

# IBM SolutionsConnect 2013

L'IBM TechSoftware nouvelle génération

28, 29 et 30 août  
IBM Client Center Paris



#solconnect13

*Transformez vos opportunités en succès*



# IBM SolutionsConnect 2013

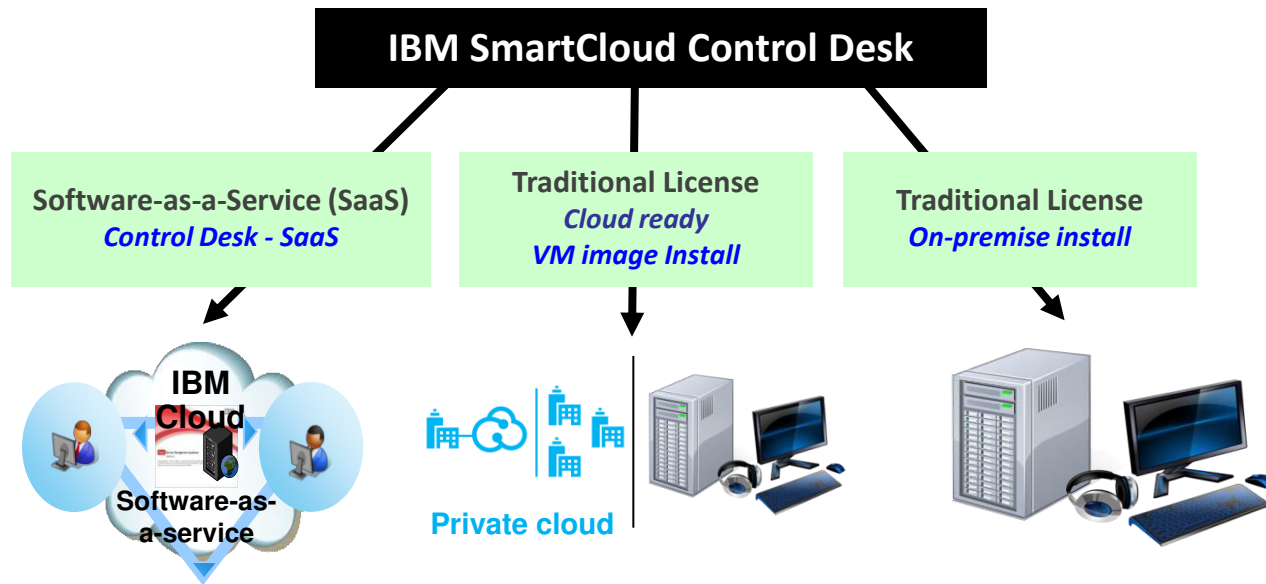
L'IBM TechSoftware nouvelle génération

## TIV10: Optimiser et gérer tous vos actifs informatiques en mode SaaS

Unifying asset, service, change and configuration management

Philippe ASTIER

# SmartCloud Control Desk Delivery Models



## Software-as-a-Service

- IBM owns and runs entire product infrastructure
- Subscribers access application via the internet
- Reduces staff and H/W required

## Strategic Outsourcing

- IBM owns and runs application for client
- IBM also provides staff and skill augmentation

## Traditional install

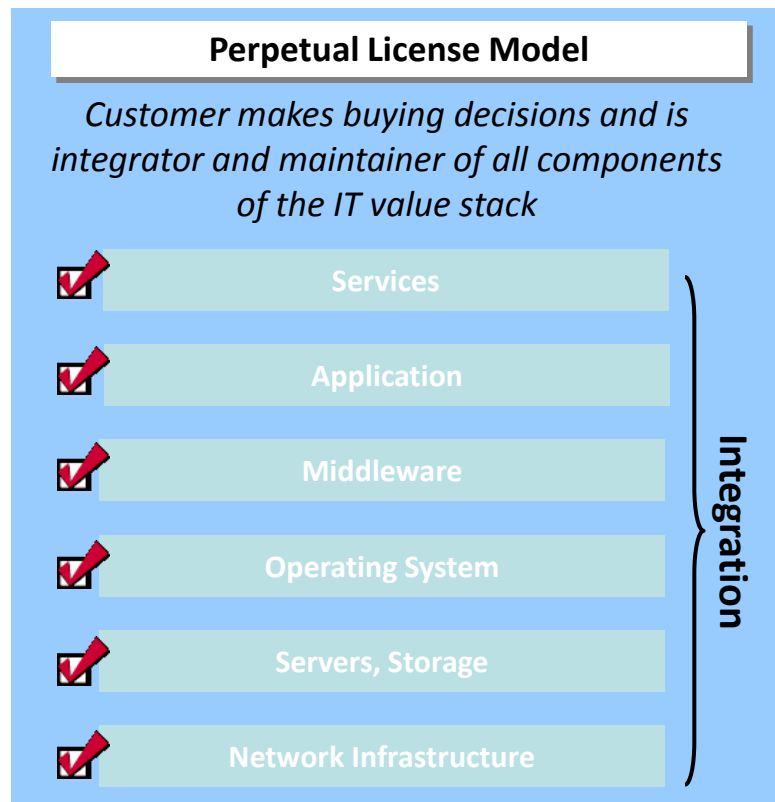
- Allows total control over product environment
- User can choose, OS, middleware, database
- Provides most flexible, customized option

## Virtual machine image / Private Cloud

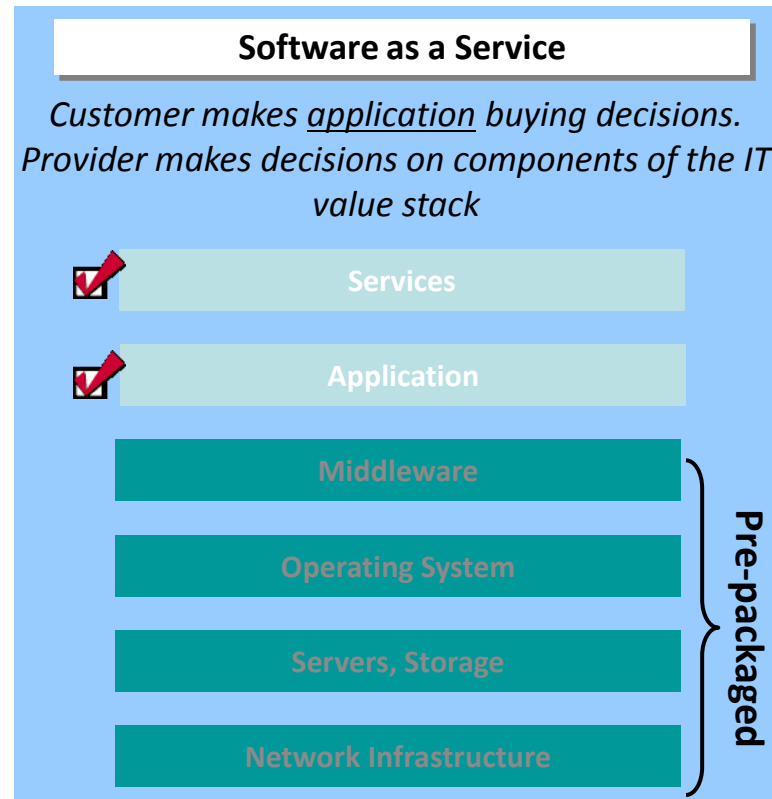
- VM can be installed in 30 minutes
- Tested for production and perfect for dev/test environments

# The SaaS Model

*Software as a Service (SaaS) is a software delivery model, in which software function is delivered over the internet, managed by a vendor, and paid for on a subscription basis.*



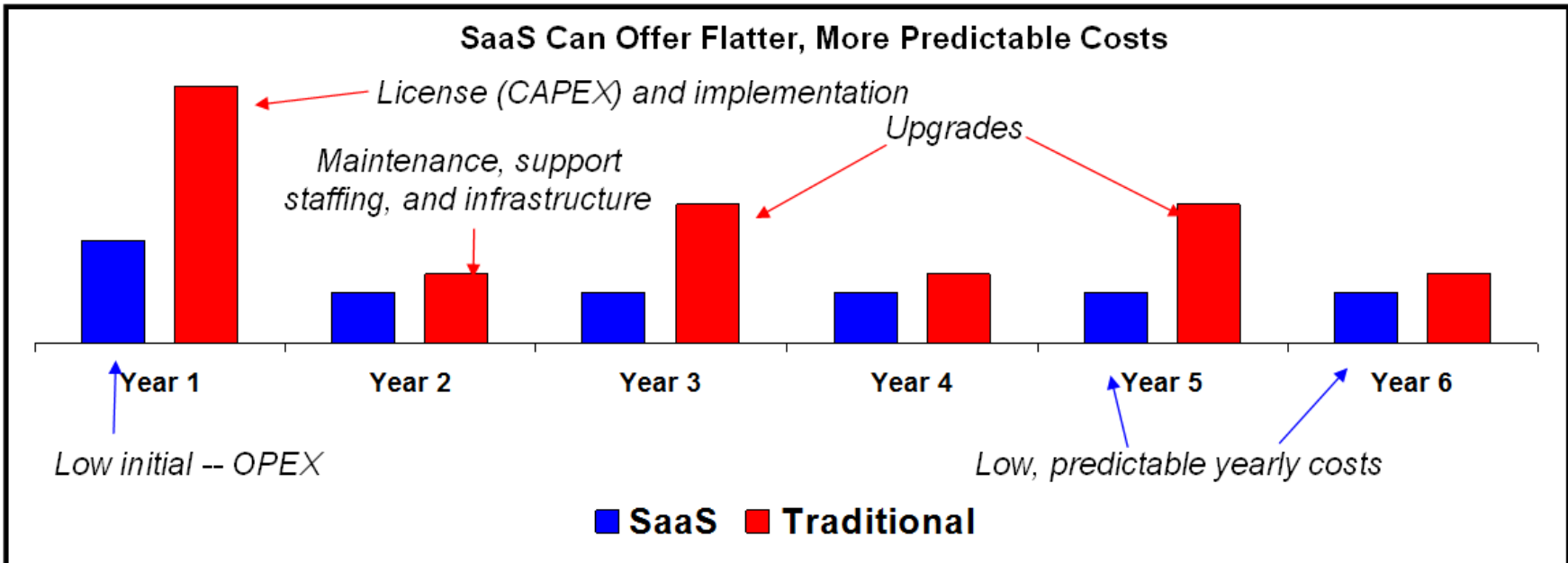
- Provider supports multiple application codes, multiple application versions or a customized code for each customer.
- Customer must support entire stack



