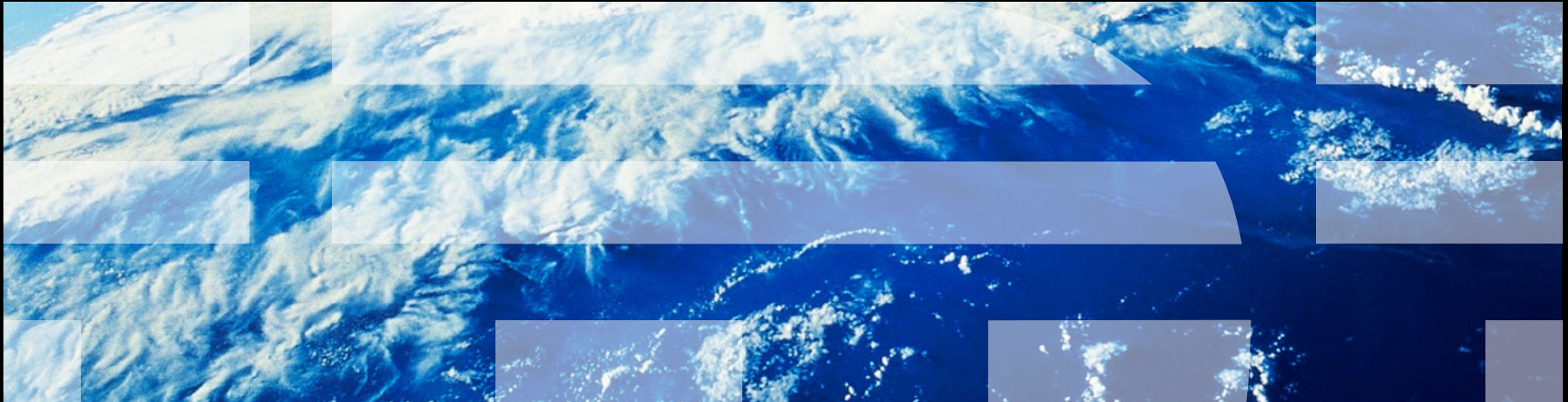


IBM SERVICE MANAGEMENT: IT & the Business



Agenda

IBM Service Management

- IT & Business Service Management

- Not just traditional IT

- The IBM Solution

How can IBM Service Management help?

- End to End Value

- Traditional IT Management scenarios

Changing the way you think

- Approaching IBM Service Management

Service Delivery Requires IT & Business Service Management

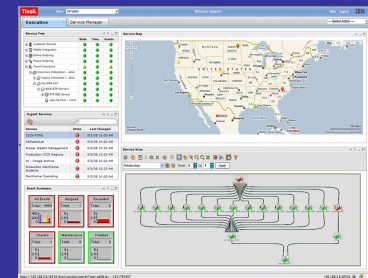
What do we mean by a *Service*?

- An offering, function or activity delivered to an internal or external customer that may contribute revenue and profit or fulfill a critical mission of an organization
- The output created through the use of an organization's human, intellectual, financial and physical assets



What do we mean by *Business Service Management*?

- Business Service management dynamically links business-focused IT services to the underlying IT infrastructure.
- BSM reflects IT services relevant to business user outside of IT



Enabling Service Management Innovation with IBM

Innovation is the process of delivering new products, services, processes and business models to help accelerate growth and create competitive advantage – quantifiably improve the leverage of customers investments

Visibility

See your business services



- Implement dashboards for real-time operations and process management
- Create an integrated, actionable, and insightful view into business metrics

Control

Manage and secure your investments



- Implement an integrated asset control solution to discover and utilize those assets
- Integrate process workflows with operational tools to enforce control

Automation

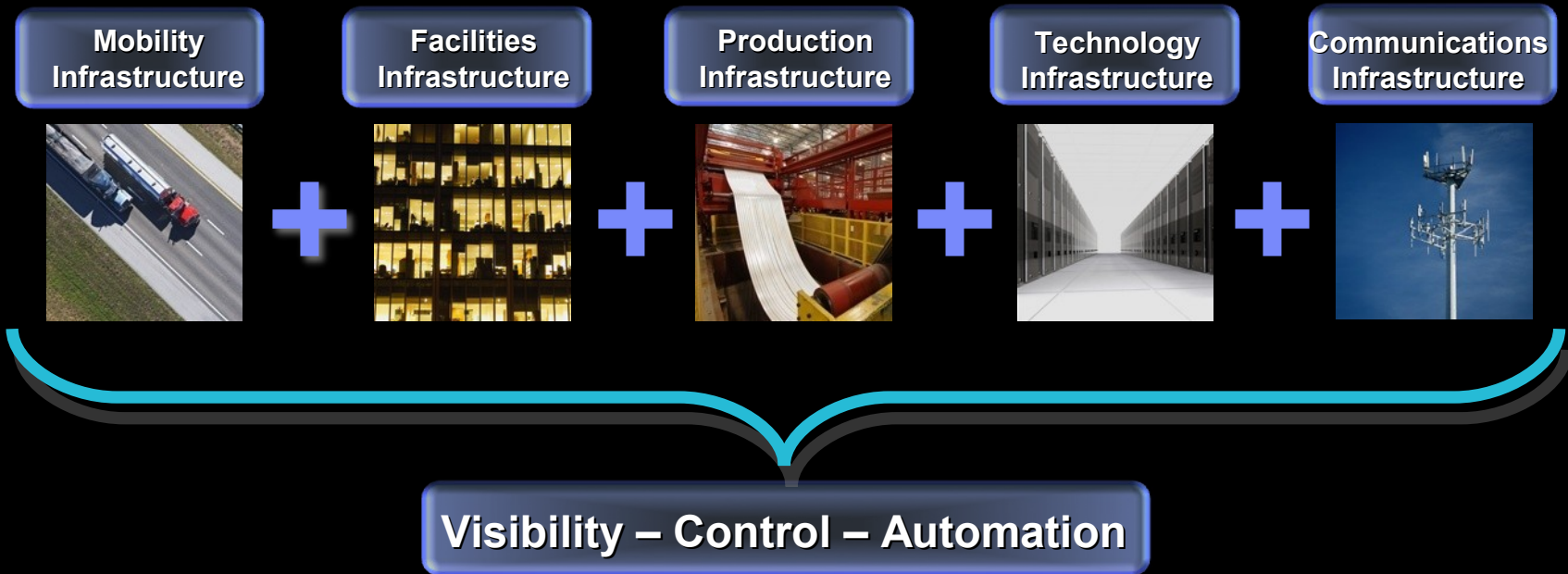
Build agility into your operations



- Optimize and integrate operational processes that directly support the business
- Improve quality and reduce costs through automation by leveraging and integrating existing tools

IBM Service Management – Think Different

Achieving service excellence extends IT's contribution to economic performance beyond managing expenditures



Enabling visibility, control and automation across all business and IT assets supports converged management to deliver service excellence

Innovation delivers new products, services, processes and business models to help accelerate growth and create competitive advantage

IBM Service Management Solutions

IBM Service Management solutions support building an infrastructure needed to increase quality of service, manage risk and compliance, maximize return on investments and accelerate business growth



IBM Service Management

Five Entry Points to the Service Management Platform

**IBM Service Management:
Enabling clients to deliver quality service
through *Visibility, Control & Automation***

Discover	<ul style="list-style-type: none">• Understand infrastructure and business dependencies
Monitor	<ul style="list-style-type: none">• Track infrastructure health and compliance
Protect	<ul style="list-style-type: none">• Ensure infrastructure is secure and resilient against threats and disasters
Industrialize	<ul style="list-style-type: none">• Streamline workflows and processes for repeatable, scalable and consistent results
Integrate	<ul style="list-style-type: none">• Align and integrate operations and business for optimal impact

IBM Service Management Entry Point: Discover

Understand what resources are deployed, how resources are used and by whom, and how resources relate to, and can impact successful business service delivery.



