



IBM Software Group

Implementing IT Service Management

Domenico Raguseo

dom.raguseo@it.ibm.com

IBM Master Inventor

IBM Representative in itSMF Italy

ITIL Certified

Tivoli Sales



Agenda

- What we want to solve and facilitate
- Status of the art
- Our vision : managing IT as a business
- Moving by a Component Business Model to a Process Reference Model
- ITIL & PRM-IT
- ITSM
 - ▶ Products, to implement activities
 - ▶ CCMDB, common platform
 - ▶ Process Managers , delivering work products by executing activities
 - ▶ TUP, creates link between products and process



IT Organizations Are Under Tremendous Pressure



- **Change:** Market demands, workloads, service levels
- **Compliance:** Regulations, security, audit capabilities
- **Complexity:** Heterogeneous resources, silos, composite applications
- **Cost:** Management and administration

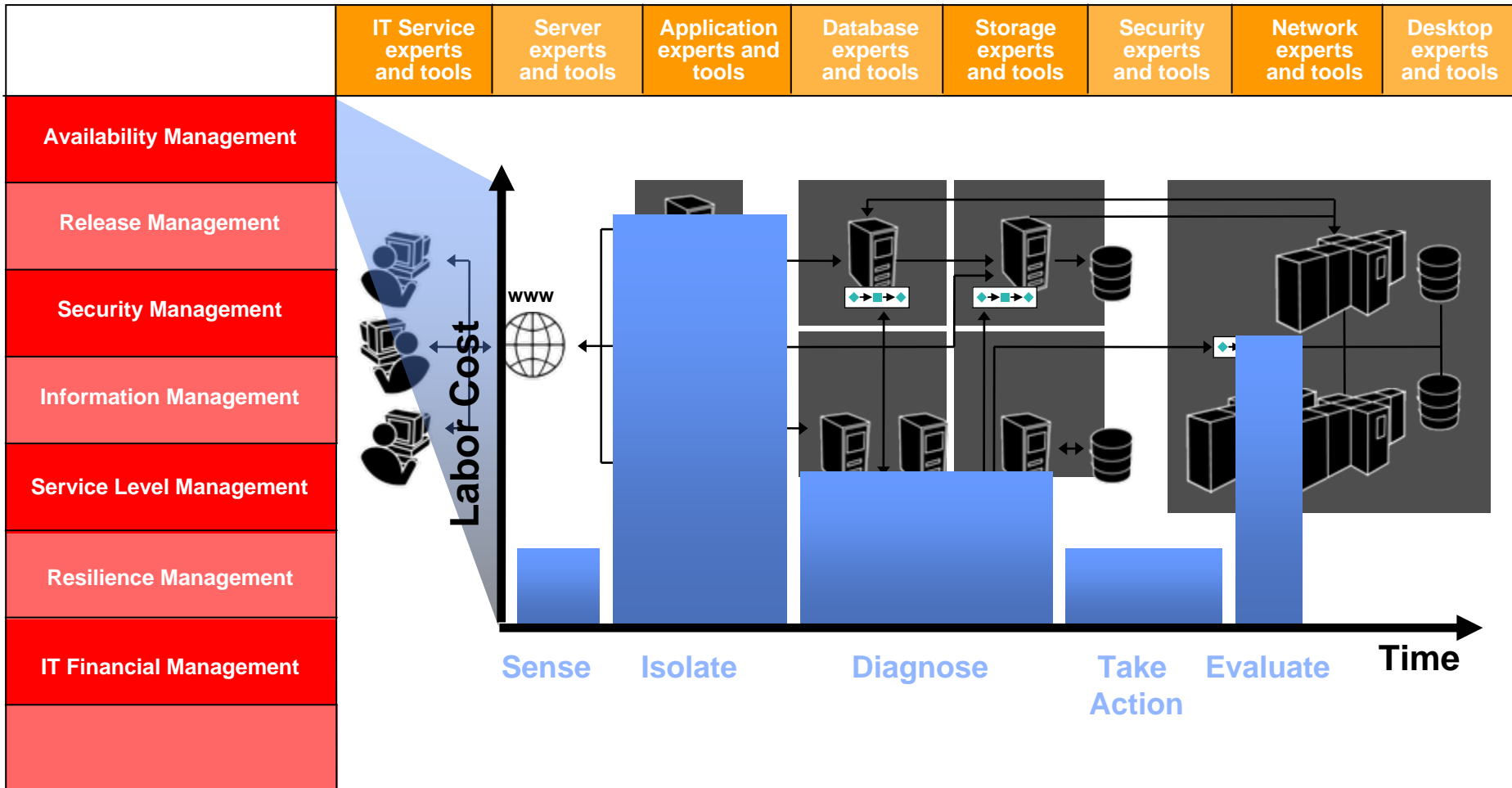