- One-to-many model to all contracted customers
- Pay-for-use or subscription model
- Customer can typically redirect resources for DB, system, and network admins to other projects

# SaaS May Be An Attractive Model for Many Organizations

	SaaS (Hosted, subscription)	Traditional (On-prem, perpetual)
OPEX vs. CAPEX	Operational Expense	Capital Expense
Cost Predictability	Higher	Lower
Skill/Staffing Requirements	Lower	Higher
Maintenance Costs	Included in subscription	15-30% of license cost per year
Upgrades and patches	Included – stay current	Customer responsibility, cost
Support and infrastructure	Included – focus on business	Customer responsibility, cost
Customizations	Preserved	May hinder upgrades

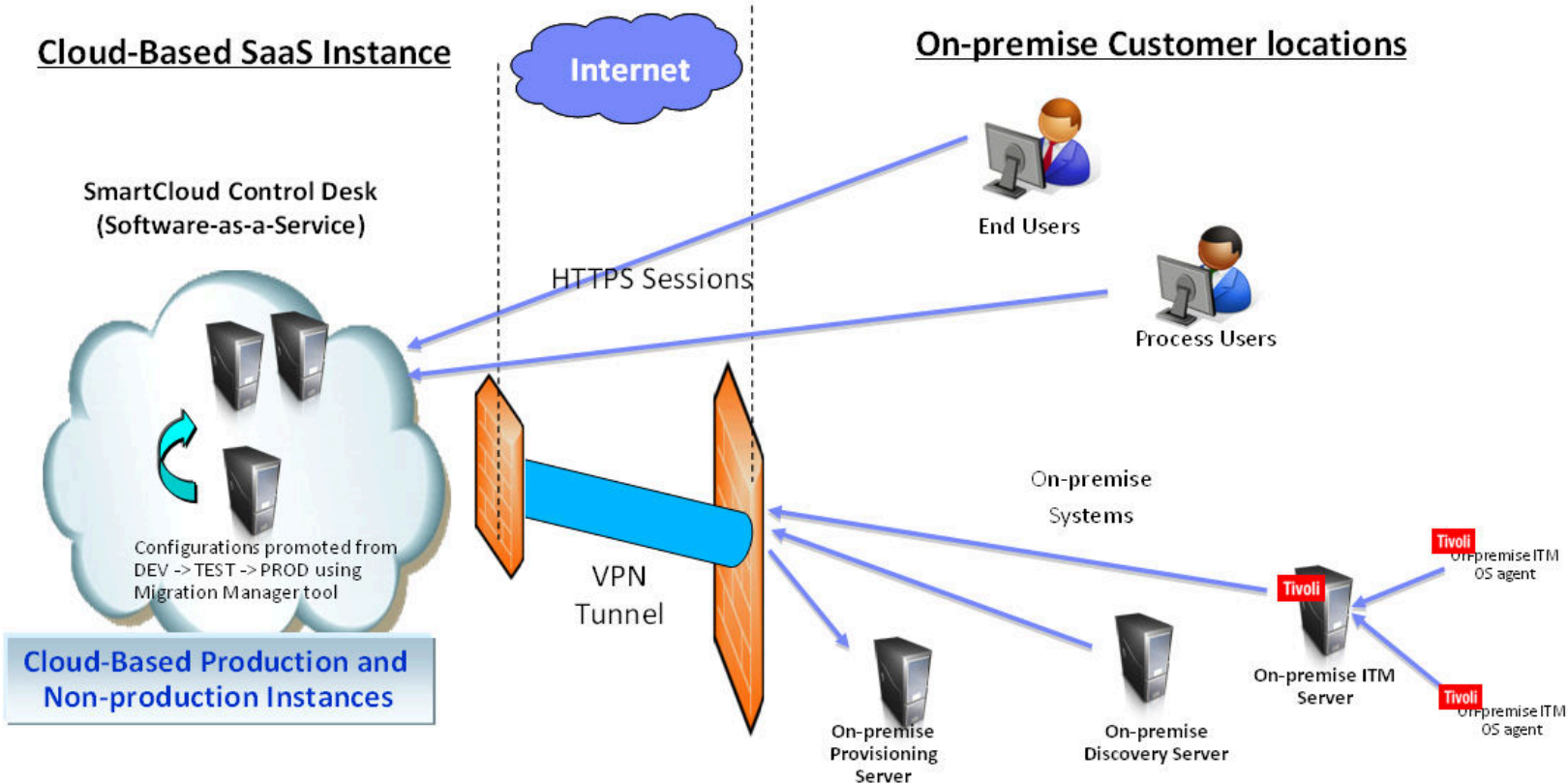




# SmartCloud Control Desk - SaaS on IBM Cloud

- Users access the application over secure internet connections
- VPN support enables integration with on-premise tools and systems
- Development -> test -> production directly on the cloud
- SmartCloud Control Desk 7.5.1 is a significant usability and performance upgrade
- One year minimum contract (5 year max) with no on-boarding fee; subscription “ramp ups” are allowed
- Authorized and concurrent process user pricing – no charge for end users

Public Live Demo System  
<https://tism.tivolilive.com>



# SmartCloud Control Desk - SaaS Offering Content

## Included in Standard Offering

### Included in Standard Offering:

- One production instance (standard SCCD)
- One non-production instance (if required)\*
- Mobile support (SCCD Everyplace is included)
- VPN, LDAP, and e-mail for integrations to other tools and systems (if required)
- Daily backups of data and configurations
- Systems admin., patching, and maintenance
- Access to current release function
- 99.8% Availability SLO (standard)
- 99.8% Availability SLA (no charge)
- 24 X 7 support for Sev 1 / Forum e-mail support for Sev 2-4

### Optional in Standard Offering:

- Additional non-production instances
- Expansion of non-production instances

## Not Included in Standard Offering

### Requires Separate Services Contract:

- Implementation services
  - Workflows
  - VPN configuration
  - LDAP configuration
  - Integrations
  - Data transformation and migration
- Application administration services
  - Managing users, security groups, etc.
  - Maintaining customer side code, integrations
- Managed services (GTS)
  - IBMers process tickets

# SmartCloud Control Desk – SaaS: IBM Cloud Hosted and Supported

- Hosted in state-of-the-art, green IBM SmartCloud Enterprise datacenters
- All IBM owned facilities, supported by IBM staff – no third parties
- Over 10 years of experience hosting the SmartCloud Control Desk\*
- IBM hosts over 1,000 client instances of SmartCloud Control Desk
- IBM is a leading global hosting provider, including many Fortune 500 clients
- Over 1 million enterprise application users work on the IBM Cloud

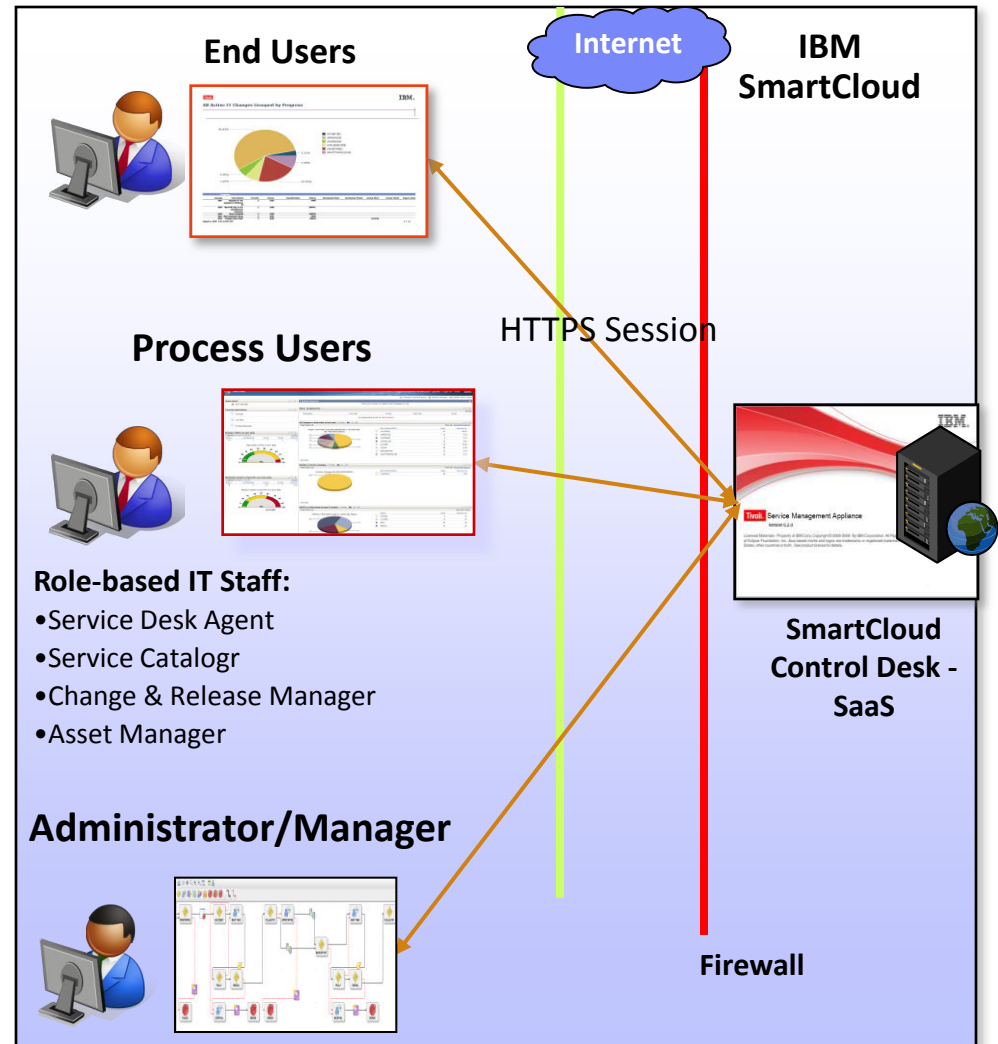


[Tour the IBM Raleigh SmartCloud Data center](#)



