



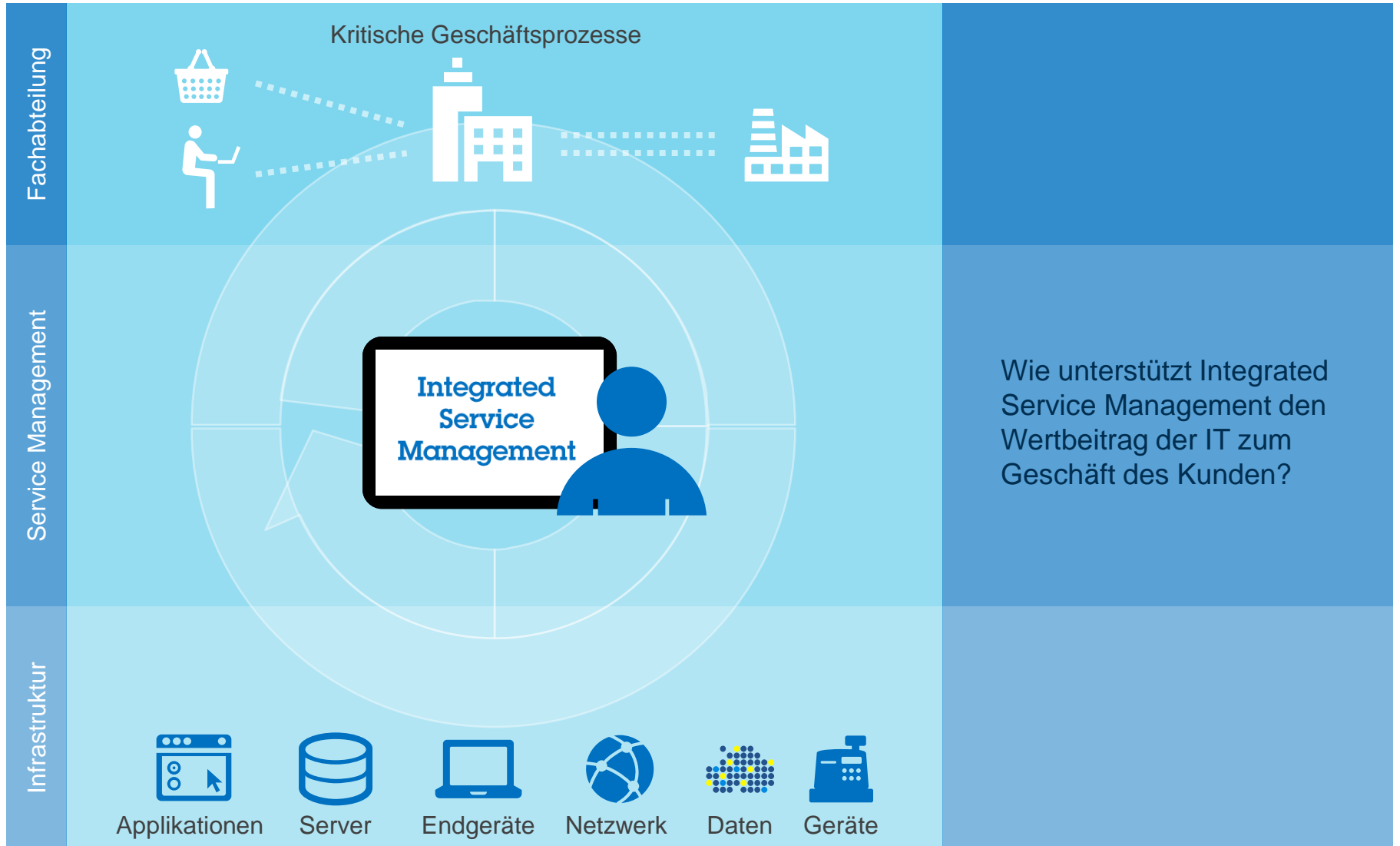
Auf einen Blick: Integrated Service Management

Was macht unser Service
Management zum
Integrated Service Management?

Ulrich Zeh
Sales Leader Tivoli Automation



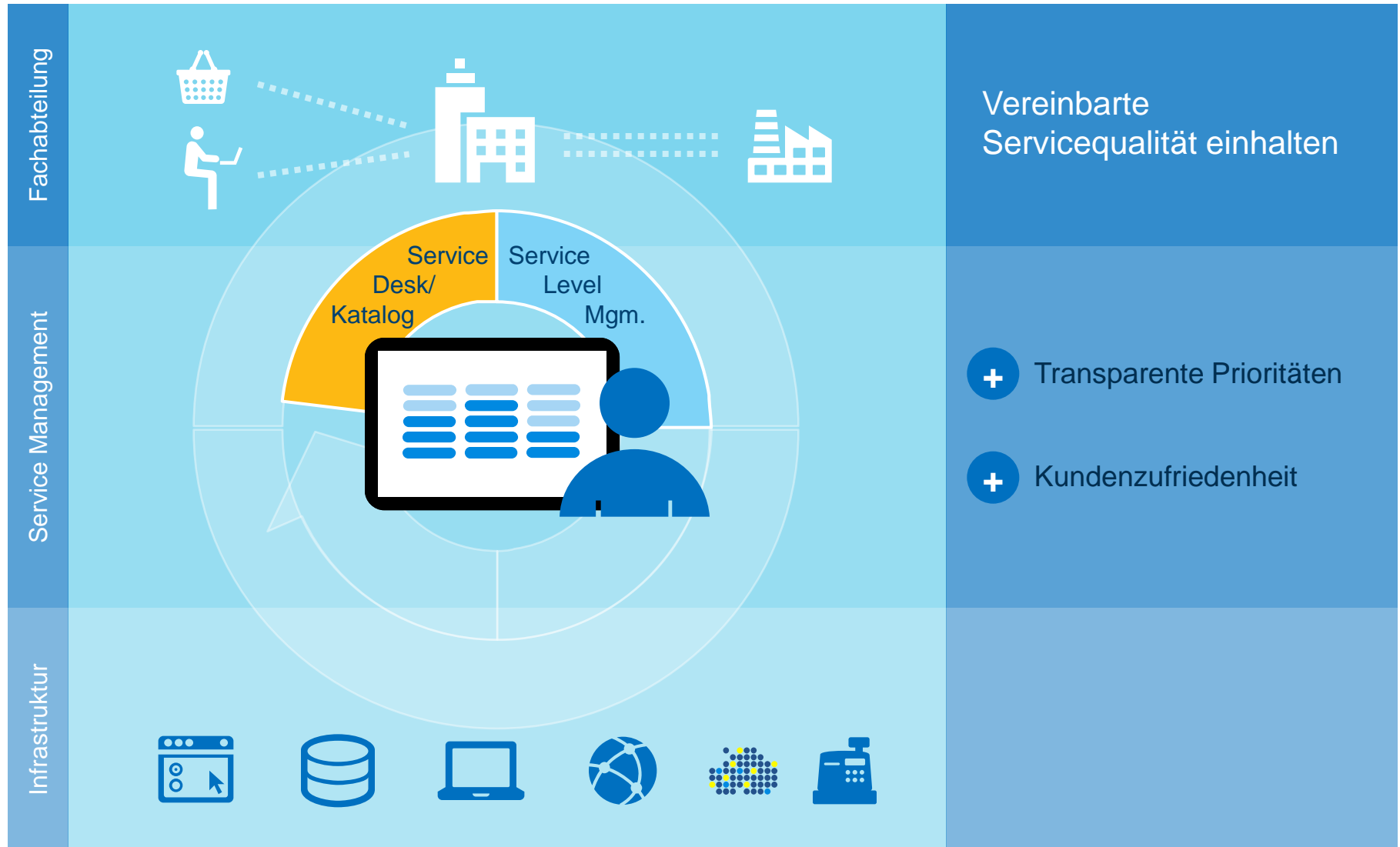
Auf einen Blick: Integrated Service Management



