Transforming Data Center Operations into a Business Operations Center.

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Pulse2010

The Premier Service Management Event

Optimizing the World's Infrastructure

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Business Leaders Struggle With Issues

Lack of Visibility into Operations Leads to Many Business Problems

Exceptions waste resources and increase costs

Ineffective inventory management leads to lost sales

Poor response time leads to unhappy customers

Poor workload management leads to dissatisfied employees

Paper-intensive and manual processes impede visibility

Supply chain disruptions increase costs

85% of CEOs Require More Insight into their Businesses

Source: IBM Global CEO Study 2008

Business Service Management (BSM) Provides Process Visibility

Business leaders gain real-time visibility and actionable insight into processes

Real-time information consolidated into customizable dashboards

Business leaders monitor process KPIs and receive alerts

Booking Locations	Booking Type	Booking Method	Insurance Invocation
Cozumel, Mexico	Air / Hotel	Phone	100% (+ 1000% Y2Y)
Eastern Carribean	Cruise	Phone	15% (- 5% Y2Y)
Rome, Italy	Air / Hotel / Tour	Online	5 % (+ 1% Y2Y)
Brussels, Belgium	Air / Hotel / Auto	Mobile	0% (0% Y2Y)
Dallas, Texas	Hotel	Customer Service	0% (0% Y2Y)

Sales Loss Analysis (Month to Month)	
Technical Difficulty	-5% (10%)
Location Not Offered	-15% (15%)
Better Competitor Offering	+3% (30%)

Achieve End-to-End Process Visibility

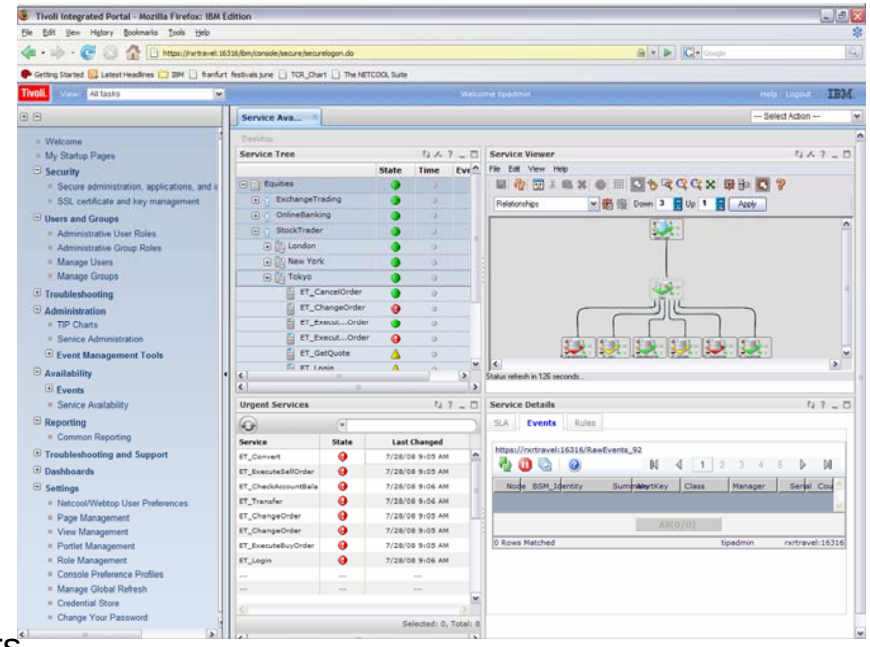
Understand, monitor and explore the state of business operations

