



IBM Service Management Roadshow

Overview: IBM Service Management

Roma, Palazzo dell'Informazione, 13 Marzo 2007

Claudio Valant

IT Management Consultant

IBM Global Technology Services

Delivering High-Quality, Cost-Effective Services is Challenging

- **Growing Complexity:** Disparate technologies and service infrastructures
- **Rapid, Constant Change:** Industry consolidation, technology convergence
- **Rising Costs:** Process inefficiencies, administration, maintenance
- **Tougher Compliance:** Added security, audit and governance requirements
- **Lack of Service Context:** Silos of people, process, technology, information

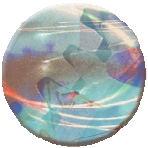


Business and Infrastructure Silos Must be Bridged

Business Objectives



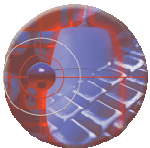
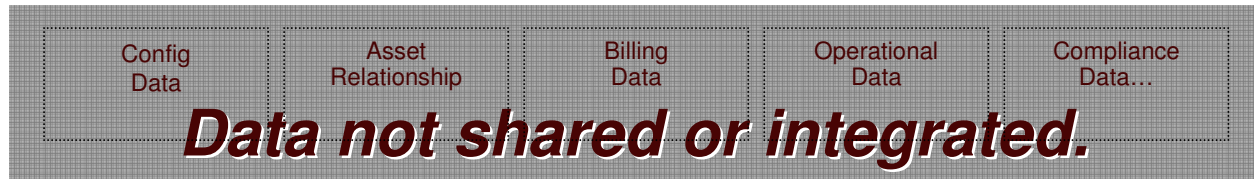
People



