



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

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IBM Software



11th May 2010 – Bangkok, Thailand

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



Smart traffic systems



Intelligent oil field technologies

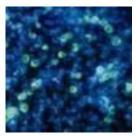


Smart food systems





Smart retail



Smart water management



Smart supply chains

Smart countries



Smart

healthcare

Smart weather



Smart regions

grids



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



Process Disconnect:

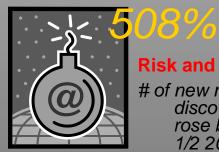
80% of problems caused by IT changes





Resource Constraints:

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



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

Business

Partners



Datacenter Operations



Security Operations

Network

Operations

Across Organizational Entities

To Deliver High-Quality, Differentiated Services & Products

















Customer

Facilities & Production



Research & Development



...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



Control



Automation



• 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.

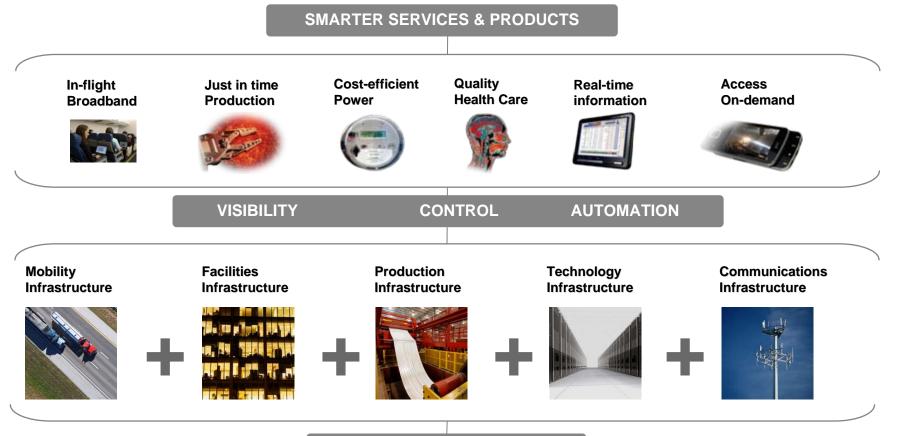
Manage and Secure Your Investments
 Ensure offective governance of assets information

Ensure effective governance of assets, information, processes and services through enhanced change and security controls, and compliance reporting.

• 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..



DYNAMIC INFRASTRUCTURE

...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

CLOUD based provisioning for standardized workloads

Leverage SHARED infrastructure based on defined workload profiles

AUTOMATE dynamic delivery of capacity with policy-based workload automation & SELF SERVICE

STANDARDIZE operations via reference architecture & standard implementation & management

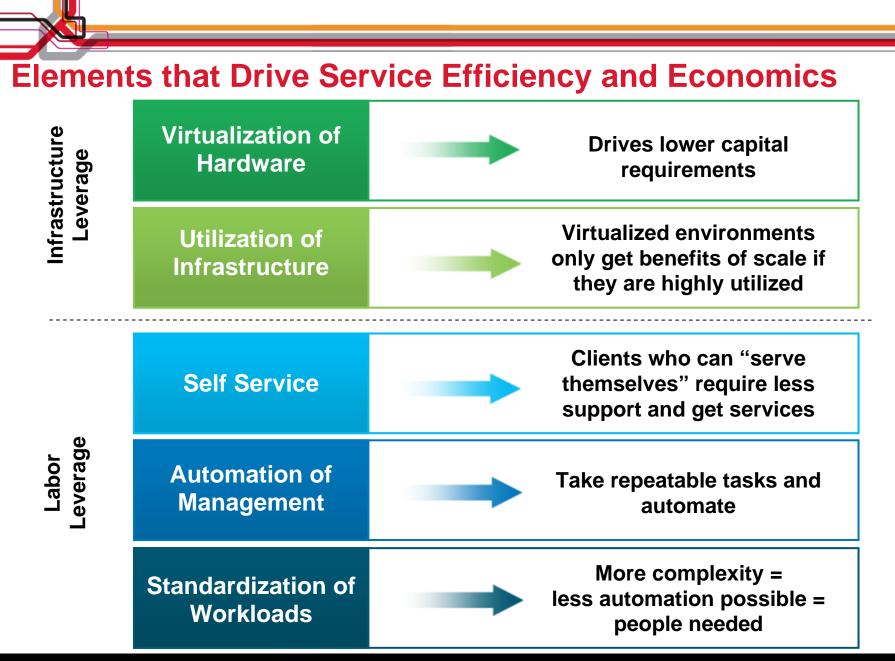
VIRTUALIZE servers/applications for increased utilization and automation