External Information

Information affecting
business service performance

Collaboration

Share metrics and
models with teams
to resolve situations



Business Impacting Alerts

Notification of situations
that require response

Process Metrics

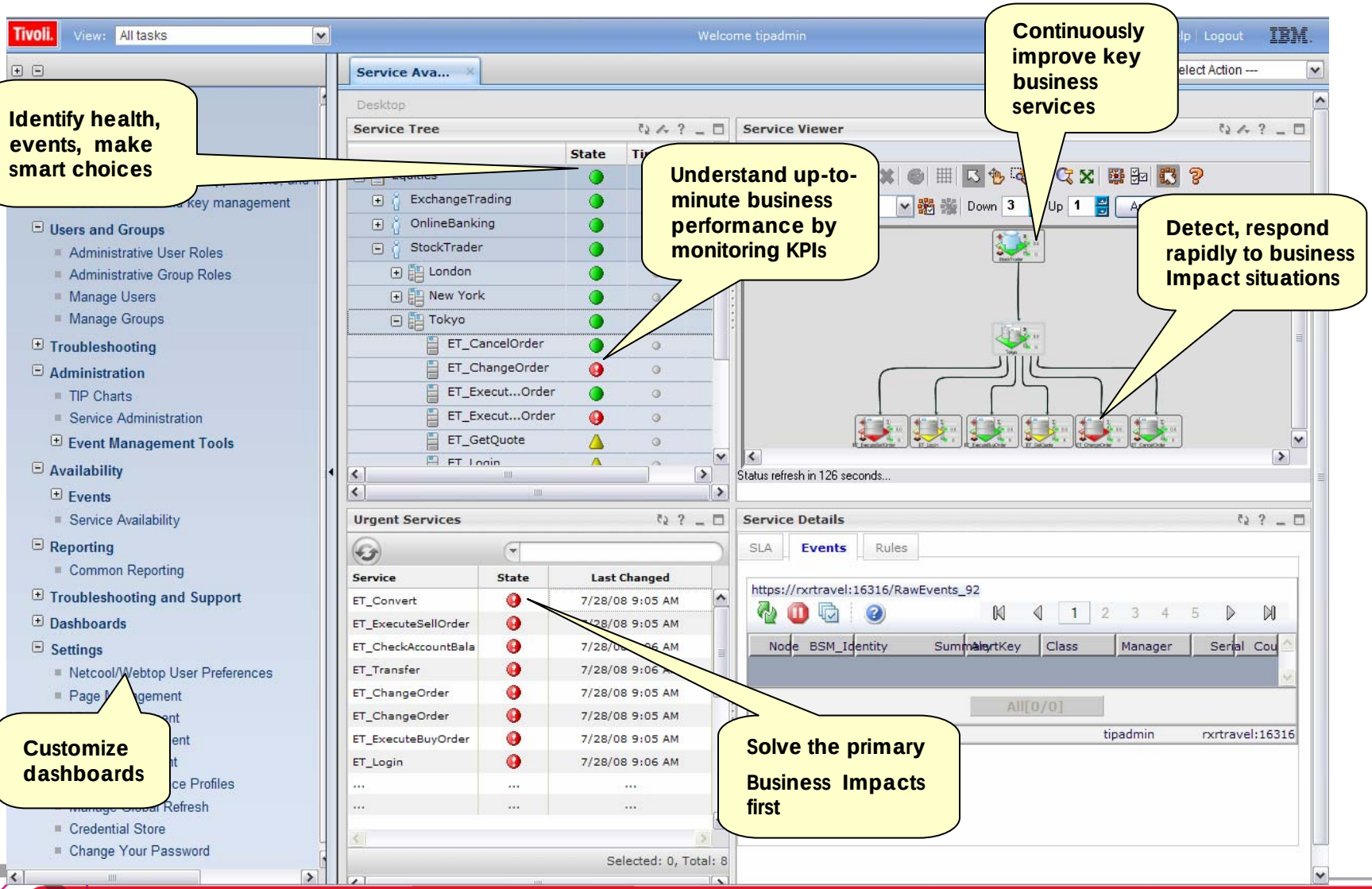
Key Performance Indicators
for business services

Reports & Analyses

Understanding trends by
combining multiple KPI's using
historical information

“See and Respond”

Service Visibility Helps Business Leaders Manage & Improve Operations

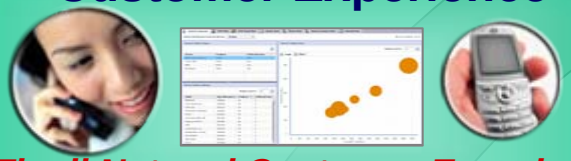


IBM Tivoli Business Service Management Family

Business Services

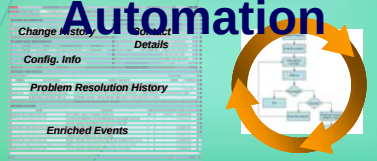
Tivoli Business Service Manager

Customer Experience



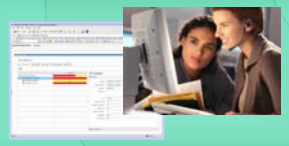
Tivoli Netcool Customer Experience Manager

