

# IBM IT Service Management: Serve your clients, not your IT



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## What's Keeping you up at night?

Are you having trouble falling asleep or staying asleep—can you sleep at all? We know what's keeping today's CIO up at night.

Businesses all over the world run on applications and data. Your business does as well. The success of your business relies on your IT infrastructure and network because they support and carry the applications that represent the lifeblood of your company. How to keep things up and running, connected, responsive, and relevant could be keeping **you** up at night.

But keeping it all working like clockwork is so much more than just uptime.

Are these like little voices in your head?

- Customers are expecting—no, demanding more—and those expectations must be met if you're going to stay in business.
- You must manage the explosive growth of data and applications while preserving service levels and continuing to meet those customer expectations.
- You need to focus on cost control and ROI while ensuring no sacrifice in quality, responsiveness, or performance.
- You must minimize risk to existing operations and ensure security while evaluating and incorporating emerging technologies into your IT environment.
- And you need to be ready to transform—quickly—to reshape your operating models while also reshaping the experience you bring to your customers.

Silencing these voices is critical to your survival as a CIO, but how do you ensure the right outcomes in today's environment? What are the right sets of options needed to **transform** your IT environment to make it flexible, composable, and scale at will? How do you create an environment that allows your IT infrastructure to be **agile** and react quickly? How do you manage in a hybrid world? What about IT decisions needed to drive **competitive differentiation**?

No wonder you can't sleep!

Today's CIO has many questions, and the answers lie in areas like optimizing **decisions with insights**, embracing **agility** to accelerate your IT **transformation**, and managing your **hybrid** environment.

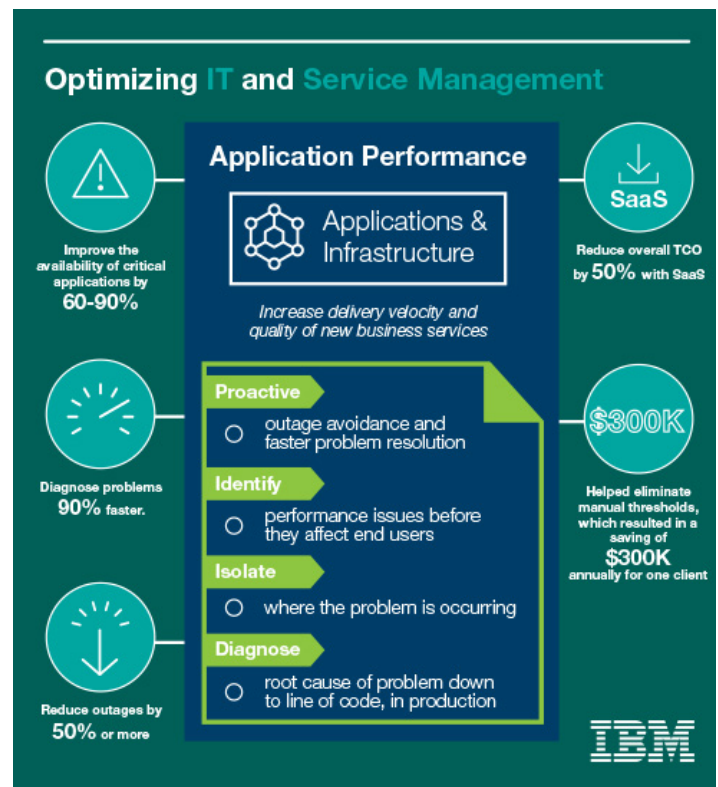
## Optimize decisions with insights

Let's investigate further why solutions that help you optimize decisions with insights are so critical to your company's success.

Ensuring the smooth running of business applications and the health of your infrastructure and network is vital, but without the right tools, it is also difficult. The impact of outages can be costly, and their repercussions can have a direct impact on revenue and profits, brand equity, and, most importantly, your customers.

Did you know that, according to a Ponemon Institute study, "average outages last 86 minutes and cost \$450K?"

Why is detecting, diagnosing, and resolving problems so tough? Because symptoms are hidden—lost in a "big data" stream of millions of IT health metrics and terabytes of log data. Finding the clues takes time, and that effort does little to predict or avoid future downtime.



With the right tools, however, you can take a proactive approach, **driving actionable insights** to optimize IT delivery. You can identify and integrate data from connected sensors,

people, and apps, then **apply analytics** to extract insight. This will make it possible to automatically detect emerging problems and make it fast and simple to isolate and resolve them.