Infrastructure
Discovery &
Mapping

Only 40% of assets well understood and well managed.

Start with: Understand, map, and control all your hardware and software resources and assets, and the services they support

Assessing Security
Controls
Effectiveness

Healthcare CIO spending 60% of staff time on collecting, massaging, and reporting on risk management-oriented topics.

Start with: Ensure you have protected all of your assets and services.

Business Resilience
Planning

Downtime costs can amount to up to 16 percent of revenue. The majority of downtime is attributable to infrastructure outages and human error.¹

Start with: Protect your business services from failure and configuration errors.

¹Wilson, Jeff, et al. "The Costs of Enterprise Downtime: North American Vertical Markets 2005." Infonetics Research. January, 2005.

IBM Service Management Entry Point: Monitor

Comprehensively monitor all resources, events, performance, service levels and users, and provide total visibility into the business.



Event & Performance Management

Only 34% of users have established procedures for problem, configuration, change, asset and performance management.¹

Start with: Establish comprehensive event and performance management

SOA Applications Performance

63% of clients expect SOA-based applications to impact their service management investments.²

Start with: Manage your SOA-based applications

Policy & Regulatory Controls Monitoring

Inability to effectively link controls monitoring to reporting for specific regulations.³

Start with: Assess areas of non-compliance with security policy and controls

User Activity Monitoring / Log Mgmt

Privileged internal users cause 87% of internal security incidents.⁴

Start with: Monitor all user activity and system/application logs

User Access Rights / User Lifecycle Mgmt

Up to 30% or more of user accounts within IT systems are invalid.⁴

Start with: Ensure only authorized users have access to data and services

¹ IBM Market Assessment Panel 4Q 07.

² 2008 IT Service & Infrastructure Management Survey: Uncovering the Business Value of IT Management Automation and Best Practices, Enterprise Strategy Group

³ Wilson, Jeff, et al. "The Costs of Enterprise Downtime: North American Vertical Markets 2005." Infonetics Research. January, 2005.

⁴ Gartner

IBM Service Management Entry Point: Protect

Keep applications, data and services secure, protected from malicious or fraudulent use, and hardened against failure and catastrophe.



Vulnerability & Threat Management

Firms cannot manage the potentially hundreds of thousands of threat-related events and alerts generated daily in typical large IT infrastructure.
Start with: Understand threats and vulnerabilities, and plan accordingly

Data Backup, Restore & Retention

Digital information that will be created, captured, and replicated will grow from 161EB in 2007 to 988EB in 2010. ¹
Start with: Backup and retain data and business information according to policy and compliance requirements

Business Continuity / Disaster Recovery

38 percent of large businesses estimate that one full business day of downtime would result in at least \$500,000 in lost revenue, and 15 percent forecast one-day losses of \$2 million or more. ²
Start with: Build and implement an effective disaster recovery plan

¹The Expanding Digital Universe: A Forecast of Worldwide Information Growth Through 2010, IDC white paper #206171, March 2007

²Robin Sidel, "J.P. Morgan Loses Clients' Data," *The Wall Street Journal*, May 1, 2007. Business Continuity Survey Poll of 300 US businesses with \$50M revenue

IBM Service Management Entry Point: Industrialize

Take out costs, improve responsiveness and reduce errors by creating automated, repeatable, consistent and scalable task management.



Virtualization Management

38% of organizations expect server virtualization will extensively impact their IT Management strategy over the next 24 months.¹
Start with: [Manage the complexity of virtualization](#)

Energy Management for Green Savings

The cost of power consumption by data centers doubled between 2000 and 2006, to \$4.5 billion, and could double again by 2011.²
Start with: [Active energy management](#)

Single Sign On

Analysts estimate that employees request an average of 3-4 password reset calls per year, at a cost of \$20 per call.³
Start with: [Simplify end-user management with single sign on](#)

IT Asset Management

Poor communication and coordination between individuals and departments for all asset classes waste resources. Potential savings: Labor utilization up 10 – 20%, warranty recovery up 10 – 50%, inventory needs down 20 – 30%
Start with: [Automate asset management to optimize utilization and ROI](#)

Usage Accounting

Can't relate IT to the business due to the inability to determine the cost of an IT service or application.⁵
Start with: [Usage accounting to facilitate charge back](#)

¹ 2008 IT Service & Infrastructure Management Survey: Uncovering the Business Value of IT Management Automation and Best Practices, Enterprise Strategy Group

² Business Week 'It's Too Darn Hot: The huge cost of powering—and cooling—data centers has the tech industry scrambling for energy efficiency' 3/25/08

³ Gartner group estimates that it costs \$20 per call for password resets. Meta Group estimates that employees request an average of 3-4 resets per year.

⁴ Strategic Maintenance, Repair and Operations, by Richard MacLInnes and Dr. Stephen Pearce, 2002

IBM Service Management Entry Point: Integrate

Align IT planning and execution to business users and stakeholders, streamline the planning process and enable lifecycle governance.



Business Service Management

*78% of CEOs believe integrating business and technology is fundamental to innovation.*¹
Start with: Manage and report on all IT services from a business perspective

Service Desk

*Only 53% of end users are satisfied with that the help desk can resolve problems in a timely manner.*²
Start with: Implement a service desk with integrated CCMDB

Service Deployment & Lifecycle Management

*27% of a recent AMR study respondents plan to invest in software development lifecycle management in the next 12 months.*³
Start with: Establish a controlled process for service deployment and lifecycle management.

Integrated Service Management Planning

*Only 19% of business executives are satisfied with the extent of which IT priorities, budgets and service levels align with business objectives.*¹
Start with: Define a business-led governance and management model for service planning

¹ IBM Global CEO study 2006 2008 IT Service & Infrastructure Management Survey: Uncovering the Business Value of IT Management Automation and Best Practices, Enterprise Strategy Group

² Forrester United States Technology User Benchmark Study, 2005

³AMR

⁴2008 IT Service & Infrastructure Management Survey: Uncovering the Business Value of IT Management Automation and Best Practices, Enterprise Strategy Group

Agenda

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- The IBM Solution

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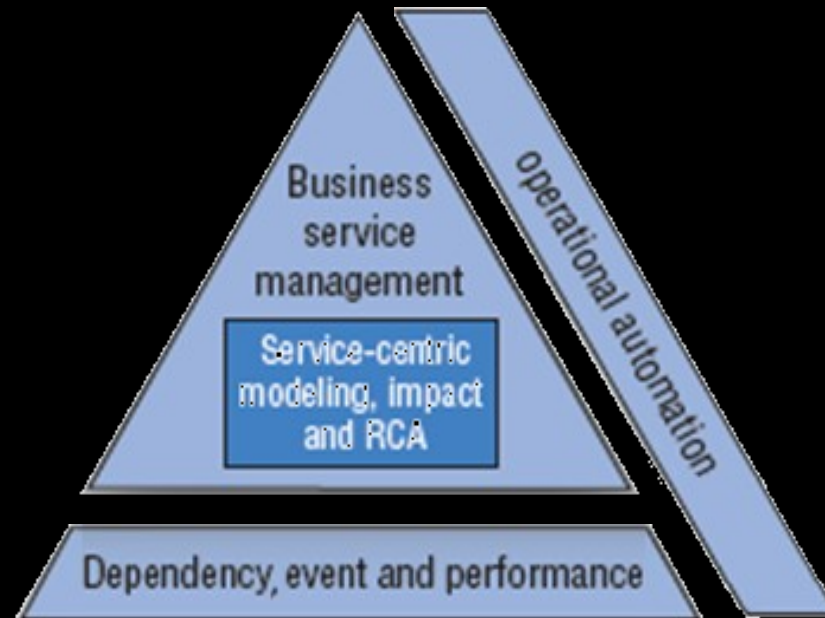
- Predictive Analytics in practice