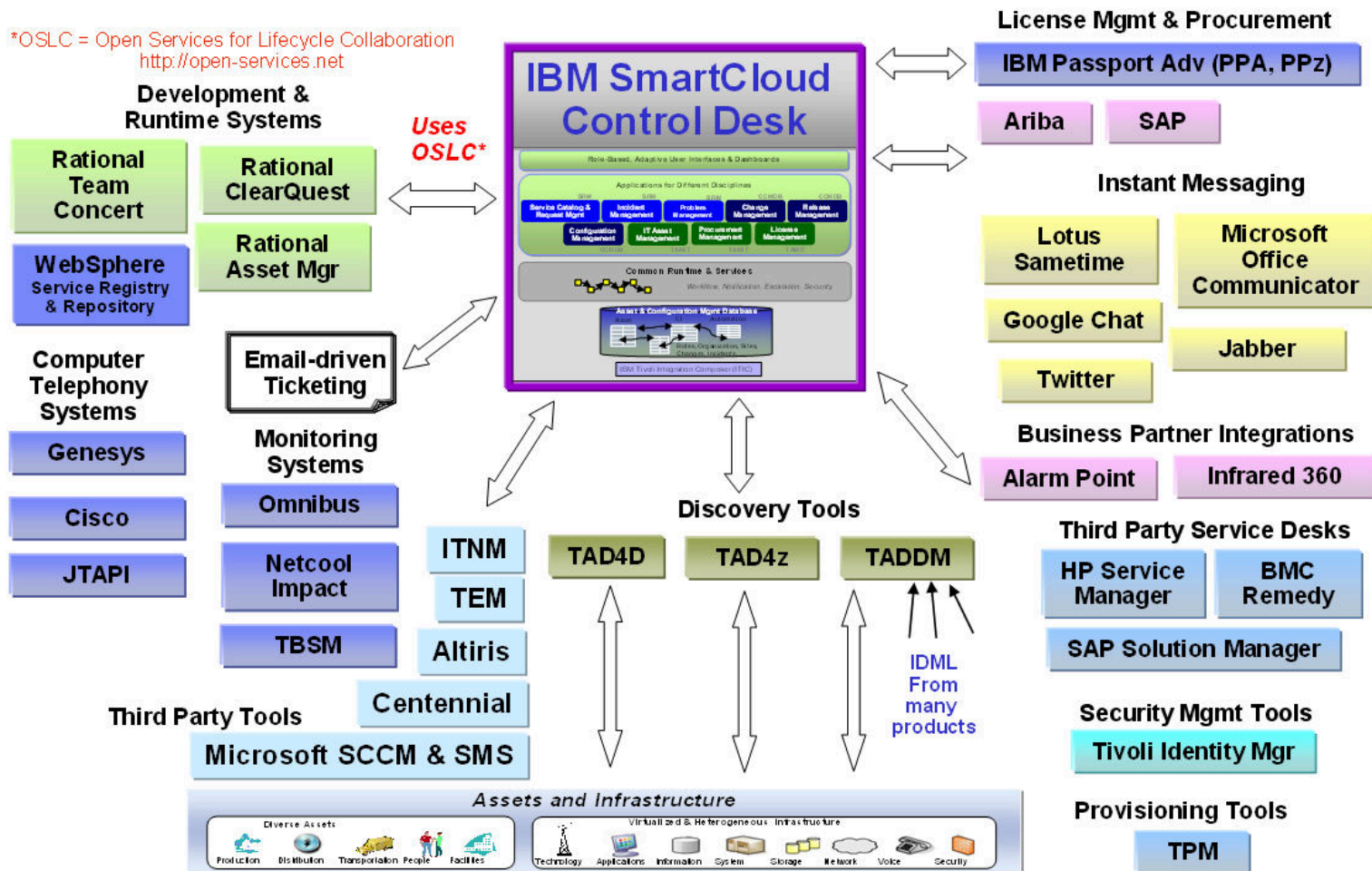
# SmartCloud Control Desk - SaaS Security (Hosted on the IBM Cloud)

- Each client implemented in a private VLAN in IBM SmartCloud
- Access of end users and process users via a secured SSL (HTTPS) connection
- Firewalls for secure access & isolation; Isolation of WAS and DB VMs using IPSEC firewall
- Host Intrusion Detection to identify and eliminate any DoS attacks
- Physical security includes 24 hour surveillance, perimeter security
- All data centers are IBM owned and operated, and all staff are IBM employees
- SSAE 16 (SOC 1, an enhancement of SAS70) audit by PricewaterhouseCoopers
- Received IBM Inter-Enterprise Security (IES) approval



# SmartCloud Control Desk SaaS Supports Extensive Integrations

\*OSLC = Open Services for Lifecycle Collaboration  
<http://open-services.net>



SaaS integrations through VPN, LDAP, Active Directory, e-mail, web services, .csv import/export

# SmartCloud Control Desk Availability SLA (Optional, but no additional charge)

Availability Percentage During Contracted Month	Availability Credit
<99.8%	2%
<98.8%	5%
<95	10%

- **Availability Percentage** is calculated as: (a) the total number of minutes in a Contracted Month, minus (b) the total number of minutes of Downtime in a Contracted Month, divided by (c) the total number of minutes in a Contracted Month, with the resulting fraction expressed as a percentage
- **Availability Credit** is % of monthly subscription fee for contracted month which is the subject of a claim
- Credits will be applied to future bills.

# IBM SolutionsConnect 2013


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## Transforming Service Management with IBM SmartCloud Control Desk

Unifying asset, service, change and configuration management



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# Organizations are investing to optimize increasingly complex, dynamic business infrastructures to sustain delivery of business value



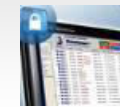
Transitioning to Smarter, flexible infrastructures



Converging Digital & Physical Assets



Leveraging Mobile & Web Endpoints



Addressing data growth, threats, & compliance

# Next generation of service management demands an innovative approach to managing assets and changes

## Fading boundaries across business and IT assets

Physical and infrastructure assets are increasingly embedded with software and resemble assets in traditional IT environment.

## Velocity of changes impact business agility

Manual processes cannot keep up with

- .Rate of change driven by a cloud or virtualized environment
- .Planning and scheduling work across IT and operations line of business

## Business users interacting with service management

Increasing population of non-technical users request access to business services

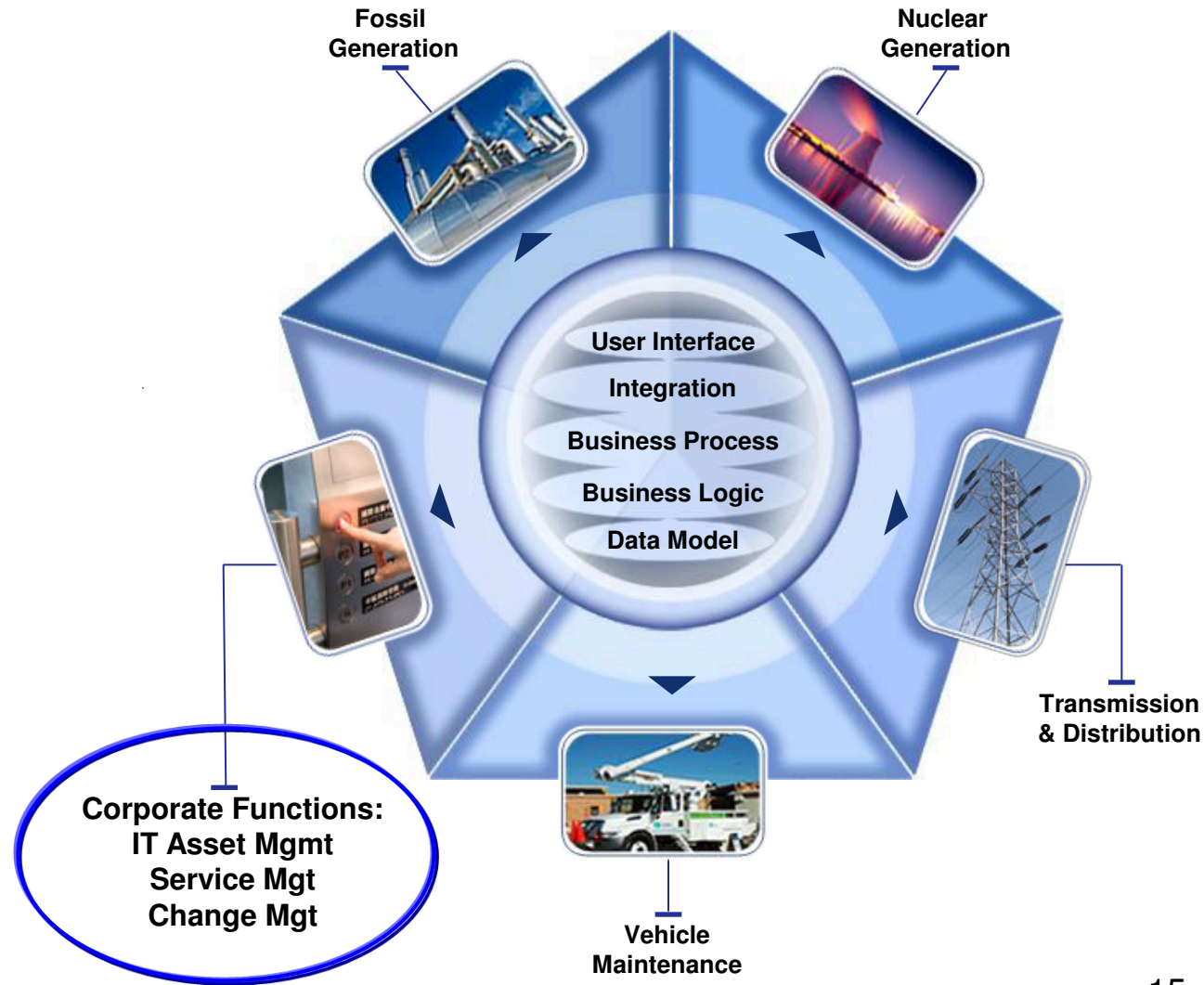
# Unified Asset & Work Management

- **Single set of common business process tailored for unique requirements of each business**

- Aligned with the business objectives and processes of each business
- Driving cross enterprise reporting, adoption of common best practices and cross business sharing of resources
  - labor, materials, etc.