“Despite the projections of renewed economic health, the business will continue to expect that IT leadership show strong financial management competencies, that IT projects realize tangible business value, and that the IT organization demonstrates competitive effectiveness.”

—Colleen Young, Vice President & Distinguished Analyst,
Gartner Research, Gartner Insight, January, 2005



Integrating Processes and Operational Mgmt domains with the service management platform reduces time and costs.



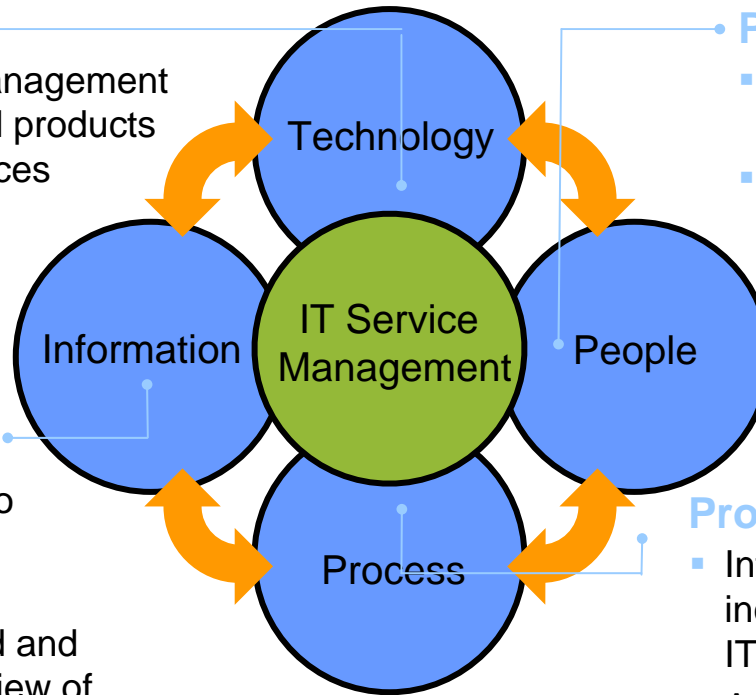
IT Service Management Vision: Managing IT as a Business

Technology

- Infrastructure management technologies and products for resilient services

People

- Governance establishes the decision framework
- Organization functions in clearly understood roles



Information

- Information to manage a business
- Standardized and centralized view of information

Processes

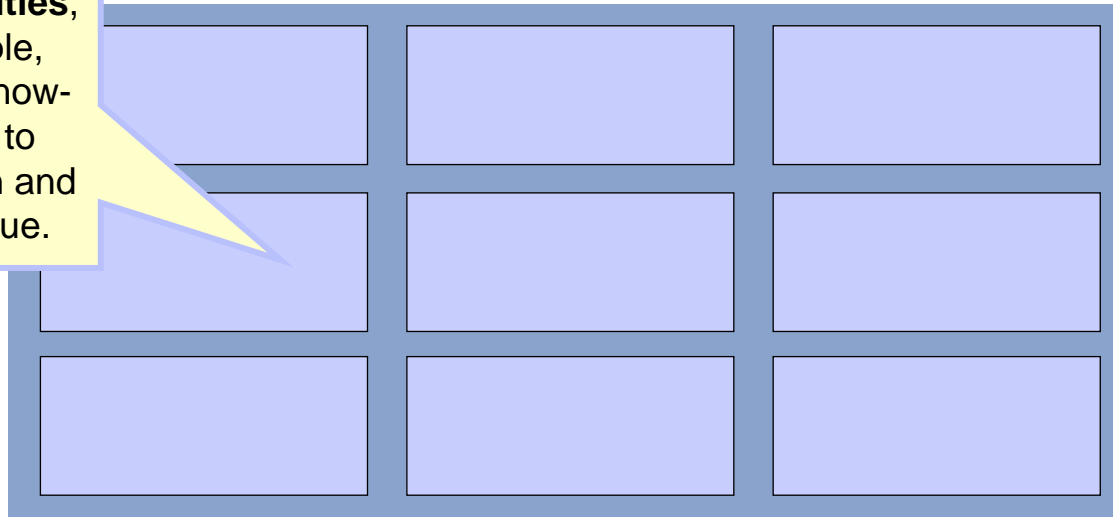
- Integrated to enable increased value add from IT Services
- Automation of process and service workflows to reduce costs



