



# How to Deliver Measurable Business Value with the Enterprise CMDB

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## **Pulse**2010

The Premier Service Management Event

**Optimizing the World's Infrastructure**

# Agenda

- ◆ What is a CMDB?
- ◆ What are CMDB Best Practices?
- ◆ Value of the Enterprise CMDB
- ◆ Developing a Strategy for the Enterprise CMDB
- ◆ Developing Business Value for the Enterprise CMDB
- ◆ Measuring the Enterprise CMDB
- ◆ Q & A

# What is a “CMDB”?

**Configuration Management Database: A data repository that insures a base of trusted and accurate configuration management data can be used relied upon**

- Configuration Management
  - Complete visibility and management of key IT components within IT environment and their relationships with other CI's. Tooling allows customer to manage CI's and attributes that are important to them.



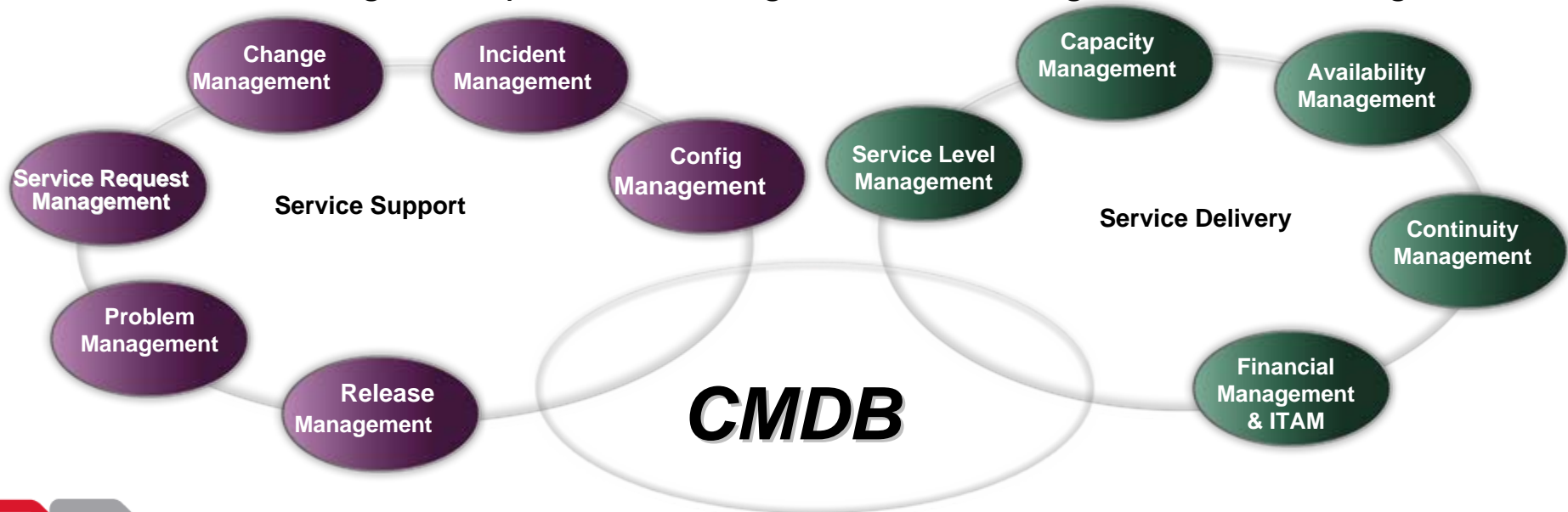
# What are CMDB Best Practices?

- Best practices itself is a bit of misnomer, given that what is considered “best practices” changes over time.
- ITIL is a valuable set of guides that serve as a good starting point for any service management improvement.
- ITIL is not intended to be a formal standard. Since ITIL is not a list of standardization, there is no such thing as a business process which is ITIL compliant or non-compliant.
  - ie. Define key ITIL CMDB terms for common language for your organization.
- In some cases, frameworks other than ITIL may well be better suited to a given business’ needs/requirements.