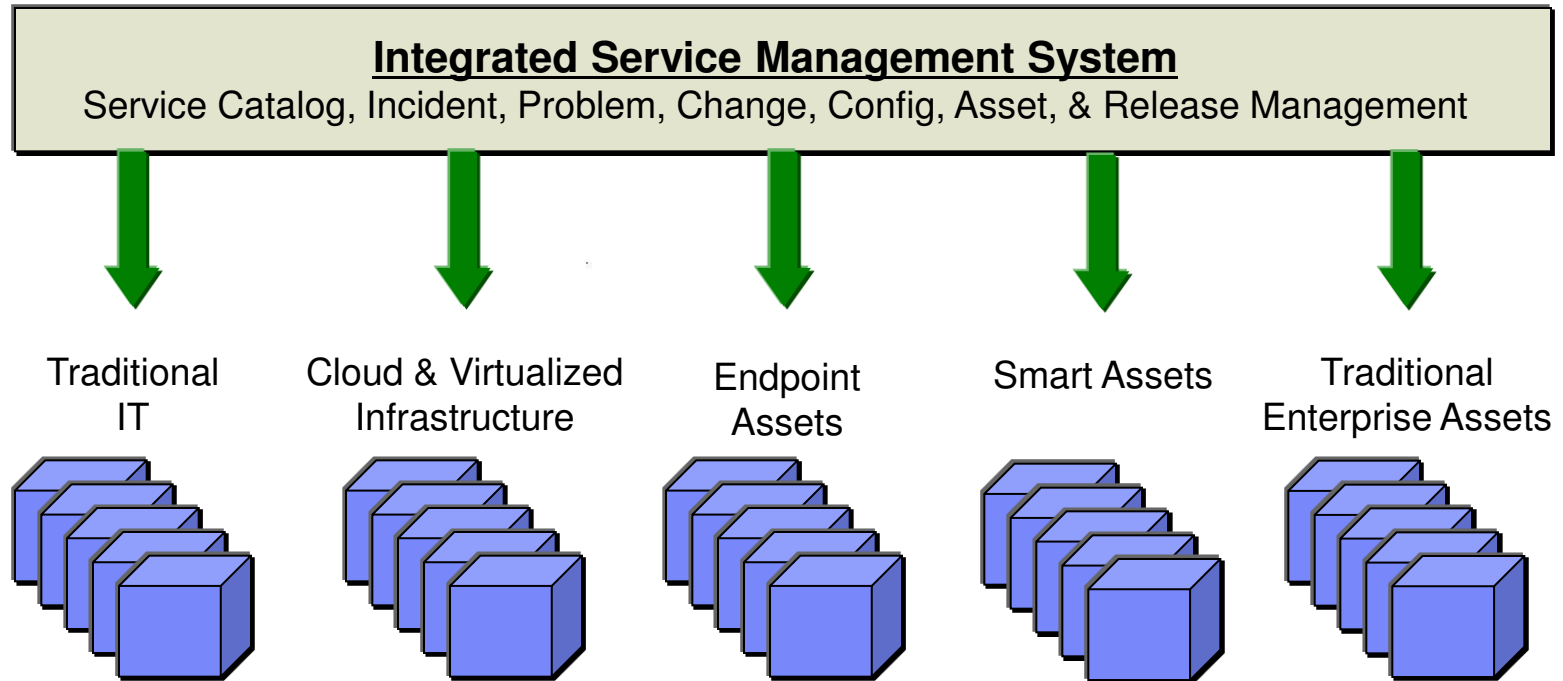
- **Single instance of H/W, S/W and Database supporting the global enterprise**

- On a modern Service Oriented Architecture (SOA) resulting in dramatic reduction in system cost and complexity
- Often very significant reduction in number of applications to support, including pop-up apps





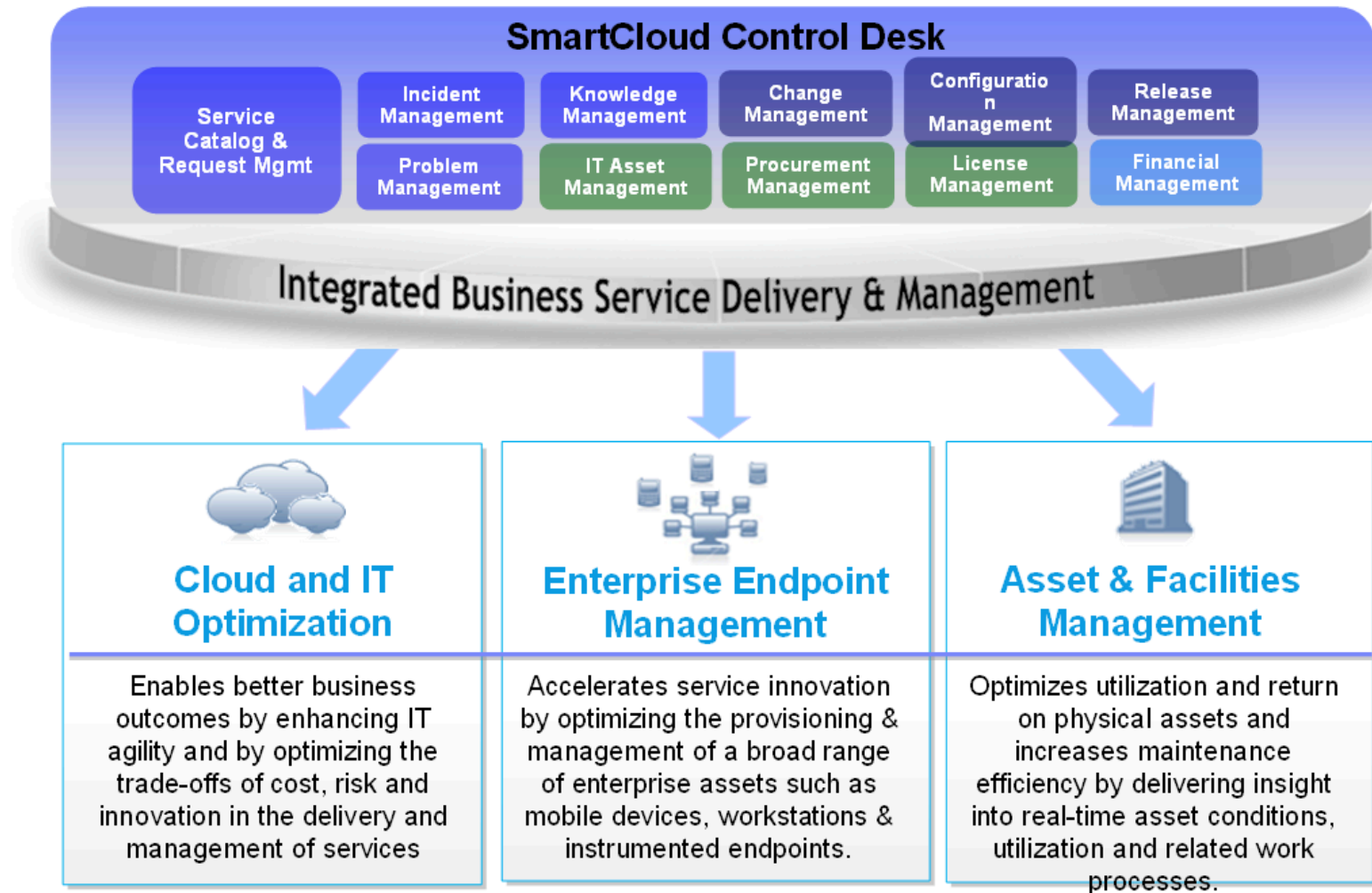
# IBM is the only vendor that can provide a single platform to manage service and asset processes across the entire scope of the enterprise



- Customers can **start with a single area and expand** without any disruption – the same system manages processes across all assets