Component Business Modeling – a means to provide context

- **Component Business Modeling (CBM) is an IBM-developed technique for modeling an enterprise as non-overlapping components in order to identify opportunities for innovation and/or improvement.**

A **business component** is a collection of **activities**, resources, people, technology and know-how necessary to perform a function and deliver some value.



A **Business Component Map** is a logical representation of a business that reveals its essential building blocks

*In the CBM view, an enterprise is simply a collection of business components that are 'networked' together by a comprehensive set of **services***



ITIL is a de facto Standard for Service Management built on industry „Best practice“

What is ITIL?

- ITIL stands for Information Technology Infrastructure Library
- A set of books that describe best practices IT infrastructure management
- An internationally-recognized set of best practices in the public domain
 - Provides guidance, but not a step-by-step methodology
- A holistic approach to IT infrastructure management



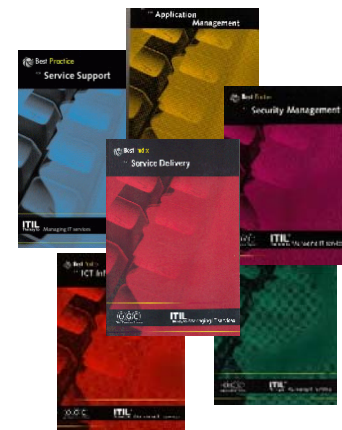
ITIL by its widespread use became a de facto standard

The aims in developing the IT Infrastructure Library are

- To facilitate the quality management of IT services and in doing so increase the efficiency with which the corporate objectives and business requirements are met.
- To improve efficiency, increase effectiveness, and reduce risks.
- To provide codes of practice in support of total quality.

Benefits of implementing ITIL

- Enhanced Customer satisfaction as it is clear what service providers know and deliver.
- Formalizes the use of procedures so that they are more reliable to follow.
- Improved quality of service – more reliable business support.
- Better motivated staff through better management of expectations and responsibilities.