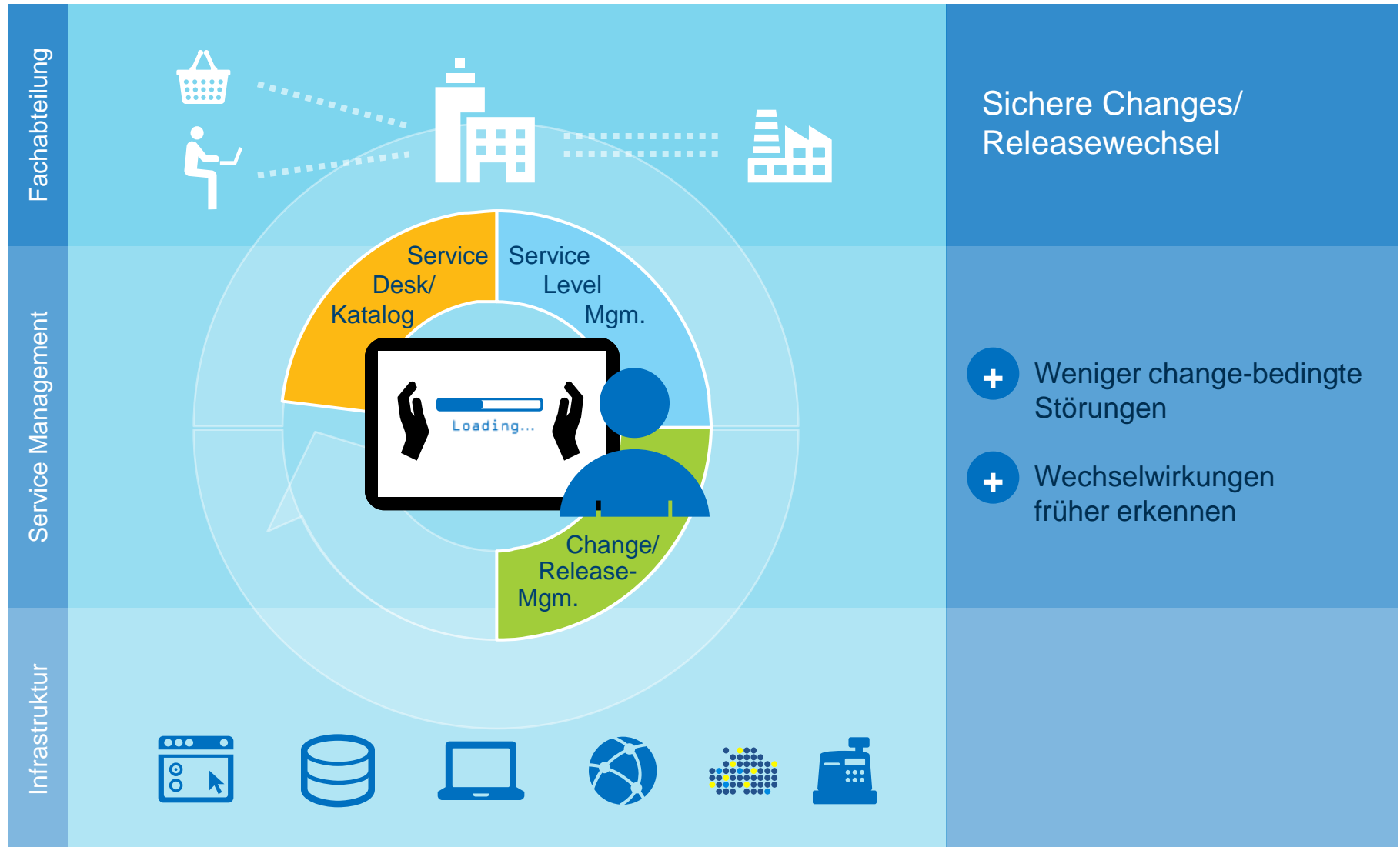
Auf einen Blick: Integrated Service Management