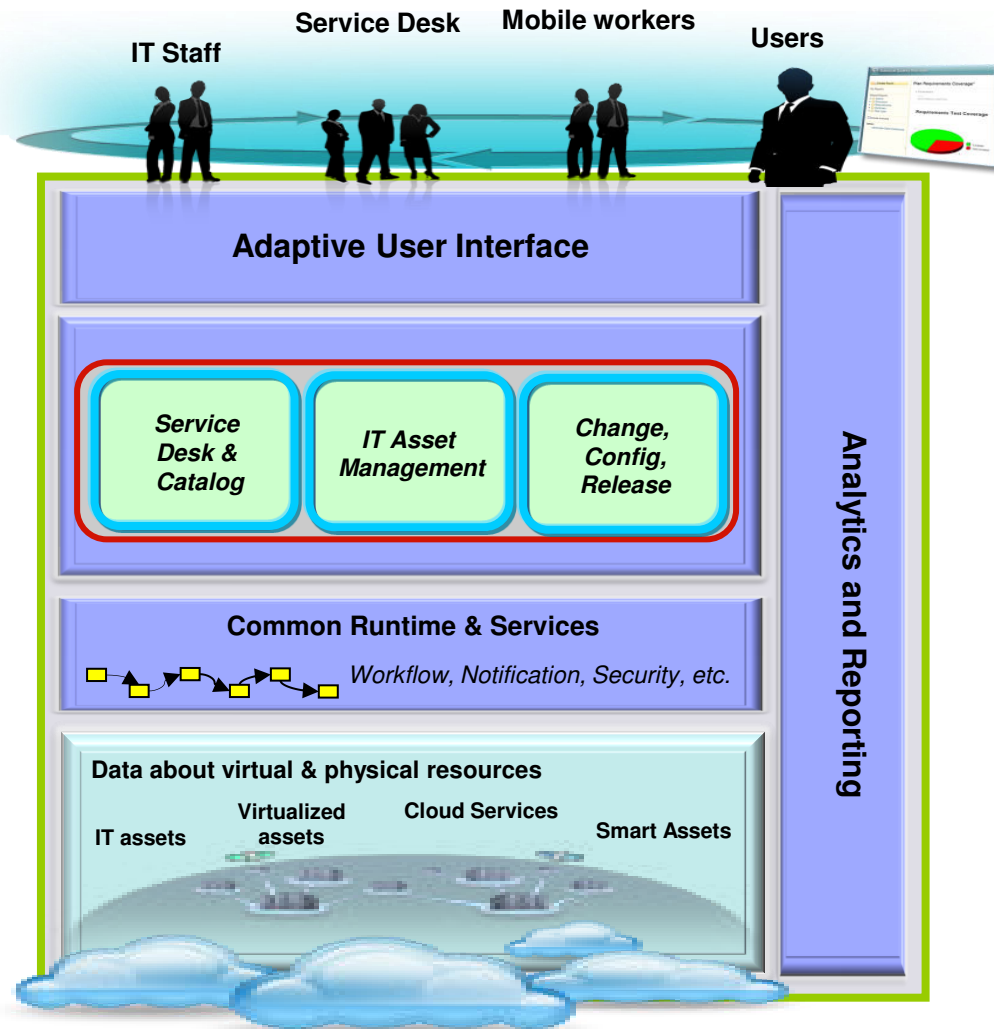
# Strategic Intent: Focus on ensuring business outcomes by providing Visibility, Control and Automation for operations in and beyond the data center



# Introducing IBM SmartCloud Control Desk

A market-leading IT Asset and Service Management solution that works across the entire enterprise

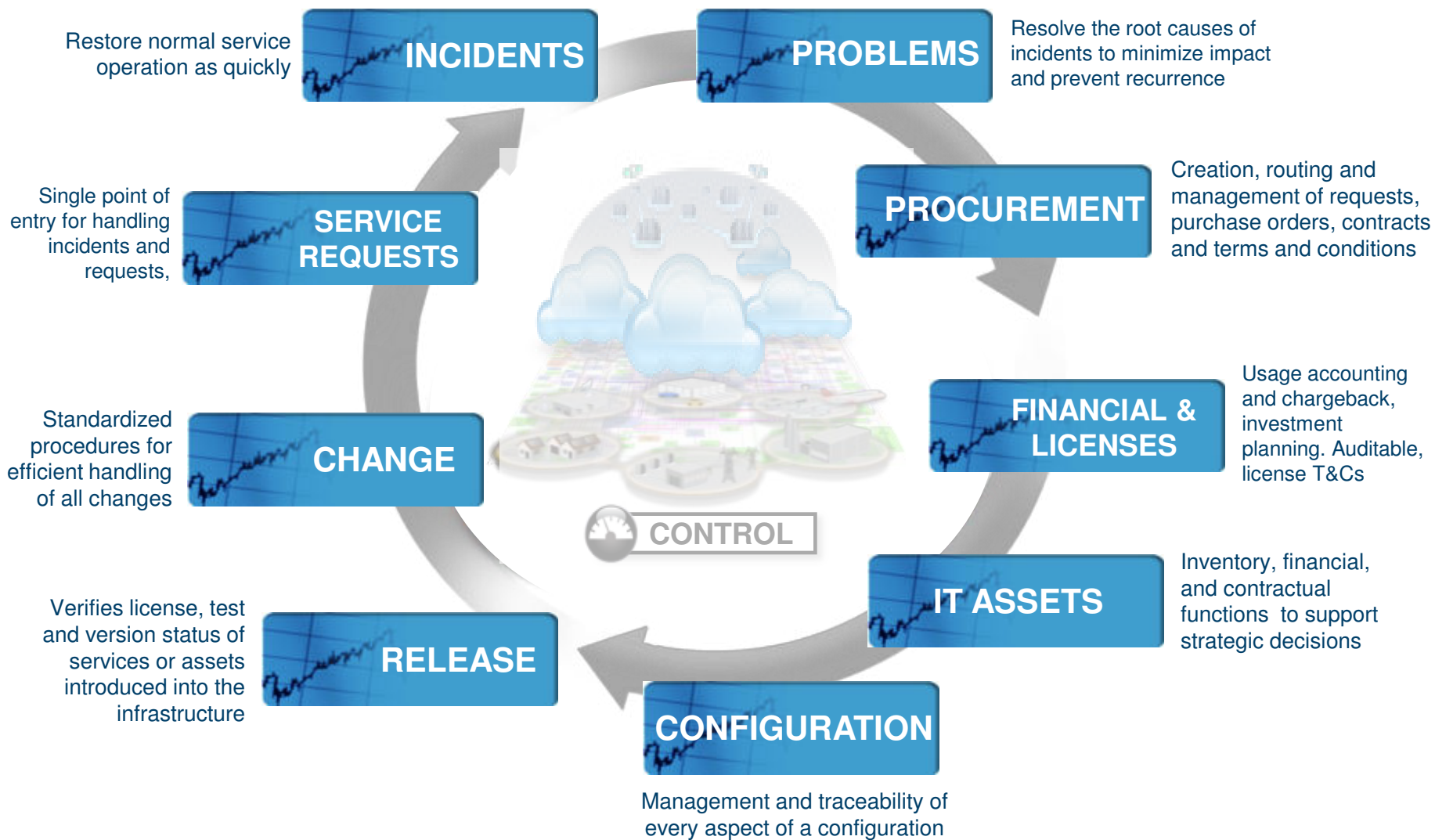
IBM SmartCloud Control Desk is a comprehensive IT Service Management solution that helps reduce cost and minimize service disruptions through automated service request handling, efficient change management, optimized asset lifecycle management across IT and enterprise domains



# IBM SmartCloud Control Desk

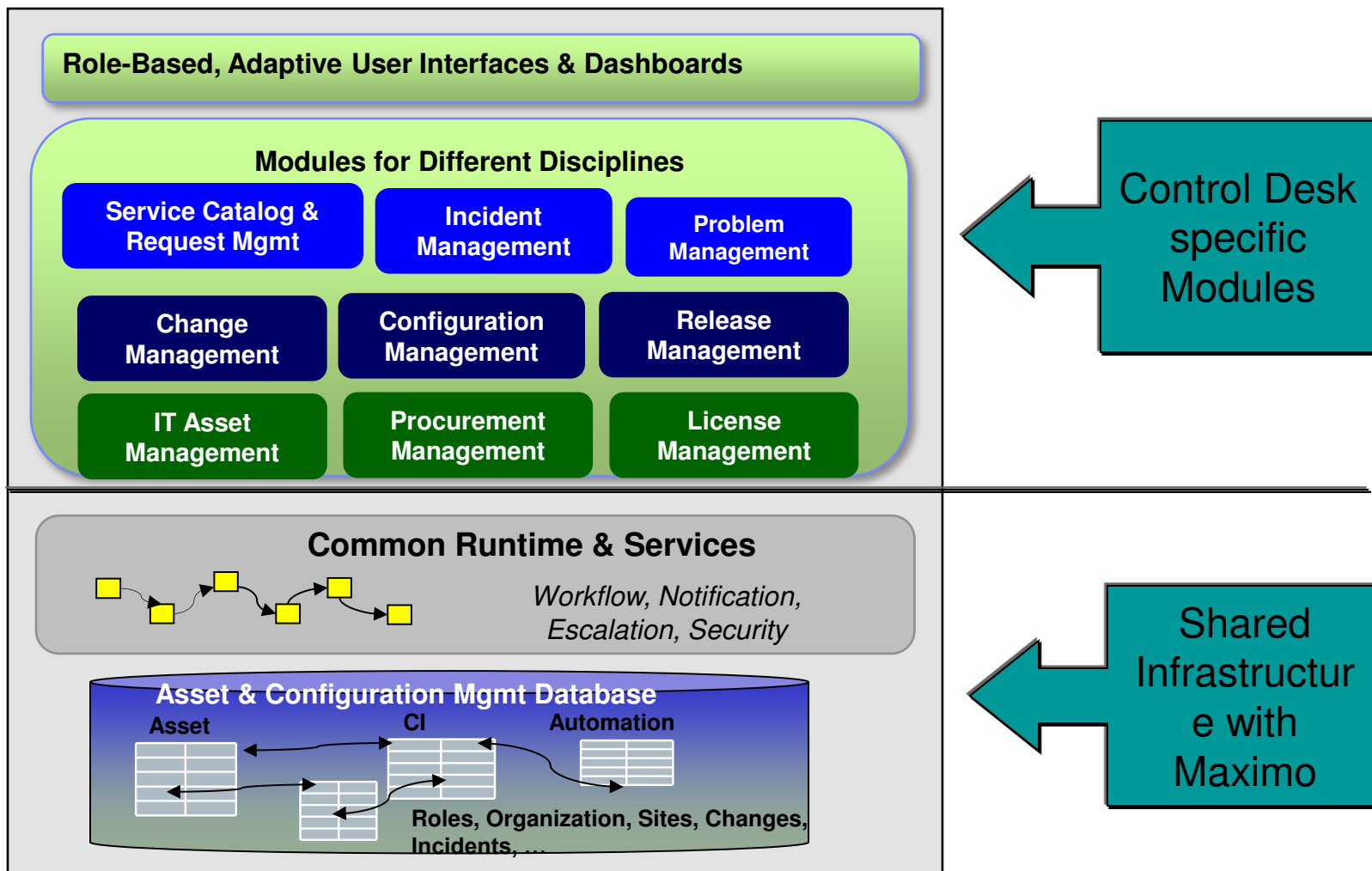
- **Reduce Business Risk** by using advanced impact analysis and defining **automated change** procedures that ensure integrity of existing infrastructure while supporting business agility
  - **Improve efficiency and Quality of Service** by unifying asset, change and problem management across **both IT and the rest of the enterprise**
  - Lower cost and **mitigate license compliance** risk by performing end to end software asset management
  - **Improve utilization rate** and reduce unnecessary purchases by managing the IT asset lifecycle
  - **Reduce total cost of ownership** by using one unified solution to license, install and manage multiple ITIL processes under one price point
  - **Pick a solution delivery model** that is affordable and meets your current business needs; Seamlessly move between delivery models while **keeping the same functionality**
  - **Adaptive, role-based simplified UI**, improves intuitiveness for novice users, and reduces training costs.
  - **Access from anywhere at anytime** via mobile device support – Blackberry, iOS, Android
- Minimize outages related to changes within IT Operations by up to 70%
  - Increase Process Speed and Efficiency by up to 40%; service quality and responsiveness by up to 60%
  - Optimize your Software license usage and bring savings back to the business