Contextual Correlation, Automation



Tivoli Netcool/Impact

Service Quality Levels



Tivoli Netcool Service Quality Manager

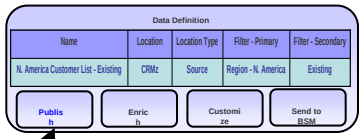
Event Management

Tivoli Netcool/OMNIbus

Current Trends towards Business Operations Center

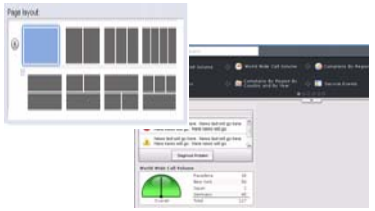
Dashboard Builder

User adds data set as definition in Data Dictionary



User picks desired widget & definitions from Data Dictionary

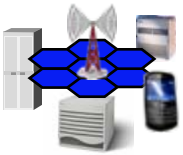
User picks desired workspace layout and drags widgets where they want



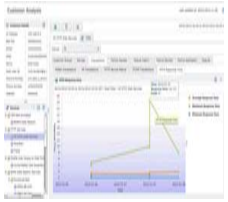
Managing Customer Experience

Customers are accessing a key application via mobile clients

Some users are experiencing problems – where is the issue?



Integrated experience management from bill to back-end, application, and content all matter



MCE Provides Operations insight into each Customer Experience

Improving Administration and Access

Customers find common languages easier to staff (Javascript

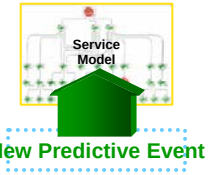
To empower more usage of correlation, integration, and automation

That greatly expands the library of data sources

And opens up many more options for connecting to your world

Analytics for Proactive Service Reponse

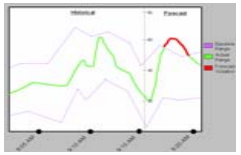
BSM offers a window of comparison on business service health



And can apply forward looking events to the status of a service

Status	Trend	Value	Target
		45	<.30
		1.9	>.9
		3	< 3
		4.532	> 3.750

Determine KPI trends, and intelligently forecast their value over time



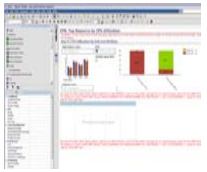
Expanded Options for Reporting and Sharing Historical Data

Administrator needs to quickly create/modify reports and publish

Design Reports easily using new Cognos reporting engine in TCR

Publishes based on desired schedule & provides user access group and role

Users launch the new Report Studio to access, manipulate, and use published reports

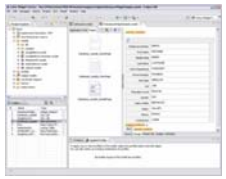


Evolving Trends towards Business Operations Center

Full Self-Service Dashboard

Rapidly assemble & publish dashboards without coding

Add new feeds from variety of data sources and create new dynamic widgets



Remix & Transform information into new feeds

Reuse & share mashups, metrics, and visual content

Define & Measure SLAs

SLA is agreed to with a customer you're providing services to

The SLA is entered into the BSM Family for tracking

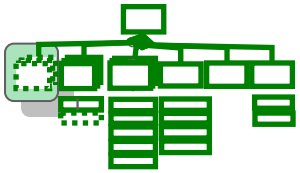
BSM Family tracks the many dimensions of the SLA

The dashboard tracks the SLA for key stakeholders to view and be alerted on

Manage New Services End to End

Customer needs to track new Service Model

COTS Model is available in Library



COTS Model is deployed in BSM Family

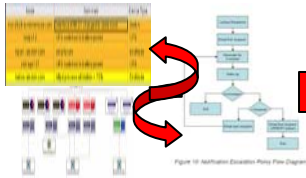
Customer fine tunes for his environment

User has dashboard, reports and analytics available

Service-based Correlation and Control

Customer gets a major outage on a service

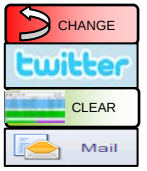
Impact correlates Omnibus events with CDM linking TADDM change data assets