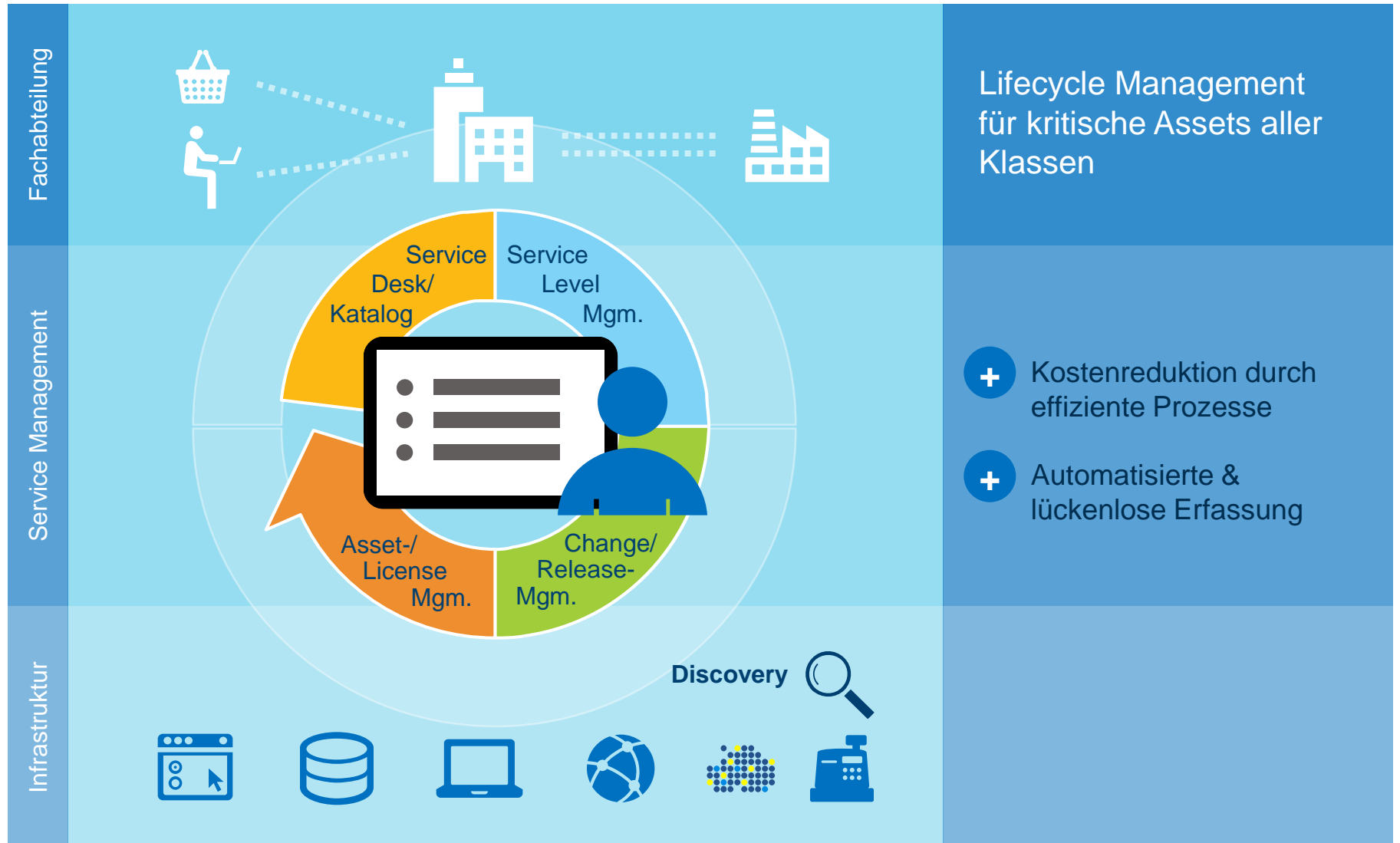
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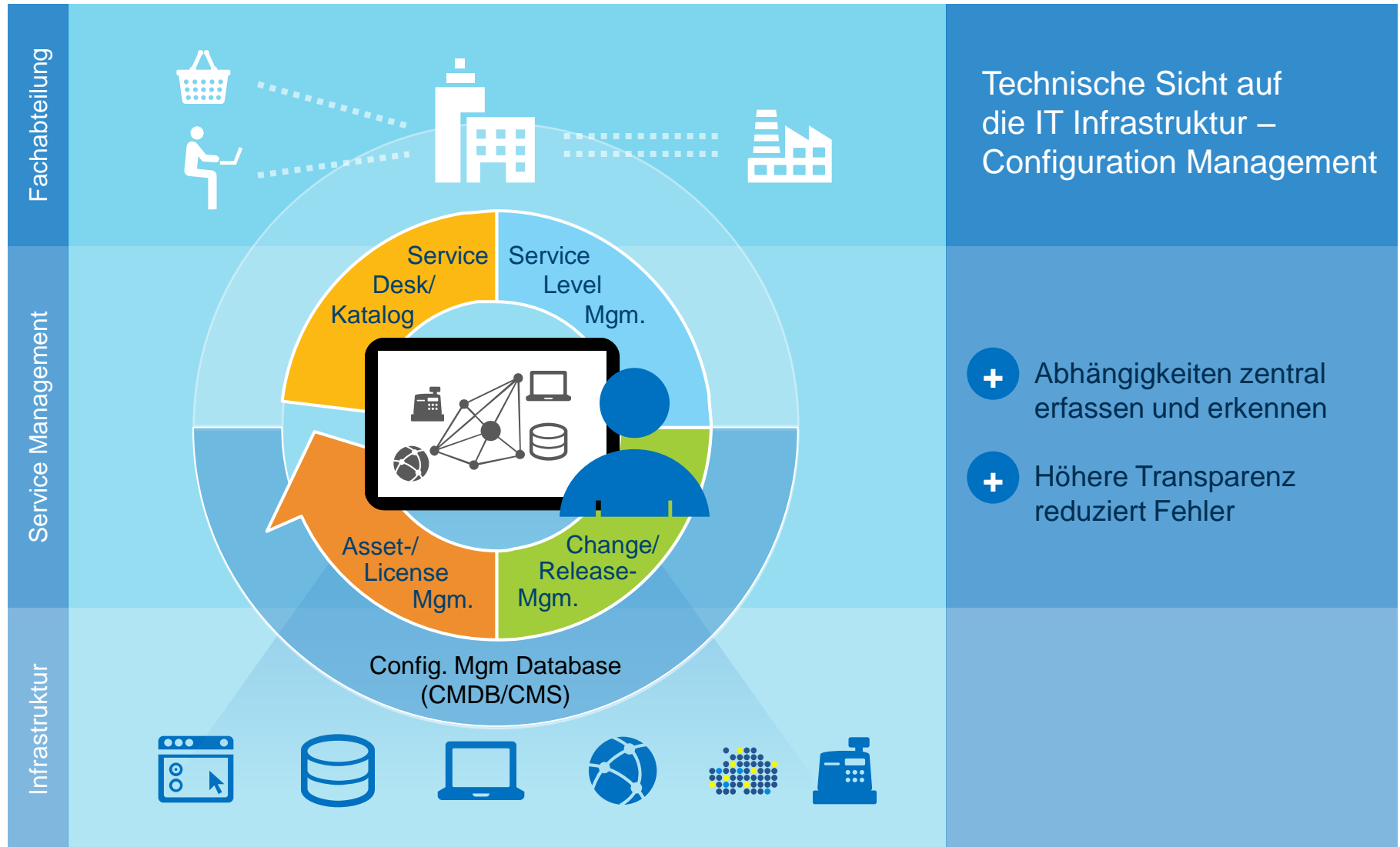
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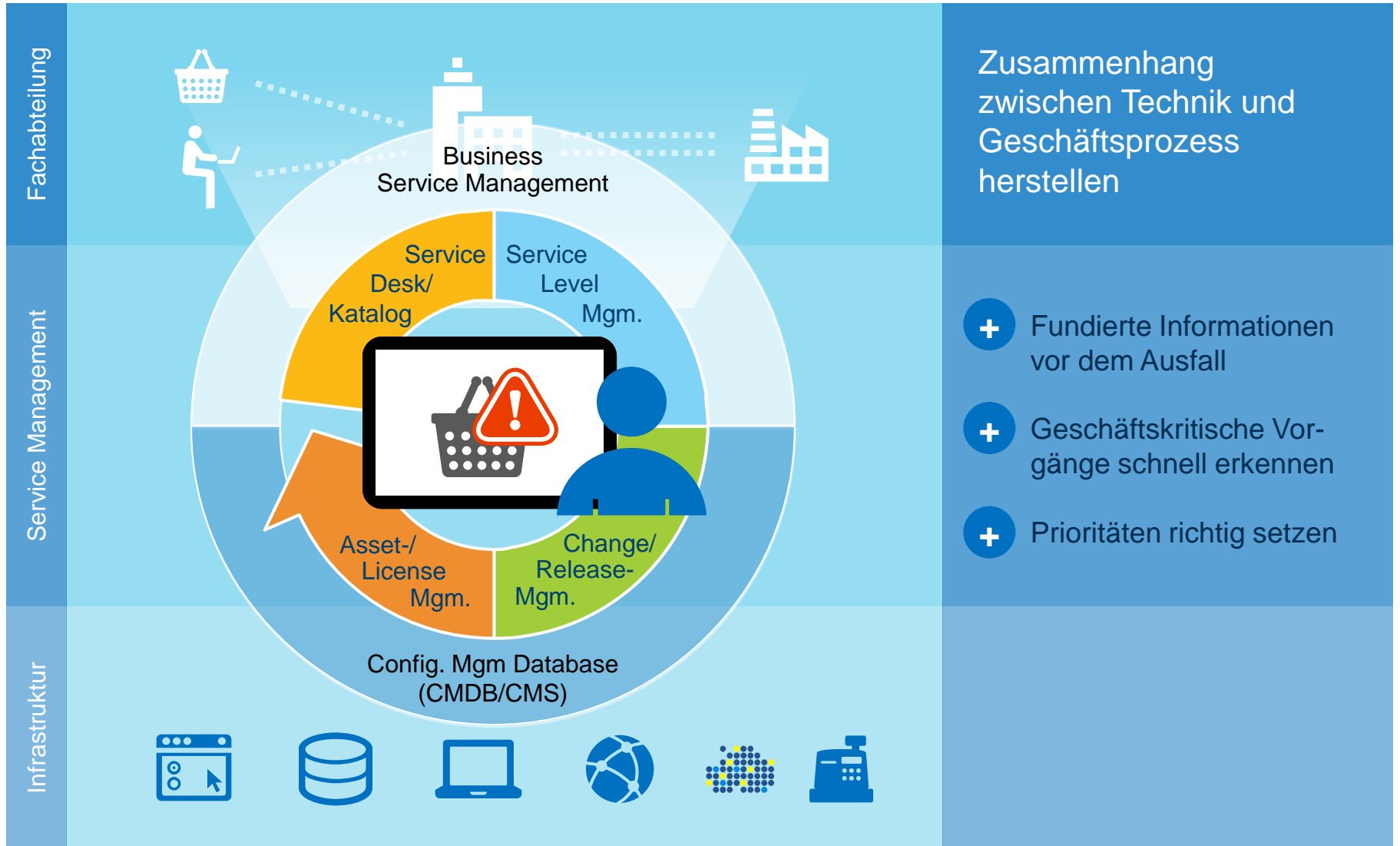
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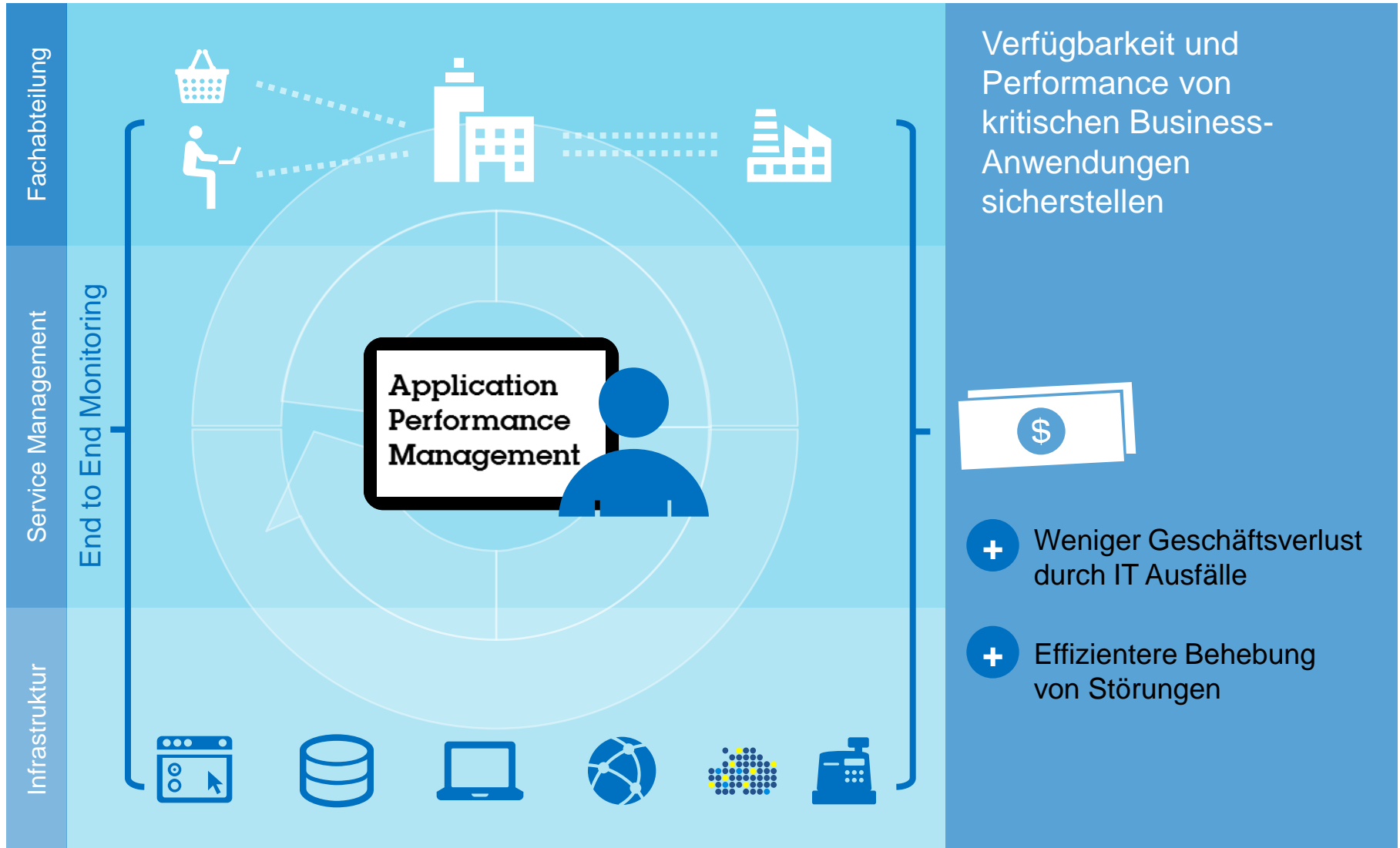
Technische Sicht auf die IT Infrastruktur – Configuration Management