# Holistically control complex service management processes





# Comprehensive Service Management capabilities, built on a common platform, in a single suite, with one price per user



# “Self Service Center” for end users

Provides an easy way for end users to contact support, search solutions, request services, view status, and manage their own assets

**Key features**

- Hierarchical navigation
- Live Chat support
- News Pod
- Request Status Pod
- My Assets Pod

# Internal Enterprise App Store

Available through self-service center with integrated license management, automated deployment to endpoints, cost accounting & chargeback

The screenshot displays the IBM Self Service Center interface. The top navigation bar shows the user is logged in as MAXADMIN. The main content area is titled "Enterprise App Store" and features a grid of application cards. The left sidebar contains a tree view of services, with "Enterprise App Store" selected. The right sidebar contains several informational panels: "Contact Us" with a search prompt and chat hours; "My News" showing a recent activity about a power outage; "My Requests" with a progress bar and a list of recent activity for Adobe Acrobat X; and "My Assets" with a progress bar and a list of current assets.

**Enterprise App Store**

- Adobe Acrobat X: Deploy Adobe Acrobat directly to your selected desktop using the Tivoli Endpoint Manager ....
- Microsoft Access 2013: Deploy directly to your selected desktop using the Tivoli Endpoint Manager . You will receive...
- Microsoft PowerPoint 2013: Deploy directly to your selected desktop using the Tivoli Endpoint Manager . You will receive...
- Microsoft Visio 2013: Deploy directly to your selected desktop using the Tivoli Endpoint Manager . You will receive...
- Microsoft Word 2013: Deploy directly to your selected desktop using the Tivoli Endpoint Manager . You will receive...
- Networking Apps and Connectors
- Packaged Business Apps
- Productivity and Collaboration Apps from Lotus
- Productivity Apps
- Registry Utilities: Deploy directly to your selected desktop using the Tivoli Endpoint Manager . You will receive...
- Utilities for Laptops and Desktops
- Web Application Development Tools

**Contact Us**

Please search for a solution using **Browse Solutions** before contacting the help desk.

You can use **Report an Issue** to submit a ticket online.

Chat Hours  
M-F 9am-9pm  
Sat 9am-6pm

**Chat Now**

**My News**

Recent Activity  
Power Outage in Building 901 on Weekends 2/4/2013  
[View My News...](#)

**My Requests**

Approved (12) Queued (1) Resolved (2)  
In Progress (1) **Total (16)**

Recent Activity  
Adobe Acrobat X Approved  
Adobe Acrobat X Resolved  
Adobe Acrobat X Approved  
Adobe Acrobat X Approved  
Adobe Acrobat X Approved

[Show All My Requests...](#)

**My Assets**

OPERATING (1) NOT READY (1) **Total (2)**

Current Assets  
2077 OPERATING  
ITAM2093 NOT READY

[Show All My Assets...](#)

# Social Interaction for End Users

Engage users with social interaction – see ratings for offerings and solutions and provide input to service management team

**Adobe Acrobat X**

Item: TEMDEPLOY      Comments: 1      Fulfillment Time: 15 Minutes

Last Update: 2/4/13 19:24:33

Deploy **Adobe Acrobat** directly to your selected desktop using the **Tivoli Endpoint Manager**. You will receive a popup notification while the software is being deployed. A license for this software will be allocated and assigned to your selected desktop. If no licenses are available in the enterprise pool, a procurement process will be initiated. For screenshots, see the "Additional Details" tab.

**Operating Systems Supported by IT department:** Linux, Windows      **Mobile Platforms:** iOS, Android, Blackberry (coming soon!)  
**Languages Supported:** English, French, German, Italian, Arabic, Simplified Chinese, Japanese.

Offering Details    Additional Details    **Comments and Ratings**

Comments and Ratings    Filter    1 - 1 of 1

Comment Date	User	User Comments
★★★★★ 1/25/13	MAXADMIN	Simple to understand.

Add to Favorites    Rate this Offering    Cancel

## ■ Key features

- Summary of individual ratings is calculated and displayed
- User comments are displayed
- A user can rate the offering directly from the offering dialog, or from the service request status (after fulfillment)



# Live Chat for End Users

*Available out-of-the-box and linked from the self-service center*



- Allows end users to chat with a service desk agent directly instead of opening a ticket or calling the helpdesk – reduce call volume and increase user satisfaction
- Capabilities
  - Allows a user to open a chat session directly with an agent
  - Allows an agent to accept a chat from a chat queue and respond
  - Chat transcripts are stored in the ticket
  - Supports clustering for scalability
- Administrative capabilities
  - Manage live chat queues
  - Indicate agent availability to accept chat sessions

# Simple user interface for agents

Leveraging the latest user interface research to minimize clicks and maximize productivity

The screenshot displays the MAXADMIN user interface with a sidebar navigation menu and several main dashboard panels. The sidebar lists categories like 'Go To Applications', 'My Recent Applications', and various service management areas. The main content area includes:

- Quick Insert:** Buttons for 'New Bulletin', 'New Service Request', and 'New Solution'.
- Service Desk Manager Applications:** A list of application types: Incidents, Problems, Service Requests, and Solutions.
- Incident Resolution KPIs:** A table showing performance metrics for SLA compliance across different incident priorities.
- Average Process Time:** A gauge chart showing the average process time per incident in hours, with a needle pointing to approximately 1.5 hours.
- Bulletin Board:** A notification for a power outage in Building 901.
- Inbox / Assignments:** A table listing assignments with columns for Description, Due Date, Priority, Start Date, and Route.
- Open Service Requests:** A pie chart and a table showing the distribution of open service requests by internal priority.
- Late Incidents:** A bar chart and a table showing the distribution of late incidents by owner group.

Status	KPI	Actual	Target	Variance
[-]	SLA Compliance - P1 Incidents (%)	100	95	5
[-]	SLA Compliance - P2 Incidents (%)	100	95	5
[-]	SLA Compliance - P3 Incidents (%)	100	95	5
[-]	SLA Compliance - P4 Incidents (%)	100	95	5

Internal Priority	Value	Percent (%)
1	3	8.57
2	1	2.86
3	3	8.57
4	9	25.71
Undefined	19	54.29

Owner Group	Value	Percent (%)
SRMEMAIL	3	50
Undefined	3	50

- New style sheets
- Simplified Presentation
- Navigation Improvements (fly-out)

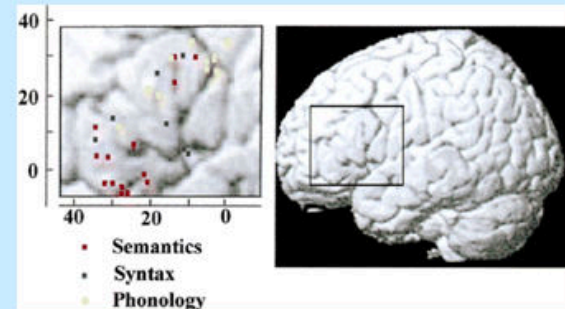
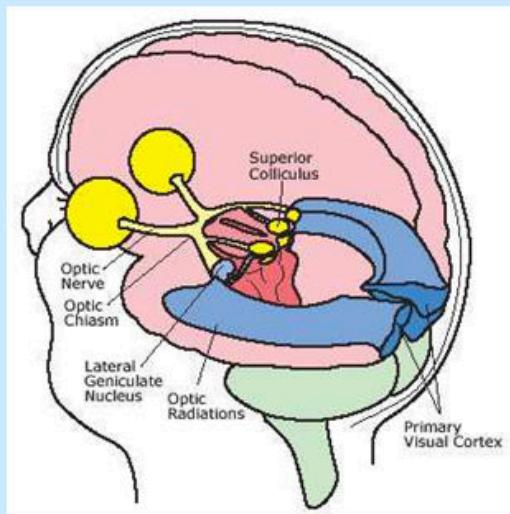
# A Picture is Worth a Thousand Words!

*Improving usability by studying human cognitive architecture and processing*

How can the service desk agents process tickets faster?

When they open a ticket, how can they understand its main intent within **5 seconds**?

- Color visual processing has been evolving for more than **540 million years** since the lower Cambrian period.
- Fast visual processing was critical for the survival of the species.
- The brain has evolved neural structures that allow fast parallel processing and cognition.



- **Language processing** systems started developing in Homo Sapiens about **200,000 thousand years** ago.
- Relies on serial cognitive processing which is more time consuming for comprehension and cognition.

# Helping agents understand a ticket in 5 seconds!

The screenshot displays two overlapping windows from the IBM Client Center. The top window, titled 'Incidents', shows a record for 'PULSE1016 SmartGrid Cell Relay Wireless Connectivity Issue'. It includes a progress bar with stages: New, Queued, In Progress, Pending, Resolved, and Closed. The 'Queued' stage is highlighted in green. Below the progress bar, it lists 'Owner: CINDY', 'Owner Group: SRMDESK', 'Internal Priority: 1', and 'Created By: MAXADMIN'. The bottom window, titled 'Releases', shows a record for '1Q-2014 Quarterly FixPack Release for Windows Servers'. It features a progress bar with stages: Planned, Built, Accepted, Scheduled, Communicated, Implemented, and Complete. The 'Planned' stage is highlighted in blue. It lists 'Release Type: DELTA', 'Owner: SCHROEDER', and 'Scheduled Start: 3/23/13 01:28:53'. Both windows have a 'User Information' sidebar on the left with various actions like 'New Incident', 'Save Incident', and 'Clear Changes'.