Consider this:

As many as 30 percent of IT organizations believe they have no way to proactively detect problems...which often means they only find out about critical problems when end users complain. Do you really want to rely on your customers to tell you something is wrong?

Now, consider this:

They're wrong. With the right middleware solution, you can leverage analytics to **detect 100 percent of the major incidents** that occur, including silent failures, and eliminate manual thresholds.

## Embrace agility to accelerate transformation

Now, let's look at why solutions that help you embrace agility to accelerate your business, IT, and network transformation need to be top of mind.

What's driving today's transformation? Big data, mobile, and, yes, cloud—where companies increasingly are moving to foster innovation and lower costs.

Cloud is changing the core nature of applications, and with it, business and customer expectations are growing. New solutions and services that previously took months to roll out must now be delivered in days. These expectations—and the resulting continuous demand for service—put tremendous pressure on IT operations. Enterprises need to quickly adapt and deliver new and engaging services that create new sources of revenue and differentiation.

### They need to be agile.

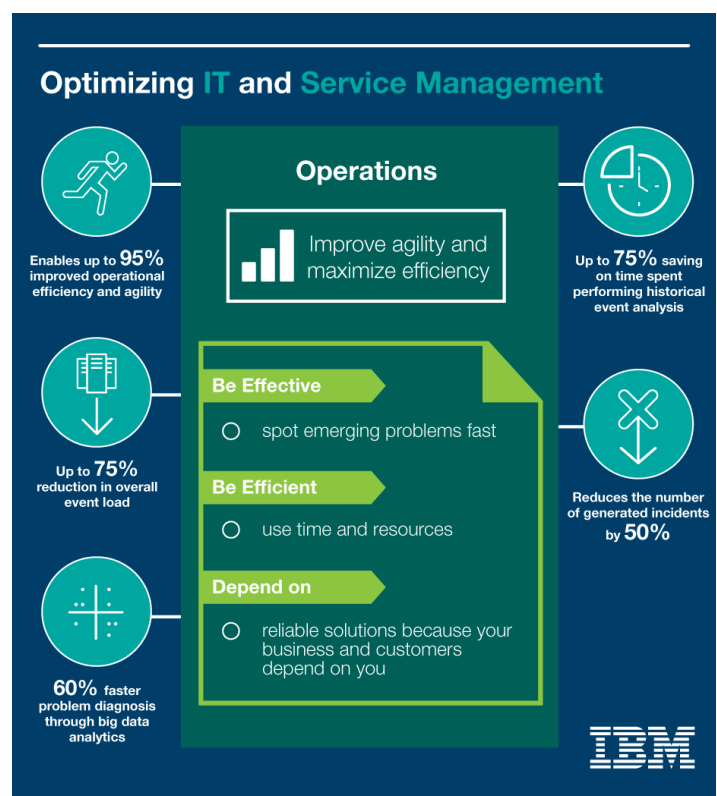
Meanwhile, customers and employees want richer, personalized experiences at their fingertips—a flawless experience anytime, anywhere, on any device. The performance of your IT environment can be the difference between meeting those expectations and leaving your customers disappointed.

So ... is your IT performance flawed or flawless? Are your customers disappointed or delighted?

Imagine: You can leverage the cloud for faster, optimized service delivery while ensuring it is seamlessly integrated with the rest of your IT infrastructure, achieving maximum end-to-end operations, performance, and automation.

You can gain visibility and control over your applications' performance, wherever they're located—now.

And you can automate key IT operations tasks to spend less time on maintenance and more time delighting your customers.



## Succeed and manage in a hybrid environment

Last, let's take a look at why you should be looking for solutions to help you successfully manage your hybrid environment.

First, let's set some definitions.

Today's hybrid environment refers to the merging of traditional, on-premises software, applications, and infrastructure with hardware, software, and services both virtualized and in the cloud.

That on-premises software your LOB sales teams have been using since long before you came on board? It still works, and so you need to find a way to keep it operational while new tools are being implemented.

That new application in the cloud—the one your customers directly interface with daily and notice immediately, and notice loudly, when it's down? Same.

And the secure, successful exchange and use of APIs are critical for a company to encourage product innovation, grow its customer base, and reinvent business processes.

Legacy, new, cloud, on-prem, homegrown, and “as a service”: Middleware deployed across a hybrid environment, wrapped in the right suite of software management tools, help keep all those resources up, performing, and working together—and let you know in advance when conditions may lead to downtime.