Changing the way you think

- Approaching IBM Service Management

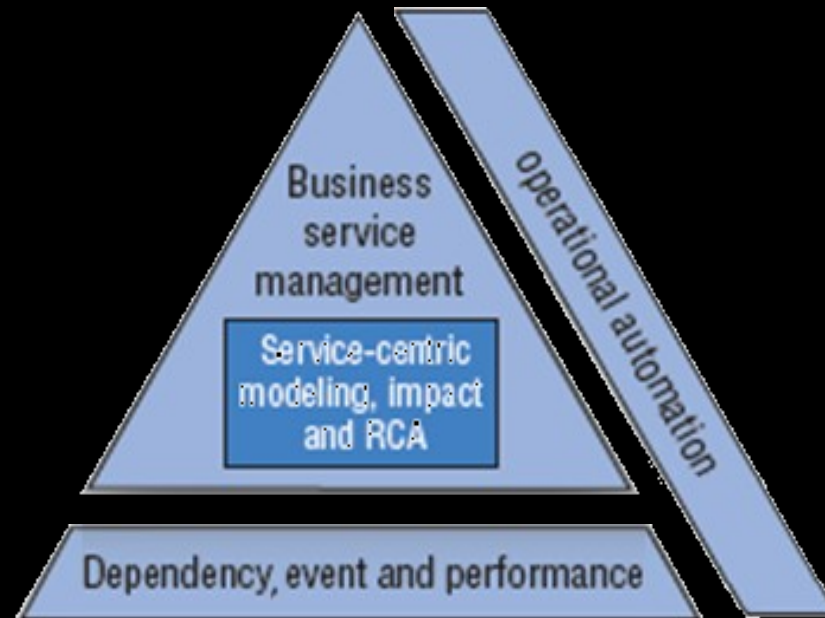
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how can Service Management help us meet our objectives?



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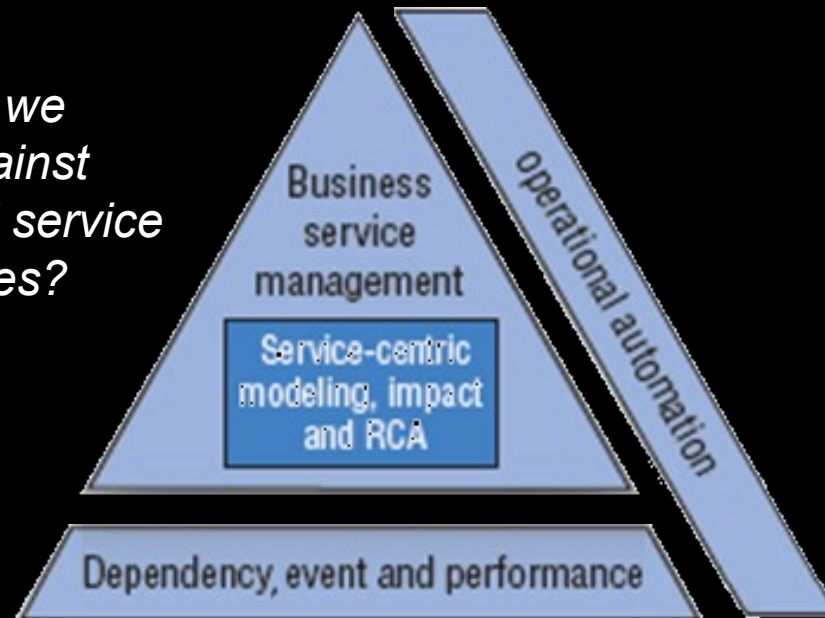


How well is the IT infrastructure performing & what is the actual impact on business services?

We have countless tools today...

how can Service Management help us meet our objectives?

How well are we delivering against business and service level objectives?

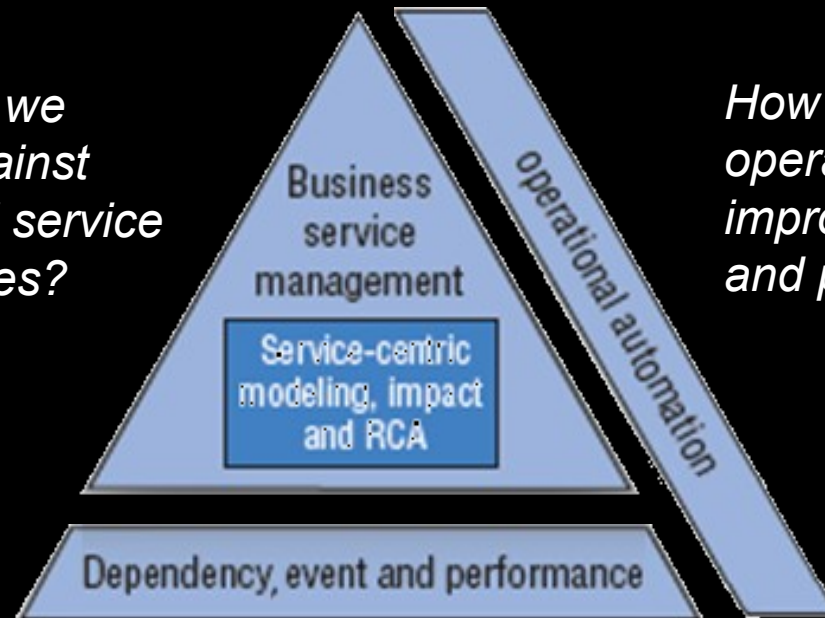


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how can Service Management help us meet our objectives?

How well are we delivering against business and service level objectives?



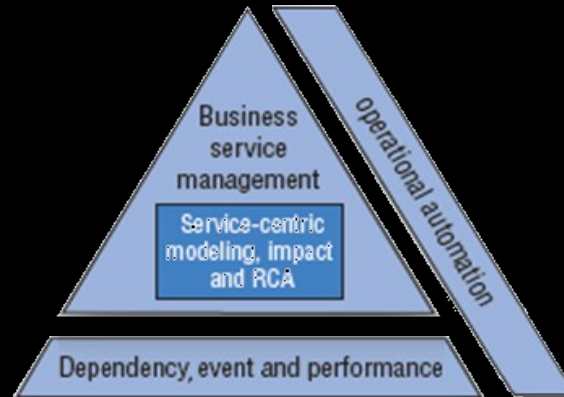
How can we reduce operations costs, while improving service quality and productivity?

How well is the IT infrastructure performing & what is the actual impact on business services?

IBM Service Management's End to End Value

Today's Focus: Service Management

- ✓ Role Based Service Dashboards
- ✓ Real-time Service Modeling & auto-population
- ✓ Service Impact and Root Cause Analysis
- ✓ Leveraging 3rd party tools.



- ✓ Real-time KPI & SLA Tracking
- ✓ Web 2.0 user interface with Drag & Drop.
- ✓ Discovery & Change Tracking
- ✓ Launch in context
- ✓ Runbook Automations

IBM Service Management

Role-based dashboards

Customizable/sharing common context

Web 2.0/Mash-ups (IBM & 3rd party)

Launch in context views & automations.

