



---

## Highlights

- Establish a platform for rapid deployment of new capabilities and customer-focused strategies
  - Facilitate a secure, unique multi-channel customer experience
  - Integrate processes and systems to drive operational excellence and efficiencies
  - Monitor and protect assets to minimize disruptions
  - Facilitate compliance with industry regulations
- 

# Integrated Service Management for retail

*Optimize operations and deliver a smarter shopping experience*

The convergence of several trends in the retail industry promises to bring a daunting array of challenges in the years ahead. While established markets are experiencing slower growth, nontraditional markets continue to forge ahead. Consumers of all markets are looking for secure, smarter shopping experiences with the right products and services, and to deliver on that requirement, retailers are seeking to optimize operations.

Retailers must be able to provide multi-channel execution by integrating various channels—including stores, self-service kiosks and mobile devices—to facilitate key functions such as order placement, status inquiries and returns. Retailers also need to be able to integrate customer data, such as transaction histories, preferences and profiles, to gain a single view of the customer that supports analytics and drives customer insight.

In addition, the retail world is becoming more instrumented, interconnected, and intelligent with the growing use of smart phones, smart shopping carts, radio-frequency identification (RFID) tags, and other digitally-aware “smart” devices. As a result, the management of retail operations—for both assets and infrastructure—has grown increasingly complex. To achieve operational optimization, retailers must enable shared data, processes, and workflows that can lead to reduced costs, improved service delivery, and incremental revenue.

However, for most retailers there is a significant gap between how they operate and what consumers expect. Barriers to driving the necessary transformation include siloed business units with different needs and priorities, software packages that are often complex and costly to integrate, and redundant, fragmented or conflicting data in multiple places.



To drive profitability, retailers are looking for new ways to gain a competitive edge while implementing operational efficiencies that reduce the cost of doing business. To complicate matters, consolidation and globalization are forcing the emergence of new business models sooner rather than later.

Integrated Service Management offers comprehensive tools, applications and processes that do away with siloed, disparate systems, by converging systems into a unified structure. This enables the type of innovation that helps retail organizations overcome their numerous challenges to provide a smarter shopping experience that drives customer loyalty, while optimizing operations that drive effectiveness and efficiency.



Integrated Service Management addresses a range of business needs for retailers, from new business models to meeting regulatory and compliance requirements.

## Integrated Service Management: A unified solution

Integrated Service Management offers a unified approach to service management that can provide retail organizations a better way to understand and control the consumer experience. As part of an effective IT and business integration

strategy, Integrated Service Management focuses on the visibility, control and automation needed to address the key complexities of both the store and enterprise environment and lower the cost of operating the business:

- *Visibility: See your business in real time.*
  - Provide true, real-time and end-to-end visibility into every aspect of assets and services to help improve service quality and customer retention.
- *Control: Govern your organization and minimize risk.*
  - Take total control over assets and services to maximize return on assets and reduce risk.
- *Automation: Accelerate tasks and processes.*
  - Reduce costs and improve quality of asset and service management through streamlined processes and accelerated growth.

A service management context can help retail stores and enterprises tackle the most pressing needs, including service quality and the customer experience. Based on IT Infrastructure Library® (ITIL®) processes, Integrated Service Management solutions work together to help:

- Understand what resources are deployed, how resources are used and by whom, and how resources relate to and can impact successful business service delivery.
- Comprehensively monitor all resources, events, performance, service levels and users, and provide total visibility into the business.
- Keep assets secure, protected from malicious or fraudulent use, and resilient against failure and catastrophe.
- Reduce costs, improve responsiveness and minimize errors by creating automated, repeatable, consistent and scalable task management.
- Align IT planning and execution to business users and stakeholders, streamline the planning process and enable life-cycle governance.

## Gain a competitive advantage

Integrated Service Management plays a key role in managing and monitoring the retail environment, with solutions for stores, merchandising and supply chain, multi-channel retailing and business intelligence. It also forms an integral part of the IBM Retail Industry Framework, the IBM software architecture for the retail space.