- + Abhängigkeiten zentral erfassen und erkennen
- + Höhere Transparenz reduziert Fehler

Auf einen Blick: Integrated Service Management



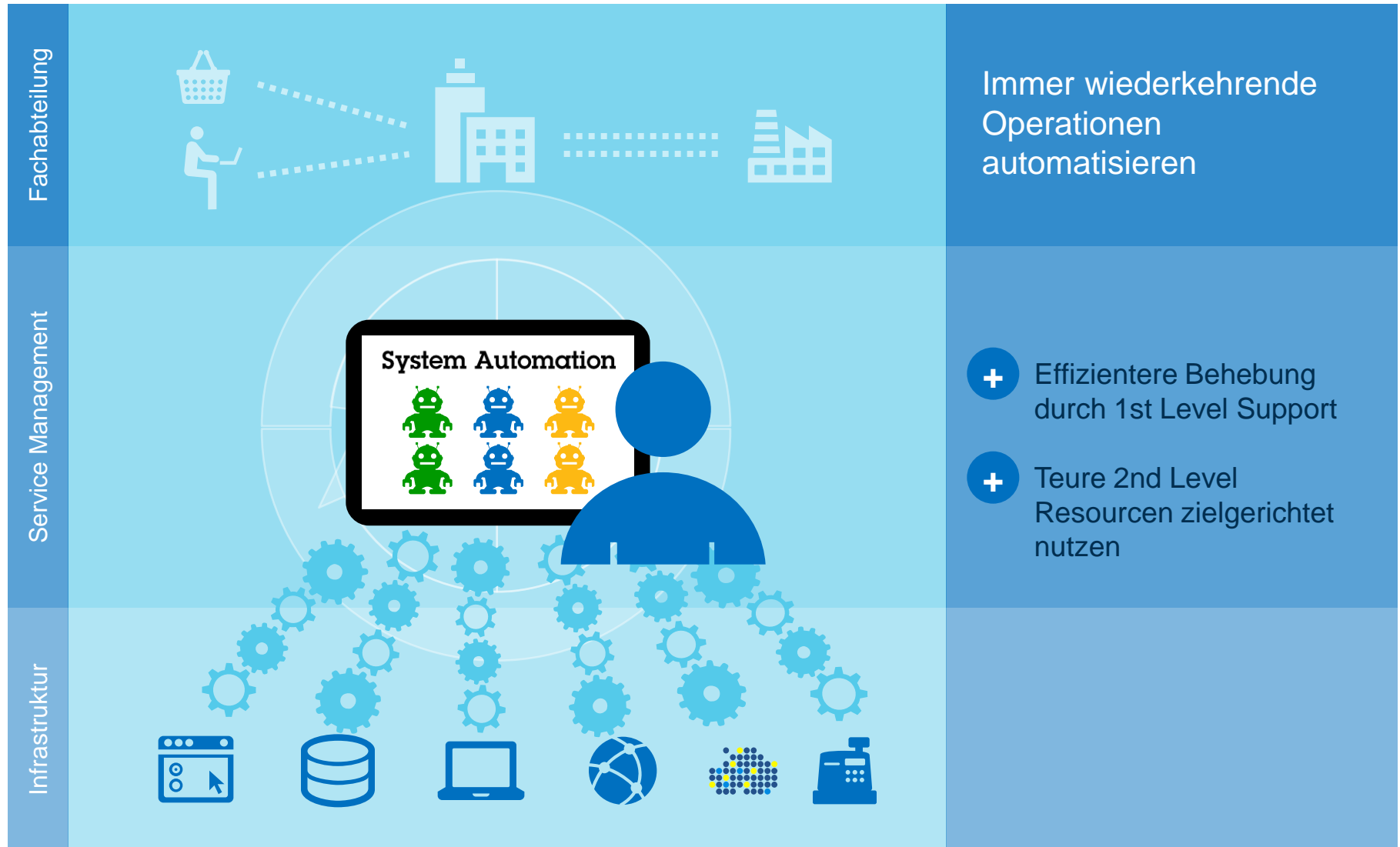
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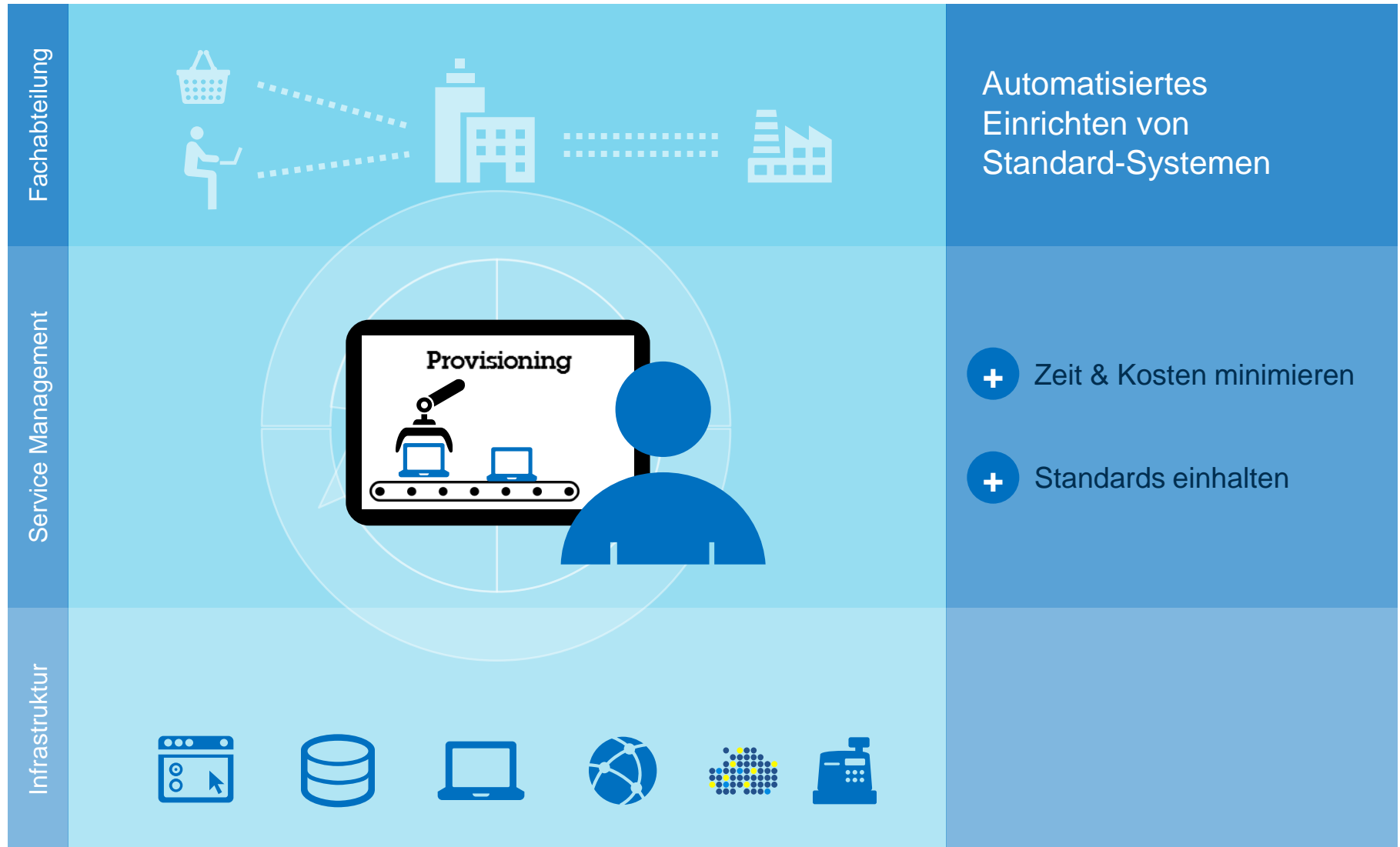
Auf einen Blick: Integrated Service Management



Immer wiederkehrende
Operationen
automatisieren

- + Effizientere Behebung durch 1st Level Support
- + Teure 2nd Level Ressourcen zielgerichtet nutzen