CONSOLIDATE physical infrastructure per defined transformation objectives

Standard Managed Services

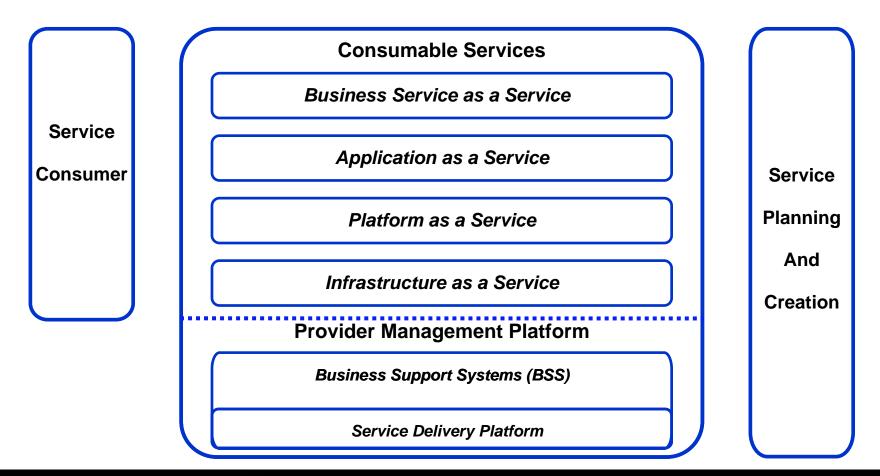
Cloud Delivered Services







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





Cloud characteristics

| End Users | > | Service Portal | > | Se Ca |
|--------------|---|----------------|---|----------|
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- 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

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Provisioning Engine

Systems, Software

Workflows

Other Service

Metering Monitoring

Virtualized Cloud Infrastructure

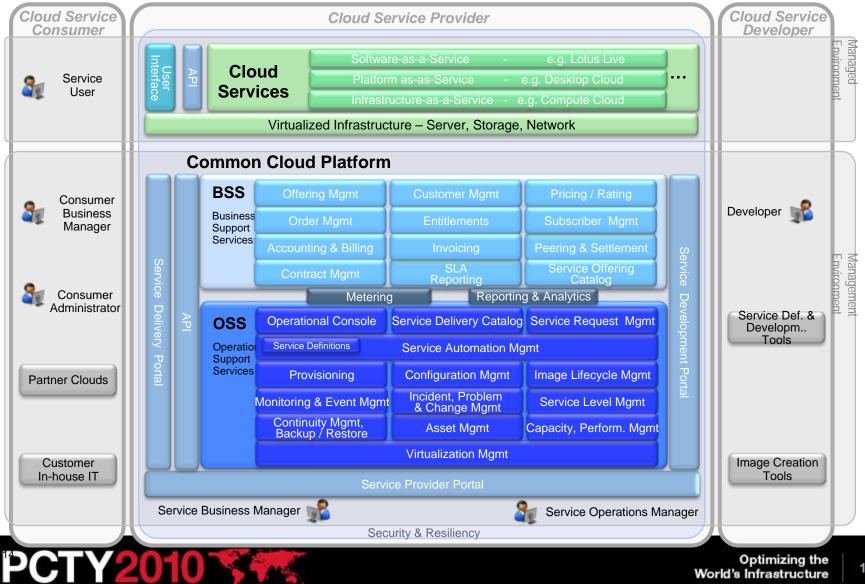
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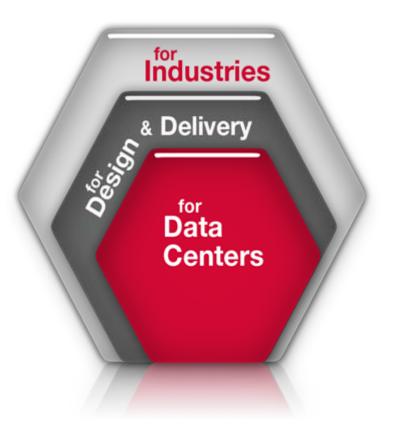
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Integrated Service Management is the platform that the Service **Provider - Consumer Architecture runs on**



Integrated Service Management

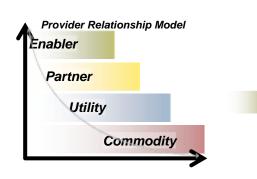


- Service architectures tailored by industry
- Service lifecycle management
- Service dashboards
- Unified management of service requests and incidents
- Asset management
- Automated management

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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

4. Identify Solution Architecture



Establish the conceptual architectural framework

2. Understand Current Capabilities



Evaluate Current State to Identify Capability Gaps and Improvements

5. Define Implementation Roadmap



Prioritize and Sequence Design and Implementation Initiatives

3. Develop Management Vision

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Define Service Management Capabilities required to have achieve objectives

6. Develop Business Case

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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 may 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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