

Create and manage value throughout the entire service management life cycle.





Business services are the lifeblood of an organization, the means by which organizations deliver innovation to their customers, suppliers and business partners. To bring new ideas to market, IT organizations should effectively create and manage value throughout the IT service life cycle, including business, development and operations.

Yet there are numerous challenges in governing the IT service life cycle. Silos of people, processes, information and technology can create barriers of inefficiency and make it difficult to agree on service priorities. Lack of visibility into critical information and inefficient workflows make it difficult to understand service context. The result frequently is an inability for IT to meet or support its business goals.

Conversely, delivering service excellence enables IT to address these challenges to move from simply supporting the business to helping to innovate and optimize the business by:

- **Creating value more effectively, by delivering high-quality software that enables innovation.**
- **Managing value more efficiently, by ensuring business services are available at agreed-upon service levels, throughout the service life cycle.**

One way to effectively create and manage value is by addressing the entire IT service life cycle — from business stakeholders to software delivery and operations. IBM Service Management is the solution.



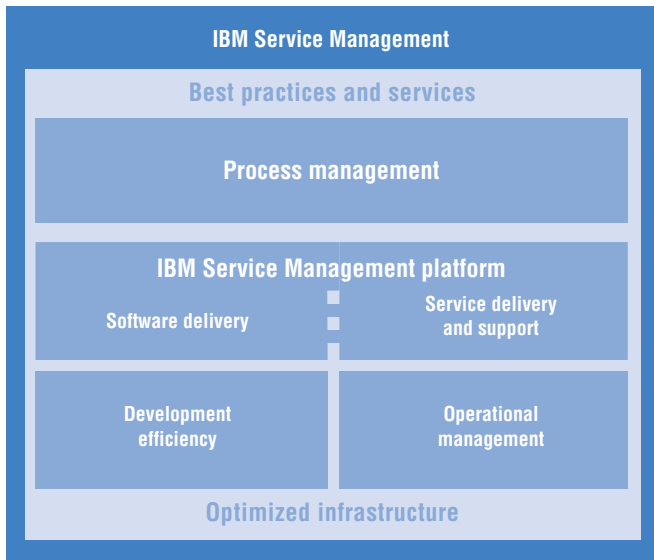
Service management enables better governance

In an ideal service management environment, teams would work together across the IT service life cycle (IT business, development and operations), each doing their part to address service quality for the business. Yet the reality today is:

- **Rapid change thrusts new business models and competitive pressures on the organization, making project prioritization more difficult.**
- **Organizational silos make teams and functions inefficient, affecting how software and services are delivered and blocking visibility to in-context views of services.**
- **Limited funds and rising costs can divert resources away from building and delivering high-quality services, impeding an organization’s ability to compete.**

To address these issues, IBM Service Management can help IT organizations deliver service excellence, through a structured approach that can enable better governance and help manage risk to deliver business value. When applied across the IT service life cycle, service management can help bring IT and business together, to meet business priorities and improve efficiency and effectiveness. Better governance and risk management through service management enables IT to:

- **Prioritize projects and align them with business goals.**
- **Deliver development projects on time or ahead of schedule.**
- **Meet or exceed service levels.**
- **Enhance overall service quality to help the business achieve its goals for growth and competitiveness.**



IBM Service Management delivers a holistic approach for business alignment and prioritization, with process management tools and a platform spanning IT business, development and operations.

IBM delivers a strong answer to service management to address the IT service life cycle and to communicate the value of IT back to the business. Through IBM Service Management, IT organizations can create alignment with the business by helping to understand business goals, prioritize projects and establish appropriate metrics and value. IBM Service Management creates value at the beginning of the service life cycle and manages that value after those services are delivered. It closes the gap between business goals and IT functions. IBM Service Management opens the doors to business innovation.