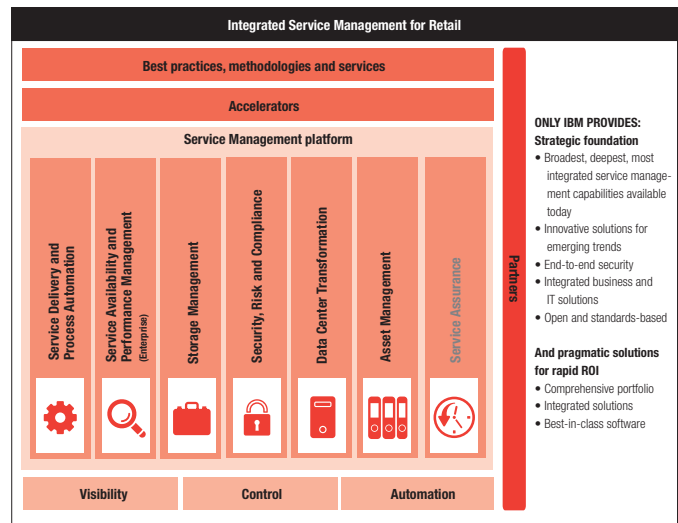
Built on an open, service oriented architecture (SOA), the IBM Retail Industry Framework includes best practices that identify and document proven architectural patterns and design guidelines gleaned from successful projects within the retail industry. Integrated Service Management offers a powerful tool suite to help manage the framework components.

## Integrated Service Management for stores

IBM provides the foundation for innovation in store environments where customer-facing and self-service technologies are required to help deliver a differentiated customer experience for the consumer. Systems monitoring, provisioning and automation tools, security, backup and recovery, device management, and facility management work together to maximize the performance and lifetime value of critical assets across the store.

### Systems provisioning, monitoring and automation

- Centralized system configuration to help rapidly distribute applications and patches across multiple retail stores from a central point and centralized inventory monitoring to help retailers efficiently scan hardware and software configuration throughout the store network.
- Comprehensive systems event management and monitoring helps optimize infrastructure performance and health.
- Automation tools and system management accelerators help minimize the time, effort and cost required to install, configure and manage applications across multiple servers in a distributed server topology.



Integrated Service Management for Retail encompasses the abilities to manage both the store and enterprise environment and provide a comprehensive, end-to-end management platform for the customer while outlining the visibility, control and automation message.

## Security

Retailers face significantly greater security challenges, particularly in the areas of asset protection, transaction protection, network security and compliance. IBM provides a portfolio of service management services and offerings to help retailers simplify overall security and compliance

management. IBM Security Solutions for Retail are designed to address four major challenges facing retailers in the store and enterprise environments:

- **Securing assets.** IBM Security Solutions for Retail can help ensure retail assets—cash, inventory and equipment—are protected from damage, loss, theft and fraud to the brand. IBM asset management solutions give retailers an enterprise-wide comprehensive view of all their asset types, including production, facilities, transportation and IT. Knowing the location of all assets at any time lets retailers efficiently secure them and leverage their full potential.
- **Securing transactions.** In an era when purchases are increasingly made with credit cards, IBM Security Solutions for Retail can help ensure retail transactions are secure across multiple channels to protect the privacy of customers and the integrity of transactions. It can provide strict controls over user access rights and reduce costly integration to deliver rapid time to value in deployment of authentication and authorization solutions. IBM access management tools can provide authentication and authorization from simple single sign-on to more complex security infrastructure deployments.
- **Securing networks.** Essential for online communications with enterprise back-end systems, suppliers and customers, IBM Security Solutions for Retail can help secure store and enterprise networks.
- **Compliance management.** IBM Security Solutions for Retail can help stores and enterprises achieve and maintain compliance with business, industry and government requirements such as the Payment Card Industry Data Security Standard (PCI DSS). IBM compliance management tools can provide an overview of the organization's security compliance posture to help facilitate compliance.

### Device management

Monitoring, configuration management and provisioning are key requirements to manage the growing number of devices in stores today—POS, kiosks, self-service checkout registers and scanners. IBM offers a comprehensive range of software products to help manage these resources, as well as the capability to act as a manager of managers for vendor-specific devices.

### Backup and recovery

IBM storage management tools can help ensure critical backup and recovery solutions are in place to minimize business disruptions within the store environment.

### Facility management

IBM asset management solutions centralize data related to retail space, office and distribution facilities and streamline processes for maintenance, reliability, service calls and outsourced service providers. Asset management applications also collect asset data from other ISV solutions.

- Effective maintenance of buildings, HVAC, electrical and plumbing systems and in-store displays ensures a consistent shopping environment.
- Track operational performance related to energy consumption, maintenance costs and sustainability initiatives across the enterprise.

### Integrated Service Management for the enterprise

IBM's service management components such as monitoring, provisioning and security can easily extend from the store environment to the enterprise, offering additional components for the SOA foundation, including process servers, application servers and service buses.