Think about some of the trends from early in your career:

“One size fits all?”

Or, “Out with the old, in with the new?”

In fact, some companies are still running critical business applications in centralized IT environments, and others are starting out brand new with a pure cloud model.

But more and more companies and consumers are living in a mix of both worlds—a mix-and-match IT environment.

**It's a hybrid world.** And this hybrid world allows for cost efficiencies while delivering new value and speed. It also delivers new challenges, requiring greater visibility and control over the applications and infrastructure components that now span on- and off-premises.

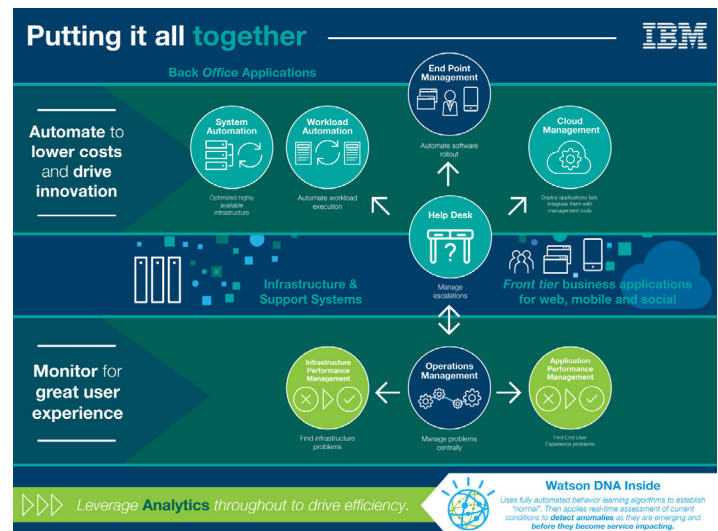
Whichever model your company is currently using, there is opportunity to drive efficiency through process and infrastructure optimization in order to provide fast application and service delivery while keeping costs low.

Consider this:

- You still need to collect and monitor IT and network events across your entire ecosystem.
- You still need to improve decisions by understanding operations data patterns and trends.
- You still need to automate your decision making.

And you definitely need complete visibility and control to act in real-time!

So ... where does all of this leave you? What are the right tools to optimize your business's hybrid environment? What are the right tools to ensure your company's success—and your own?



## IBM IT Service Management: Tools for your hybrid environment

We've raised a lot of questions with this look at the modern hybrid IT environment, and now let's find some answers.

You might be wondering how IBM can:

- Help you support your dynamic business needs efficiently while minimizing risk.
- Help you delight your customers with reliable, performing, and fresh applications.
- Help you identify what processes to automate in order to speed service delivery while minimizing costs.
- Help you turn huge amounts of data into actionable insights to streamline processes and become more agile.

Take a look at IBM's suite of cognitive service management solutions for your hybrid environment and see all the ways IBM can help your company be successful in delivering a client experience that is nothing short of delightful. The **IBM IT Service Management (ITSM)** portfolio provides end-to-end visibility, control, and automation to help today's IT operations staff manage their company's business applications and services on-prem, in the cloud ... wherever they run.

IBM's ITSM solutions deliver on **Operations, Performance, Automation, and Analytics.**

### Operations

Your IT infrastructure is getting increasingly more complex, and the “things” connected to it are generating more and more data every day. You need to get more visibility into the performance and availability of not only your IT infrastructure, but also the applications that ride on it.

IBM can provide end-to-end insight for smarter business decisions through its Operations Management middleware. Operations Management helps your IT operations team become more effective and efficient by providing a consolidated view and actionable insight into the health and performance of the applications and associated IT and network infrastructures. With Netcool front and center, teams can now consolidate, reduce, and prioritize the events and alarms that impact your business services before they affect end users, making your operations more efficient and agile.

[Watch how Netcool can help keep your team in the game!](#)

IBM Operations Management combines the market-leading and most secure Alert and Alarm consolidation capabilities in Netcool with innovative analytics to help clients empower their IT operations staff to rapidly identify, isolate, and resolve problems before they impact their company's business services. This accelerates the overall operations lifecycle (from detection of the problem to fixing the problem).

It also enables IT operations to reduce noise in their environment and help lower the number of generated events into a much smaller subset of actionable problems, reducing the time and effort required to identify and resolve the root cause of availability and performance issues.