Auf einen Blick: Integrated Service Management



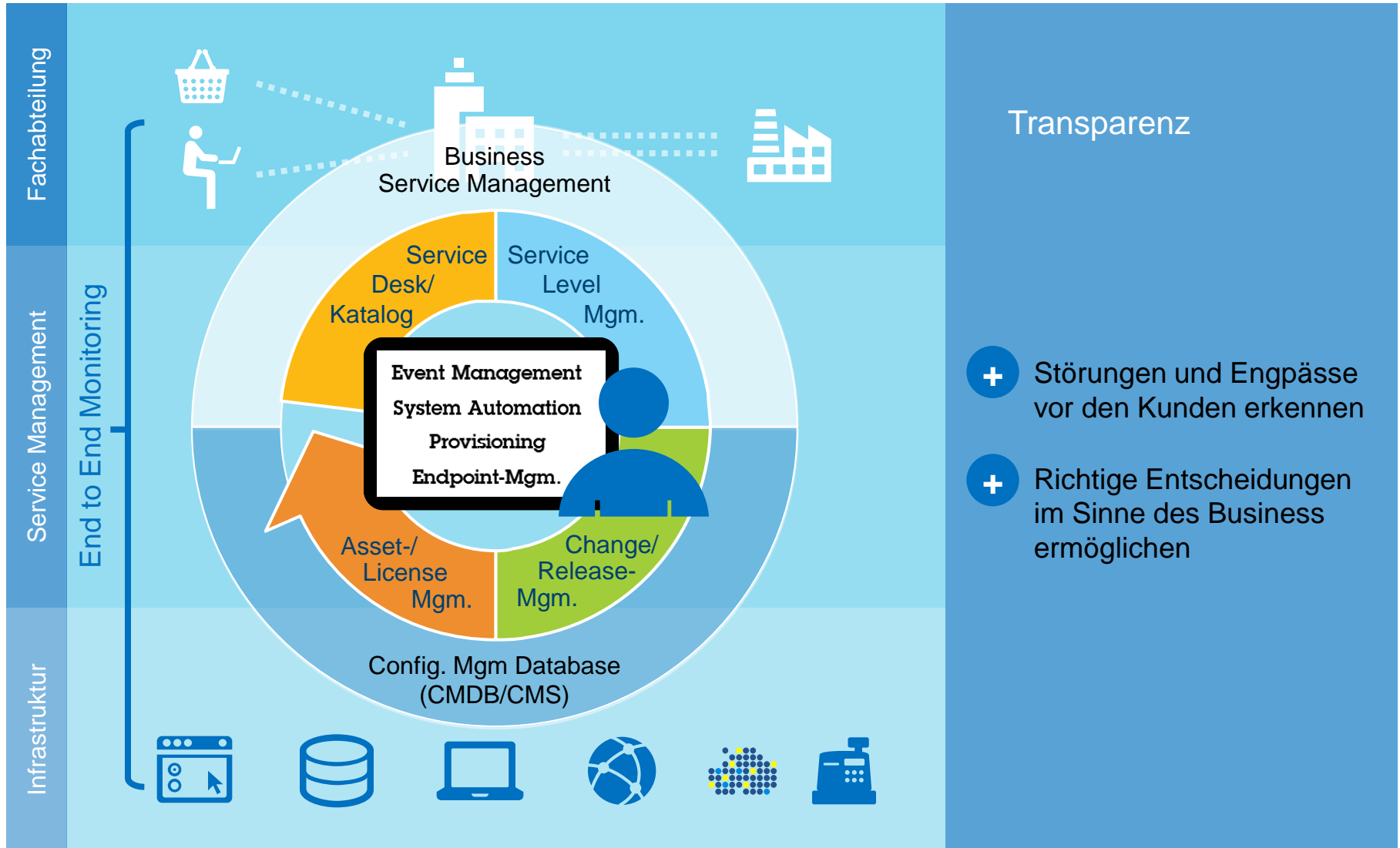
Automatisiertes
Einrichten von
Standard-Systemen

- + Zeit & Kosten minimieren
- + Standards einhalten

Auf einen Blick: Integrated Service Management



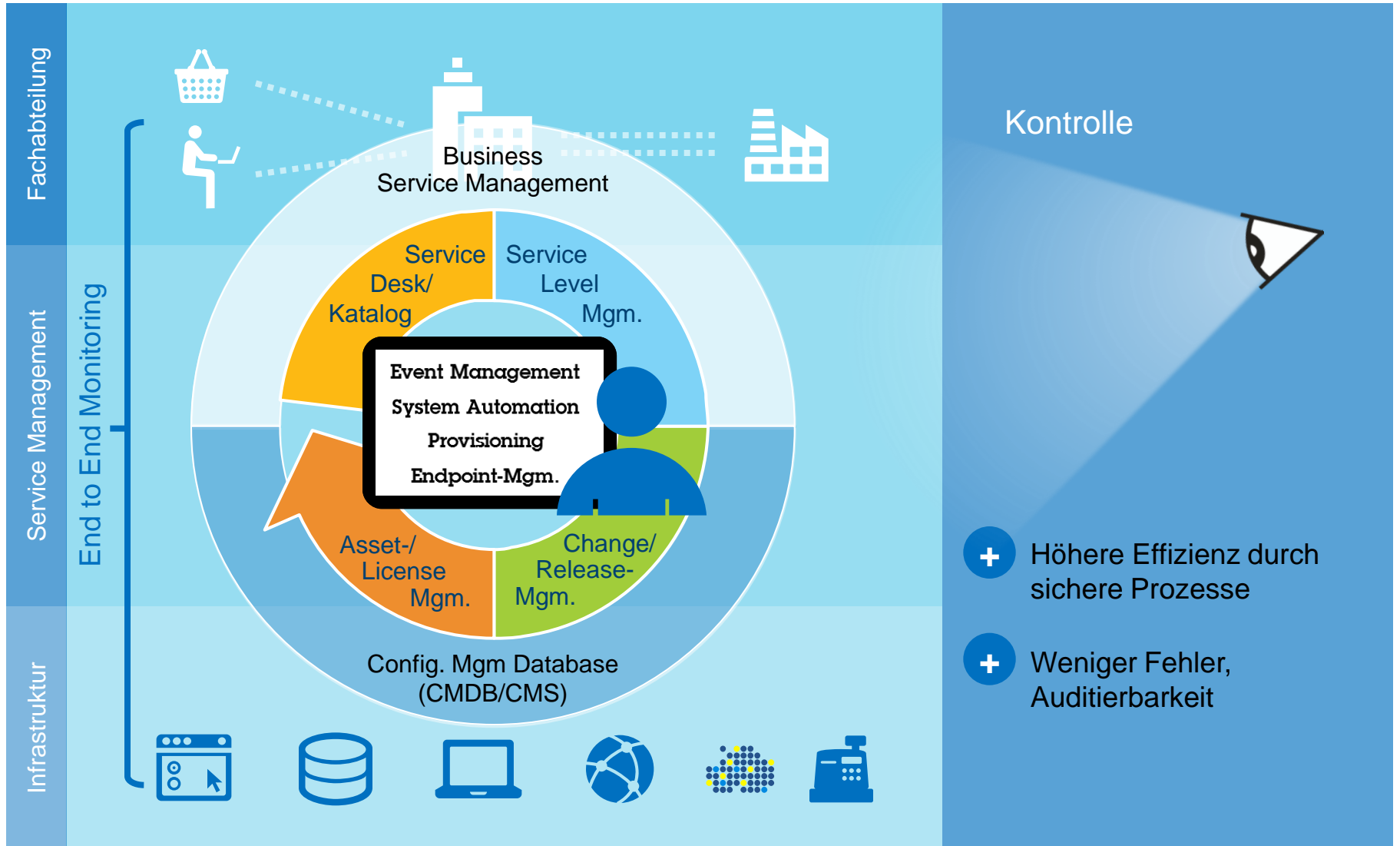
Auf einen Blick: Integrated Service Management