Processes



Information



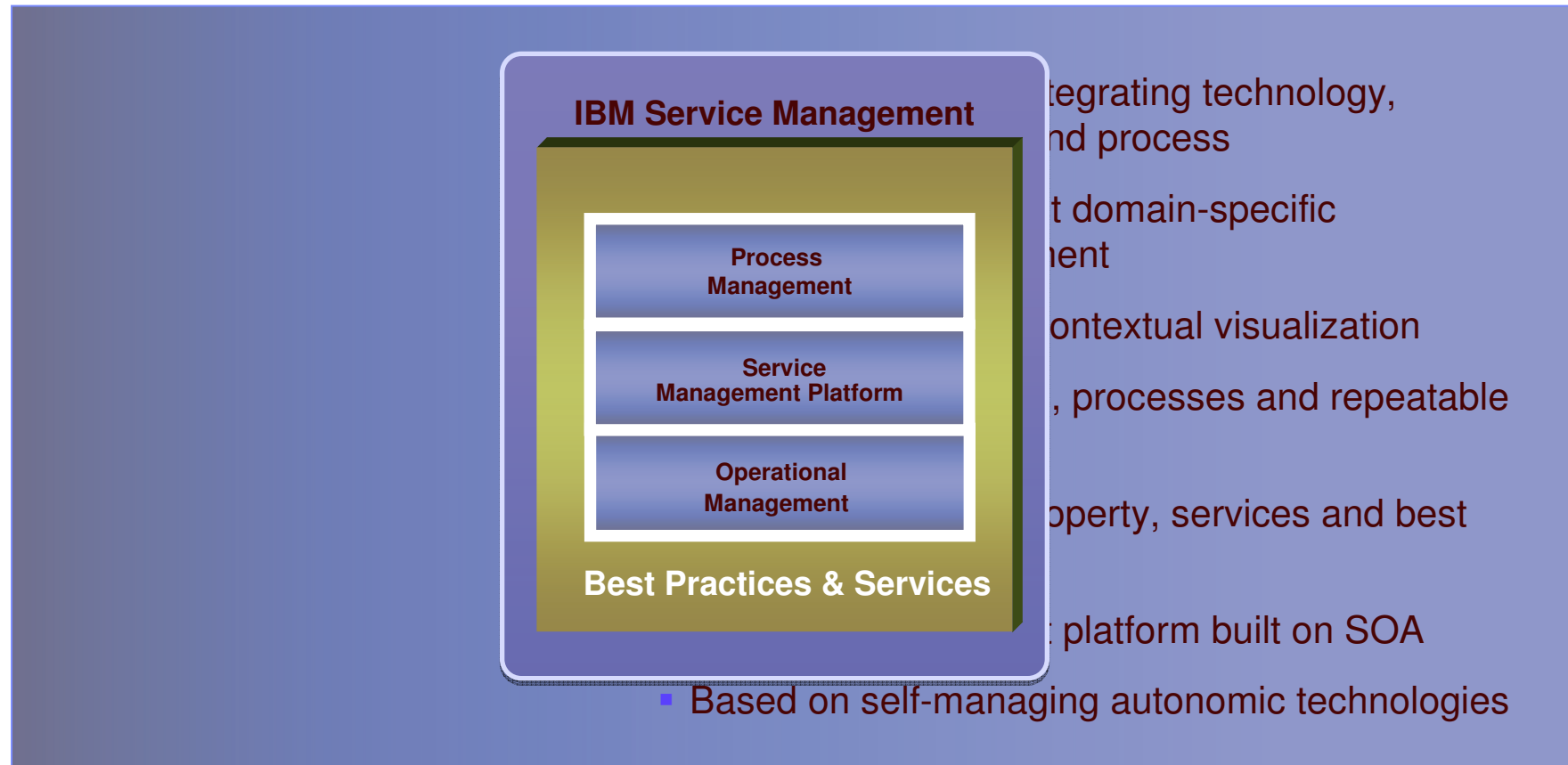
Technology



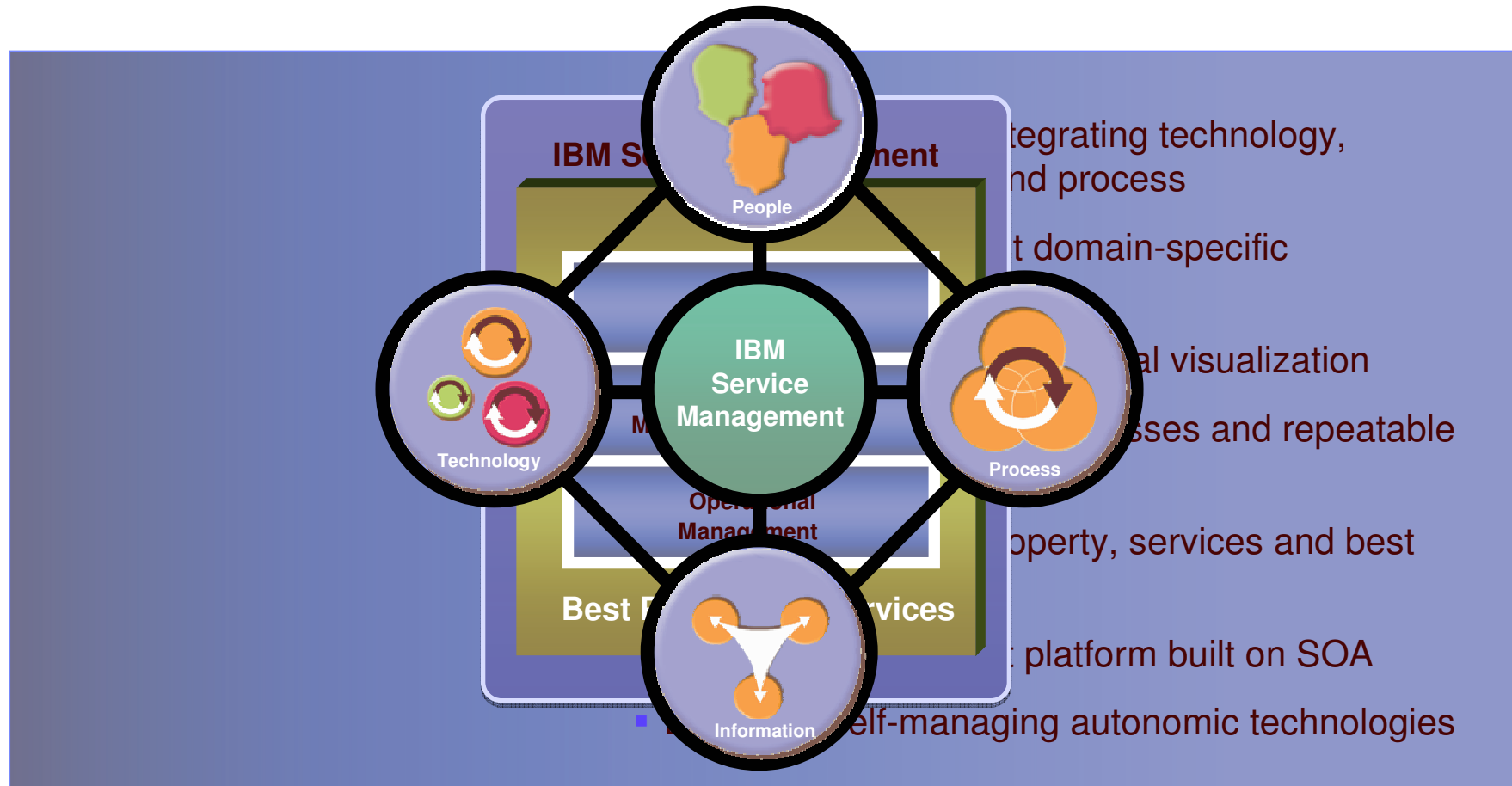
IBM Facilitates Service Excellence, Operational Efficiency & Effectiveness, and Business Growth