Realtime & Historical reporting across KPIs, event & performance.

Mobile Support

Distributed & Mainframe

Visibility across both

Manage from either

SOA & Virtualization

Supports IPv4 & v6

High Scalability/Availability

Split UI & Engine

Self-monitoring

Failover

The screenshot displays the Tivoli Service Manager interface. At the top, it shows the Tivoli logo, a 'View: All tasks' dropdown, and a 'Welcome tipadmin' message. The main dashboard is divided into several sections:

- Executive Service Manager:** A table listing various services with their status (green or yellow triangles) and event counts.

Service	State	Time	Events
Customer Service	Green	Green	Green
Mobile Integration	Green	Green	Green
Online Ordering	Green	Green	Green
Phone Ordering	Green	Green	Green
Travel Insurance	Yellow	Green	Yellow
Insurance Integration ...ation	Green	Green	Green
Legacy Insurance I...ation	Green	Green	Green
rtp-WAS-Cell	Green	Green	Green
WAS-RTP-Server1	Green	Green	Green
RTP DB2 Server	Green	Green	Green
was-rtp-host...l.com	Green	Green	Green
- Urgent Services:** A table listing services with red status indicators and their last changed times.

Service	State	Last Changed
CICS-TORS	Red	5/2/08 10:20 AM
RefreshALot	Red	5/2/08 10:20 AM
Broker Wealth Management	Red	5/2/08 10:20 AM
Production CICS Regions	Red	5/2/08 10:20 AM
IA - Image Archive	Red	5/2/08 10:20 AM
Production Mainframe Systems	Red	5/2/08 10:20 AM
Mainframe Operating	Red	5/2/08 10:20 AM
- Service Map:** A map of the United States showing service locations across various cities and states.
- Event Summary:** A grid of six summary cards showing event counts and bar charts.

Category	Total
All Events	1084
Assigned	1
Escalated	2
Unack'd	1
Maintenance	0
Ticketed	0
- Service View:** A network diagram showing relationships between services, with a 'Relationships' dropdown and 'Down 3 Up 1' status indicators.

The bottom of the screen shows the URL: https://192.168.2.6:16316/ibm/console/cwm.do?wm=edit&te=-_1811782407 and the IP address 192.168.2.6:16316.

IBM Service Management

Role-based dashboards

Customizable/sharing common context

Web 2.0/Mash-ups (IBM & 3rd party)

Launch in context views & automations.

Realtime & Historical reporting across KPIs, event & performance.

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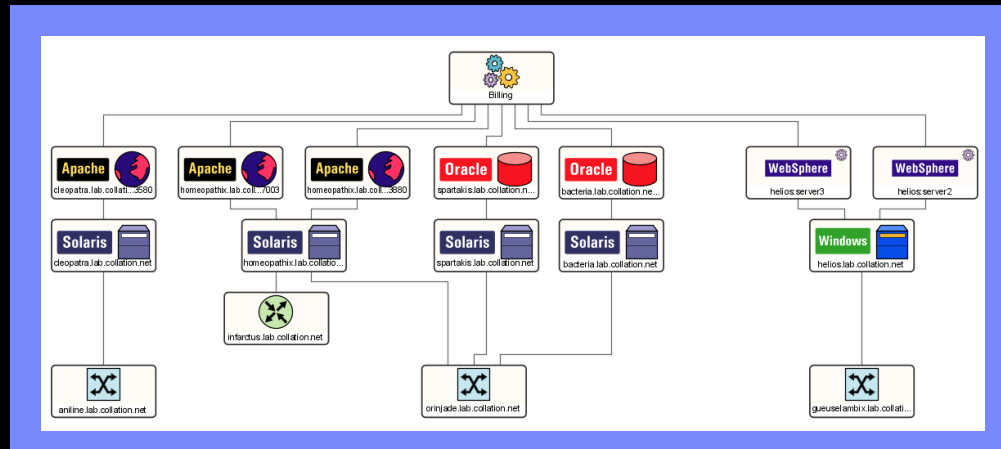
The screenshot shows the Tivoli Service Manager interface. It features several key components:

- Service Tree:** A hierarchical view of services with columns for State, Time, and Events.
- Service Maps:** A geographical map of the United States with service locations marked.
- Urgent Services:** A table listing critical services and their last changed status.
- Service Model:** A diagram showing the relationships between various services and components.
- Event Summary:** A dashboard of event counts and charts for categories like All Events, Assigned, Escalated, Unack'd, Maintenance, and Ticketed.
- Mobile Access:** A BlackBerry phone displaying the service manager interface, indicating mobile support.

Tivoli Discovery for Automated Service Modeling

Breadth of discovery:

- Distributed
- Mainframe
- SOA
- Virtualization
- Storage
- Network
- Security



Topology Mapping:

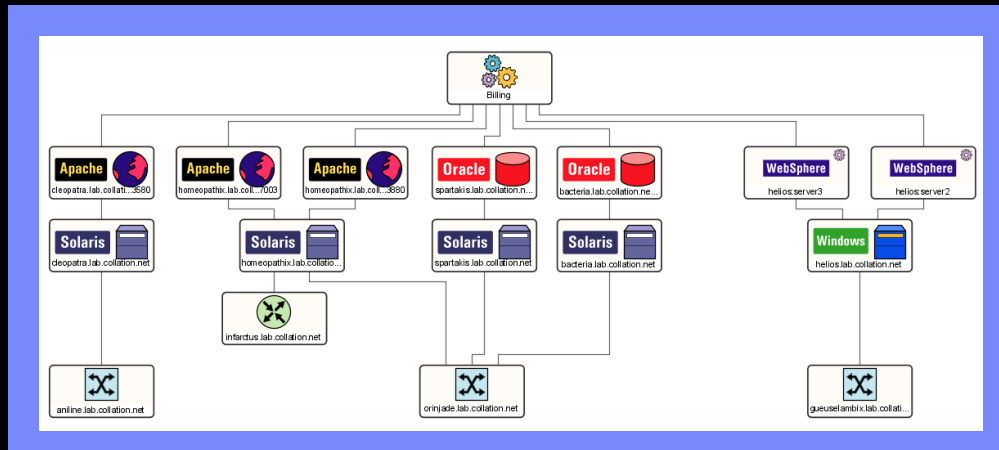
- Periodic
- Partial/Full
- Manual

Configuration Details & Change History

Tivoli Discovery for Automated Service Modeling

Breadth of discovery:

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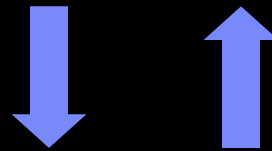


Topology Mapping:

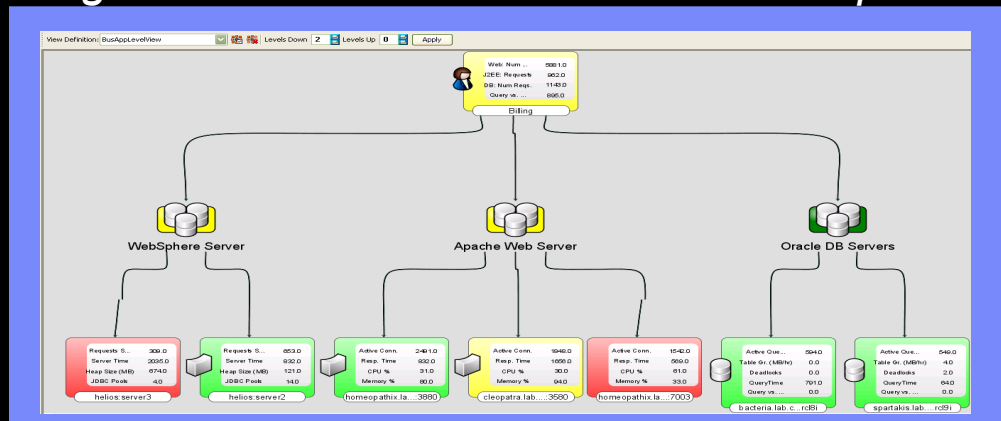
- Periodic
- Partial/Full
- Manual

Configuration Details & Change History

Cross tier application maps Configuration changes



Launch in context to configuration details panels



Managing Virtualized Environments – Service Management Approach

The screenshot displays the Tivoli Service Manager interface. On the left, there are two 'Service Tree' panels. The top one shows a hierarchical view of services like 'Custom', 'Customers', 'EHR Systems', etc., with status indicators. The bottom one shows a detailed view of 'pServer P455-1' and its LPARs. On the right, the 'Service View' shows a diagram of physical servers (x86 3950-2, x86 3950-1) and virtual machines (VM 2 on x86 3950-2, VM 1 on x86 3950-2, VM 1 on x86 3950-1, VM 2 on x86 3950-1) connected to service components like 'WAM Intel Utility' and 'WAM_VMWare_Image'. At the bottom, the 'Service Details' section shows an 'Events' tab with a table of alerts.

Node	Summary	AlertKey	Class	Manager
EHR1 SQL	Average SQL Query time huge	WAM_SQLServer	Default Class	
EHR1 SQL	Average SQL Query time acceptable	WAM_SQLServer	Default Class	
EHR1 SQL	Average SQL Query time acceptable	WAM_SQLServer	Default Class	

Visualize physical & Logical Partitions on Unix, including LPARs on mainframe.

Visualize physical & virtual machines across including status from VMWare.

See service-impacting root cause events for prioritized response.

Managing Business Applications - Combined with Predictive Analytics

Service Tree

Service Tree	State	Time	Events
StockTrader	●	●	●
OnlineTrade	●	●	●
Databases	●	●	●
DB2CVTWIN14:UD	●	●	●
DB2CVTWIN01:UD	●	●	●
TradeApp	●	●	●
TradeApp Servlet	●	●	●
TradeGui Monitor	●	●	●
TradeAppWebServices	●	●	●
TradeService	●	●	●
TradeLookupService	●	●	●

Recent Performance History

Quality vs Time (StockTrader)

Revenue by City

Bar chart showing Finance (Dollars, Growth, Profit) by City (Boston, New York, Chicago, Miami, Los Angeles)

Service View

Diagram showing relationships between StockTrader, Databases, TradeApp, and TradeService. Callout 3 points to StockTrader, Callout 2 points to TradeApp.

Service Details

SLA	Events	Rules			
Entity: SLAStatus_14	View: SLA Status	DataSource			
Service Name	Best Case %	Downtime	TimeLeft	Twin	Penalty
Stock Trader	99.991	00:03:47s	00:56:12s	12-Aug-08	1538.12
Tradeapp	97.736	00:05:47s	00:22:15s	18-Aug-08	2404.97

Service impact triggered by events & KPIs:

- availability
- change
- performance
- predictive
- security
- business

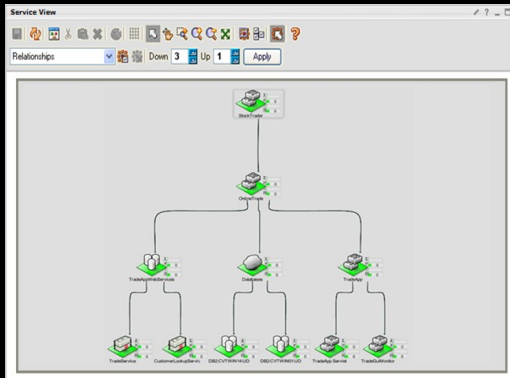
Predictive rules enable state change prior to customer impact & service degradation.

Business Event:
Trade volume below normal.
Result:
Service Turns critical.

Predictive Event:
Rapid transaction rate decline.

Change Event:
Newer JVM version installed.

Accelerating Resolution of Service Problems



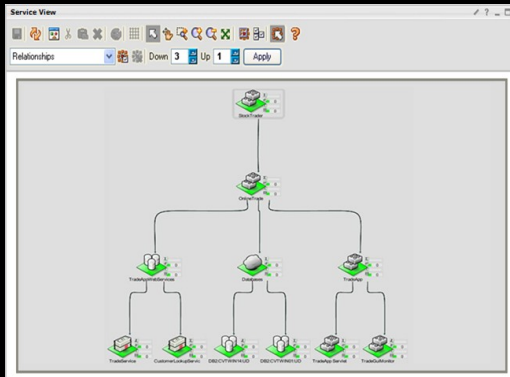
Service Details

SLA Events Rules

Node	Summary	Root Cause	Manag
TradeApp	Predictive: Rapid Transaction Rate Decline	Root Cause	ITM
TradeApp	Change: New JVM Version Installed	Root Cause	ITM
StockTrader	Business: Trading Volume Below Normal	Root Cause	ITM

3 Rows Matched

Accelerating Resolution of Service Problems



Service Details

SLA | Events | Rules

Node	Summary	Root Cause	Manag
TradeApp	Predictive: Rapid Transaction Rate Decline		
TradeApp	Change: New JVM Version Installed		
StockTrader	Business: Trading Volume Below Normal		

3 Rows Matched

- Check Known Error Database
- Launch TEP
- Launch TADDM
- TADDM - CI Detail
- TADDM - Change History**
- TADDM - Application Topology
- TADDM - Physical Topology
- TADDM - Business Application Topology

Configuration Details

General Information

Name: brutus.lab.collation.net
 Type: sys.sun.SunSPARCUnitaryComputerSystem
 Manufacturer: Sun_Microsystems
 Model: SUNW,UltraAX-42
 CPU Speed: 500000000 Hz

Operation System Info

Name: SunOS
 Version: 5.8
 Kernel Architecture: sun4u
 Kernel Version: SunOS 5.8 Generic_108528-27

File Systems

BLAName	Type	Mount Point	Capacity	Available
brutus.lab.collation.net:/usr/home/jwang		/usr/home/jwang		
brutus.lab.collation.net:/	ufs	/	14986	13080
brutus.lab.collation.net:/home/jwang		/home/jwang		
brutus.lab.collation.net:/home/coll		/home/coll		
brutus.lab.collation.net:/home/krish		/home/krish		

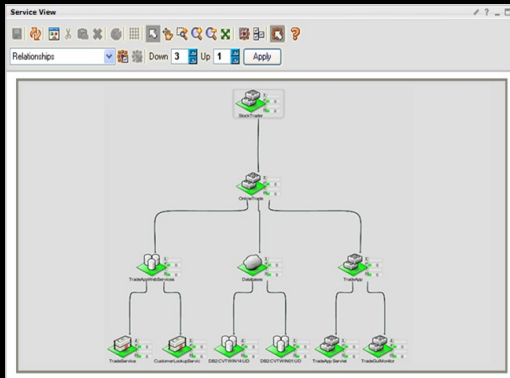
IP Interfaces

Name	FQDN	Network	NetMask	Status
127.0.0.1				0
10.10.50.9	brutus.lab.collation.net			0
192.168.253.2				0