# Value of the Enterprise CMDB

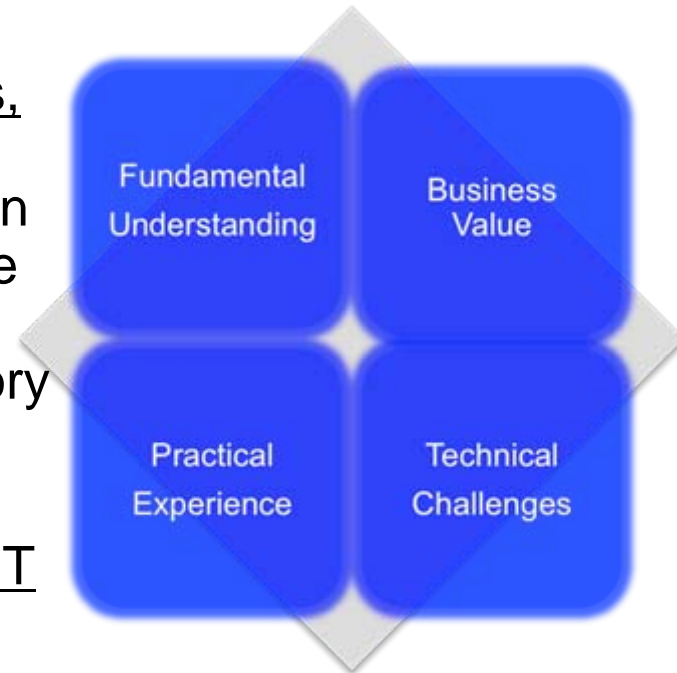
So, what is the business value for implementing CMDB?

- Combines disparate asset configuration repositories that must be consumed by IT Operations processes to deliver high quality and efficient service levels.
- CMDB provides a single federated high integrity data source for IT configuration data.
- *Connects the dots* between all system components (CIs) and relates all incidents, problems, changes and releases to this unified resource context.
- Provides timely and accurate data at the point of resolving an incident or determining the impact of a change - results in huge business savings.



# Developing a Strategy for the Enterprise CMDB

- First – Differentiate between the CMDB and Asset Management Database
  - IT Asset Management (ITAM) is the discipline of managing finances, contracts, and usage of IT assets throughout their lifecycles for the purpose of maintaining an optimal balance between business service requirements, total costs, budget predictability and contractual and regulatory compliance.
  - The goal of the CMDB, on the other hand, is to provide a logical model of the IT infrastructure that is accessed by all ITIL processes to drive **consistency** among them.



# Developing a Strategy for the Enterprise CMDB

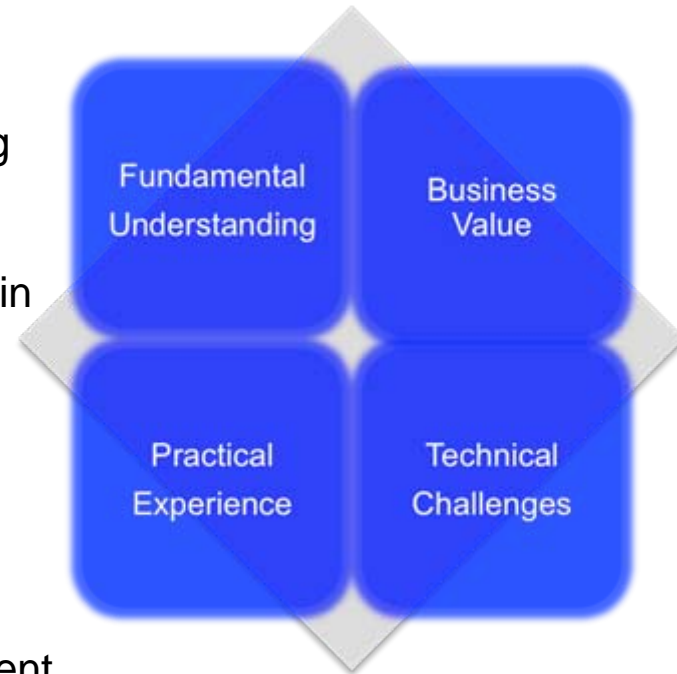
- Second - Developing the Configuration Management Process
  - A strategy for CMDB deployment must be developed, the goal of which is to:
    - Identify CIs (configuration items) and their relationships;
    - Record and report the status of CIs and their related Incidents, Problems and Request for Change (RFC)
    - Verify the completeness and accuracy of CIs.



# Developing a Strategy for the Enterprise CMDB

- Third - Start to Develop the CMDB Strategy

- Review current ITIL Change & Configuration Management *best practices* thinking specific to your industry.
- Review whitepapers written by some sectors leading CMDB software and solution vendors/
- Review the fundamental facets critical to the implementation of a CMDB for specific fit and value in your business and evaluate your organization's capabilities to support these facets.
  - Reconciliation
  - Federation
  - Mapping and Visualization
  - Synchronization
- Assess your organization's Configuration Management maturity.
- Develop a model for your desired target state architecture for a CMDB.
- Develop a resource plan for implementing your Enterprise CMDB.