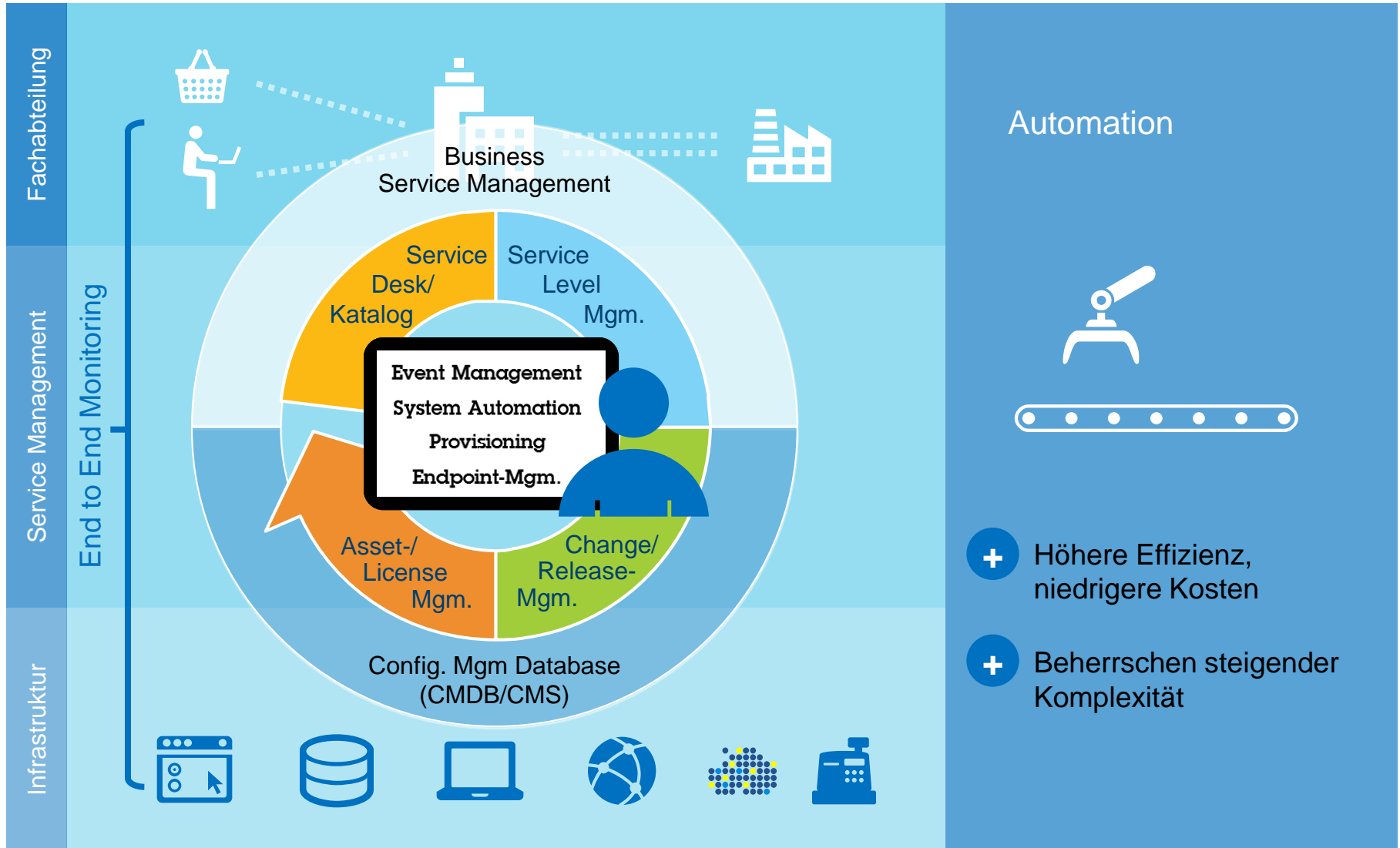
Transparenz

- + Störungen und Engpässe vor den Kunden erkennen
- + Richtige Entscheidungen im Sinne des Business ermöglichen

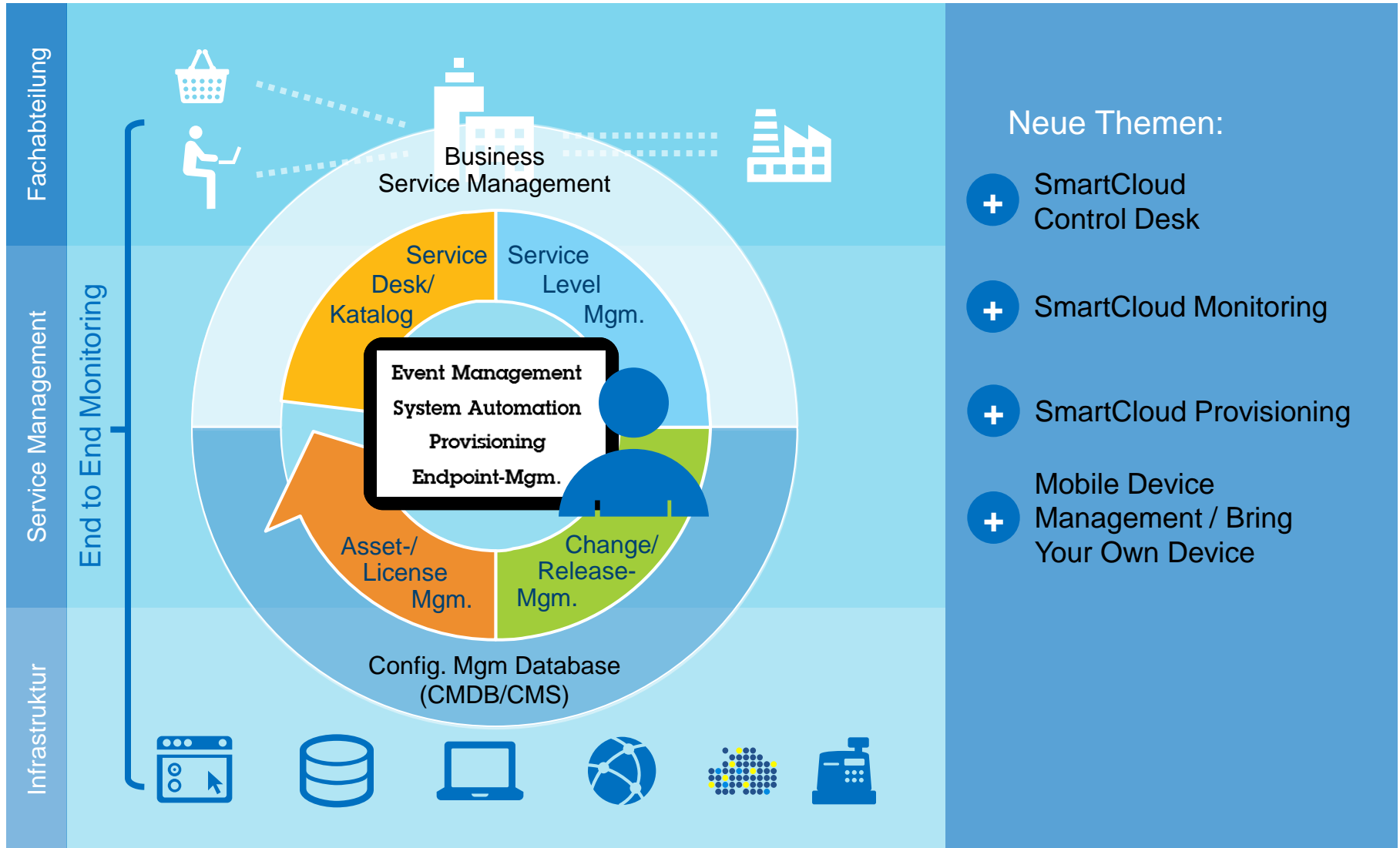
Auf einen Blick: Integrated Service Management



Auf einen Blick: Integrated Service Management



Auf einen Blick: Integrated Service Management



Neue Themen:

- + SmartCloud Control Desk
- + SmartCloud Monitoring
- + SmartCloud Provisioning
- + Mobile Device Management / Bring Your Own Device

IBM Smartcloud Control Desk Product Evolution

IBM Unified Service Center is available through different delivery models to meet your business needs

IBM Smartcloud Control Desk

Current product model oriented by siloed business process and user type

<p>TAMIT 6,200 NU 15,500 CU</p>	<p>TSRM 3,000 NU 7,520 CU</p>	<p>CCMDB 1,140 NU 2,870 CU</p>
<p>TAMIT – Service Provider</p>	<p>TSRM – Service Provider</p>	<p>CCMDB – Service Provider</p>

Traditional Install

Allows total control over product environment
User choice of operating system, middleware, database
Provides most flexible, customized solution

Virtual Machine Image

Provides an out-of-the-box virtual machine that can be installed in 30 minutes
Tested for production use in private cloud and perfect for dev/test environments

Software-as-a-Service

IBM owns and runs entire product infrastructure
Users log in remotely to IBM systems to utilize the software

Strategic Outsourcing

IBM owns and runs both infrastructure and staff

Entry Edition

Customers can start with simple Service Desk and Change Management

Neu mit SmartCloud Control Desk 7.5 ...