Beyond efficiency and effectiveness: doing the right thing, and doing it well

While managing service quality is a critical part of enabling good governance, it is important to understand that governance involves more than just improving the efficiency and

IBM Service Management helps create and manage value

IBM Service Management helps create value to ensure services are delivered on time, within budget and pursuant to expectations. Creating value leads to:

- **Increased innovation and responsiveness.**
- **Greater efficiency.**
- **Faster time to market.**

IBM Service Management helps manage the value of business services efficiently, effectively and at a reasonable cost to:

- **Meet or exceed service level agreements (SLAs).**
- **Enable more predictable business results.**
- **Get faster time to value.**

effectiveness of day-to-day functions. To promote governance, IT should help establish priorities to execute the right functions at the right time. This involves managing the decision rights and accountability framework for directing, controlling and executing IT services and processes between business, development and operations. Service management can deliver expanded value to the organization by helping to:

- **Deliver critical IT projects on time, on budget and according to — or exceeding — expectations.**
- **Identify audit deficiencies on a timely basis.**
- **Meet service level targets.**
- **Quickly respond to business requests for deployments of new application support.**

IBM Service Management creates value by enabling effective software delivery. It manages value by enabling effective service delivery and support. Both can help organizations improve alignment with business strategy, achieve higher productivity and efficiency, establish higher service quality and gain rapid adoption of new architectures and services.

Creating value with quality software creation and delivery

Quality software creation and delivery is a key to effective value creation within IT organizations. IT delivers innovation to the business by building new software, extending existing software and customizing packaged applications to meet prioritized business needs. The following IBM software delivery capabilities enhance the alignment, control and efficiency of the software delivery process. They include:

- ***Process management*, including capabilities of a unified method architecture and unified processes, to turn best practices into daily practices.**
- ***A service management platform* that streamlines team workflow, improves auditability and control over software delivery assets, and provides portfolio management and support for today's globally distributed development teams.**
- ***Development efficiency tools* for business modeling, requirements management, architecture management and quality management — to streamline and accelerate practitioner tasks.**
- ***Best practices and support services* provide proven pathways and consulting for improving service management strategy and planning, design and implementation.**

Managing value with service delivery and support

Excellent service delivery and support contemplates an approach that links people, processes, information and technology to drive service quality and value. IBM Service Management delivers the ability to link business objectives into the IT organization to establish service priority and context as well as the ability to deliver automation and integration. IBM capabilities for service delivery and support include:

- ***Process management for integrating and automating management processes across organizational silos for rapid responsiveness and greater flexibility.***
- ***A service management platform that helps standardize and share information, automate process execution, prioritize projects and simplify architectural complexity.***
- ***Operational management products to help automate tasks to address application or business service operational management challenges, facilitating service continuity.***
- ***Best practices and support services to provide a service management reference model combined with worldwide proven experience to maximize investments and make service management and IT Infrastructure Library® (ITIL®) processes actionable.***

The IBM Service Management difference

IBM Service Management delivers a unique, integrated approach to help IT organizations create and manage value across the IT service life cycle and enable better governance. IBM brings a diverse portfolio of hardware, software and services to simplify and integrate complex customer environments that enable organizations of all sizes to:

- ***Address critical needs and grow from there.***
- ***Integrate across the IT service life cycle to help improve software and service delivery and value.***

- ***Take a modular, flexible approach.***
- ***Integrate with best practices such as ITIL, Control Objectives for Information and related Technology (COBIT), enhanced Telecom Operations Map (eTOM) and Capability Maturity Model Integration (CMMI) into processes and automation solutions.***
- ***Take advantage of twenty-five years of thought leadership and thousands of consulting and technical services engagements.***
- ***Benefit from IBM support services and financing.***

In addition, IBM Systems and Storage solutions provide flexibility, performance and reliability that enable an integrated IT platform for efficient and effective process, operations and service management.

Addressing key service management needs in your organization

As organizations look to service management to make a difference in their business, some of the top customer needs that have been identified for service management include the ability to:

- ***Gain increased insight to help minimize risk and deliver more predictable business results.***
- ***Improve productivity.***
- ***Manage with confidence across new-generation architectures.***
- ***Deliver capabilities rapidly and reliably while managing change.***
- ***Improve and better manage quality.***



IBM Service Management can help organizations consistently provide high-quality, cost-effective services for each of these areas.