- Scalable approach integrating technology, people, information and process
- Broadest and deepest domain-specific operational management
- Integrated data and contextual visualization
- Automated workflows, processes and repeatable tasks
- Proven intellectual property, services and best practices
- Flexible management platform built on SOA
- Based on self-managing autonomic technologies

IBM Facilitates Service Excellence, Operational Efficiency & Effectiveness, and Business Growth

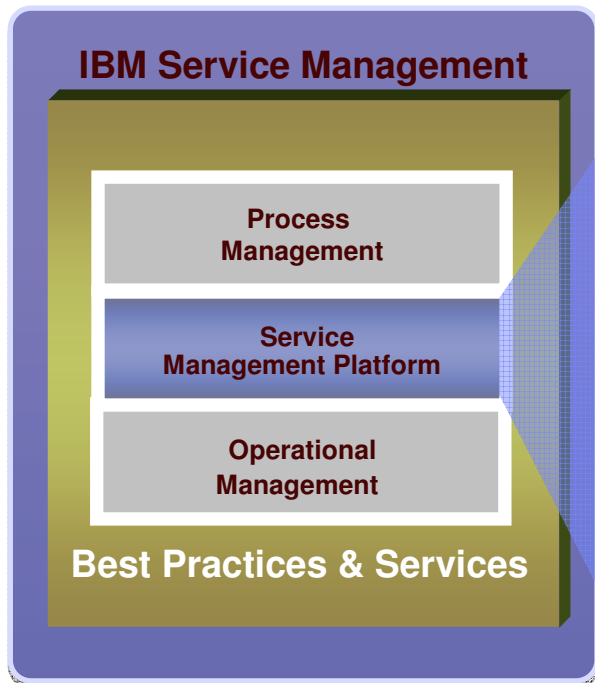


IBM Facilitates Service Excellence, Operational Efficiency & Effectiveness, and Business Growth



Integrated Service Management Platform

Integrated visibility and control across people, process, technology and information domains



IBM Service Management Platform Delivers:

Service Visualization

- Role-based contextual views
- Customizable web-based visualization

Data Integration and Federation

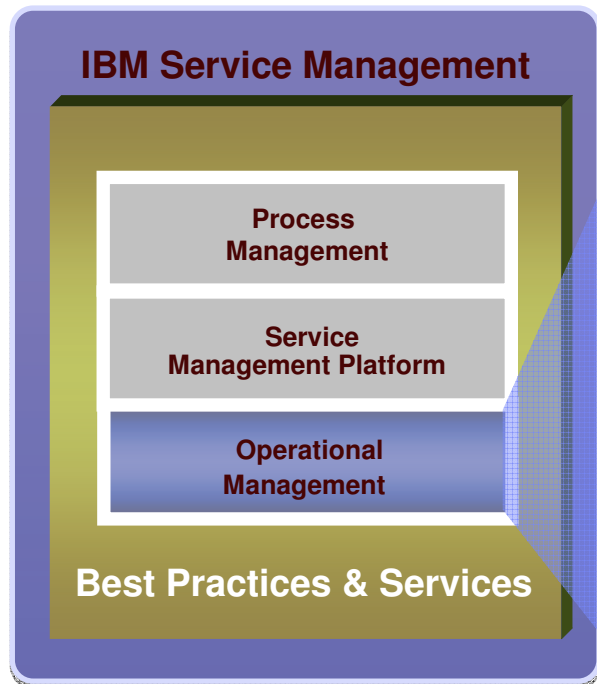
- Open and standards based, built on SOA
- Trusted source of information
- Decision making and policy-based
- Highly scalable