User gets correlated operational context before & after changes

Event	Current	Previous	Current	Previous
Batman			NIC 1235	NIC 934
Robin			JVM 1.6	JVM 1.5
Joker			Joker:80	Joker:80
Riddler			4GB	2GB

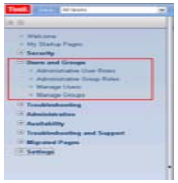
User takes appropriate next step or hand-off



Optimized Task Based Administration

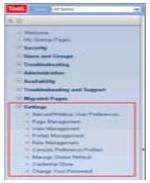
Administrator needs to create/modify a user and his ability to work with the BSM family

Defines the user once into the BSM family of products.



Assigns the user into a group and role – for the family

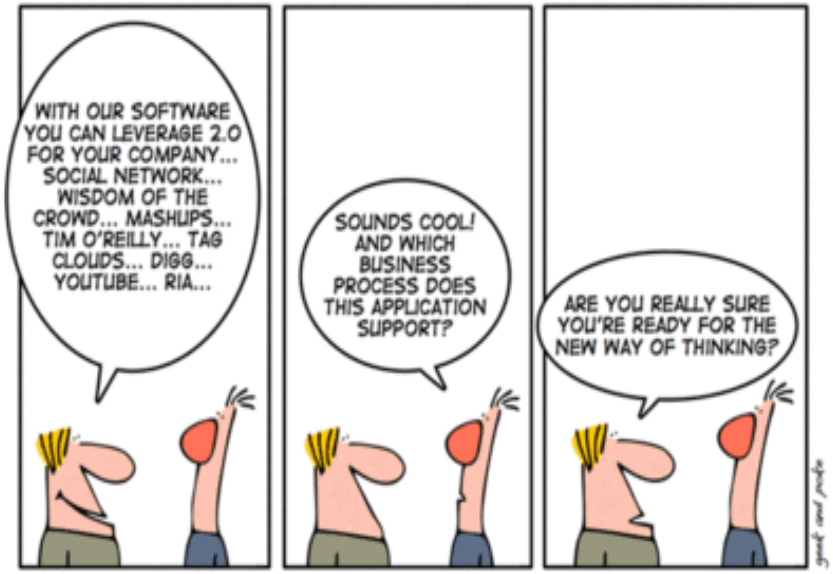
Maps those groups onto pages, roles, views, data across the integrated products



Transforming Trends:
Breaking down the walls between business and IT

- *The need for transparency is pervasive!*

- Business and IT collectively need:
  - Greater accountability, visibility, communications, and knowledge from the people, resources and processes responsible for service management
  - To elevate the interaction and involvement of both parties in the delivery of services
  - To leverage and align operations around new tools that empower all end users to become “knowledge workers”



Self Service capabilities and Social Networks are delivering this to the world today – why not to YOUR business?

There's Value in Breaking Down these Walls

Build Time Knowledge

Use Case Scenario Solution	Purpose Context Content Action [Captured in catalog/wiki]	BSM Consultant	Transx Assrnce Solution for eCom provides... [Captured in catalog/wiki]
Dashboard Dash Layout	Purpose Context Content Action	Self Service User	This tranx dashbd shows Order Sbmt Prcs avail/perf.
Scorecard Svc Model Wdgt/TWA	Purpose Context Content Action	TBSM Admin	"Order Submit" Transx Volume is Good when ...
State/Status Raw/Dervd Metric	Purpose Parameters Thresholds States	TBSM Admin	Transaction failing on this AppSvr when ...
Rule SLA Output Expr	Purpose Parameters Thresholds States	TBSM Admin	Rule is Good/Marg/Bad when ...
Event & Metric Source	Purpose Parameters Thresholds States	TBSM Admin	AppDev req we watch for these ITCAM events.