What ITIL is

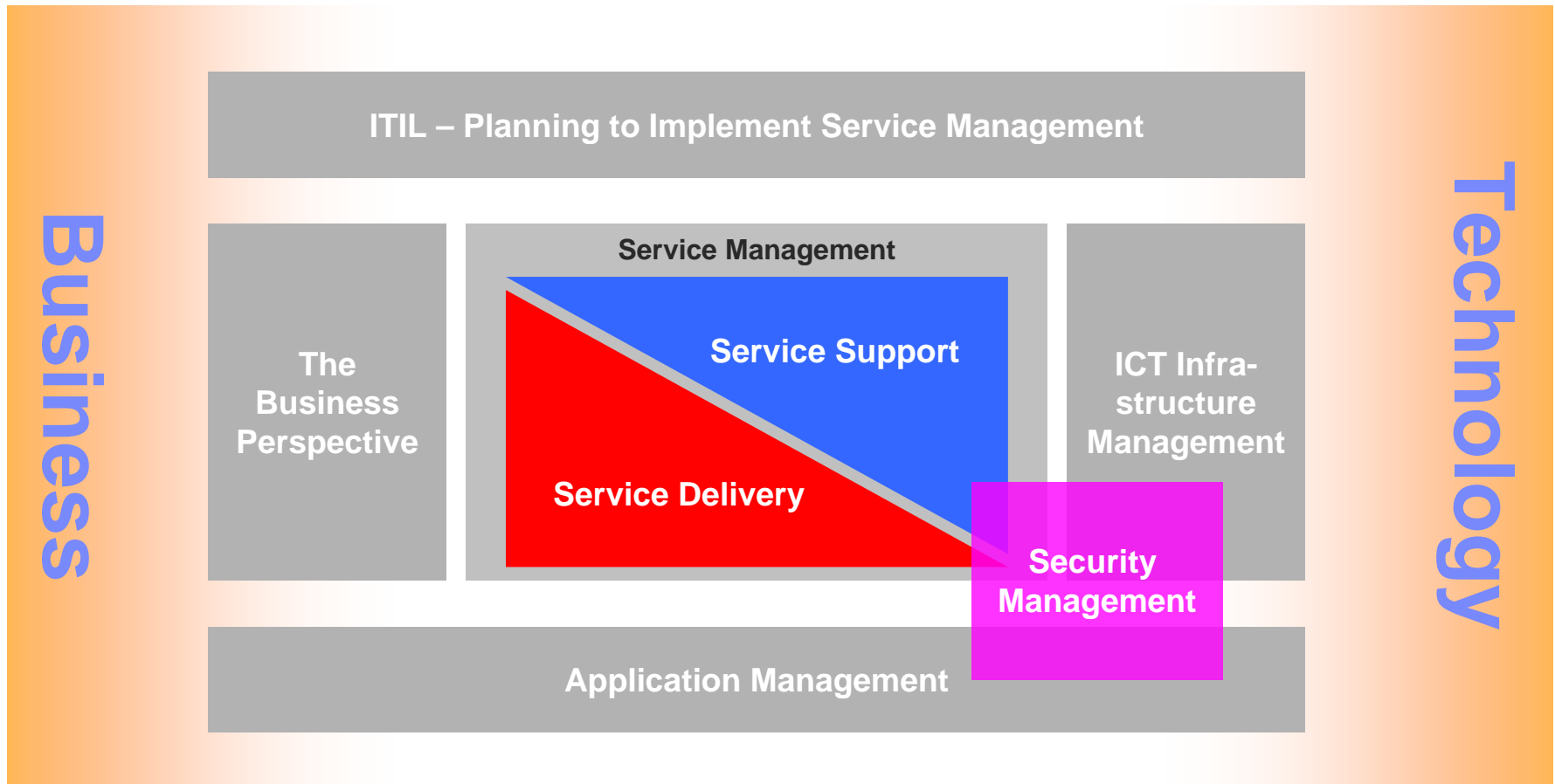
Originally created by the UK's Central Computer and Telecommunications Agency (CCTA)