Automation

- Enforce policies to better address compliance with internal and regulatory requirements
- Automated discovery and impact analysis spanning Layers 1-7
- Built-in self-managing autonomic technologies

“With their new Service Management strategy, IBM is now really focused on the big picture – not only delivering tools, but an integrated combination of tools, sharing data through a central database and supporting ITIL processes.” --- Alex Nettelenbusch, Release Management Commerzbank AG

Best-of-Breed Operational Management



Broadest technology support spanning:

- Security to storage
- SOA to legacy applications
- Virtualization to composite applications
- Layers 1 - 7 management support

Deepest management capabilities, including:

- Network and event management
- Availability and performance management
- Storage and security management
- Extensive support for 3rd party products

Role-based visualization and control

Automation of tasks, workflows and processes

Open, standards-based products and tools

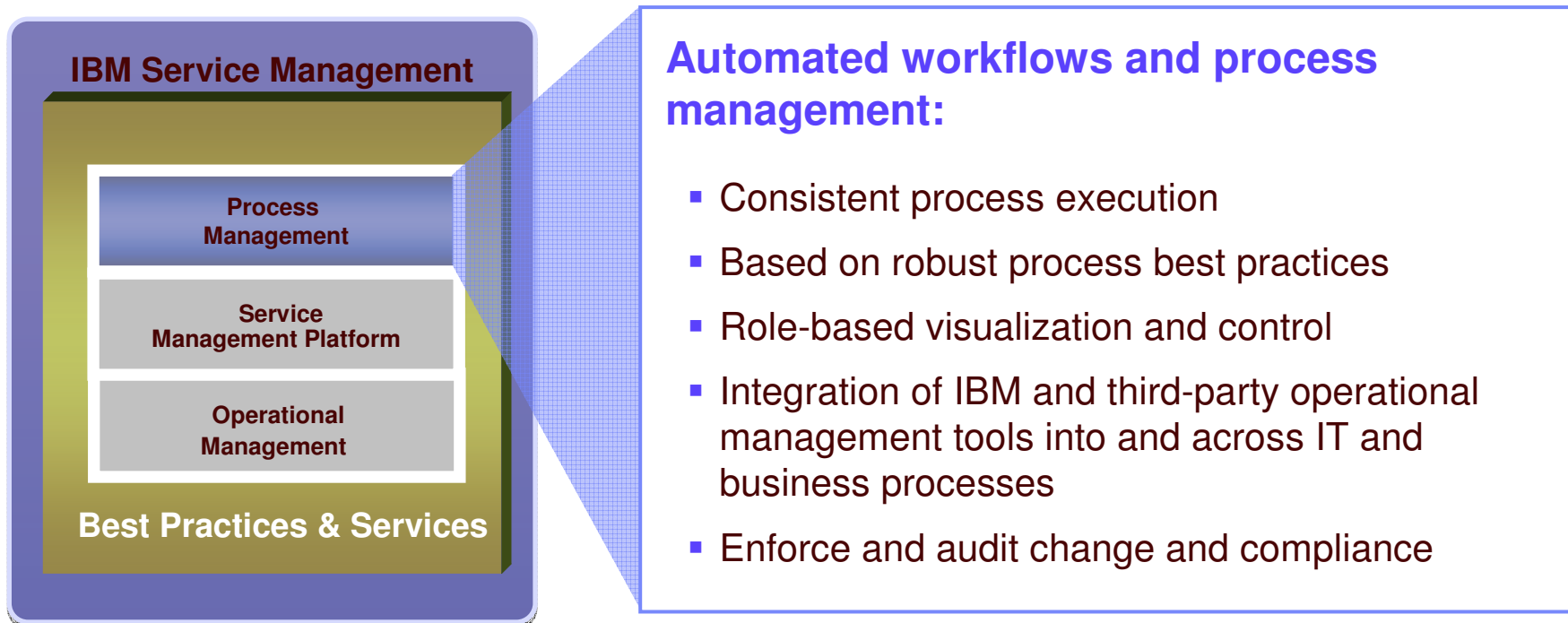
- Built-in self-managing autonomic capabilities

“The biggest reason we selected IBM for this project was because of their operational know-how and broad IT management portfolio. With the implementation of this architecture, NHIC Ilsan Hospital will continue to strive for efficient management of IT infrastructure to support advanced medical digitalization.”