Change History

Type	Component	Change	Date	Attribute	Old	New
ProcessPool	brutus.lab.collation.net:3000brutus.lab.collation.net:3000	Created	Tue Sep 07 22:21:18 EDT 2004			
Apache	brutus.lab.collation.net:3000	Created	Tue Sep 07 22:21:18 EDT 2004			
ApacheWebContainer	brutus.lab.collation.net:3000:ApacheWebContainer	Updated	Mon Oct 04 23:34:35 EDT 2004	ApacheWebContainermaxKeepAliveRequests	100	300
ApacheWebContainer	brutus.lab.collation.net:3000:ApacheWebContainer	Updated	Mon Oct 04 23:34:35 EDT 2004	ApacheWebContainertimeout	300	200
ApacheWebContainer	brutus.lab.collation.net:3000:ApacheWebContainer	Updated	Mon Oct 04 23:54:02 EDT 2004	ApacheWebContainermaxKeepAliveRequests	300	400
ApacheWebContainer	brutus.lab.collation.net:3000:ApacheWebContainer	Updated	Mon Oct 04 23:54:02 EDT 2004	ApacheWebContainertimeout	200	100

Accelerating Resolution of Service Problems



Service Details

SLA | Events | Rules

Node	Summary	Root Cause	Manag
TradeApp	Predictive: Rapid Transaction Rate Decline		
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General Information

Name: brutus.lab.collation.net
 Type: sys.sun.SunSPARCUnitaryComputerSystem
 Manufacturer: Sun_Microsystems
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 CPU Speed: 500000000 Hz

Operation System Info

Name: SunOS
 Version: 5.8
 Kernel Architecture: sun4u
 Kernel Version: SunOS 5.8 Generic_108528-27

File Systems

BLAName	Type	Mount Point	Capacity	Available
brutus.lab.collation.net:/usr/home/jwang		/usr/home/jwang		
brutus.lab.collation.net:/	ufs	/	14986	13080
brutus.lab.collation.net:/home/jwang		/home/jwang		
brutus.lab.collation.net:/home/coll		/home/coll		
brutus.lab.collation.net:/home/krish		/home/krish		

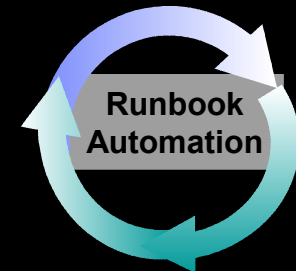
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ApacheWebContainer	brutus.lab.collation.net:3000:ApacheWebContainer	Updated	Mon Oct 04 23:54:02 EDT 2004	ApacheWebContainertimeout	200	100

- Assign Owner
- Email/Page/Message
- Restart App Service
- Restart Server
- Provision
- Open Trouble Ticket



Agenda

IBM Service Management

- IT & Business Service Management

- Not just traditional IT

- The IBM Solution

How can IBM Service Management help?

- End to End Value

- Service Management Approach to traditional IT Management

Changing the way you think

- Approaching IBM Service Management

Getting Started: Do I have in place....???

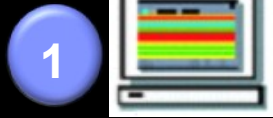


Customer Experience 2

Real-time Transaction Performance, Service Status, and End-User or Service Experience

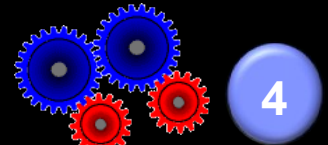
Dependencies 3

Relationship and Discovery Data



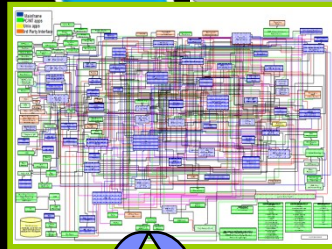
Infrastructure Events 1

Any Event or Fault from Any Source



Business Metrics 4

Business Support Data – Incidents, Call Records, Billing Data, Process dependencies, Revenue, and Risk Analysis data



Actions 6

Impact Analysis, Task Automation, Config, Provisioning, Activation, and Orchestration



Views 5

Business Views & Operational Views

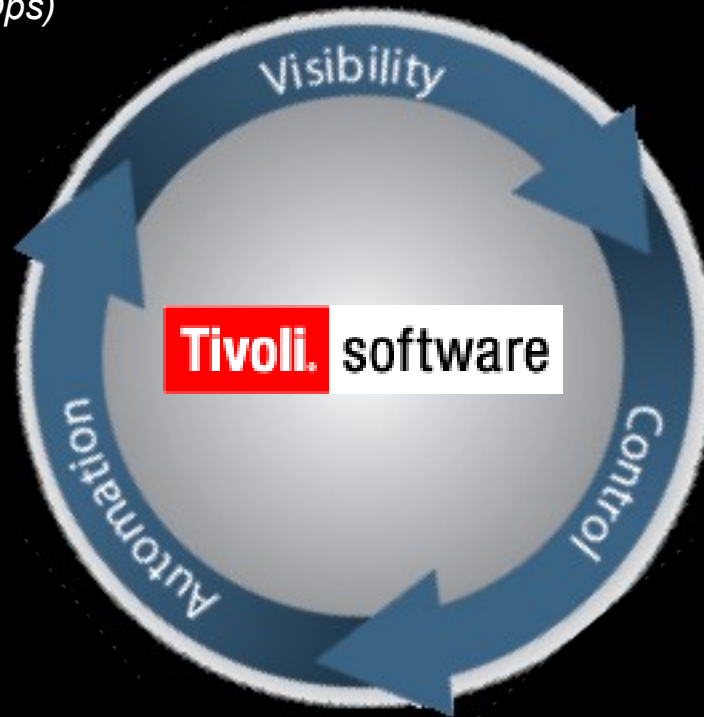
Getting Started: Best Practices

Identify key stakeholders
& performance indicators
(CIO, Service Mgr, Ops)

