



**Tivoli** software

# IBM Service Management



**Gain Integrated Visibility, Control and Automation  
Across Business and Technology Assets**

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May 15, 2008

# Innovation is the Process, Success is the Result

**Innovation** is the process of delivering new products, services, processes and business models to help accelerate growth and create a unique competitive edge.



“CEOs indicate that **Innovation** is the preferred path to achieving business objectives in today’s environment”...but how?

Source: IBM Global CEO Study 2006

# Enabling Innovation with IBM Service Management



Visibility: *See your Business*

*Respond faster and make better decisions*



Control: *Govern your Business*

*Improve quality and reduce risk*



Automation: *Optimize your Business*

*Lower costs and build agility*

# Gartner: Top Ten CIOs Priorities in 2008

CIOs are changing their roles to make a bigger impact on the business. Improving business processes and attracting and retaining new customers remain top priorities.

## Enterprises are accelerating their expectations for IT to make the difference in supporting growth

To what extent will each of the following be a top priority for you in 2008?

	2008	2007	2006
Improving business processes	1	1	1
Attracting and retaining new customers	2	3	3
Creating new products or services (innovation)	3	10	9
Expanding into new markets or geographies	4	9	**
Reducing enterprise costs	5	2	2
Improving enterprise workforce effectiveness	6	4	**
Expanding current customer relationships	7	*	*
Increasing the use of information/analytics	8	7	6
Targeting customers and markets more effectively	9	*	*
Acquiring new companies and capabilities (M&As, etc.)	10	*	*

\* New question for 2008 \*\* New question for 2007

Source: Gartner CIO Study 2008

# Visibility: *See your Business*

## Challenge:


- Business and IT audiences lack the visibility and insight needed to directly support and deliver against business objectives

## Solution: Targeted real-time dashboards from IBM Service Management

- Dashboards at each stage of the service lifecycle leverage existing assets and provide the real-time insight to help manage against business objectives

## ROI Examples:

- Golf manufacturer reduced costs by 20%
- Networking company reduced project costs by 20%



*Industry, LoB and Executive Dashboards*

*Risk, Security and Compliance Dashboards*

*Operational, Dependency and Problem Impact Dashboards*

*Portfolio and Project Management Dashboards*

*IBM Service Management Dashboards across the Service Lifecycle*

# Control: *Govern your Business*

## Challenge:

- Business and IT struggle to address compliance needs on time, and help minimize risk and protect the brand

## Solution: IBM Service Management solutions

- Improve governance, maximize control and minimize risks effectively across the service lifecycle with a service management implementation that delivers service priority and context
- Bridges silos and leverages best practices

## ROI Examples:

- Federal agency reduced reporting times by 10-15%
- Global IT Services company achieved a 6 month payback



*45% of CIOs say that they are very or extremely effective at governing IT performance.*

*\*The McKinsey Quarterly, 2007*

# Automation: *Optimize your Business*

## Challenge:

- The business is driven by growth and frustrated by service development and delivery organization's inability to reliably introduce new services on a timely basis
  - *Cost of operations continues to increase at 10% CAGR, twice the rate of the IT budget\**

## Solution: IBM Service Management solutions

- IBM solutions help increase efficiency and reliability with an integrated approach that includes task and process level automation across the service lifecycle

## ROI Examples:

- Retail firm cut recovery times by 50%
- Financial services firm increased the ratio of auto-closed events by 59%



*“The more we can simplify, streamline and automate processes, the better we can manage the growing complexity ... we must handle business growth with our existing resources. IBM technology helps us achieve greater levels of efficiency at a lower cost.”*