- **Visual header representing key information for different types of records**
  - Service request, Incident, Problem, Change, Release
  - Unique progress map per record type
  - What is it about?
  - Where is it at? (progress)
  - Who owns it?
  - When is it due?



# Analyze geographic distribution of incidents

Search and analyze incidents by priority or zip code, allowing agents to efficiently find the right resource for working on an issue

The screenshot displays the 'Incidents' application interface. On the left, there is a sidebar with navigation options like 'Go To Applications', 'Available Queries', and 'Common Actions'. The main area is split into a table of incidents and a map view.

Incident	Summary	Internal Priority	Zip/Postal Code
1004	Smarter Infrastructure - Smart Grid Issues, Smart Meter Connectivity Issue	3	78733
1005	Smarter Infrastructure - Smart Grid Issues, Smart Meter Connectivity Issue	2	78733
1008	Smarter Infrastructure - Smart Grid Issues, Smart Meter Connectivity Issue	2	78733
1010	Smarter Infrastructure - Smart Grid Issues, Smart Meter Connectivity Issue	2	78733
1011	Smarter Infrastructure - Smart Grid Issues, Smart Meter Connectivity Issue	2	78733
PULSE1016	SmartGrid Cell Relay Wireless Connectivity Issue	1	78733

The map view on the right shows a residential area with several orange location pins corresponding to the incidents in the table. A red pin labeled 'PULSE1016' is highlighted, indicating the selected incident. The map includes street names like Bee Cave Rd, River Hills Rd, and Farm to Market 2244, and features like a scale bar and map controls.

# Understand the logical (digital) infrastructure topology

Quickly understand the complete infrastructure supporting a business service both inside and outside of the data center – enabling users to quickly find interdependencies, identify the root cause of failures, and reduce the risk in changes

The screenshot displays the IBM Configuration Manager interface. The main window shows a hierarchical view of infrastructure components across several layers: Business Applications, Application Servers, Databases, Computer Systems, Networks, Operational Services - Take Out Points, and Operational Services - Cell Relays. A search bar is visible at the top of the main view. On the right side, there is an 'Overview' panel with a small map, a 'Filter' section with 'Business View' selected, and a 'Relationships' section. A tooltip is overlaid on a node in the 'Operational Services - Cell Relays' layer, displaying incident details for 'CELL\_RELAY\_1'.

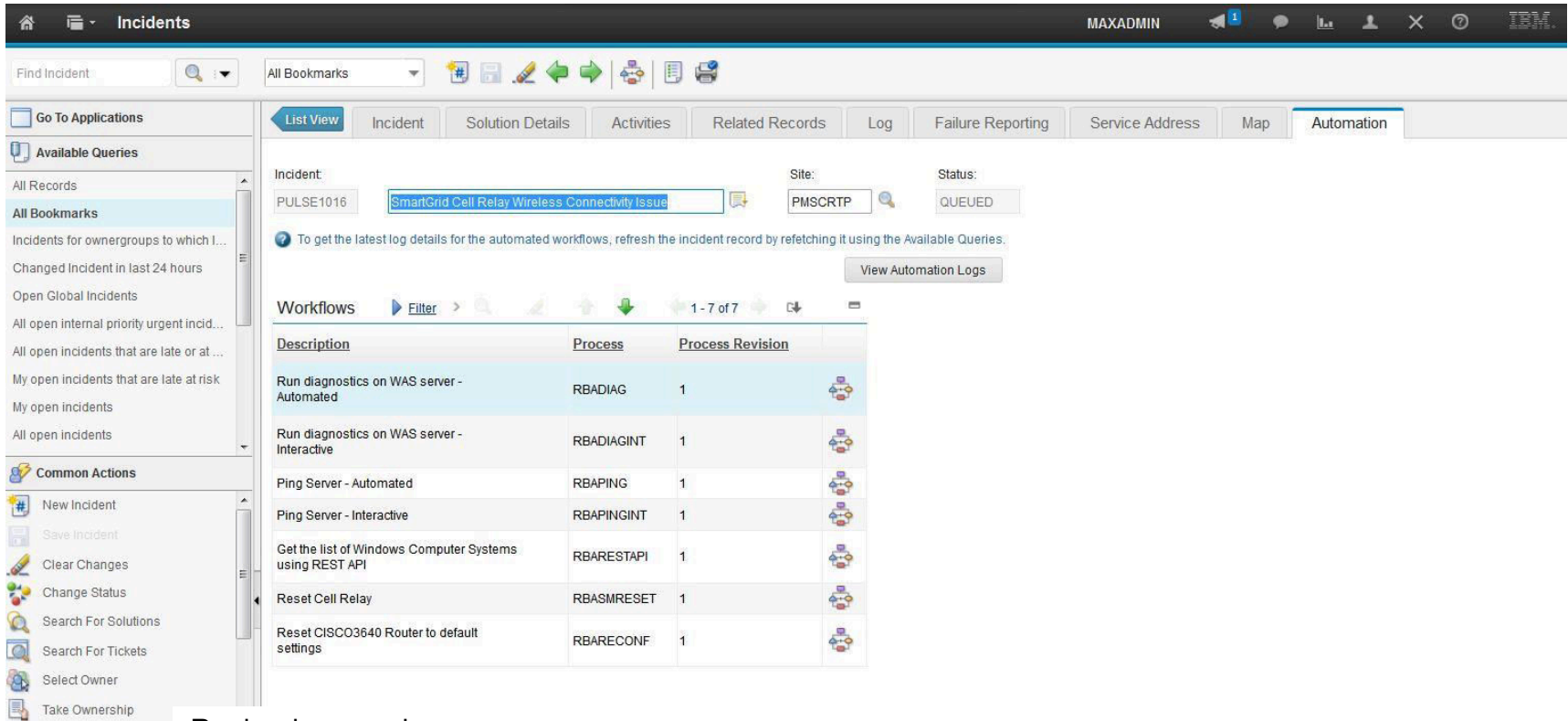
**Logical topology from external cell relays to internal business applications.**

**Overlays of “caution” icons indicating open incidents on particular nodes**

**Open Incidents for: CELL\_RELAY\_1**  
PULSE1016 SmartGrid Cell Relay Wireless Connectivity Issue  
For more information, right click on the CI and select: View Work Details.

# Attempt to fix problems digitally

Use built-in Runbook Automation to automatically perform common tasks for diagnostics, logging, reboots, etc. – all built into the tool



The screenshot displays the IBM Incident Management interface. The top navigation bar shows the user 'MAXADMIN' and the current view is 'Automation'. The main content area shows an incident titled 'SmartGrid Cell Relay Wireless Connectivity Issue' with a status of 'QUEUED'. Below this, a table lists automation workflows:

Description	Process	Process Revision
Run diagnostics on WAS server - Automated	RBADIAG	1
Run diagnostics on WAS server - Interactive	RBADIAGINT	1
Ping Server - Automated	RBAPING	1
Ping Server - Interactive	RBAPINGINT	1
Get the list of Windows Computer Systems using REST API	RBARESTAPI	1
Reset Cell Relay	RBASMRESET	1
Reset CISCO3640 Router to default settings	RBARECONF	1

## Runbook examples

**Ping resources over the network.**

**Run diagnostic routines electronically.**

**Collect log files from remote nodes.**

**Execute reset operations to attempt to digitally fix the issue.**



# If digital resolution is unsuccessful – send the TRUCK!

Provide driving directions

Overlay with current traffic conditions to help plan the best route

Also works from mobile device – will use mobile device GPS to calculate route from current location

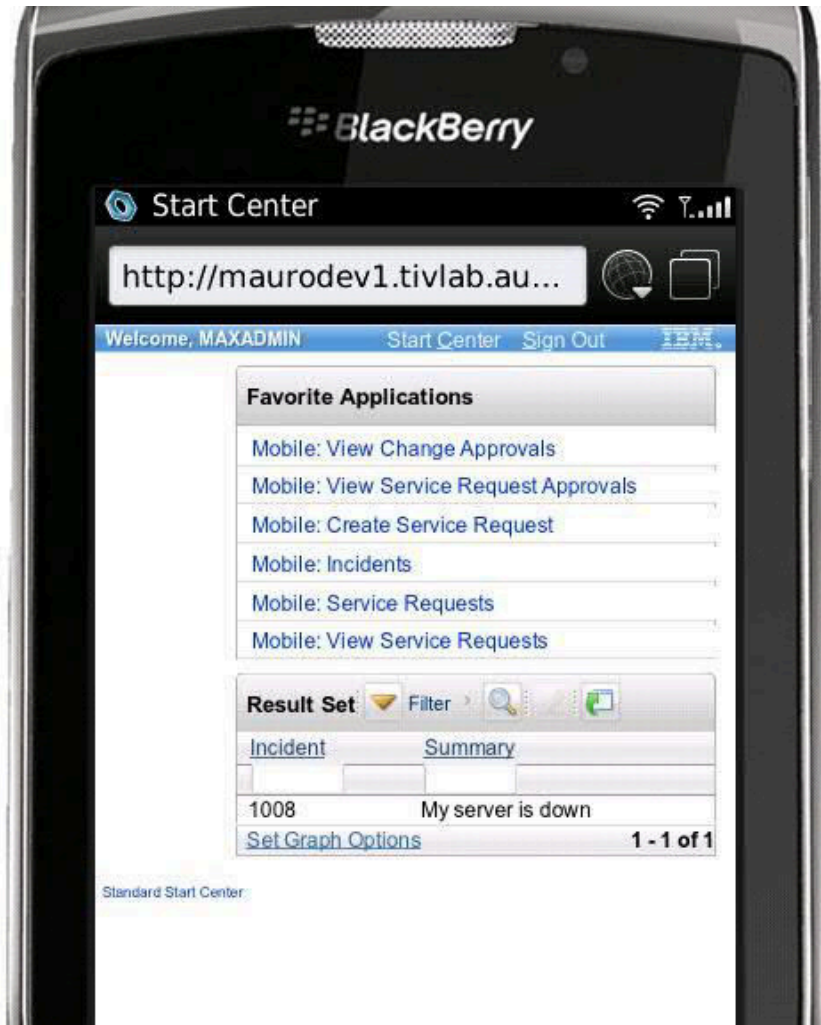
The screenshot displays a web-based incident management system. On the left is a sidebar with navigation options like 'Go To Applications', 'Available Queries', and 'Common Actions'. The main area shows a map of Austin, Texas, with a blue route highlighted. A red pin marks the starting location at '11501 Burnet Road, Austin, TX 78758, USA'. A directions panel on the right lists the following steps:

1. Head northwest toward Burnet Rd 93.1 ft
2. Turn left onto Burnet Rd 0.8 mi
3. Turn right onto W Braker Ln 0.8 mi
4. Turn left onto N Mopac Expy 0.4 mi
5. Turn right onto N Capital of Texas Hwy 9.5 mi

The total distance is 14 miles and the estimated time is 22 minutes. A 'Layers' panel is also visible, showing 'Traffic', 'Routes', and 'Incidents' are active.



