



Tivoli



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**Unlocking Innovation with
IBM Service Management**

1^{er} et 2 octobre 2007



Agenda

- Why IBM Service Management?
- Our Approach
- Our Solutions



Why IBM Service Management?

... *its all about the service*

Business Service drivers:

- ✓ Customer requirements
- ✓ New business model innovations

IT Service drivers

- ✓ Manage IT services efficiently and effectively as business services expand and grow



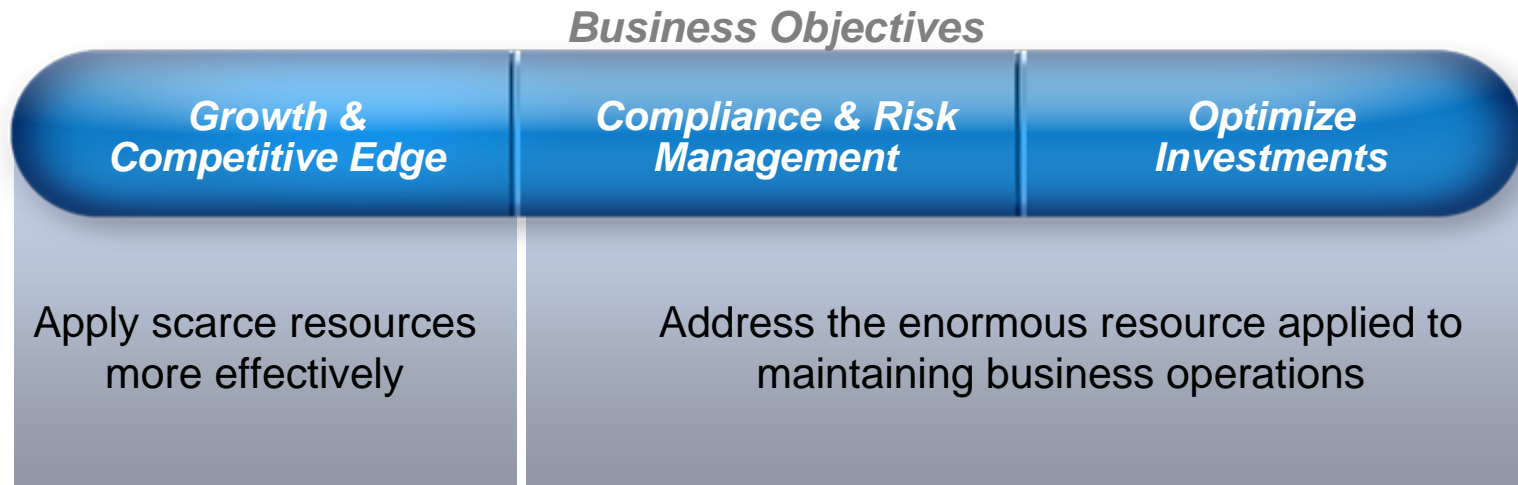
“Economic competition in the flat world will be more equal and more intense ... the most important attribute you can have is creative imagination.”

Thomas Friedman “The World is Flat”



Our Approach: Innovation

Innovation is the process of delivering new products, services, processes and business models to help accelerate growth and create a unique competitive edge.



“CEOs indicate that **Innovation** is the preferred path to achieving business objectives in today’s environment”...but how?

Source: IBM Global CEO Study 2006

Enabling Innovation

78% of CEOs believe
integrating business and technology
is fundamental for innovation



Business and technology integration
addresses *many top inhibitors to innovatic*

- ✓ Limited funding for investment
- ✓ Government restrictions
- ✓ Inflexible physical and IT infrastructure
- ✓ Process immaturity
- ✓ Insufficient access to information

Organizations with extensive integration of business
& technology **grew 5% faster** than their peers

Source: IBM Global CEO Study 2006



Roadblocks to Innovation and Success

Business Objectives

*Growth &
Competitive Edge*

*Compliance & Risk
Management*

*Optimize
Investments*

**Obscured views. Inadequate governance.
IT disconnect across the lifecycle.**

Lost opportunities. Unnecessary risk. Low efficiency & return.