What has Netcool Operations Management middleware done for organizations?

- Improved response time to IT and network infrastructure issues by up to 95 percent
- Reduced the number of events presented to operations by 75 percent
- Reduced the number of generated incidents by 50 percent

### Read the case study.

Consolidated Communications unifies service management and saves an estimated USD 600,000 annually with IBM Netcool and IBM Operations Analytics solution. [Read more >](#)



By implementing IBM software to manage a network spanning six states, Consolidated Communications saves an estimated \$600,000 annually from operational efficiency gains. Read and watch how!

Alarmed? Don't be—ITSM helps you reduce alarms with analytics. Overwhelmed with noise and no time to make any sense of it? [Watch how Claranet](#) was able to double the size of its managed environment while reducing the number of events by close to 50 percent, all by letting Netcool analytics show them what was happening in their environment in ways that day-to-day activities would never notice.

With Netcool Operations Insight solutions, you can ensure your team is in control of their game so that you can relax. [Watch how Netcool lets you keep your tee time.](#)

You might also consider reading about [Enterprise Management Associates' \(EMA\) perspective](#) on improving IT agility and efficiency, and how they believe “IBM is delivering leadership in analytics today and advancing the state of the art towards a complete implementation of Advanced Operational Analytics.”

### Performance

Software applications are the mainstay of modern business. Applications deliver business-critical services to customers and enable companies to function efficiently. To ensure performance and availability of applications in your environment, your teams must have full visibility and control of the applications and enabling infrastructure. If an outage or slowdown occurs, your company needs to know precisely where the problem originated, what caused it, and how to prevent it from occurring again.

IBM can help companies ensure the right availability of critical business solutions with its **Applications Performance Management (APM)** middleware offerings. APM solutions help IT operations and application support teams increase the delivery velocity of new business applications/services and optimize the performance of them and their underlying infrastructure.

Considering how important it is to deliver application updates quickly and efficiently, you need a way to ensure that what's delivered performs optimally and provides an outstanding customer experience. After all, customers today are more selective about their services than ever before. They expect high-performing, always-available services and a flawless experience, every time!

Using APM early in the application lifecycle helps developers and testers understand the performance and availability of their applications even before they're deployed to production, which is vital for lowering the cost of errors and change, and for steering projects toward successful completion. IBM APM makes it easy to provide continuous monitoring, because it's a truly hybrid solution—available in Bluemix (platform-as-a-service), as a SaaS (software-as-a-service) offering, and on-premises—giving you the flexibility to choose the delivery platform that best suits your needs and manage all of your development, test, and production application environments.

IBM APM provides end-to-end visibility of the performance of your application. Because it captures 100 percent of the transactions, you'll know what happens every time somebody uses your application. With vast coverage of typical application components and the ability to dive down to the code level when necessary, IBM APM helps to find the root cause of issues and restore service up to 90 percent faster, and with integrated analytics you can even receive early warnings of application issues and fix them before users are impacted.

How has Applications Performance Management helped organizations?

- Number of outages reduced by 30 to 40 percent
- Length of outages reduced by 50 percent or more
- Total cost of ownership reduced by \$6M over three years, with reduced time to market
- Reduced cost of operations by 50 percent over one to two years, with improved mean-time-to-repair

Is APM a matter of life or death? Find out why [Kaiser Permanente](#) thinks so!

Ask anyone who has deployed an application performance management solution, and they'll tell you that it paid for itself with the very first outage it prevented. You might be asking yourself, "Why APM?" [Because You Can't Afford NOT To!](#) Identifying your information needs or pain points is a 1st step

for getting started with APM. See what the next four steps are by reading [Application Performance Management for App-Driven Businesses](#).

And, if you are still not a believer, you might want to read about these [12 reasons](#) why you don't need to monitor your apps—or do you?

### Automation

IBM can help companies be more agile, with lower cost and risk through its **Automation** middleware solutions. Automation helps clients cut costs, accelerate service delivery, and automate business processes across physical assets, IT, and the cloud. IBM is here to help in the areas of **Workload Automation** and **Service Desk**.

### Workload Automation

Today's digital transformation drives the need for cutting-edge automation to control and maintain business processes and magnify operational efficiency.

What if your company is like this [automotive company in China](#) that could not efficiently schedule and manage a large number of jobs within multiple software environments, and needed an automated workload management solution to increase operating efficiency?