"The Journey to BSM Value" - PLANNED

Run Time Knowledge

We've lost $$$ in the past hour. We lost a $250K order! [Captured in catalog/wiki]	Biz Analyst	
eCom LoB says orders not prcsd when dashboard shows ...	Biz Ops SME	
When AppSvr resource KPI < 10%, Transx Error Increase	IT SME	
Monthly Closeout causes many transx slowdowns	Svc Desk Analyst	
Open SR for TBSM Admin ... thrshld too high	IT Analyst	
Planned ITCAM Agent Maint 10/15/09	EMS Admin	

"The Journey to BSM Value" - ACHIEVED

Everyone

Thinks Differently!

- Understands Business Goals, Objectives and Outcomes
- Understands what impacts them
- Understands how they support them
- Supports Business via IT

[via Catalog/Wiki]

Knowledge Worker

Operates Differently!

- Builds stronger relationships with business
- Communicates with clarity and purpose
- Makes informed decisions
- Takes appropriate actions

[via Catalog/Wiki]

Empowered Worker

Responds Differently!

- Understands and manages "big picture"
- Driven by impact, importance
- Understands role, response
- Speaks business & IT lang.

[via Catalog/Wiki]

So what is a Self-Service Dashboard?

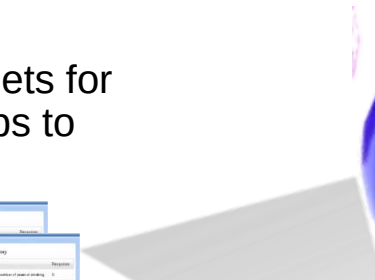
- ***A self-service dashboard is a user-friendly way for a greater community of users to easily access, extend, and use the data they need, creating the desired views by themselves, and sharing/socializing their contributions without the need to involve IT or power users***.
  - offers the benefit of streamlining the reporting/viewing process
  - increases speed of decision-making process, removing IT work
  - frees up IT personnel from building dashboards

- Dashboard content becomes a simplified set of catalogs for metrics, events, sources, and visualizations
- Dashboard assembly becomes a streamlined action of assembling/sharing a workspace filled with content that is fully interlinked, relevant, and easy to understand

Self Service Dashboard capabilities brought forward with IBM Mashup Center

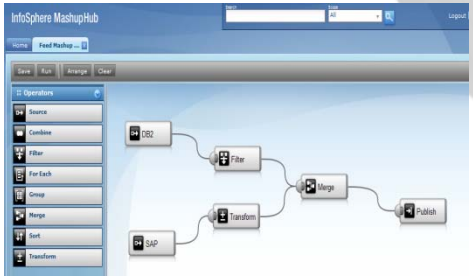
- ✓ Out of box Widgets for creating Mashups to access data

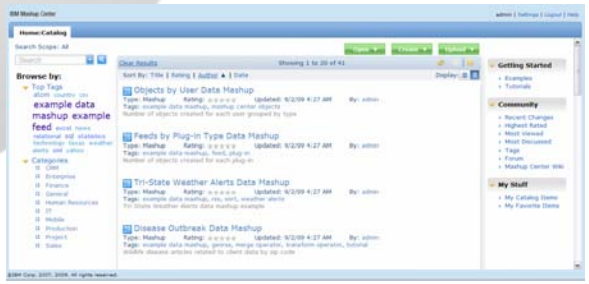
- ✓ Broad range of Enterprise, Personal, and multi-media Mashup sources