Business processes

Information

People

Information Technology

Business Assets

IT Processes

Business Services and Assets



Enabling Innovation with IBM Service Management



Visibility: **See** *your Business*



Control: **Govern** *your Business*



Automation: **Optimize** *your Business*



Visibility: See your Business

Challenge:

- Business and IT audiences lack the visibility and insight needed to directly support and deliver against business objectives

Solution: Targeted real-time dashboards from IBM Service Management

- Dashboards at each stage of the service lifecycle leverage existing assets and provide the real-time insight to help manage against business objectives

ROI Examples:

- Golf manufacturer reduced costs by 20%
- Networking company reduced project costs by 20%

Industry, LoB, & Executive Dashboards



Risk, Security, & Compliance Dashboards



Portfolio and Project Management Dashboards



IBM Service Management Dashboards across the service lifecycle

Control: *Govern your Business*

Challenge:

- Business and IT struggle to address compliance needs on time, and help minimize risk and protect the brand

Solution: IBM Service Management solutions

- Improve governance, maximize control & minimize risks effectively across the service lifecycle with a service management implementation that delivers service priority and context, bridge's silo's and leverages best practices

ROI Examples:

- Federal agency reduced reporting times by 10-15%
- Global IT services company achieved a 6 month payback



45% of CIOs say that they are very or extremely effective at governing IT performance.

**The McKinsey Quarterly, 2007*

*Source: "The McKinsey Quarterly – The next frontier in IT strategy: A McKinsey Survey", Spring 2007 issue of McKinsey on IT



Automation: *Optimize your Business*

Challenge:

- The business is driven by growth and frustrated by service development and delivery organizations inability to reliably introduce new services on a timely basis
 - *Cost of operations continues to increase at 10% CAGR, twice the rate of the IT budget**

Solution: IBM Service Management solutions

- IBM solutions help increase efficiency and reliability with an integrated approach that includes task and process level automation across the service lifecycle

ROI Examples:

- Retail firm cut recovery times by 50%
- Financial services firm increased the ratio of auto-closed events by 59%

*Tivoli Commissioned IDC Study- 1Q05



“The more we can simplify, streamline and automate processes, the better we can manage the growing complexity ... we must handle business growth with our existing resources.

IBM technology helps us achieve greater levels of efficiency at a lower cost.”

Erwin Schaefer, Swiss Reinsurance



How IBM Service Management Delivers Value

Reach...

Across business and technology.

Integration...

Relational value for tomorrow.

Return...

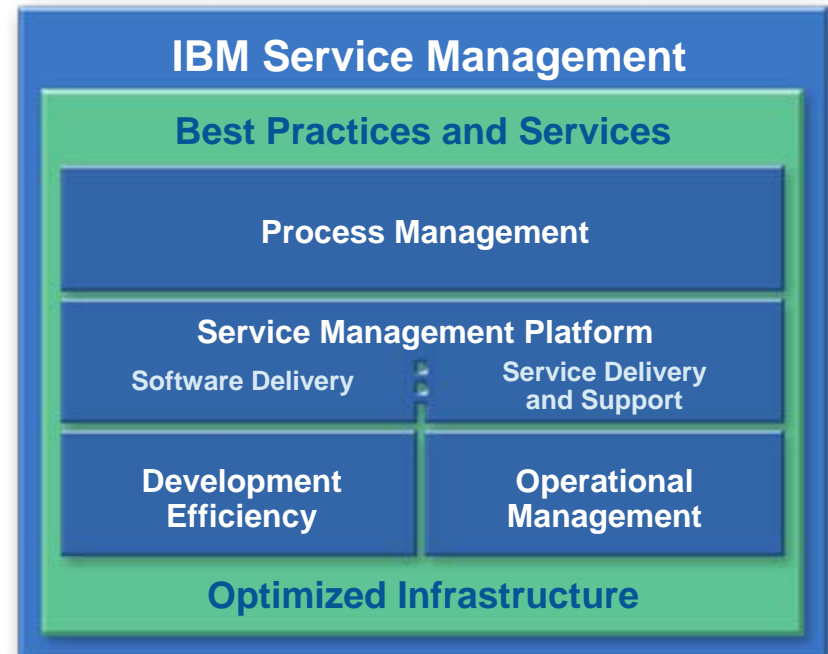
Leveraging your investments.

Speed...

More value, faster.

Expertise...