**Erwin Schaefer, Swiss Reinsurance**

\*Tivoli Commissioned IDC Study- 1Q05

# How IBM Service Management Delivers Value

## Reach...

*Across business and technology.*

## Integration...

*Relational value for tomorrow.*

## Return...

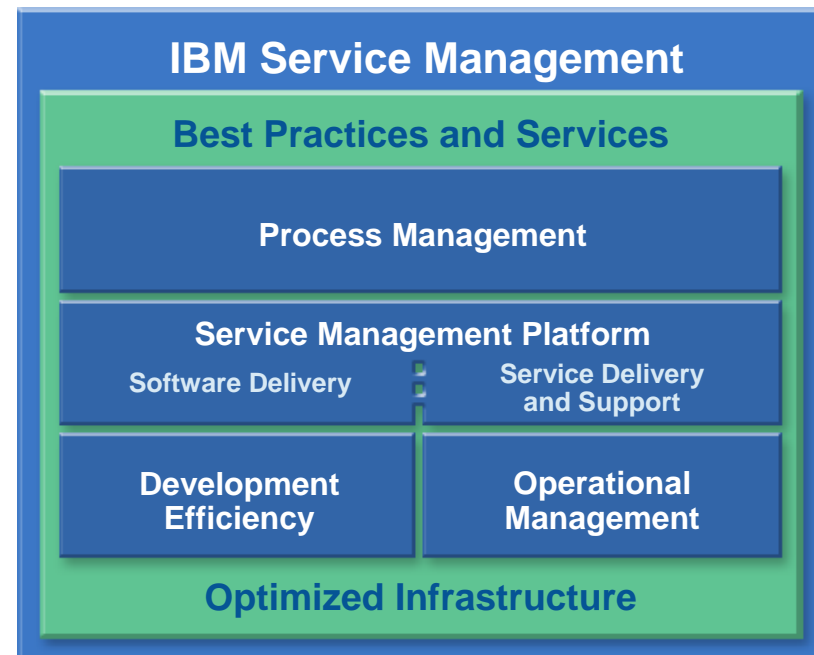
*Leveraging your investments.*

## Speed...

*More value, faster.*

## Expertise...

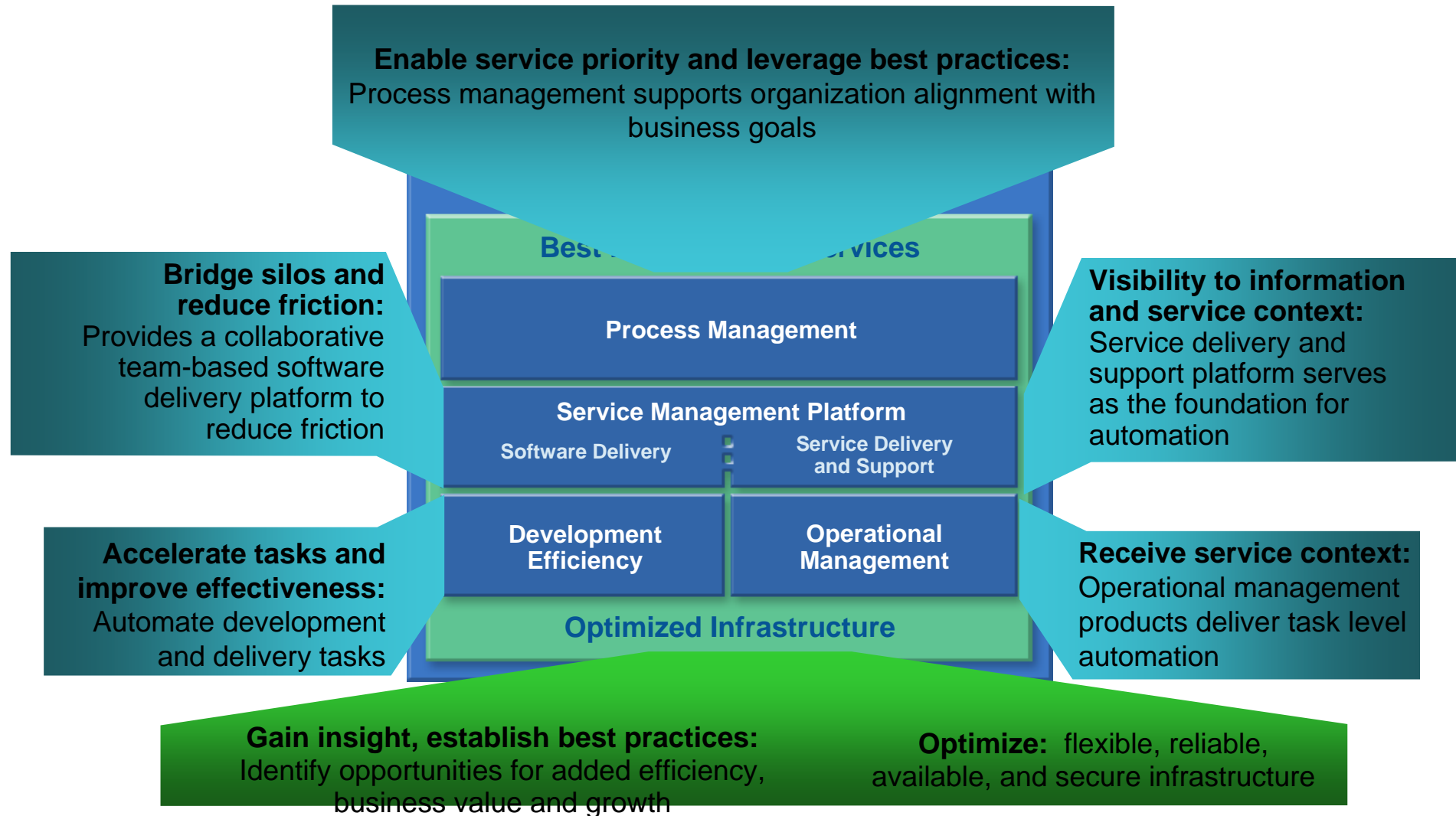
*Across industries and standards.*



*IBM has the right solutions to help your business innovate for success*

# Delivering Value with IBM Service Management

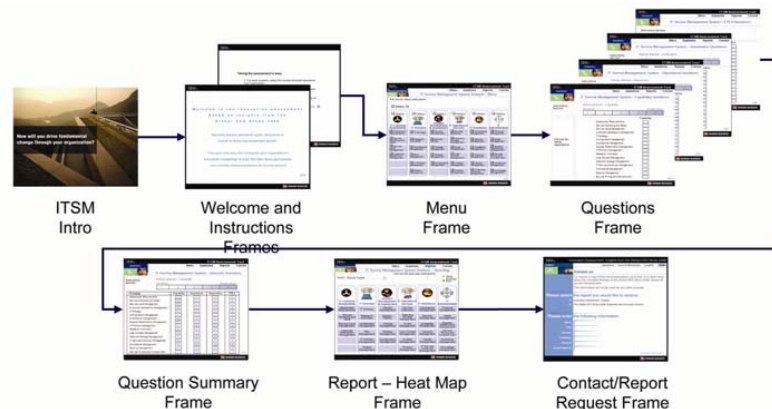
*Architected to deliver visibility, control and automation*



# Tools to Get You Started Today

## ITSM Self-Assessment Tool

- ✓ Facilitates identifying your service management priorities
- ✓ Self-assessment of your capabilities, importance, current levels of automation and governance effectiveness
- ✓ Based on a proven approach



## Tivoli Unified Process / Rational Unified Process

- ✓ Navigation tool that provides “how-to” for customizing and implementing best practices for mapping, modifying and improving IT processes
- ✓ Prescribe specific actions for ITIL
- ✓ Includes the IBM Process Reference Model for IT (PRM-IT)