IBM Workload Automation, an advanced automation solution, helps companies turn the new challenges of managing traditional and cloud workloads into a centralized solution to increase governance while reducing costs and empowering users with flexible and consumable self-service automation to drive business value.

IBM Workload Automation offers these benefits:

- A **simple, business-oriented** solution that automates repetitive tasks and offers powerful planning capabilities and event-driven scheduling
- A **flexible** solution that can handle thousands of heterogeneous processes and scale as the business evolves
- **Intelligent** scheduling with flexible modeling and applied analytics that maximize service reliability and reduce risk of outages or Service Level Agreement (SLA) breaks
- **Lower operational costs** and improved staff productivity gained through enterprise scheduling automation available on a broad range of platforms (Linux, AIX, Windows, z/OS, iSeries, and more)

IBM Workload Automation offers the speed, precise governance, and hybrid scheduling to enable business users to benefit from intelligent automation:

- 30 percent reduction in execution time of business workloads, resulting in millions of dollars in savings
- 90 percent reduction in labor costs and total control of business SLAs
- 35 percent savings in operation costs and improved staff productivity to support additional workloads
- Management of millions of critical activities impacting your business SLA
- More than 25 plugins to easily integrate your application workloads (SAP, Oracle, Hadoop, IBM Netezza-Cognos-Datastage-MQ, and more) into enterprise scheduling plans

Look at this example to see how a major company put IBM's Workload Automation solutions to use: [American Greetings](#) used IBM Workload Automation to consolidate their business processes, which allowed a single view across the entire enterprise. This resulted in a drastic reduction of labor and time-to-value for deploying virtual servers—down from 20 hours to five minutes, a 99.6 percent decrease. With improved system management and efficiency, the company has grown its IT infrastructure while saving money.

Eliminate manual processes—automate so you can sleep better at night and [get your life back!](#)

IBM has made great strides in its Automation product offerings and is here to help ... but don't take it from us alone—see what this [Clabby Analytics report](#) has to say:

At Clabby Analytics, we are especially impressed with the new predictive analytics aspects of these product offerings. With predictive analytics, schedulers can easily analyze historical data and derive predictive forecasts that can model system/application behavior. With this facility, schedulers can more accurately predict how applications will behave—and thus have a better understanding of how to schedule work to achieve required service levels.

More precisely, with predictive analytics schedulers can model how manual maintenance and schedule-related actions will impact the time it takes to run jobs (job durations). With this type of tool, it becomes possible to better optimized workload performance and thus improve service delivery.

Finally, it is important to note that predictive analytics can also be used to anticipate possible scheduling issues and take appropriate recover action before problems occur.

### Service Desk

Today's service desks are more of an application than a point product. They need to be plugged into all of the different operational products like performance, event management, workload automation, and more, so that your team of service desk agents have the tools at their fingertips to resolve problems quickly. In addition, your service desk agents need a mature knowledge base to help determine the history of an issue, improving mean time to repair with improved end user satisfaction.

Moreover, today's service desk needs to be backed by a mature and reliable configuration management database with the ability to identify assets and the relationships/linkages to other assets within the IT environment. Doing the impact analysis based on a mature and trusted configuration management database will prevent 70 percent of failures caused by changes. Proper asset management eliminates the fear and costs associated with audits. Having an asset management capability within the control desk helps prevent audit failures while providing a level of data to be used in problem and change management.

IBM offers up ways to automate service requests through end user catalogs, with each request handled in a way that requires no human interaction. Eliminating these requests from your service desk agents saves thousands of dollars and results in higher end user satisfaction.

Needing more visibility into the performance and compliance of over 5,000 devices and software licenses, [St. Vincent's](#) integrated IBM Control Desk with IBM Endpoint Manager software to track the status of assets and software licenses in near real-time. Resolve IT tickets 75 percent faster, with 35 percent satisfaction on the first call—see how!

So, take the next steps because speed counts!

### Analytics

IBM's Watson capabilities and market leadership in big data and analytics help customers **Predict, Search, and Optimize** their applications, infrastructure, and networks using **IT Operations Analytics** solutions.



**Predict** enables them to proactively avoid problems before they become service impacting. Moving to a more pro-active, rather than reactive, operations posture enables teams to get ahead of problems that could cause client satisfaction issues before they become an urgent, all-hands-on-deck fire-fight. In the end, your operations environment is able to do more with less, reducing costs while improving the overall availability of your solutions.