# SmartCloud Control Desk integrates key mobile scenarios

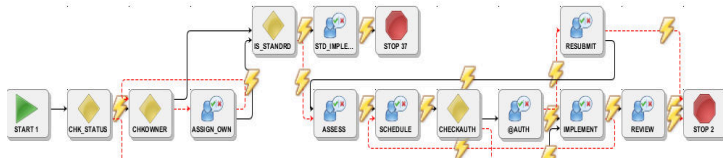


SmartCloud Control Desk exposes a wide variety of capabilities to users of BlackBerry, iOS, and Android devices

- Creating and viewing service requests
- Reporting incidents
- Approving service requests and changes
- Searching for solutions

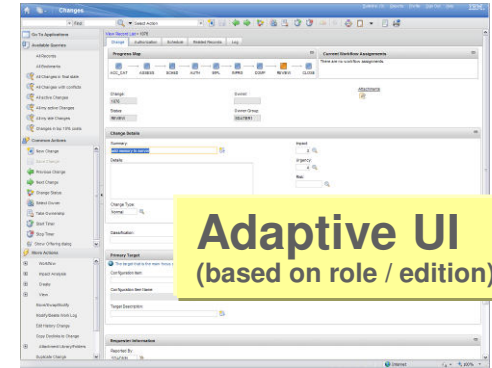
# Extensive Out-of-the-box Content for Quick Time to Value

Hundreds of OOTB Content Items - Workflows, Roles, Security Groups, Start Centers, Data Models, Reports



Process Workflows & Operations Runbooks

Tailored Content for Entry & Standard Editions



Adaptive UI (based on role / edition)



Reports

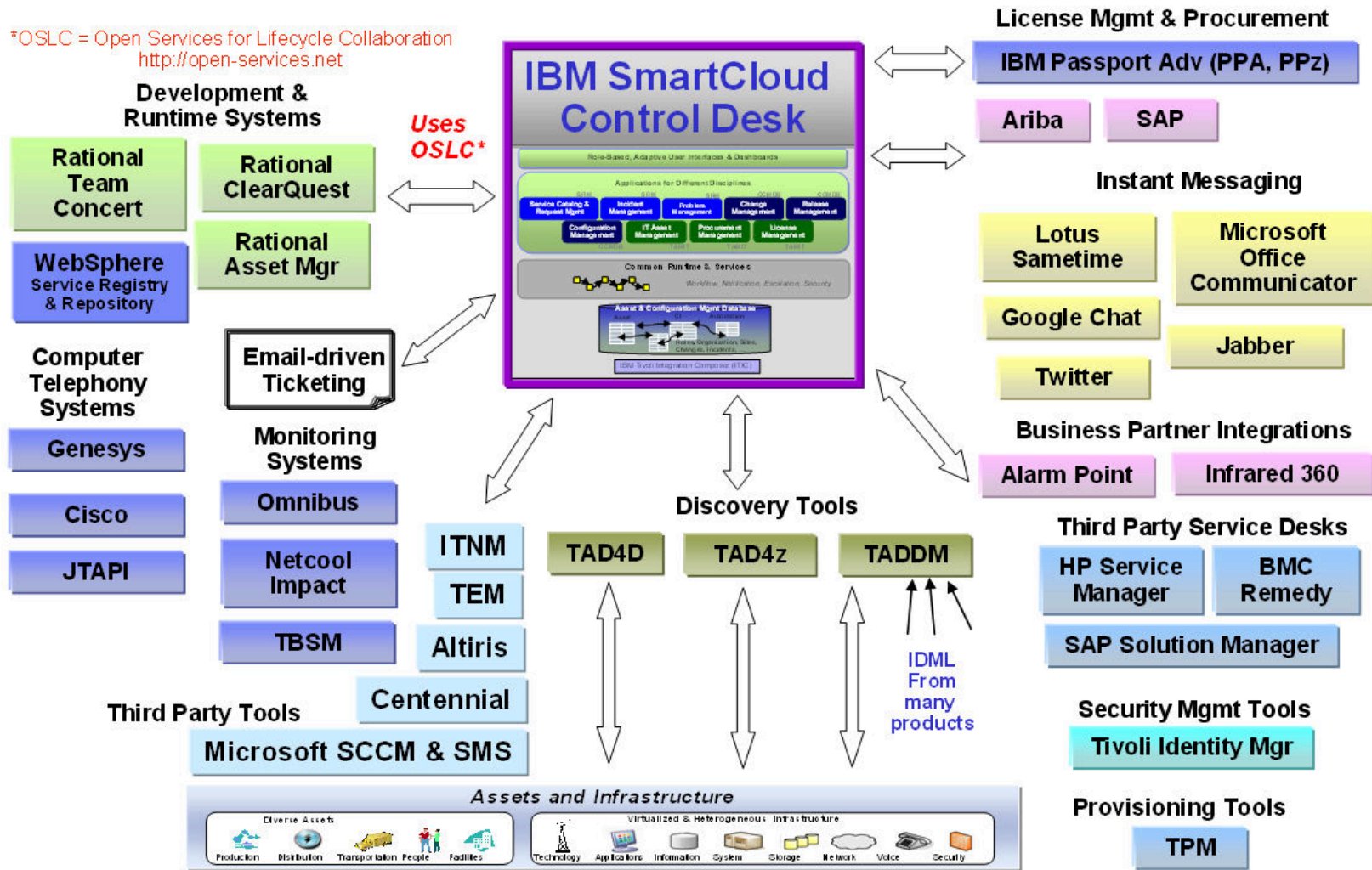


Role-Based Start Centers

# Integrations with many IBM and third party tools

Also includes robust tooling for integrating to virtually any system

\*OSLC = Open Services for Lifecycle Collaboration  
<http://open-services.net>



SaaS integrations through VPN, LDAP, Active Directory, e-mail, web services, .csv import/export



# SmartCloud Control Desk is PinkVerified & ITIL v3 Gold Level Certified



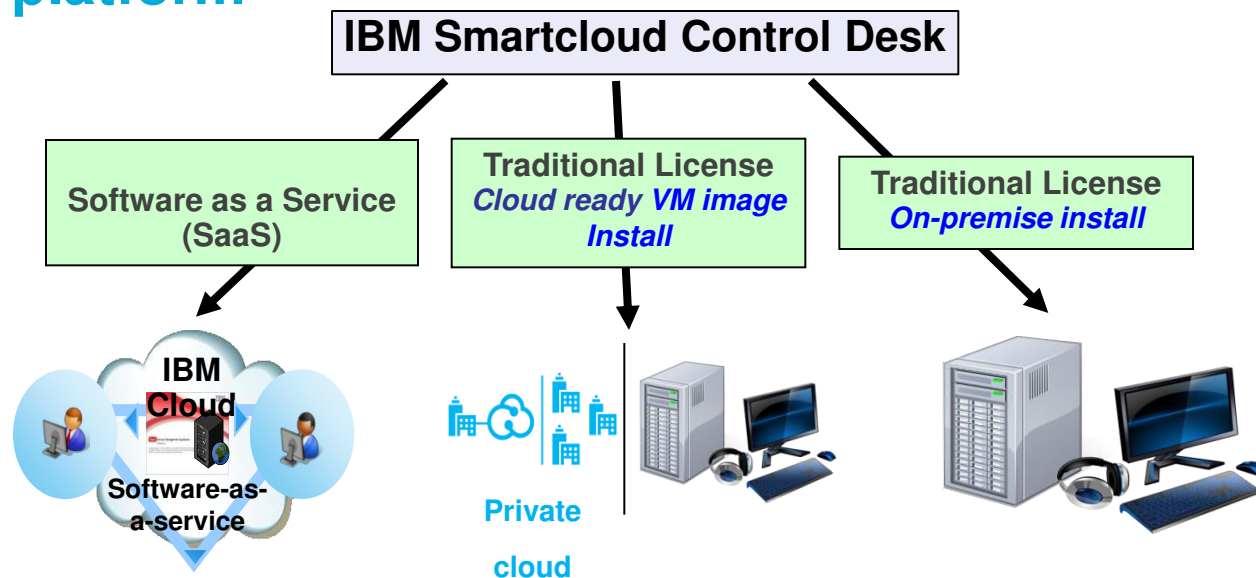
Twelve processes Have Achieved  
PinkVERIFY Certification for Compliance  
with ITIL V3

Gold Level Certification for  
ITIL V3 Compliance

- Event Management
- Availability Management
- Knowledge Management
- Service Asset & Configuration Management
- Service Catalog Management
- Change Management
- Release & Deployment Management
- Incident Management
- Financial Management
- Service Level Management
- Problem Management
- Request Fulfillment



# Broadest set of delivery models in the industry – all built on a single platform



## Traditional install

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

## Strategic Outsourcing

- IBM owns and runs both infrastructure and staff

## 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

# Questions