▪Origin and history of ITIL

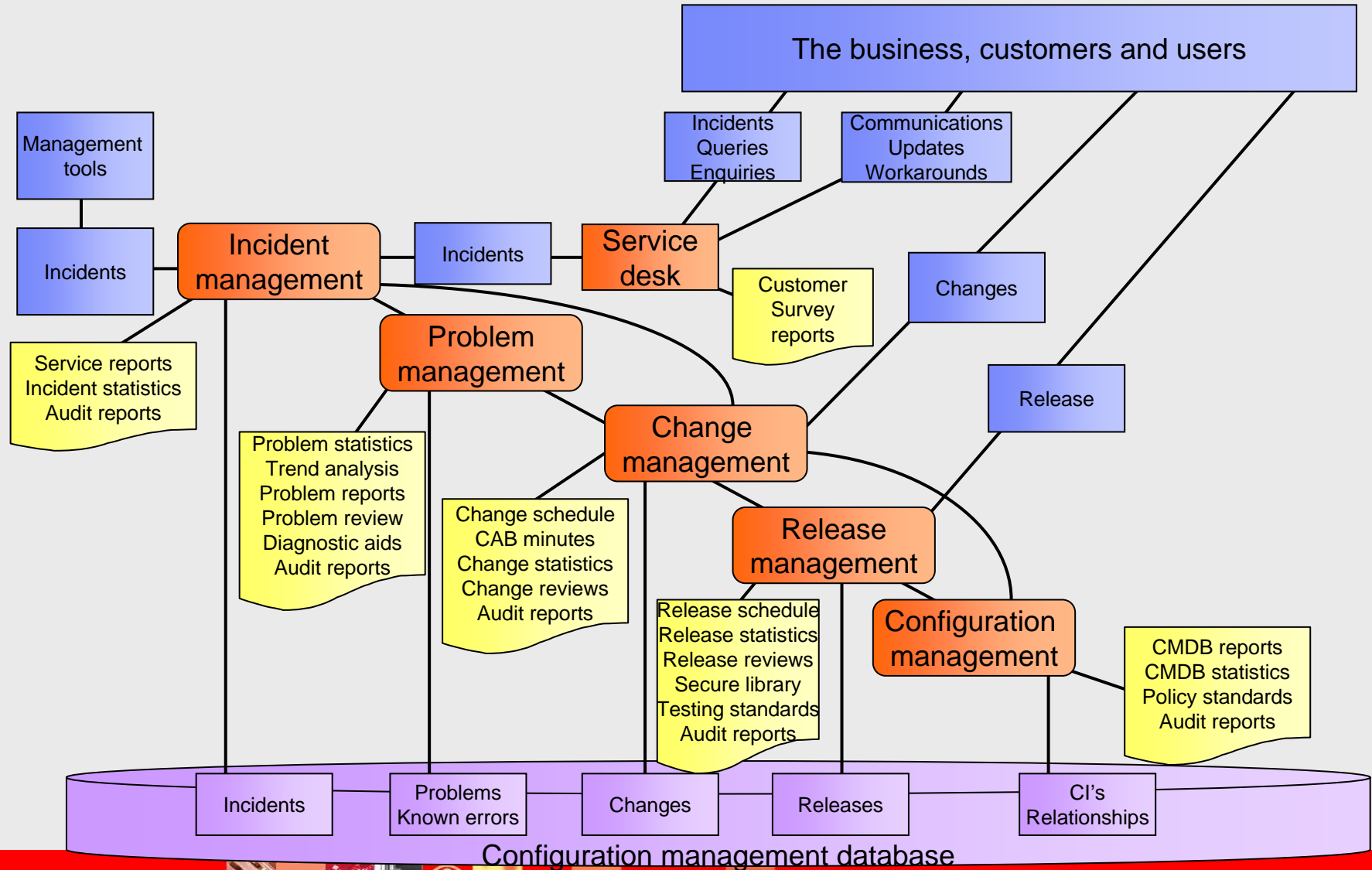
- ▶ originating from UK government in late 1980's (CCTA Central Computer and Telecommunications Agency).
- ▶ The first publications appeared 1989
- ▶ Further developed by incorporating public and private sector best practice (e.g. IBM, HP, Microsoft etc.)
- ▶ Consolidated in 1999 into ITIL Version 2. Two books to improve consistency and focus on service management were published – Service Support and Service Delivery
- ▶ These two core books were supplemented by new books that cover implementation planning, security management, infrastructure management, application management, and the business perspective.
- ▶ 2001 the CCTA is incorporated within the Office of Government Commerce (OGC). ITIL is a registered mark of OGC.
- ▶ ITIL has subsequently been used as the basis for the development of a British Standard for Service Management : BS15000
- ▶ In the late 2005, there is an ISO : 20000.



The ITIL books describe best practices in IT management, with a special focus on Service Management.



Service Support process (Operational processes) relationships and their interaction with the CMDB



ITIL processes in Service Support represent many of the reactive processes within IT operations (operational).

Service Desk

- Central point of contact between users and the IT Service Organization.

Incident Management

- Restore normal service operations as quickly as possible.

Problem Management

- Prevent and minimize the adverse effect on the business of errors in the IT Infrastructure.

Configuration Management

- Provide a logical model of the IT Infrastructure by identifying, controlling, maintaining and verifying the versions of all Configuration Items.