**Search** allows teams to diagnose issues faster using all their operational data, including logs, metrics, events, support docs, and tickets. Diagnosing issues from a single centralized pane of glass enables your subject matter experts to quickly and efficiently resolve problems, resulting in faster mean time to repair and ultimately higher availability.

**Optimize** ensures teams are operating as efficiently as possible. Understanding where your operations teams are spending most of their time, and what recurring events can be suppressed, provides for greater efficiencies, reduced costs, and improved resource utilization.

For many clients like yourself, IT Operations Analytics has helped their IT performance and also reduced costs. Here are some highlights of their successes:

- Detect 100 percent of major incidents that occur, including silent failures
- Help eliminate manual thresholds, which results in a saving of over \$300K annually
- Diagnose problems 60 percent faster to quickly resolve application and infrastructure issues
- Reduce time involved to investigate issues from 30 minutes to three
- Reduce operator alerts and alarms by 46 percent

### See the infographic.

Does this “before and after” IT Operations Analytics story ring a bell? [Read more >](#)



Take action today so that you can:

- increase delivery velocity and quality of new business services
- Resolve problems faster for increased quality of service and reduced costs
- Predict and prevent issues before they impact your end users
- Drive efficiencies in business processes and asset utilization

## Why choose IBM for your middleware solution?

We understand today’s hybrid IT environment.

We understand what keeps it running.

*And* we understand the role of today’s CIO and all that comes with it—including, yes, what keeps you up at night. Big Data, cloud, mobile, the Internet of Things ... they all come together to make IT operations an overwhelming challenge for today’s CIO.

**And what about your dreams?** Ensuring security, availability, and performance while minimizing risk and cost—do those sound familiar?

IBM helps you meet that challenge and fulfill those dreams as your organization continues its transition into the new hybrid environment. ITSM middleware has the power of IBM’s Watson technologies behind it, allowing your IT department, and your business and customers, to benefit from IBM’s solid performance in offering high quality solutions for today’s needs.

### Solid Foundation of Trusted Technology

IBM’s competitive advantage is grounded on our **Solid Foundation of Trusted Technology**, building on our core strengths including enterprise breadth, performance, scale, and suite of capabilities.

The keystones include:

- **A simplified client experience.** IBM is making it easier for our clients to engage with us and to learn about, demo, and deploy solutions for traditional and hybrid IT environments.
- **Applied analytics.** IBM has invested billions in analytics and expertise to help our clients turn data into a competitive advantage. It’s more than aggregating data; it’s using that data to provide real insights to prevent outages and quickly resolve issues.
- **Quick time to value for our clients.** IBM’s own agile and continuous delivery model delivers new capabilities to clients in weeks. IBM is also bringing capabilities together into an integrated platform built on Open Standards and an ecosystem of innovation to plug and play around and on top of our core platforms. IBM’s capabilities can integrate and leverage your existing investment in infrastructure and tooling.

Just as it has in the traditional IT environment, IBM is committed to helping businesses succeed—helping you succeed—in the new hybrid environment.

So ... if your hybrid environment has been keeping you up at night ... if keeping it all working together is causing you to lose sleep ... well, it just doesn't have to any longer.

Let IBM show you how you can put those worries to bed.

## What IT Service Management Solutions are right for you?

Not sure where to get started? Be proactive, not reactive – leverage the power of cognitive IT service management. We invite you to explore this simple [10 question assessment](#) to discover what IBM IT Service Management Solutions can do for your company, your IT department, and you.

IBM's cognitive service management solutions, using hybrid cloud and Watson capabilities, can help CIOs outthink outages to innovate with reliable applications and infrastructure.

## What can you do next?

**Learn more about IBM IT Service Management.**

[Learn more](#)

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**Explore IBM Control Desk's user friendly self-service, automated service management, and seamlessly-integrated, best-practice based service desk capabilities.**

[Explore](#)

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**Explore how IBM Performance Management can help you spot performance issues and resolve problems in your applications and infrastructure to increase end user satisfaction.**

[Explore](#)

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**Explore IBM Workload Automation's cloud-based, workload management that automates planning, processing and analysis of calendar- and event-based workloads.**

[Explore](#)

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**Explore IT Operations Management and transform the way you run your operations.**

[Explore](#)

[Start Alert Notifications.](#)

[Start Runbook Automation Trial.](#)

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**Explore IT Operations Analytics in your own environment.**

[Explore](#)

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