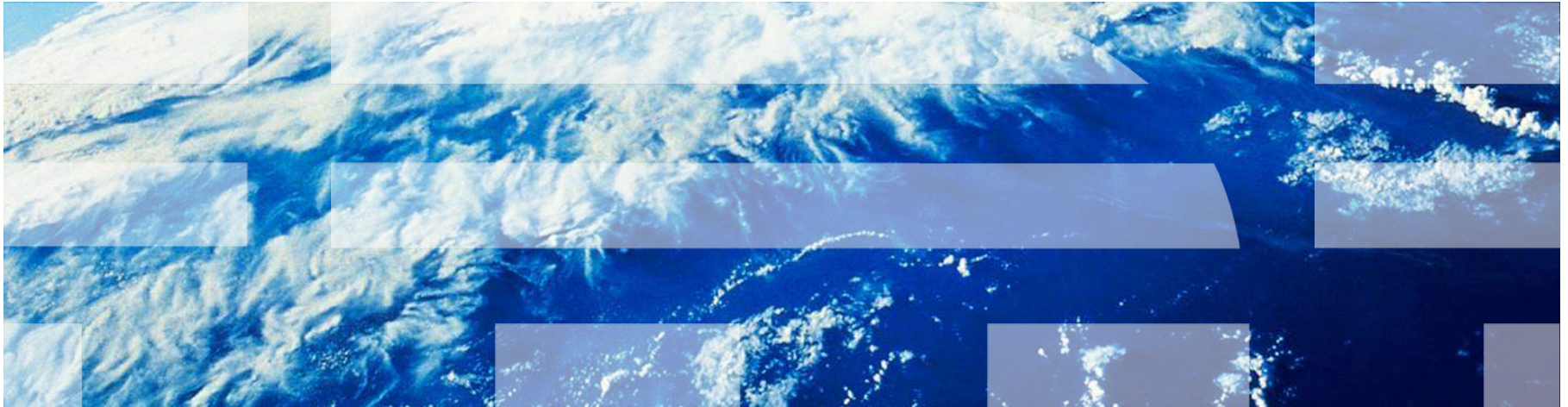


# Brand Update - Tivoli



## Agenda

- Tivoli – Aktuelles (R. Mühlbach)
- Tivoli im Mittelstand – Positionierung von Tivoliprodukten im Mittelstand (T. Jaehne)
- Tivoli Automation – Application Monitoring (R. Mühlbach)
- Storage Update (A. Kindlbacher)
- Diskussion

## Kurzer Rückblick - Channel News

- Software Value Plus wurde eingeführt
- Business Partner Finder Tool
- Authorization Readiness Dashboard
- Small Deal Enhancement wurde deutlich erhöht
- Keine 2-Wege Kommunikation erforderlich

## Produktnews

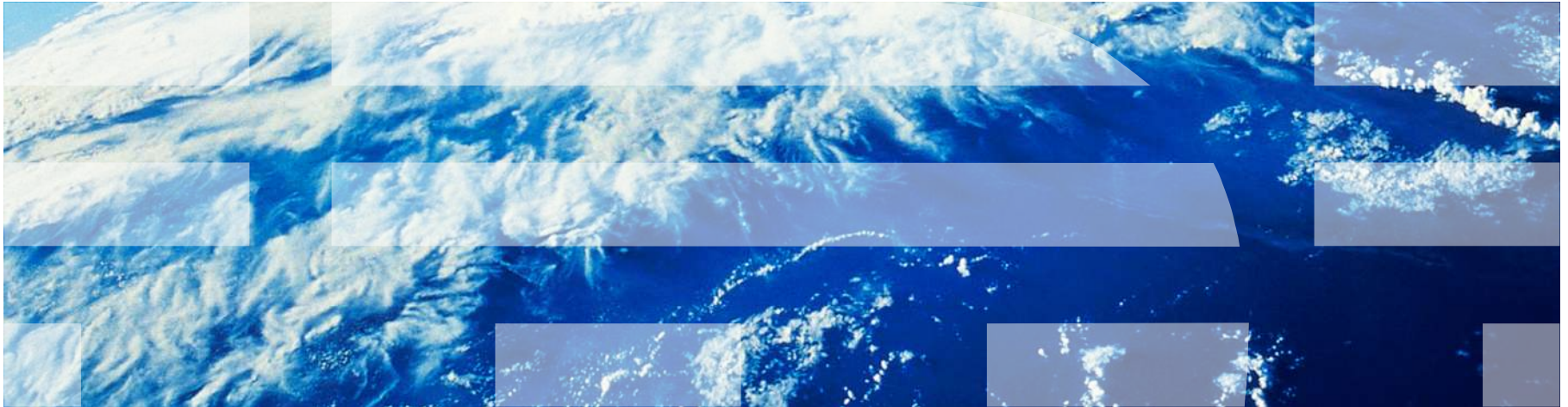
- ISS-Produkte für den Bereich Tivoli Security (VSS, Proventia)
- Akquisition von Intelliden