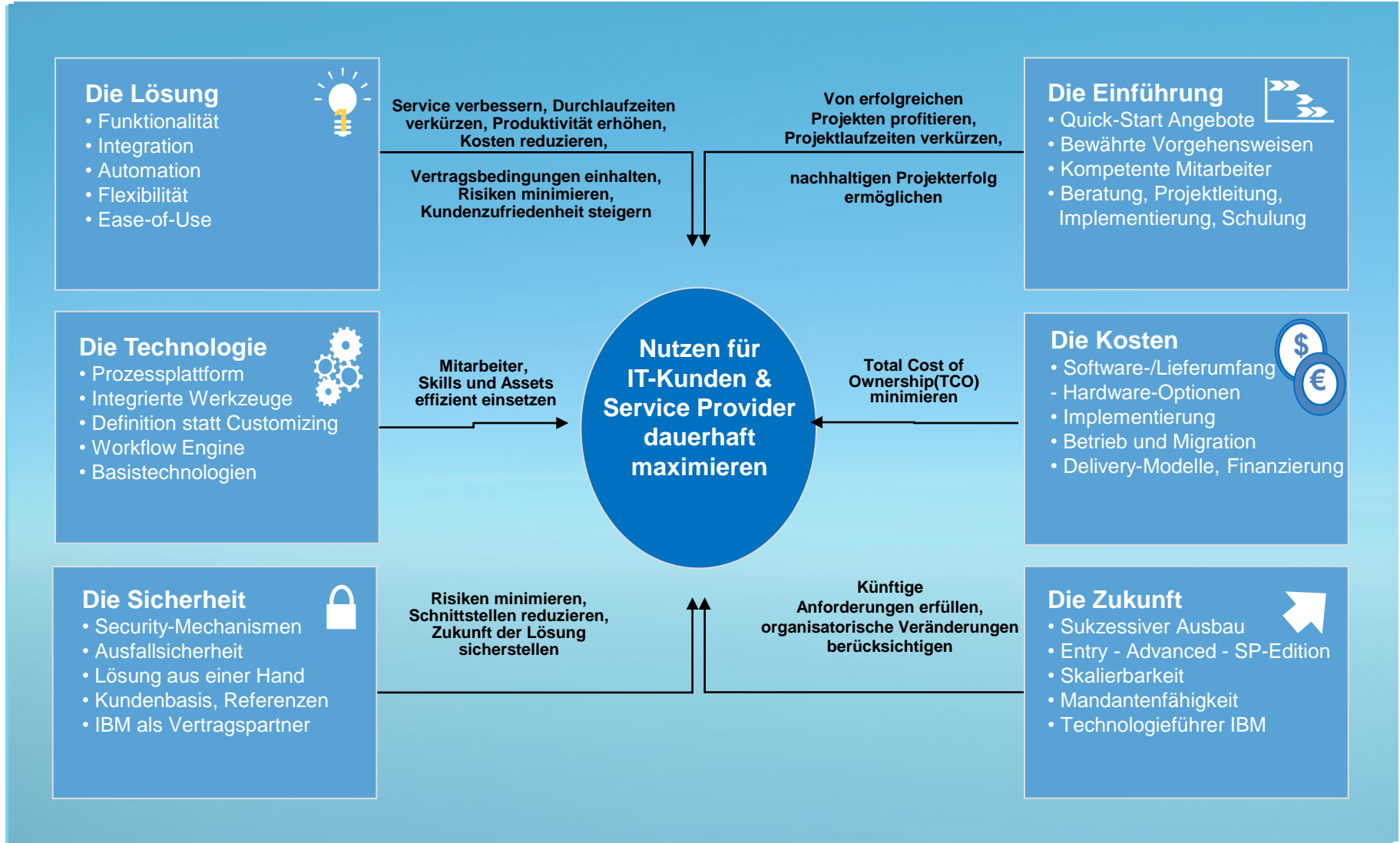
- Lizenzmodell → Alle Prozesse / Module in einer Lizenz
- Paketierung → Alle Prozessebereiche in einer integrierten Plattform
- Flexible Deliverymodelle → Kauf oder Miete, optional als VM Installation, OnPremise oder SaaS
- Usability → Stark verbesserte Benutzeroberfläche und vereinfachte Navigation
- Endbenutzer Performance → schnellere Antwortzeiten
- Vereinfachte Masken → Möglichkeit Benutzeroberflächen-Umfang schrittweise frei zu schalten
- Self Service Portal mit neuem Look & Feel → Web 2.0
- Vollständiger Mobile Support für die marktführenden Smartphones → Apple, Android, BlackBerry
- Assets & CIs → Automatisierte Integration kaufmännischer & technischer Daten
- Erweitertes Servicekatalog Management
- Vollintegrierter Change & Release Scheduler
- Erweiterte Admin Funktionen
- ITIL V3 konform
- Prozessübergreifendes Reporting
- Out-of-the-box Kostenanalyse
- u.v.m. ...

Zusätzliche Mehrwerte mit SmartCloud Control Desk 7.5 ...

- **Reduzierte Kosten für Installation, Implementierung, Wartung, Releasewechsel und Betrieb**
 - Vollintegrierte Lösungsplattform reduziert Komplexität und Aufwand
 - Flexible Deliverymodelle bilden spezifische Kundensituationen ab
 - Standardinstallation / VMWare Image
 - On Premise / SaaS
 - Einheitliche Plattform für alle Deliverymodelle ermöglicht Wechsel innerhalb der Modelle
 - Funktionalität und Integration out-of-the-box + Definition statt Customizing
- **Flexibles Investment bzgl. CAPEX & OPEX**
 - Kauf oder Miete
- **Reduzierte Komplexität im Betrieb**
 - Geringerer administrativer Aufwand durch Wegfall funktionaler Einschränkungen für lizenzierte Benutzer
 - Einfacherer Compliance Nachweis durch einheitliche, funktionale Lizenzierung aller Benutzer
- **Schnellere Prozess Durchlaufzeiten**
 - Unterstützung aller gängigen mobilen Endgeräte (Apple, Android, Blackberry)
- **Reduzierte Folgekosten**
 - interaktive, graphische Change & Release Planung
- **Effizientere Anwender**
 - zahlreiche funktionale Verbesserungen + wesentlich gesteigerte Systemperformance
- **Höhere Anwenderzufriedenheit**
 - wesentlich verbesserte Usability und Übersichtlichkeit der Anwendung

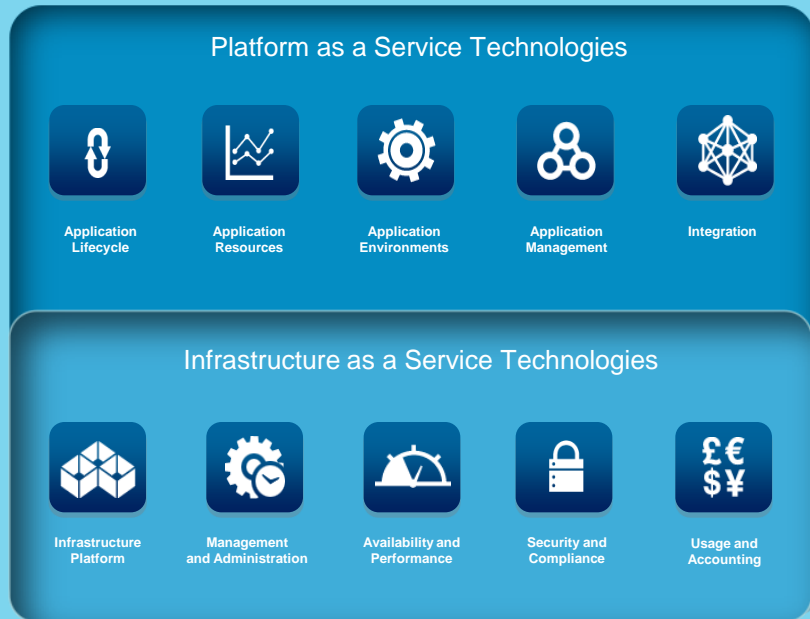
Warum IBM SmartCloud Control Desk?

Maximalen Nutzen für IT-Kunden und Service Provider dauerhaft sichern



IBM SmartCloud Foundation

- Easily build and rapidly scale private cloud environments with unparalleled time-to-market, integration and management



- Resilient to the velocity of changing business needs
- Choice and flexibility in hybrid environments
- Enterprise-class, workload aware infrastructures
- Built-in analytics for improved insight and decision making

IBM SmartCloud Monitoring: Optimize your cloud performance and maximize ROI

Provides greater visibility to cloud health

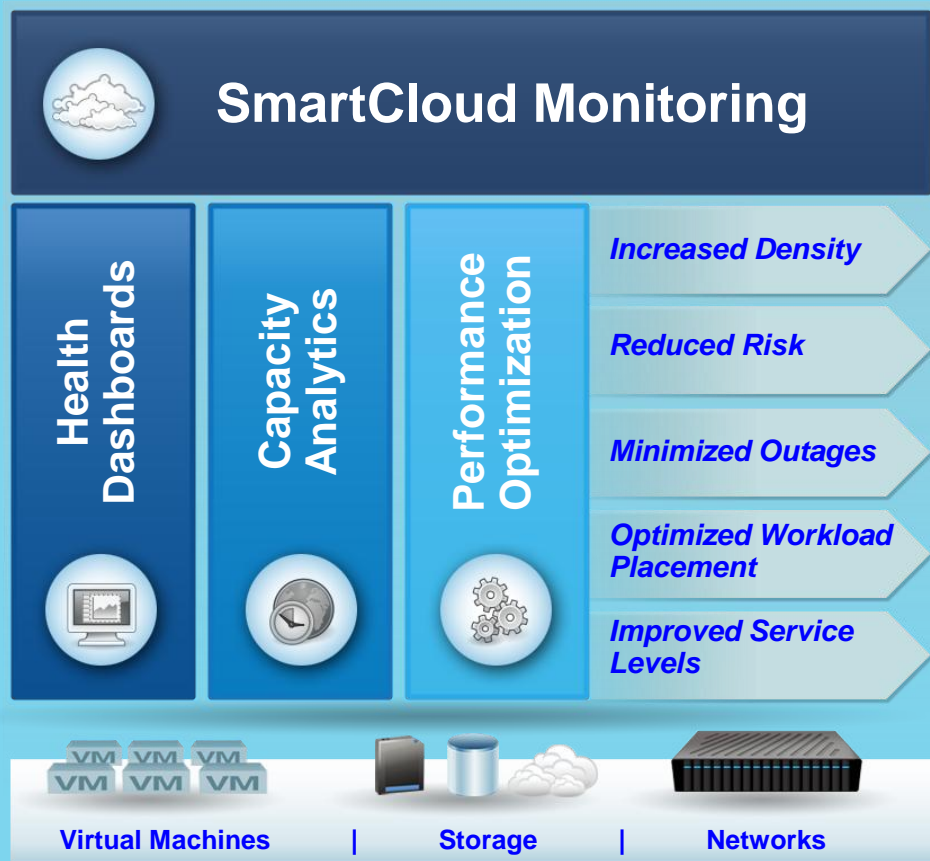
- Track cloud service levels & performance, and predict cloud problems before clients are impacted
- Understand performance and capacity today, and know what it will look like months from now

