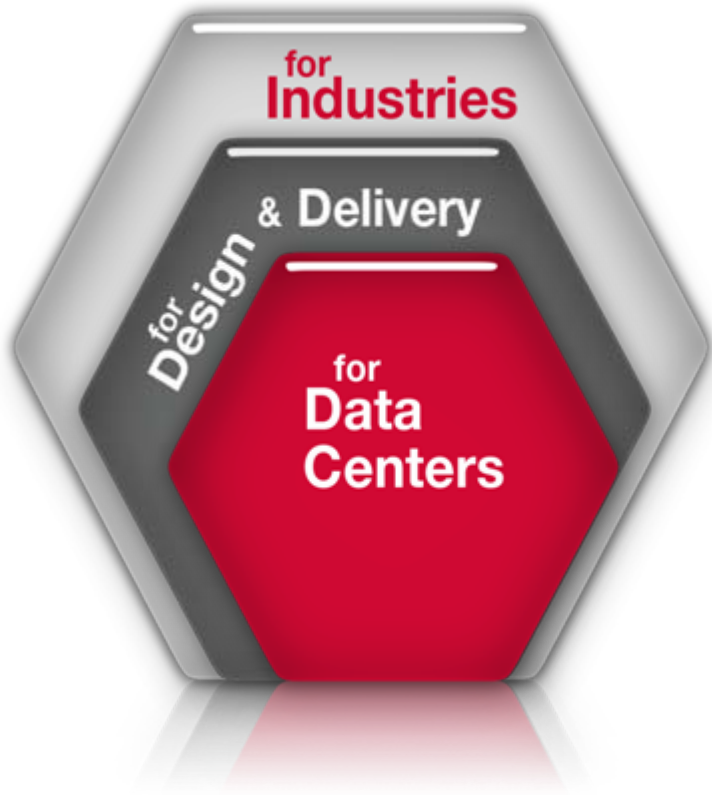


- Service catalog
- Invisible infrastructure & operation
- Shift focus to delivering IT as a service
- Rapid allocation for less cost
- Business agility
- Services which can be metered

Integrated Service Management is the platform that the Service Provider - Consumer Architecture runs on



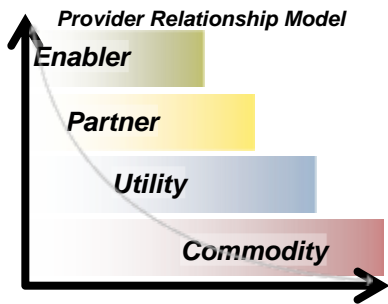
Integrated Service Management



- Service architectures tailored by industry
- Service lifecycle management
- Service dashboards
- Unified management of service requests and incidents
- Asset management
- Automated management

IBM uses a collaborative approach to better understand objectives and develop a **Service Management** architecture, implementation roadmaps and program

1. Understand Strategy and Plans



Understand IT and Business Objectives

2. Understand Current Capabilities



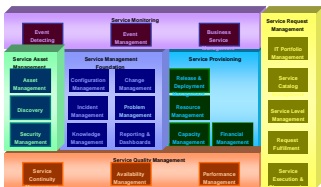
Evaluate Current State to Identify Capability Gaps and Improvements

3. Develop Management Vision



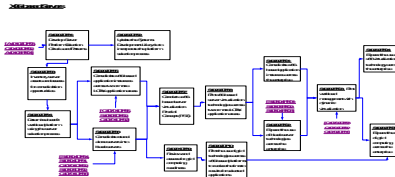
Define Service Management Capabilities required to have achieve objectives

4. Identify Solution Architecture



Establish the conceptual architectural framework

5. Define Implementation Roadmap



Prioritize and Sequence Design and Implementation Initiatives

6. Develop Business Case

Category	Item	Value
Capital Expenditure	IT Staff Headcount (post-2010)	100
Capital Expenditure	IT Staff High Time Expenses (2010)	100
Capital Expenditure	IT Staff Low Time Expenses (2010)	100
Capital Expenditure	IT Staff Training Expenses (2010)	100
Capital Expenditure	IT Staff Travel Expenses (2010)	100
Capital Expenditure	IT Staff Other Expenses (2010)	100
Capital Expenditure	IT Staff Total Expenses (2010)	100
Capital Expenditure	IT Staff Total Expenses (2011)	100
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Capital Expenditure	IT Staff Total Expenses (2099)	100
Capital Expenditure	IT Staff Total Expenses (2100)	100

Justify Initiatives and Develop Business Case

In Summary ... there is unique opportunity in the shift to a smarter planet.



- Smart assets are enabling new levels of service innovation and differentiation.
- The growth of instrumentation, interconnection and intelligence in the world will drive the emergence of new IT and business services ... and the requirement for higher levels and service delivery and management.
- New IT consumption and delivery models are very compelling for many businesses today – and will become the basis for best practices and value in the future
- IBM can work with your organization to develop and implement an Integrated Service Management program for success



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