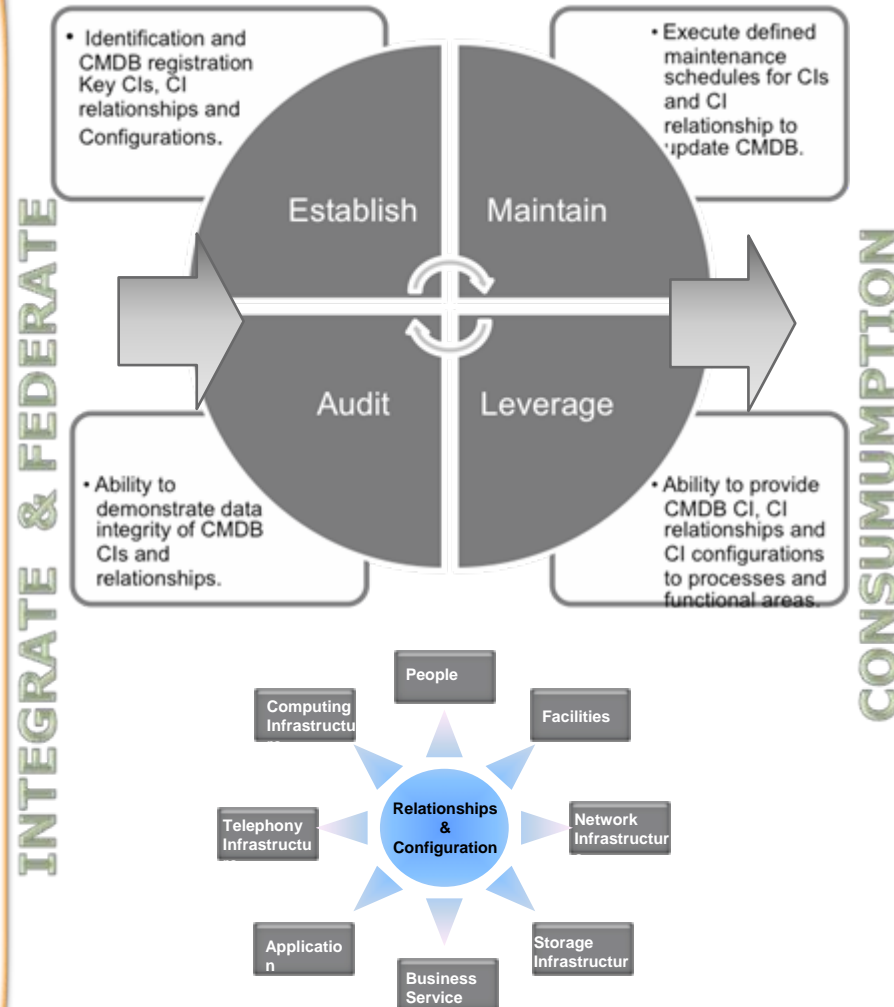
# Developing Business Value for the Enterprise CMDB

- The next step is to begin to quantify the value of improvements to your Change, Release and Configuration Management processes.
- The key to understanding how IT infrastructure components are pieced together is a complete business service model.

## Authoritative Sources

- Business Service
- Application
- People
- Facilities
- Computing Infrastructure
- Network Infrastructure
- Storage Infrastructure
- Telephony Infrastructure
- Schedules
- Product Infrastructure
- Recovery Infrastructure

