Business Service Management – Real-Time Service Visibility and Intelligence to Maximize Performance

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IBM Service Management
An Integrated Approach to Getting Business Results

Visibility
See your Business

Only IBM delivers integrated visibility across Business and IT Audiences

- e.g. Contextual LoB, Compliance, Security, Service, Domain Dashboards

Control
Govern your Assets

Only IBM delivers integrated control across Business and IT Assets

- e.g. EAM, IT Asset Management, Change and Configuration, Access and Identity, Data Management

Automation
Build Agility into Operations

Only IBM delivers integrated automation across Business and IT Operations

- e.g. Enterprise Operations, IT Operations, Service Providers Security and Storage
Consolidated Operations and BSM

Solution Focus Areas

Consolidated Operations Management
- Cross-domain Event Collection, Consolidation & Correlation
  - Tivoli Netcool/OMNIbus

Domain-Specific Management
- Performance
  - Performance Tools
  - Composite App. Manager
- Transaction
- Application
- System
- Network
- Mainframe
- Security
- Storage
  - Security Ops. Center
  - TotalStorage Prod. Center
  - OMEGAMON
  - ITM
  - ITCAM

Dependency Collection
- IBM CCMDB & any IBM & 3rd Party data source.

Event Collection
- IBM and 3rd Party event source.

Note: All layers are inclusive of distributed and mainframe.
Business Focus

Benefits from BSM
- KPIs to provide deep Visibility into Delivered Services
- SLAs to measure Service Delivery and Drive Accountability

Customers

Who Matters Most!

Benefits from BSM
- Helps improve Quality of Service
- Achieve Consistency and Reliability of Services
- Target Brand Loyalty

Lines of Business

Who Cares Most!

Revenue

Domain-Specific Management
- Performance
- Application
- Network
- Security
- Transaction
- System
- Mainframe
- Storage

Support

Enrichment & Operational Automation

Benefits from BSM
- Service Dashboard for End-to-End Services
- Applies Business Context to IT Resources
- Connects IT to the Business in a way never before possible

IT Focus

Consolidated Operations Management
- Cross-domain Correlation, Topology & Analytics

IBM Tivoli
- Monitoring
- Network Manager
- NetView
- TotalStorage Prod. Center
- Security Ops. Manager
- Perfor. Analyzer, Proviso*
- IBM Tivoli Monitoring
- Network Manager NetView 2
- Security Ops. Manager TotalStorage Prod. Center
- Perf. Analyzer, Proviso* Comp. App. Mgr., Net. Assure*

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ISM is a Complete and Integrated Solution
Addressing the needs of all customer audiences and challenges

IBM Service Management

Service Management Solutions

Service Delivery and Process Automation
- Task Automation
- Process Automation
- Configuration Management
- GTS Service

Service Availability and Performance Management
- Business Service Management
- Performance Management
- GTS Service

Storage Management
- Storage Management
- GTS Service

Security, Risk and Compliance
- Security Management
- GTS Service
- GBS Consulting

Datacenter Management and Transformation
- Green
- Virtualization
- GTS Service
- GBS Consulting

Asset and Financial Management
- Asset Management
- IT Financial Management
- GTS Service
- GBS Consulting

Next Generation Network Management
- Network Infrastructure Management
- Service Quality Management
- GTS Service

Service Management Platform

- Dashboards and Visualization
- Service Quality Management
- Application Management
- Workflow Automation and Integration

- Data Collection and Analytics
- Configuration and Dependency Mapping
- Event Management and Automation
Service Delivery and Process Automation

Tivoli overcomes the pain of disjointed views and tooling across all levels of process and technical silos

- **Visibility**
  Optimize customer, end-user and service management personnel effectiveness through a common customizable portal.

- **Control**
  Enforce process standards and controls through defined, managed, workflows and auditable approvals and escalations.

- **Automation**
  Eliminate cost and error by automating change, configuration, provisioning, release and asset management tasks.
Service Availability and Performance Management

*Tivoli manages all aspects of performance and availability from infrastructure to applications*

**Visibility**
Ensure high levels of service performance and availability through visualization of health indicators and critical KPIs.

**Control**
Reduce errors and increase the effectiveness of IT operations staff, resulting in improved availability of services.

**Automation**
Keep costs under control by removing manual tasks and helping prioritize limited resources.
Storage Management
Optimizing storage infrastructure for business continuity and compliance

Visibility
Up-to-date view of enterprise storage capacity and utilization optimizes information availability for business processes.

Control
Policy-based management of information access, retention, archiving and disposal of data aligned to business controls.

Automation
Increase productivity of personnel through integrated management of heterogeneous storage and improve utilization via storage virtualization.
Security, Risk and Compliance Management
On Demand Protection to Stay Ahead of Insider and Outsider Threats

The IBM Security Framework

Visibility
Timely insight into business continuity risks and compliance posture across infrastructure, data and applications.

Control
Effective control of the configuration, protection, access and utilization of information, applications, networks, servers and end-points.

Automation
Efficient automation of the identification and remediation of vulnerabilities and addressing compliance mandates.
Datacenter Management and Transformation
Creating a dynamic, cost-effective and more efficient datacenter

Visibility
Eliminate silo views of infrastructure and applications and monitor workloads across physical, logical and grid/cloud infrastructure.

Control
Transform provisioning and change management to create a dynamic computing, middleware and application environment.

Automation
Increase agility and responsiveness to business demands by creating a flexible, self-managing computing and data infrastructure.
Transformation – The Green Datacenter
Delivering energy efficiency and reducing environmental impact

Visibility
Combine workload, service level, power and cooling information to optimize power consumption while maintaining service levels.

Control
Establish policy-based provisioning and change management to ensure continuing best use of available resources and capabilities.

Automation
Implement closed-loop monitoring and management to ensure optimal power consumption as workloads vary across business cycles.

Virtualization and workload management

Plan optimal trade-offs

Impact/footprint reporting and assessment
Visibility
Enable access to all aspects of asset description, configuration and financial information in a service context.

Control
Improve quality and reduce risks across the asset management lifecycle through integrated management tools.

Automation
Create integrated workflows to speed delivery and service times, increase efficiency and reduce re-work costs and quality problems.
Next Generation Network Management

Integrating and partnering in response to significant customer opportunities

Visibility
Deliver a single point of monitoring for all network traffic, event/fault and service quality management across converged infrastructures.

Control
Enforce policies for service quality and traffic prioritization to deliver optimized service within agreed service levels.

Automation
Speed problem resolution times and reduce diagnostic errors through automated root cause analysis.

Integrated Service Quality Assurance for converged (triple-play) voice, video and data networks
Recap - ISM is the Most Complete Solution
Addressing the needs of all customer audiences and challenges

**IBM Service Management**

**Service Management Solutions**

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