## Produktnews

- Announcement mittelstandsorientierter Produkte (Fastback, Foundations)
- Anpassungen in der Preismetrik – Automation
- Mittelstandsorientiertes Preismodell
- Weitere Lizenzierungsmodelle (SaaS, Enterprise License)

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# IBM Service Management



**In-flight  
Broadband**



**Just in time Production**



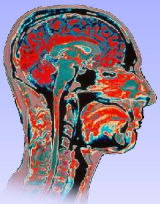
**Cost-efficient  
Power**



**Anytime  
Assistance**



**Quality  
Health Care**



**Real-time information**



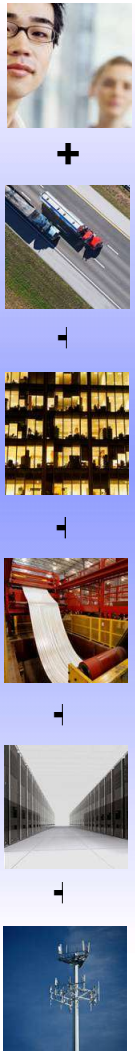
**Access  
On-demand**



**User-initiated Cloud  
Services**



...where everything is a service.



*Align People,  
Process,  
Information &  
Assets*



Line of business



Data Center Operations



Business Partners



Security Operations



Customer Relations



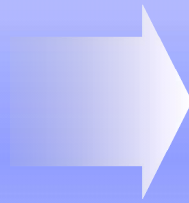
Network Operations



Facilities & Production



Research & Development



*High-Quality,  
Differentiated  
Services & Products*

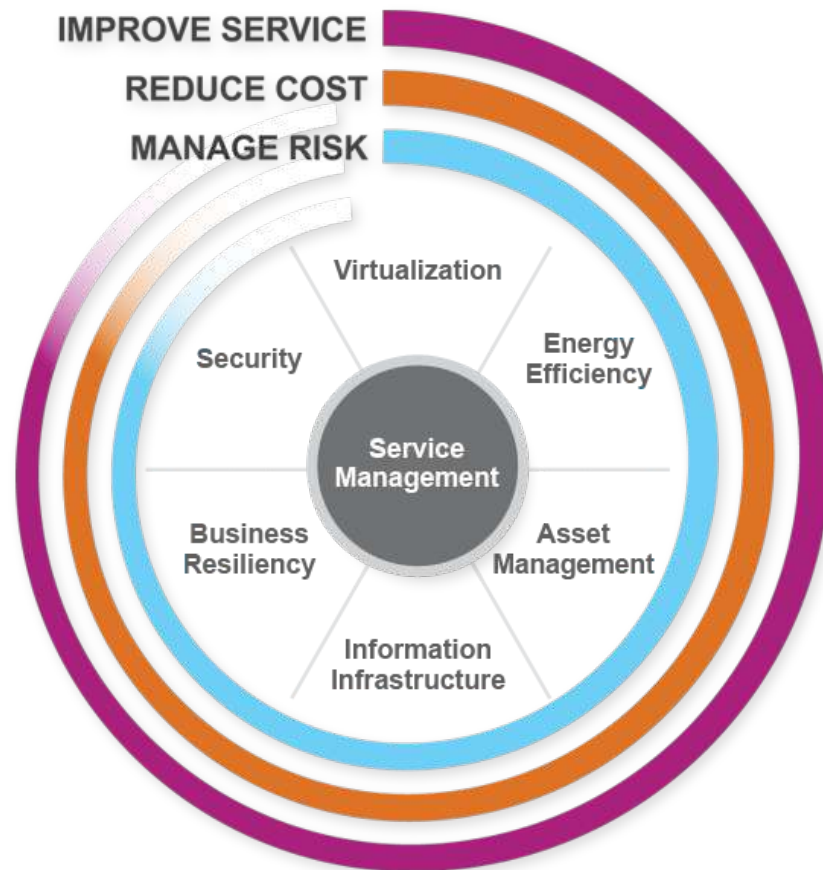


*Across  
Organizational  
Silos*

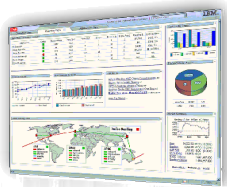
...to ensure maximum value to the business and our customers. to the business and our customers.