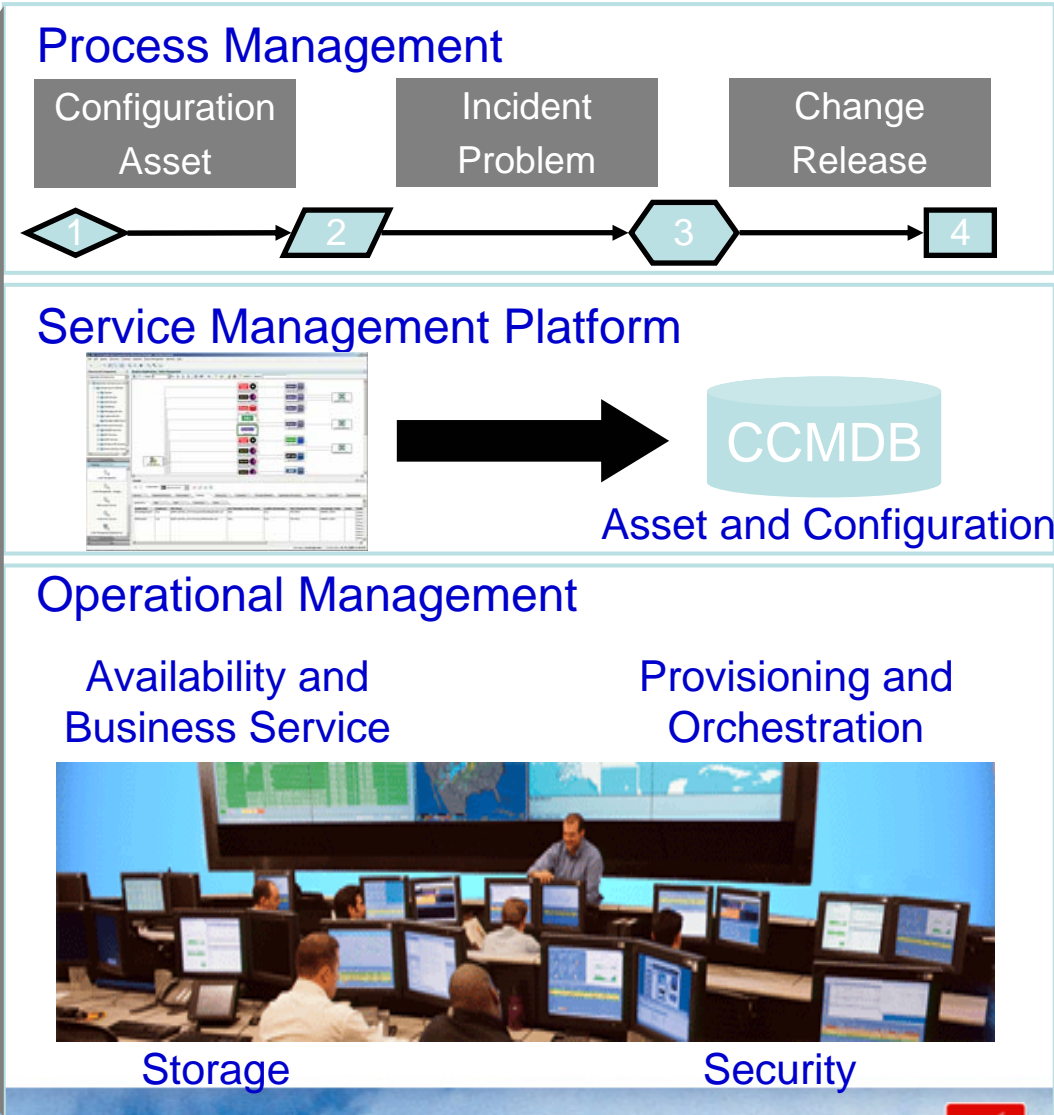
Across industries and standards.



***IBM has the right solutions
to help your business innovate for success***



Operational, Service, and Process Management



IBM Service Management Acquisitions

Demonstrating our continued commitment

IBM Service Management

Best Practices and Services

Process Management

Service Management Platform

Software Delivery

Service Delivery and Support

Development Efficiency

Operational Management

Optimized Infrastructure

Service Management for converged networks



Network management



Network performance and wireless

Service Support and Delivery



Automated provisioning



Service delivery and support



Change and configuration management

Service Asset Management



Software asset management



IT asset management and enterprise asset management

Service Security and Compliance



Software usage metering



Log management and asset monitoring



Internet security



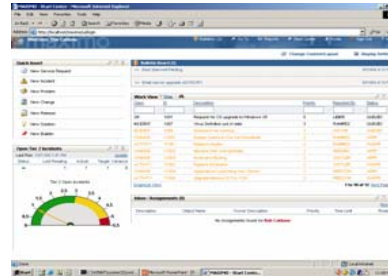
Our Solutions

Visibility



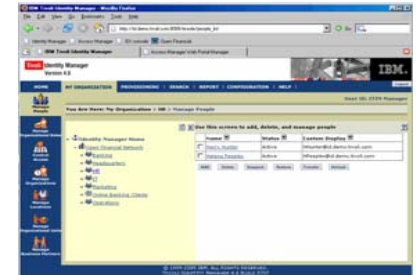
- System, Network, Application, & Security Monitoring & Event Notification
- Root Cause Analysis
- Business Service Management
- Service Level Management

Control



- Enterprise and IT Assets
- Configuration Management
- Incident, Problem, Change & Release Management
- Security Management
- Service Level Management
- Availability, Capacity, Continuity and Financial Management

Automation



- Data restore
- System and Application restart
- System and Application Provisioning
- Storage Provisioning
- User Provisioning and Access