--- *SungJik Jung, medical information team leader for NHIC Ilsan Hospital*

Integrated Process Management

Enables increased team performance, coordination and collaboration

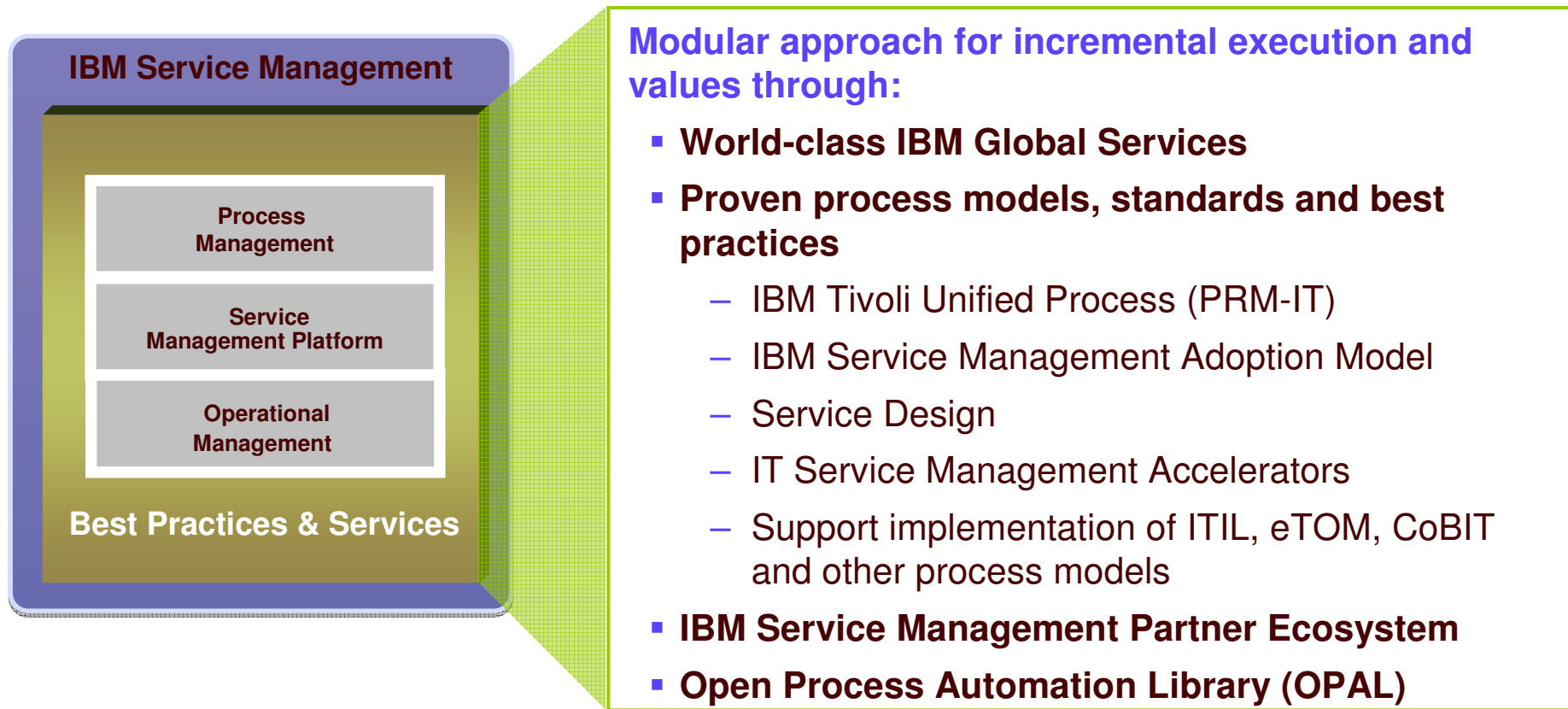


“At Belgacom, it is our goal to become the best-in-class next generation service provider through operational efficiency... by ensuring service-level management, helping to optimize resources and streamline our processes for greater end-user satisfaction.”