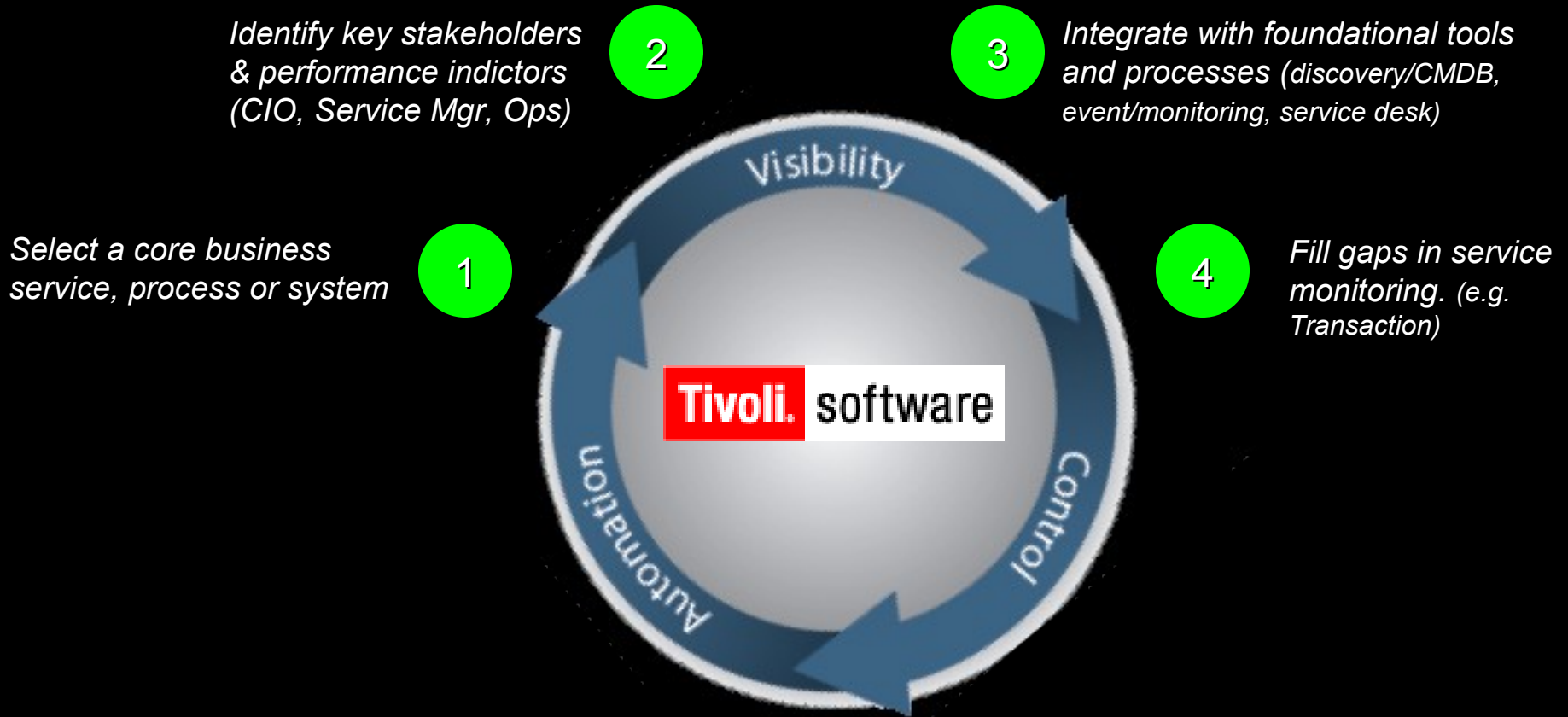
2

Select a core business
service, process or system

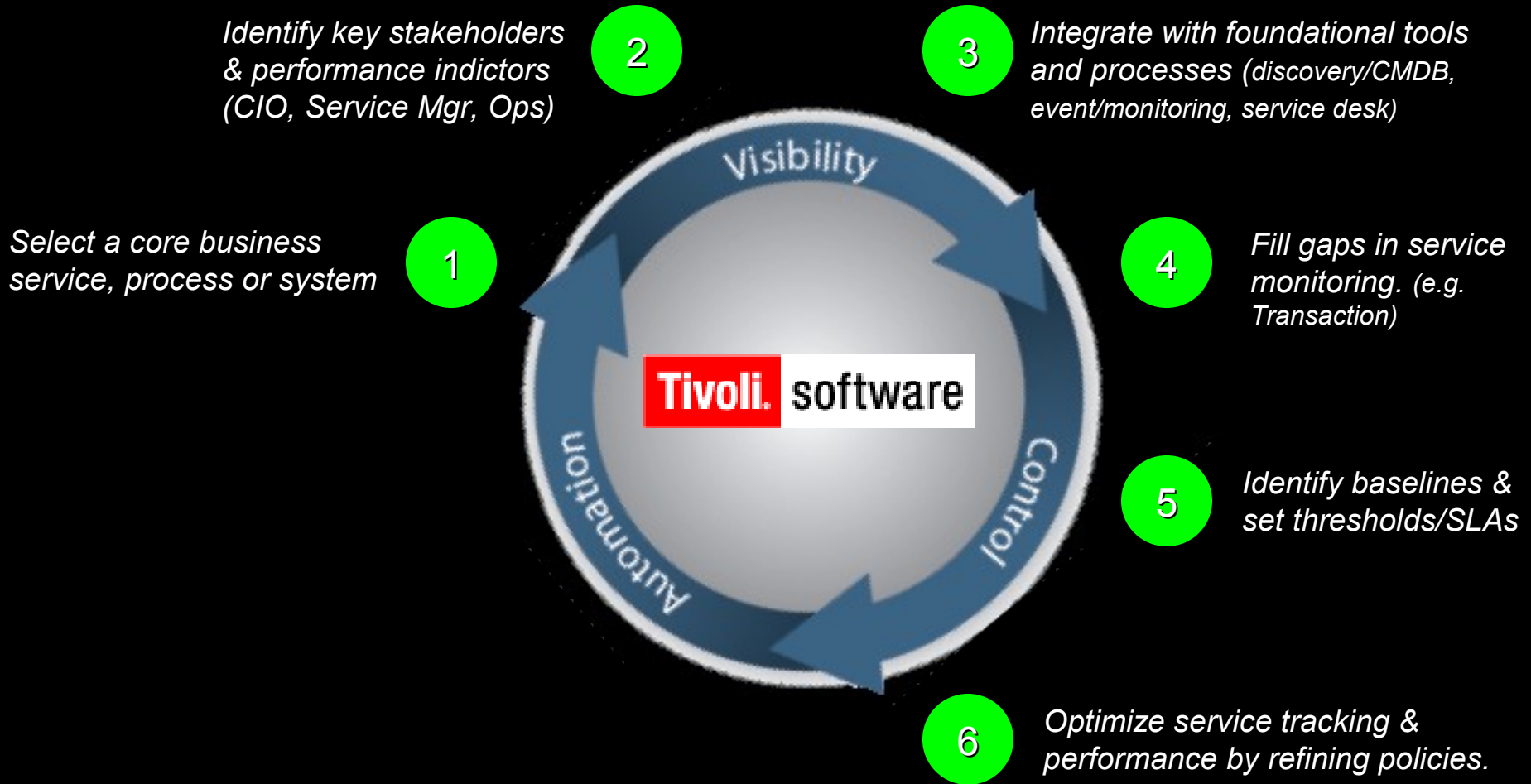
1



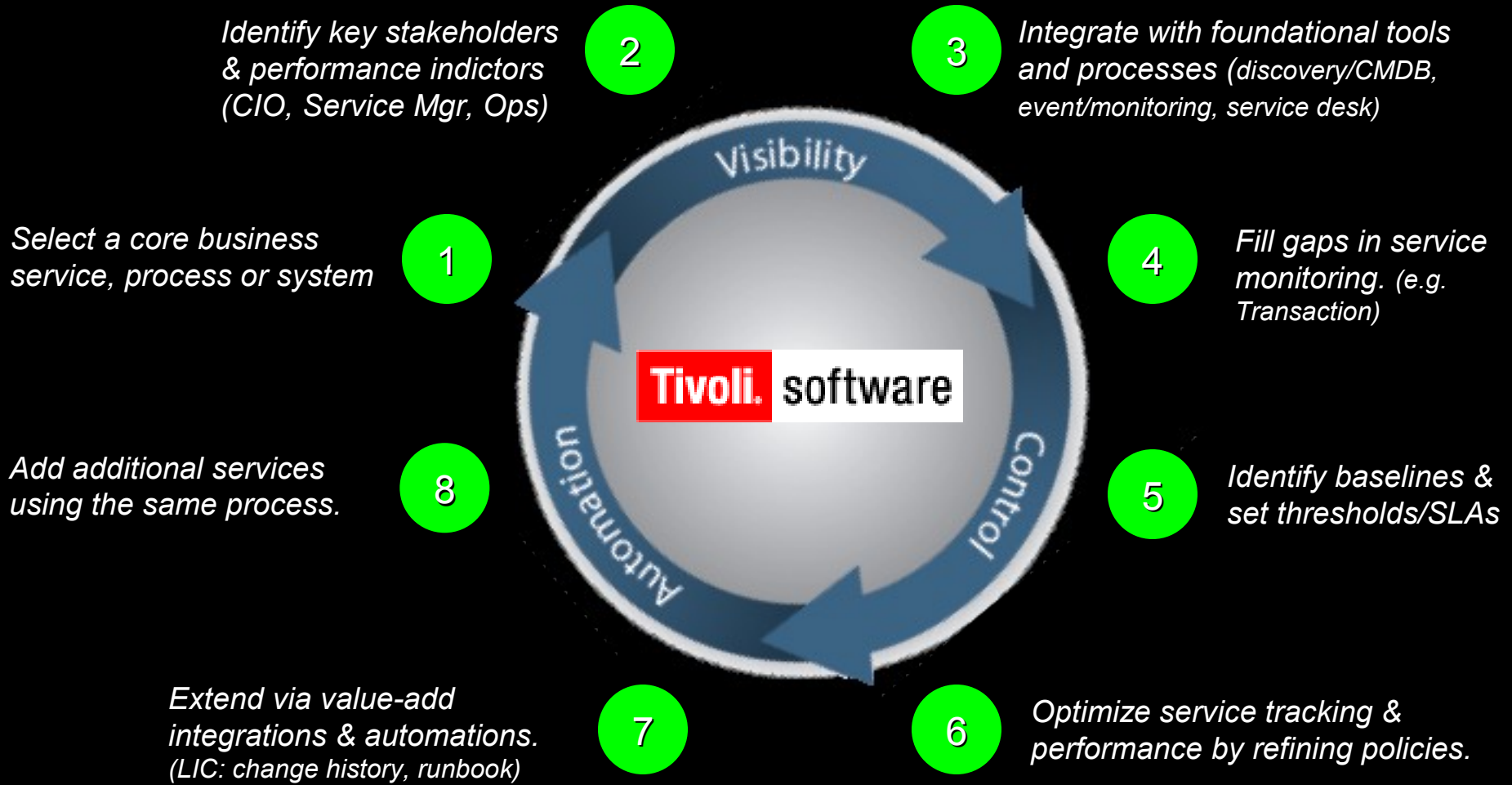
Getting Started: Best Practices



Getting Started: Best Practices



Getting Started: Best Practices



Unmatched Relational Value...



Integrated Visualization & Navigation

Web 2.0 interface with launch in context across IBM tools and 3rd party views.



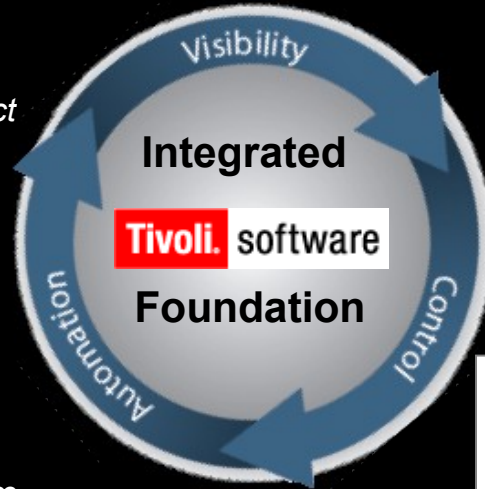
Process Automation

Common platform for cross-product integration, processes, & task / runbook automation.



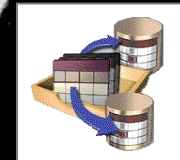
Integrated Security

Secure single sign-on across products.



Open Reporting Ecosystem

Out of the box and custom reports leveraging IBM data warehouse and 3rd party data sources.



Common Data Warehouse

Stores IBM and 3rd party event, performance, & business data for predictive analytics.

Only Tivoli has the integrated & extensible foundation to manage across Tivoli & 3rd Party

Automatic Data Processing Inc.

ADP needed a premier Service Management solution that they could deliver to their clients.

Benefits

- Customizable centralized views of business services and interrelationships
- Easily understood visual warnings to executives of service levels falling out of bounds
- Flexible display of business metrics such as availability, response times, and transaction volumes
- Concise views that allow business executives to understand the state of their services at a glance
- Fast impact and root cause analysis to pinpoint customers and links that need immediate remedial attention