**IBM Service Management:  
connects all elements of  
Dynamic Infrastructure to  
help organizations harness  
their business and IT assets  
for superior, cost-effective  
service delivery**



## Visibility



*See Your Business Services*

## Control



*Manage and Secure Your Investments*

## Automation



*Build Agility into Your Operations*

***Converged Service  
Management  
for Industries***



***Service Lifecycle  
Management***

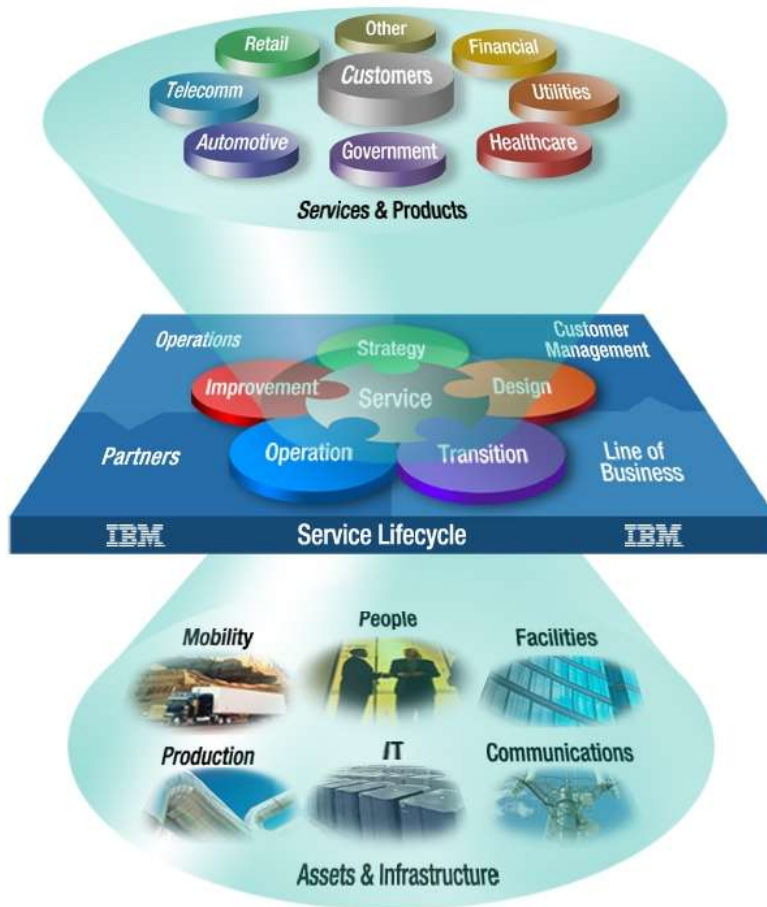


***Service Management  
in the Data Center***



...within the data center, across IT & beyond.

# Service Management is the alignment of *IT and Operation Assets* with desired *Business Outcomes*



Deliver repeatable business outcomes across all assets, aligned with the business needs of the customer/end-user.