- ✓ Governance and Security for feeds & Mashups

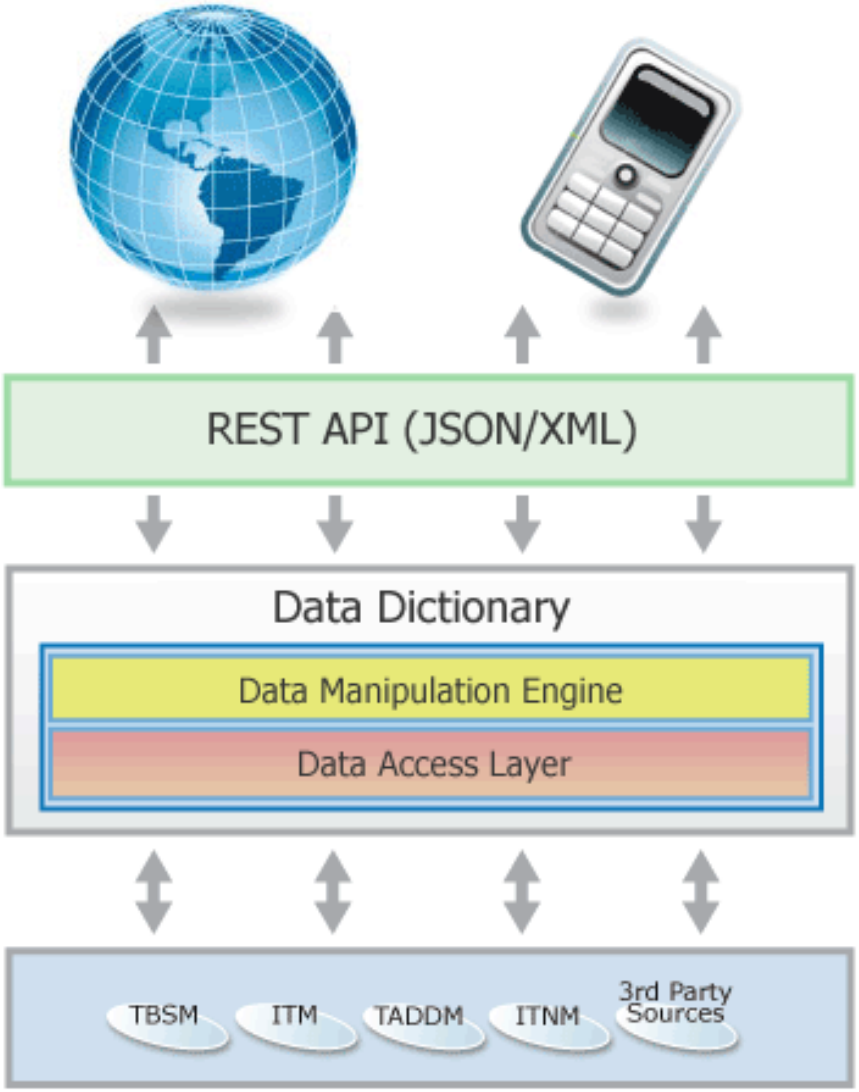
- ✓ End user focused catalog with integrated social features for both Mashups and Mashable assets