Lowers total cost of operations

- Optimize workload placement to wring maximum capacity and performance out of your cloud investment
- Freedom from expensive hypervisor or OS lock-in with a heterogeneous cloud infrastructure monitoring solution

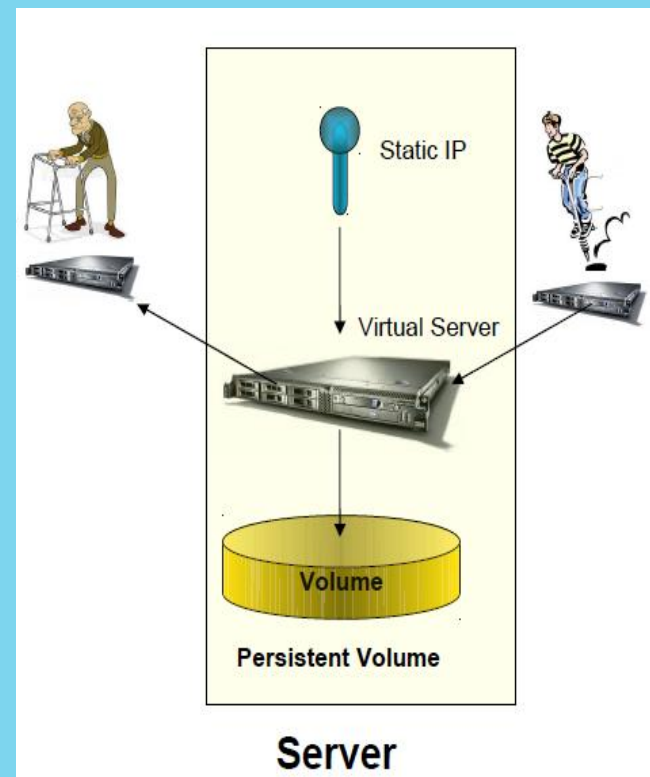
Optimizes cloud performance

- Built-in performance analytics for right-sizing of virtual machines and resource optimization in the cloud
- Real-time proactive & predictive alerts help identify and fix problems quickly



IBM SmartCloud Provisioning key concepts...

- IBM SmartCloud Provisioning coordinates three **independent** ingredients:
 - **Virtual servers**
 - **Network addresses**
 - **Storage volumes**
- When a request is made, a given virtual server is attached to one or more network addresses and one or more storage volumes
- This has several advantages:
 - **Quickly recover** from failures – cheaper to replace than to fix:
 - Swap out old VM and replace with fresh new VM on different hardware
 - **Dramatically simplifies** patch, image and change management:
 - New versions can be easily swapped in, and old versions can be easily put back if problems arise
 - Servers can be restarted and then reattached to their previous storage volumes and addresses to quickly restore their state



IBM Endpoint Manager delivers a unified systems and security management solution for all enterprise devices



Unix / Linux Servers

Windows & Mac
Desktops/Laptops

Windows Mobile / Kiosks /
POS devices

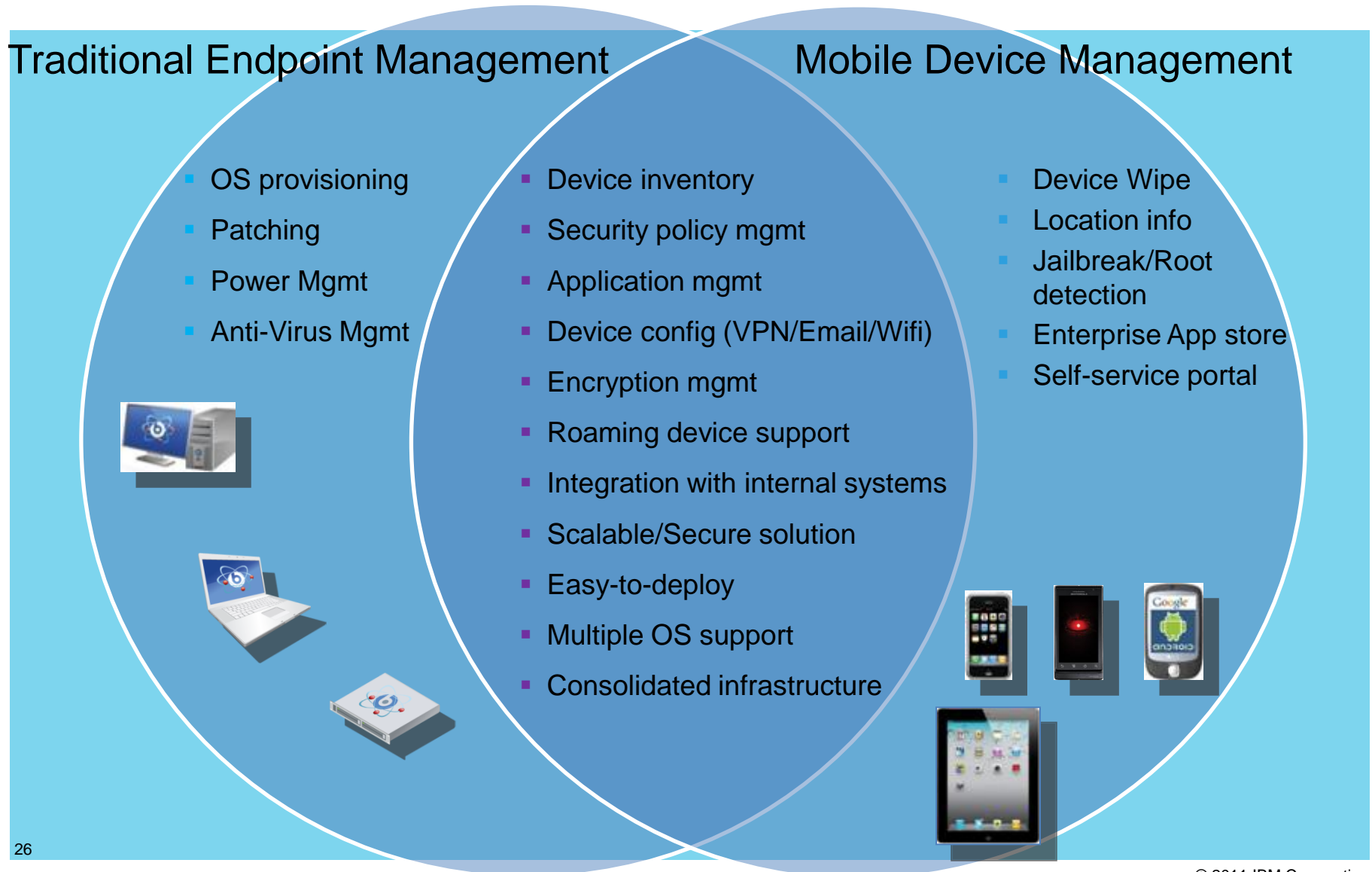
Android / iOS / Symbian /
Windows Phone devices

Supporting more devices...

...and more capabilities.

Device Inventory	Endpoint Protection	S/W Use Analysis	
Patch Mgmt	Power Mgmt	Security Config Mgmt	Mobile Device Mgmt *
Configuration Mgmt	Remote Control	OS Deployment	

PCs and mobile devices have many of the same management needs



Benefits of an Endpoint Manager based Approach to Mobile Device Management

- “Organizations...would prefer to **use the same tools across PCs, tablets and smartphones**, because it's increasingly the same people who support those device types”
– *Gartner, PCCLM Magic Quadrant, January 2011*
- Although at some level mobile is unique, **the devices are just another form of endpoints in your infrastructure**. This means whichever technologies you procure should have a road map for integration into your broader endpoint protection strategy.
– *Forrester, Market Overview: Mobile Security, Q4, 2011*

Reduces Hardware & Administration Costs

- “Single pane” for mobile devices, laptops, desktops, and servers
- Single Endpoint Manager Server scales to 250,000+ devices
- Unified infrastructure/administration model reduces FTE requirements

Fast Time-to-Value

- Enterprise-grade APIs enable integration with service desks, CMDBs, etc (Integrated Service Management)
- Cloud-based content delivery model allows for rapid updates with no software upgrade or installation required

Questions & Answers