Monitoring tools, in addition to those discussed in the store solution, include those that:

- Monitor assets at the enterprise level to ensure high availability and performance.
- Help facilitate easy monitoring and management of business processes by providing business dashboards to monitor and manage business and IT events and KPIs.

In addition to those discussed in the store solution, components for enterprise security include those that:

- Serve as the repository for storing the Web-based identification information that is leveraged to provide authentication and authorization services.
- Help simplify application integration using many forms of user credentials and facilitate secure information sharing between trusted business partners and divisions within a retail enterprise and its ecosystem.

## **Integrated Service Management for the retail industry**

Today's retail organizations face a highly competitive marketplace that demands differentiated service and products, and a unique shopping experience. Integrated Service Management solutions can help retailers optimize customer data and operations through a flexible infrastructure that can work to reduce costs and exploit new opportunities. Through visibility, control and automation, these solutions can help address some of the biggest issues in the retail industry today—and prepare for the challenges of tomorrow.

### **Visibility**

- Help ensure critical business processes run efficiently through graphical dashboard display of business and IT events and KPIs
- Gain an enterprise-wide view of all retail asset types, including mobile, production, facilities, transportation and IT

### **Control**

- Help secure transactions across multiple shopping channels while protecting data and customer privacy
- Manage information access, retention, archiving, backup and recovery to minimize business operation interruptions
- Manage identity and access to critical applications on a need-to-know basis

### **Automation**

- Reduce problem determination time in isolating faults and take corrective actions to ensure speed of resolution and eliminate human errors
- Identify security vulnerabilities and policy violations and take automatic remedial actions
- Provision retail application software across all stores automatically

Integrated Service Management offers an integrated approach to service management that can provide retail organizations a better way to understand and control the consumer experience. As part of an effective IT and business integration strategy, Integrated Service Management focuses on the visibility, control and automation needed to address the key complexities of both the store and enterprise environment and lower the cost of operating the business.

## For more information

To learn more about Integrated Service Management for retail organizations, contact your IBM Business Partner or visit [ibm.com/tivoli](http://ibm.com/tivoli)

## About Tivoli software from IBM

Tivoli® software offers an Integrated Service Management platform for organizations to deliver quality service by providing visibility, control and automation—visibility to see and understand the workings of their business; control to effectively manage their business, minimize risk and protect their brand; and automation to optimize their business, reduce the cost of operations and deliver new services more rapidly. Unlike IT-centric service management, Tivoli software delivers a common foundation for managing, integrating and aligning both business and technology requirements. Tivoli software is designed to quickly address an organization's most pressing service management needs and help proactively respond to changing business demands. The Tivoli portfolio is backed by world-class IBM Services, IBM Support and an active ecosystem of IBM Business Partners. Tivoli clients and Business Partners can also leverage each other's best practices by participating in independently run IBM Tivoli User Groups around the world—visit [www.tivoli-ug.org](http://www.tivoli-ug.org)

## IBM Global Financing

Additionally, IBM Global Financing can tailor financing solutions to your specific IT needs. For more information on great rates, flexible payment plans and loans, and asset buy-back and disposal, visit [ibm.com/financing](http://ibm.com/financing)

The customer is responsible for ensuring compliance with legal requirements. It is the customer's sole responsibility to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the reader may have to take to comply with such laws. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the customer is in compliance with any law or regulation.



© Copyright IBM Corporation 2010

IBM Software Group  
Route 100  
Somers, NY 10589 U.S.A.

Produced in the United States of America  
March 2010  
All Rights Reserved

IBM, the IBM logo, [ibm.com](http://ibm.com) and Tivoli are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

IT Infrastructure Library is a registered trademark of the Central Computer and Telecommunications Agency which is now part of the Office of Government Commerce.

ITIL is a registered trademark, and a registered community trademark of the Office of Government Commerce, and is registered in the U.S. Patent and Trademark Office.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries in which IBM operates.

Product data has been reviewed for accuracy as of the date of initial publication. Product data is subject to change without notice. Any statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

THE INFORMATION PROVIDED IN THIS DOCUMENT IS DISTRIBUTED "AS IS" WITHOUT ANY WARRANTY, EITHER EXPRESS OR IMPLIED. IBM EXPRESSLY DISCLAIMS ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements (e.g. IBM Customer Agreement, Statement of Limited Warranty, International Program License Agreement, etc.) under which they are provided.



Please Recycle