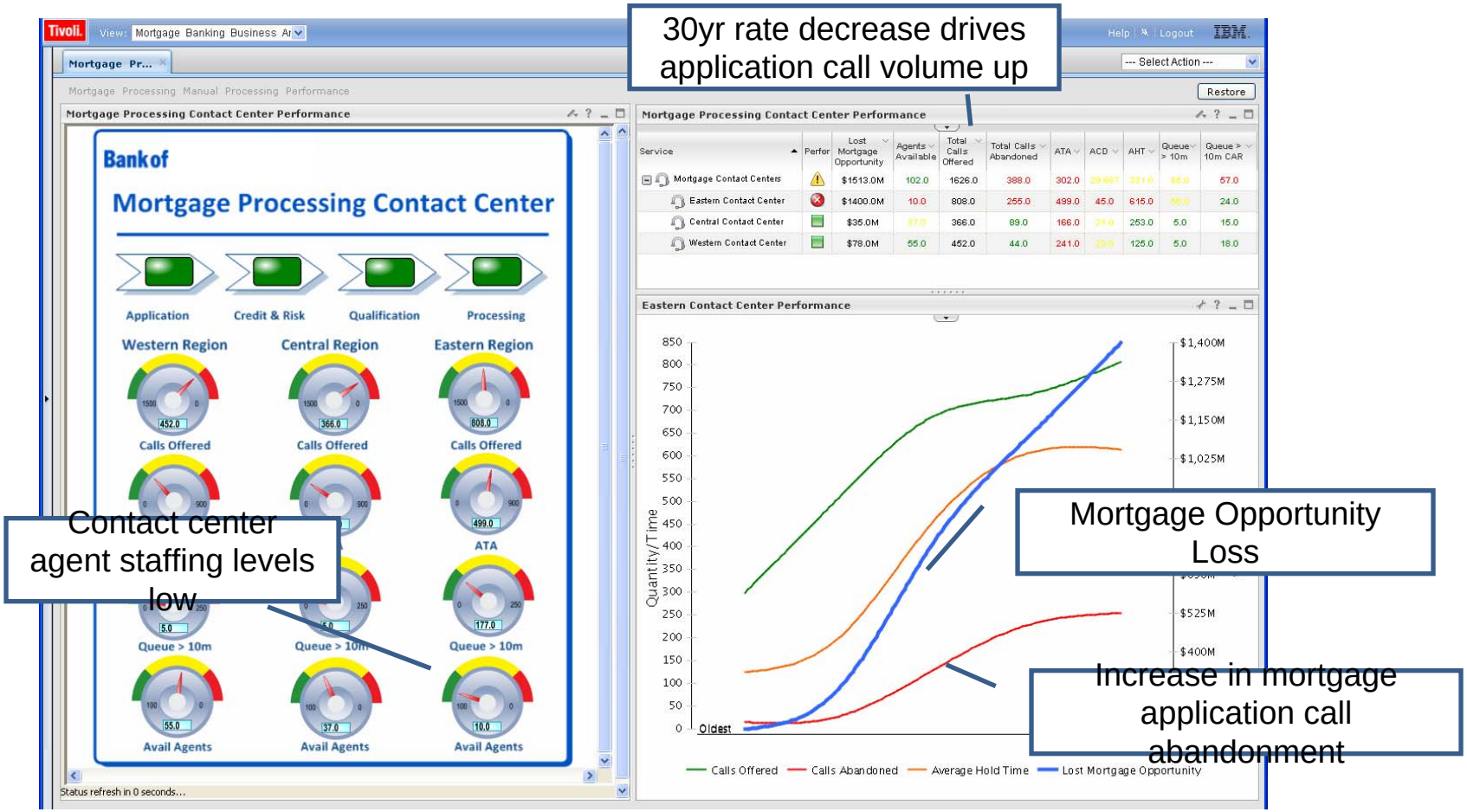
Reuse existing assets in new combinations

What does the Data Dictionary and REST service bring?



- Focus on creating views based on role and responsibility instead of product specific (treat products as data feeds)
- Completely decouple systems management data from UI to enable mashups
- Leverage Data Integration Services (CDM and the Common Data Model (CDM) and further normalize data
- Allow for quick data integration that can be visualized across a common set of widgets
- 3rd party sources easily integrated (just another data feed)
- Utilize iWidgets to create new visualizations to ehance the look and feel and user experience across multiple products
- Mobile clients and other technology based clients will be able to take advantage of this service

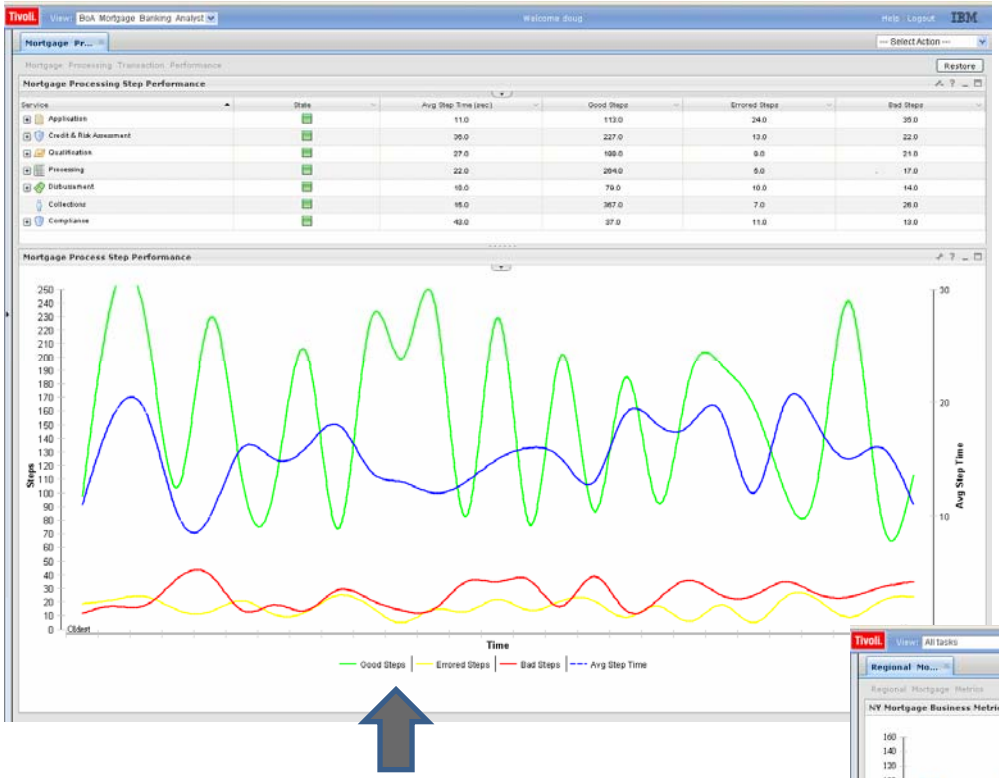
Example: End-to-End Business Operations Visibility