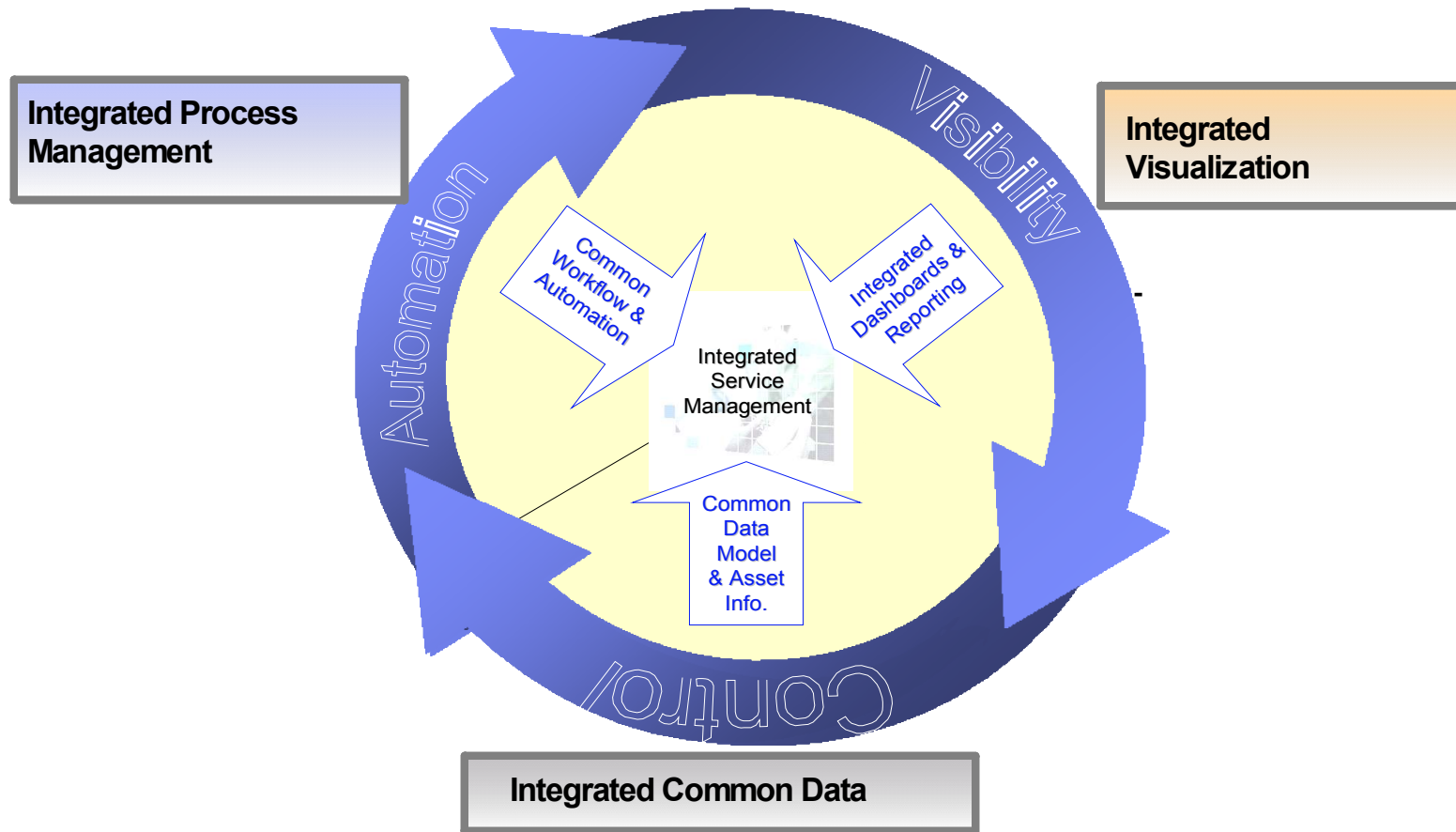


Establish disciplined management through the use of common metrics, repeatable processes, and task automation.