Change Management

Ensure standardized methods and procedures are used for efficient prompt and authorized handling of all changes in the IT Infrastructure.

Release Management

Ensure that all technical and non-technical aspects of a release are dealt with in a coordinated approach.

<..\Program Files\IBM\IBM Tivoli Unified Process\index.html>



Service Delivery focuses on what service the business requires in order to provide adequate support to the business Users (tactical).

Service Level Management

- Maintain and improve IT service quality through a constant cycle of agreeing, monitoring, reporting and reviewing IT service achievements.

Financial Management for IT Services

- Provide cost effective stewardship of IT assets and resources used in providing IT services.

Capacity Management

- Ensure that capacity and performance aspects of the business requirements are provided timely and cost effectively.

Availability Management

- Optimize the capability of the IT Infrastructure and supporting organization to deliver a cost effective and sustained level of availability to satisfy business objectives.

IT Service Continuity Management

- Ensuring that the required IT technical and service facilities can be recovered within the time scales required by Business Continuity Management.

Security Management

- Managing a defined level of security on information and IT Services



ITIL is a library of books that aim to describe best practices for IT infrastructure management

Content of ITIL

"Currently ITIL consists in a set of books, which document and place existing methods and activities in a structured context."

ITIL as a Guidance

"ITIL does not cast in stone every action you should do on a day to day basis because that is something that will differ from organization to organization. Instead it focuses on **best practice** that can be utilized in different ways according to need."