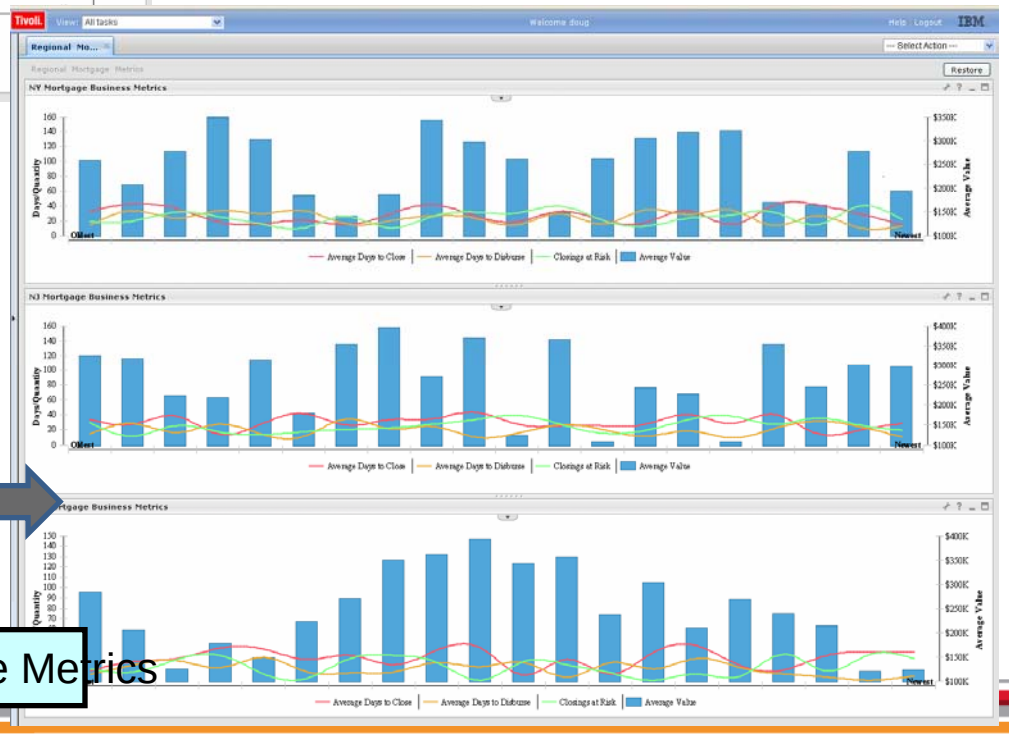
- Business process execution involves automated and manual (human) interactions
- Visibility into contact center operations helps pinpoint process execution issues due to low staffing levels, long calls, etc.

Business Process Execution Step Performan

- Use real time scorecards and charting to provide **“quick, at a glance” insight into performance trends**.
- Chart complements the scorecard and **provides historical context** to interpret the real time scorecard information.



- **Assessing mortgage process execution:** Good Process Steps, Erorred Process Steps, Bad Process Steps, Avg Step Time
- **Assessing mortgage closings:** Avg Days to Close, Avg Days to Disburse, Closings at Risk, Avg Mortgage Value



Mortgage Processing Business Performance Metrics

Q & A

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