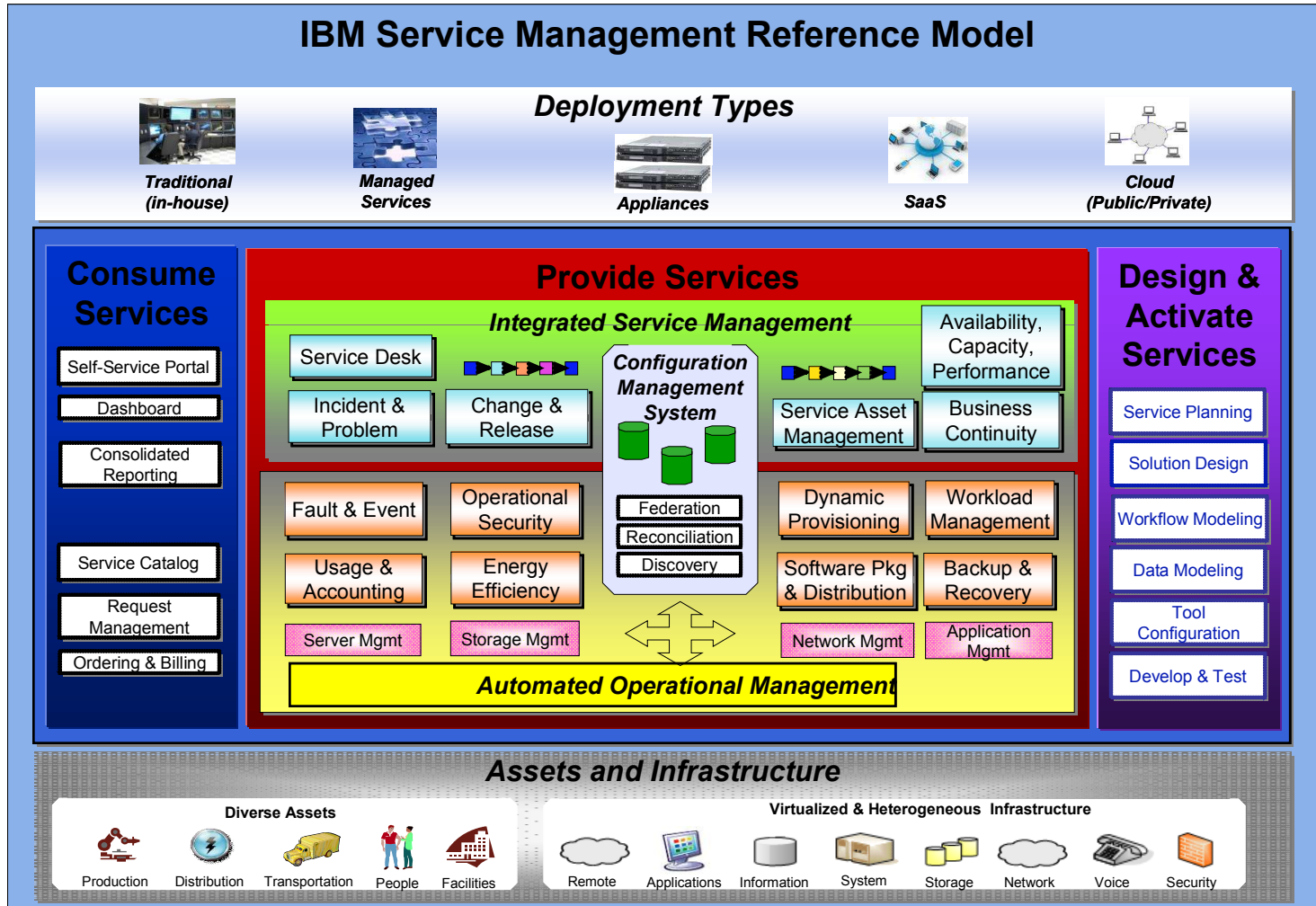


Create a complete, comprehensive, inventory of all assets, their relationships, status and operational metrics.

# Creating alignment requires an *integrated* approach...



# IBM Service Management: the *Most Complete* Solution



## Challenge:

- Data centers must become highly automated, with seamless interaction between systems, software and processes.
  - Maintenance costs: \$8 for every dollar spent on infrastructure\*
  - Energy costs: 50 cents for every dollar spent on hardware\*

## Solution:

- Integrate systems, software, process and service to enable data center transformation.
- Improve the provisioning and assurance of physical and virtual environments across networks and systems.
- Automate processes to reduce maintenance cost.

\* Source: IDC 2007



## Challenge:

- IT must align processes, tools and functions across silos for effective, end-to-end service lifecycle management.
  - 50% of applications in production are later rolled back.
  - 80% of IT problems are caused by configuration changes.

## Solution:

- New and enhanced integrations and solutions from Tivoli and Rational to help align development, test, and operations.
- New integrations:
  - Maximize organizational agility to respond quickly to change
  - Improves productivity & quality across the service lifecycle





# Converged Service Management for Industries



## Challenge:

- Business and IT assets, people and processes must converge to ensure delivery of smarter business services.

Nearly 50% of all sensors used for critical measurements across production, facilities & transportation equipment are now smart sensors.<sup>1</sup>

Top investment priorities for IT executives are now security, compliance and improved systems and service management.<sup>2</sup>

## Solution:

- IBM delivers **Service Management Industry solutions** for faster delivery and management of services across business and IT environments.
- New and enhanced monitoring, security, and compliance solutions for industries accelerate time to market, and reduce risk.

1. ARC Advisory Group

2. IBM Market Intelligence Study – IT Leader Priorities



- Enhanced solutions for industries align management across business & IT.
- Integrations across development, testing and operations speed service delivery.
- Integrations for systems & Service Management improve energy efficiency and datacenter automation.



- Integrated strategy, planning & implementation services accelerate time to value.

## Visibility



See Your Business  
Services & Infrastructure

## Control



Manage & Secure  
Your Investments

## Automation



Build Agility Into  
Your Operations

The right expertise, capabilities  
and solutions *to help you:*