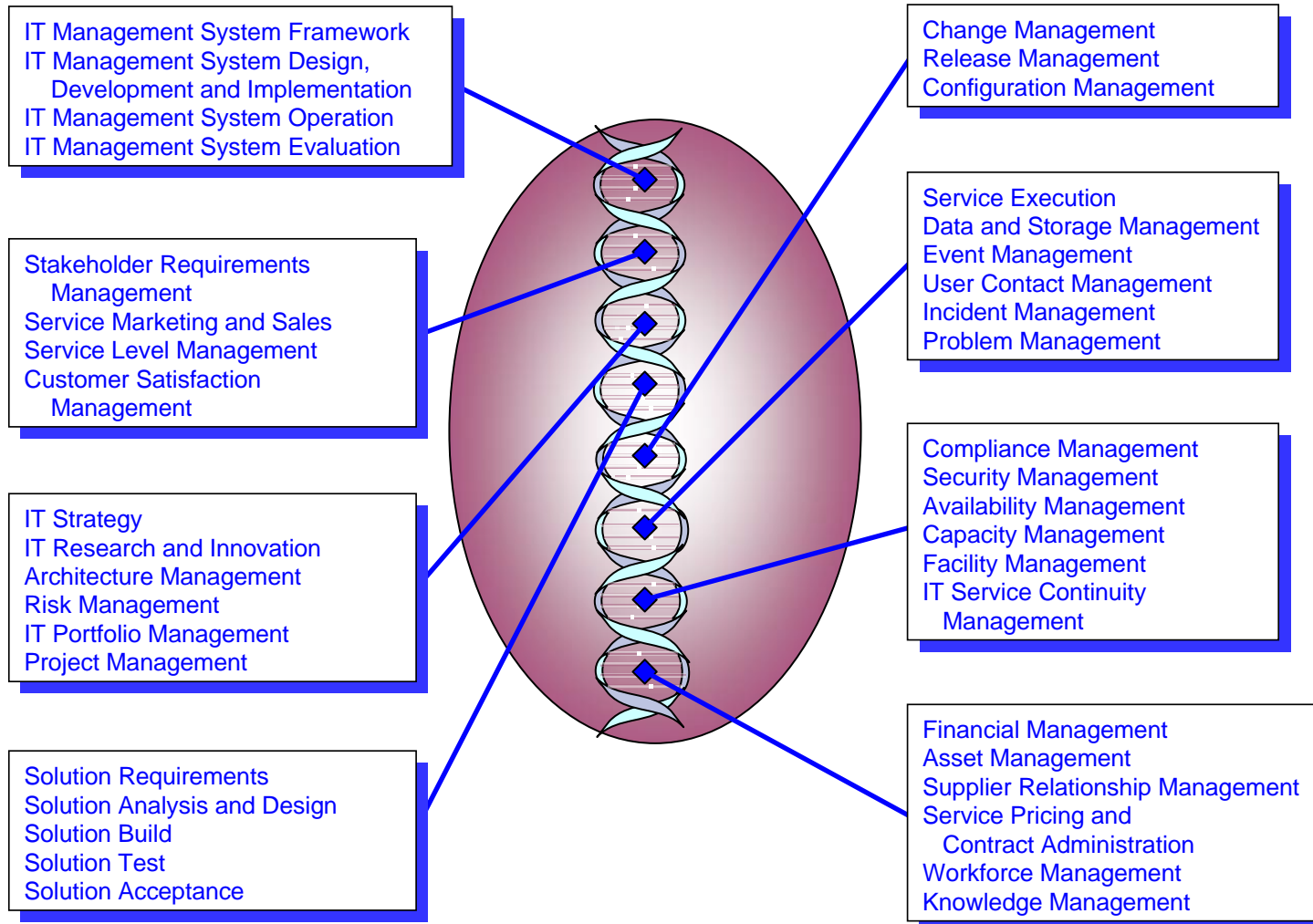


ITIL Implementation: Adopt and Adapt

- ITIL describes what needs to be done but not how it should be done.
- ITIL does not define:
 - ▶ Every role, job or organization design
 - ▶ Every tool, every tool requirement, every required customization
 - ▶ Every process, procedure and task required to implement
- ITIL does not claim to be a comprehensive description of everything within IT, but IT management “best practices” observed and accepted in the industry.
- **Adopt** ITIL as a common language and reference point for IT Service Management best practices and key concepts.
- **Adapt** ITIL best practices to achieve business objectives specific to each company.



The IBM Process Reference Model for IT (PRM-IT) includes ITIL best practices and provides a comprehensive integrated process model for all of IT

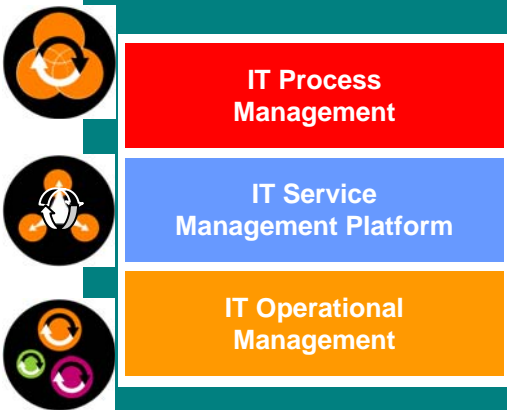


Best practice processes defined within ITUP and grouped for deployment in the CBMfBoIT aligns Tivoli with IGS ITS and BCS.

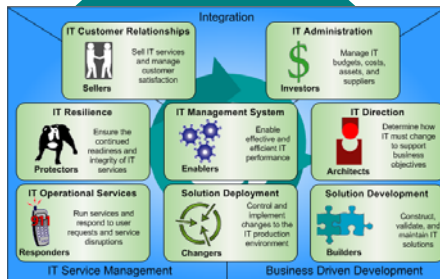
Best Practice: IGS Component Business Model for the Business of IT (CBMfBoIT)

Service Delivery and Support	Service and Solution Deployment And Development	Information & Knowledge Management	Business Resilience	IT Business Management and IT CRM
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Responsible for the operation of the production environment, including monitoring, event and incident mgmt, workload scheduling, and capacity mgmt.	Responsible for the timely introduction of changes to the production environment with minimal risk of business disruption.	Responsible for all aspects of Information Lifecycle Management, including tiered storage, information privacy, and information retirement,	Responsible for interpreting the enterprise need for regulatory compliance and resilience and meeting those needs with minimal disruption to business operations.	Responsible for the business value of IT, including IT service definition, service level agreement mgmt, supplier contract and license mgmt, and accounting.
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Best Practices



Best Practice: The IT Unified Process (ITUP) interactive application describes the Process Reference Model for IT (PRM-IT), incorporating best practices from ITIL, COBIT, and IGS.