## IT Operations Integrated and Federated CMDB

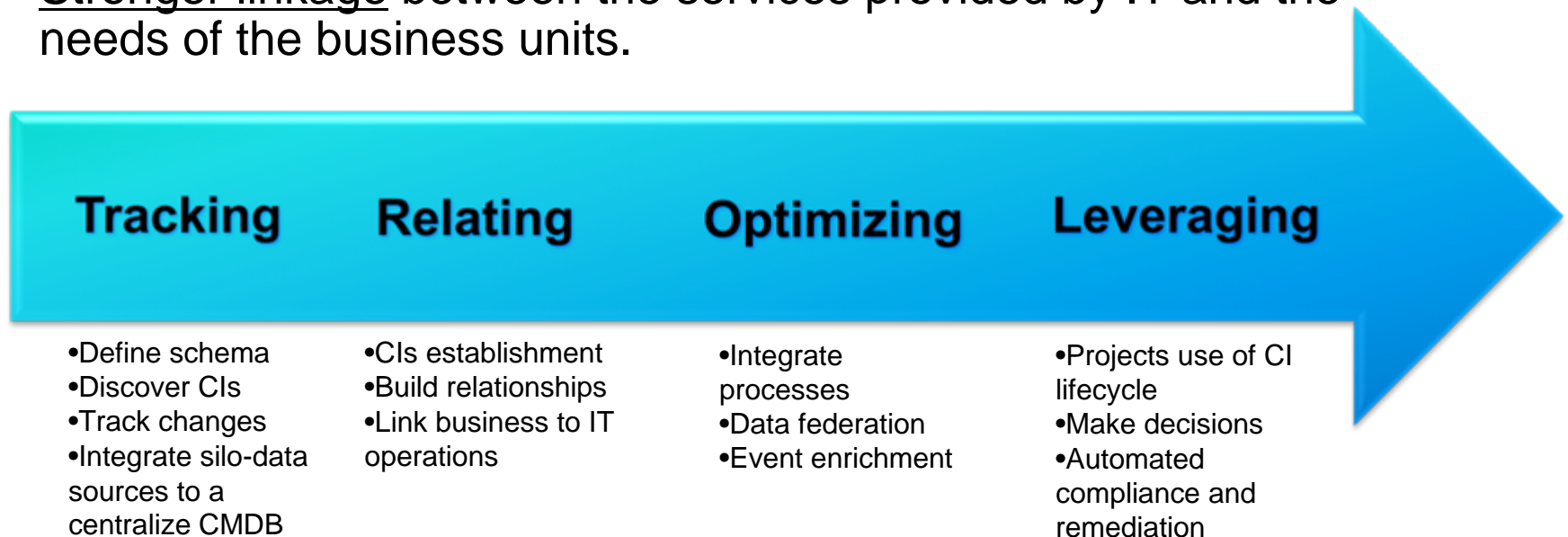


## Service Delivery Service Support

- Change Management
- Service Request Management
- Problem Management
- Release Management
- Config Management
- Incident Management
- Availability Management
- Financial Management & ITAM
- Continuity Management
- Service Level Management
- Capacity Management

# Developing Business Value for the Enterprise CMDB

- Create metrics to support and make the case for improved Change and Configuration Management and the CMDB.
- Clarify expectations leading to higher user satisfaction with the IT service.
- Lower cost providing services because of reduced support costs.
- Improve compliance with business mandates, including government regulations.
- Stronger linkage between the services provided by IT and the needs of the business units.



# Measuring the Enterprise CMDB

- But how do you make sure that the data in the CMDB is accurate?
  - Create a baseline
  - Counting Number of Errors
  - Investigate and Sort Errors
  - Reporting Overall CMDB Accuracy

*Like so many other things in IT Operations, you should decide how to measure CMDB accuracy based on practicality.*

# Measuring the Enterprise CMDB

- KPIs (Key Performance Indicators) are critical to managing and controlling the CMDB activities.
  - CMDB accuracy ratio
  - Number of incidents related to inaccurate CI
  - Number of change failures related to inaccurate CI
  - Configuration management tooling support level
  - Configuration management process maturity
  - CMDB completeness ratio
  - CI ownership rate

# Measuring the Enterprise CMDB

- These questions are based on the CMDB KPI it is trying to answer:

KPI	Questions Being Answered
Number of incidents related to inaccurate CI	How accurate is information in the CMDB?
Number of changes failures related to inaccurate CI	How many incidents were related to inaccurate CI?
Configuration management tooling support level	How many changes failed due to inaccurate CI?
Configuration management process maturity	How well does our current tool set support Configuration Management activities?
CMDB completeness ratio	How well do we execute our Configuration Management practices?
CI ownership rate	How much of our infrastructure has no assigned ownership?

# Summary

- ***The most important benefit to the implementation of an effective Enterprise CMDB is that it anchors effective optimization of all other functions within the IT infrastructure, including the processes that support Change, Problem, Incident, Release and Configuration Management.***
- Each of these disciplines is linked to the CMDB:
  - CI information is utilized to quickly and accurately identify and resolve incidents.
  - Data from the CMDB is used by problem management to troubleshoot and also perform root cause analysis.
  - The impact of proposed change is calculated by accessing the CMDB for information and using it to maintain and audit trail for compliance and reporting.
  - The CMDB supports Release Management in the deployment of changes, planning and impact assessment and as a tool for recording updated CIs.
- Finally, the Enterprise CMDB is profiled as a crucial tool to improvement of Service Level Management and an important underpinning to an accurate and effective Asset Management System.



Q & A

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