- Validation of SLAs through real-time visibility of KPIs and KQIs



“This tool provides a single point where Tivoli and integrated components provides a high level view of ADP lines of business.”

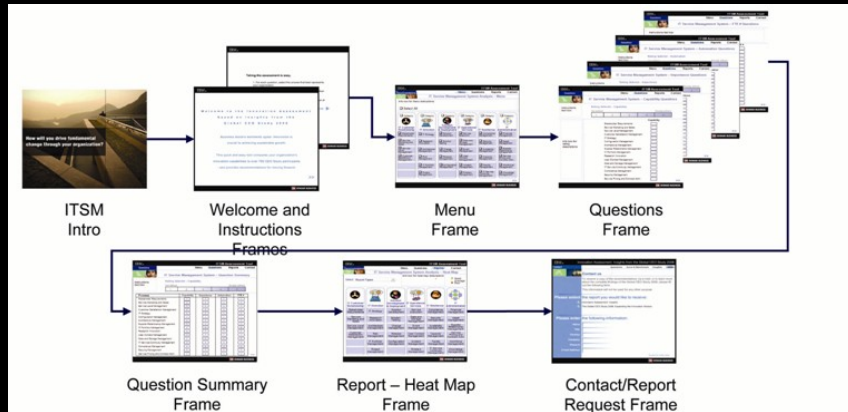
— Andrew McKenzie

Technology Infrastructure Services
Automatic Data Processing Inc.

Tools to Get You Started Today

ITSM Self-Assessment Tool

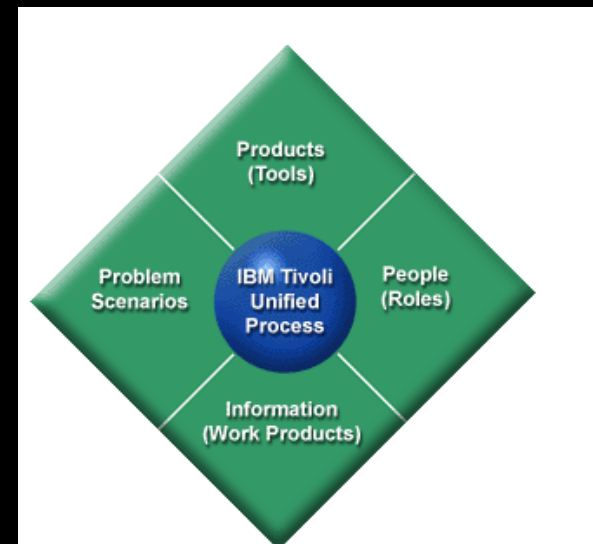
- ✓ Facilitates identifying your service management priorities
- ✓ Self-assessment of your capabilities, importance, current levels of automation and governance effectiveness
- ✓ Based on a proven approach



Tivoli Unified Process

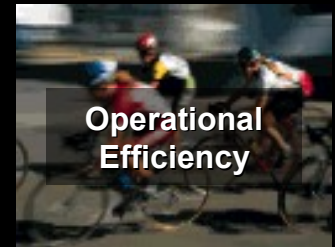
Rational Unified Process

- ✓ 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)



Why IBM Service Management?

- LEVERAGE: Provides a single effective interface across IBM Tivoli & 3rd party tools improving return on investment.
INTEGRATION: Delivers the only solution with common visualization, navigation, security, data warehouse & reporting
INTELLIGENCE: Reduces mean time to resolution across domains with automated analysis, contextual drill down & actions
EXTENSIBILITY: Offers add-on capabilities for closed-loop end-to-end Service Management
LEADERSHIP: Proven technology & market leadership with thousands of customer implementations worldwide



IBM Tivoli BSM solutions provide the integrated Visibility, Control & Automation Operations needs to help improve efficiency, reduce costs & assure services.

Thank
YOU