PREDICT SERVICE QUALITY ISSUES WITH STRATEGIC INSIGHT INTO YOUR INFRASTRUCTURE

Organizations struggle to increase real-time visibility into project and service status to actively manage potential risks and improve service predictability and business results. IBM Service Management gives IT managers the strategic insight and objective information they can use to:

- **Gain insight and visibility across the IT project portfolio to better align investments with business objectives.**
- **Monitor the health of software projects and identify warning signs early in the project life cycle.**
- **Visualize and monitor the health of critical business services and associated SLAs.**

INTEGRATE BEST PRACTICES FOR SOFTWARE AND SERVICE DELIVERY FOR ALIGNMENT WITH BUSINESS OBJECTIVES

IBM Service Management can help improve productivity by designing, automating and integrating best-practice processes for software and service delivery. These capabilities help customers:

- **Utilize process modeling, design and communication tools.**
- **Leverage a common framework of tools and services that deliver service quality management capabilities for both IT operations and IT development.**



MANAGE NEW-GENERATION ARCHITECTURES WITH CONFIDENCE

IBM Service Management can help implement and manage services with confidence across new-generation architectures (SOA, virtualization, grid and so on), helping organizations to:

- **Assimilate new-generation technologies quickly and cost-effectively.**
- **Optimize workload, provisioning, availability and security across new architectures.**
- **Establish a hardware and software foundation that helps manage optimal business flexibility and effective service delivery.**
- **Reduce total cost of ownership (TCO) and improve utilization by managing and adjusting capacity to meet on demand requirements.**

DELIVER SERVICES RAPIDLY WHILE MANAGING CHANGE IMPACT ACROSS THE SERVICE LIFE CYCLE

For organizations that need to deliver services more rapidly and reliably, while managing the impact of planned and unplanned changes, IBM Service Management can help:

- **Integrate and automate development and deployment processes.**

- **Automate and accelerate software builds and service delivery to speed deployment, improve reliability and minimize the impact of change.**
- **Assess change-related problems caused by organizational and infrastructure issues.**
- **Implement a reliable, high-availability platform to support deployment of new services.**

IMPLEMENT A UNIFIED APPROACH TO SERVICE QUALITY MANAGEMENT

IBM Service Management helps IT developers and operations better manage service quality and reduce the time required to identify, analyze and resolve quality problems. The IBM portfolio enables customers to:

- **Deliver high-quality software applications that meet functional and performance requirements.**
- **Leverage build-to-manage capabilities to streamline application maintenance and support.**
- **Avert service quality problems post-deployment through comprehensive instrumentation, monitoring and service level management.**
- **Speed service problem diagnosis, root cause analysis and resolution.**



IBM is uniquely positioned to deliver service management

IBM delivers an integrated, flexible service management approach spanning the IT service life cycle and enables better governance. In addition, IBM offers consulting and implementation services to identify service management opportunities and speed implementation. With flexible financing options, IBM makes it easy for organizations of all sizes to implement the right combination of hardware, software and services for the service management solution that makes sense for the business.

By creating and managing value to enable better governance, the IT organization can transform itself from being viewed as a cost center to a strategic business partner that helps generate business results.

For more information

To find out what IBM Service Management solution is best for your organization, contact your IBM representative or IBM Business Partner, or visit ibm.com/itsolutions/servicemanagement for more detailed information.

About IBM solutions for enabling IT governance and risk management

IBM enables IT organizations to support governance and risk management by aligning IT policies, processes and projects with business goals. Organizations can leverage IBM services, software and hardware to plan, execute and manage initiatives for IT service management, business resilience and security across the enterprise. Organizations of every size can benefit from flexible, modular IBM offerings that span business management, IT development and IT operations and draw on extensive customer experience, best practices and open standards-based technology. IBM helps clients implement the right IT solutions to achieve rapid business results and become a strategic partner in business growth. For more information about IBM Governance and Risk Management, visit ibm.com/itsolutions/governance

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