--- Yves Vlamijnck, Team Mgr, Network and IT Monitoring, Belgacom

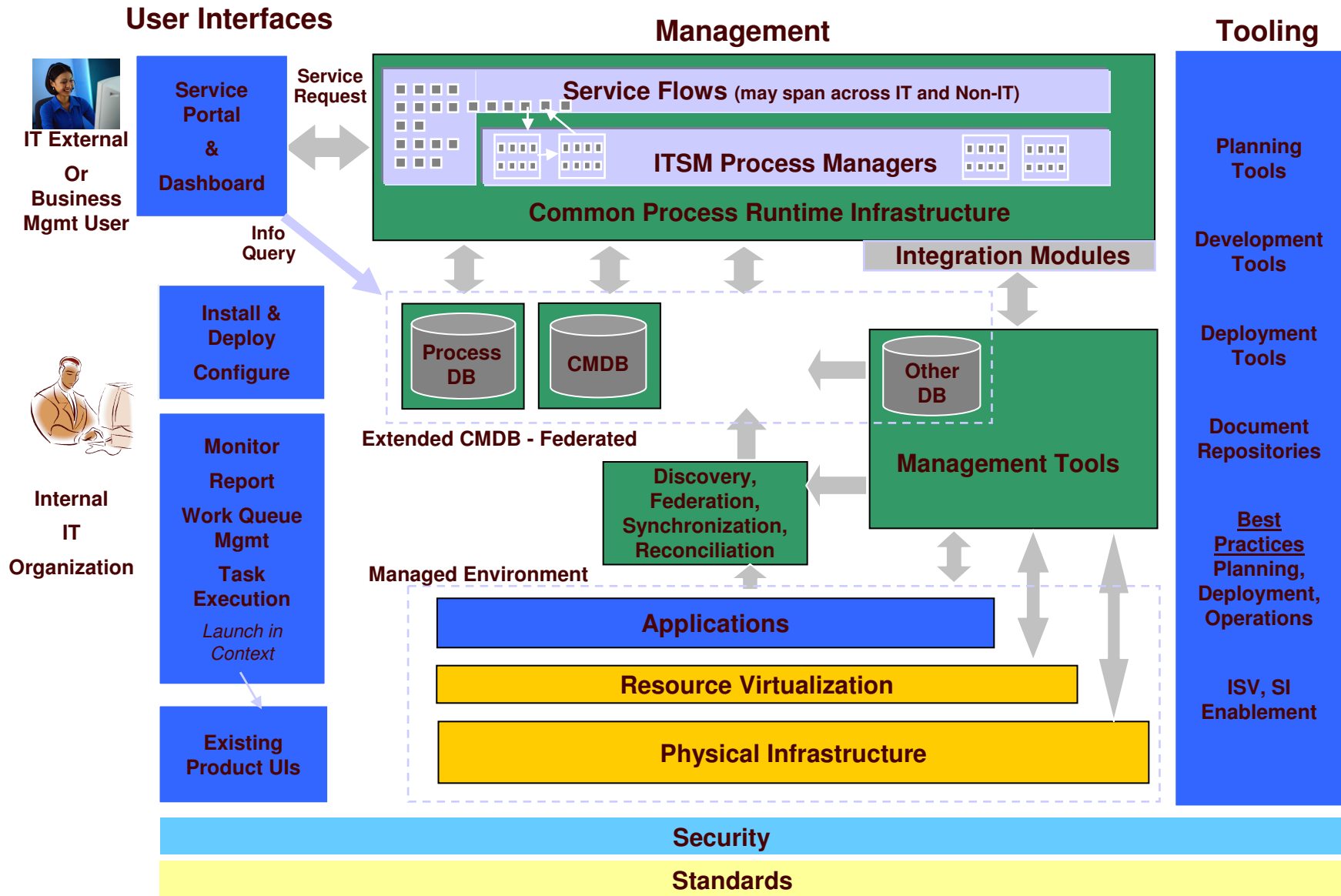
An Innovative Approach to Implementing Best Practices

Proven methods tested in real-world environments

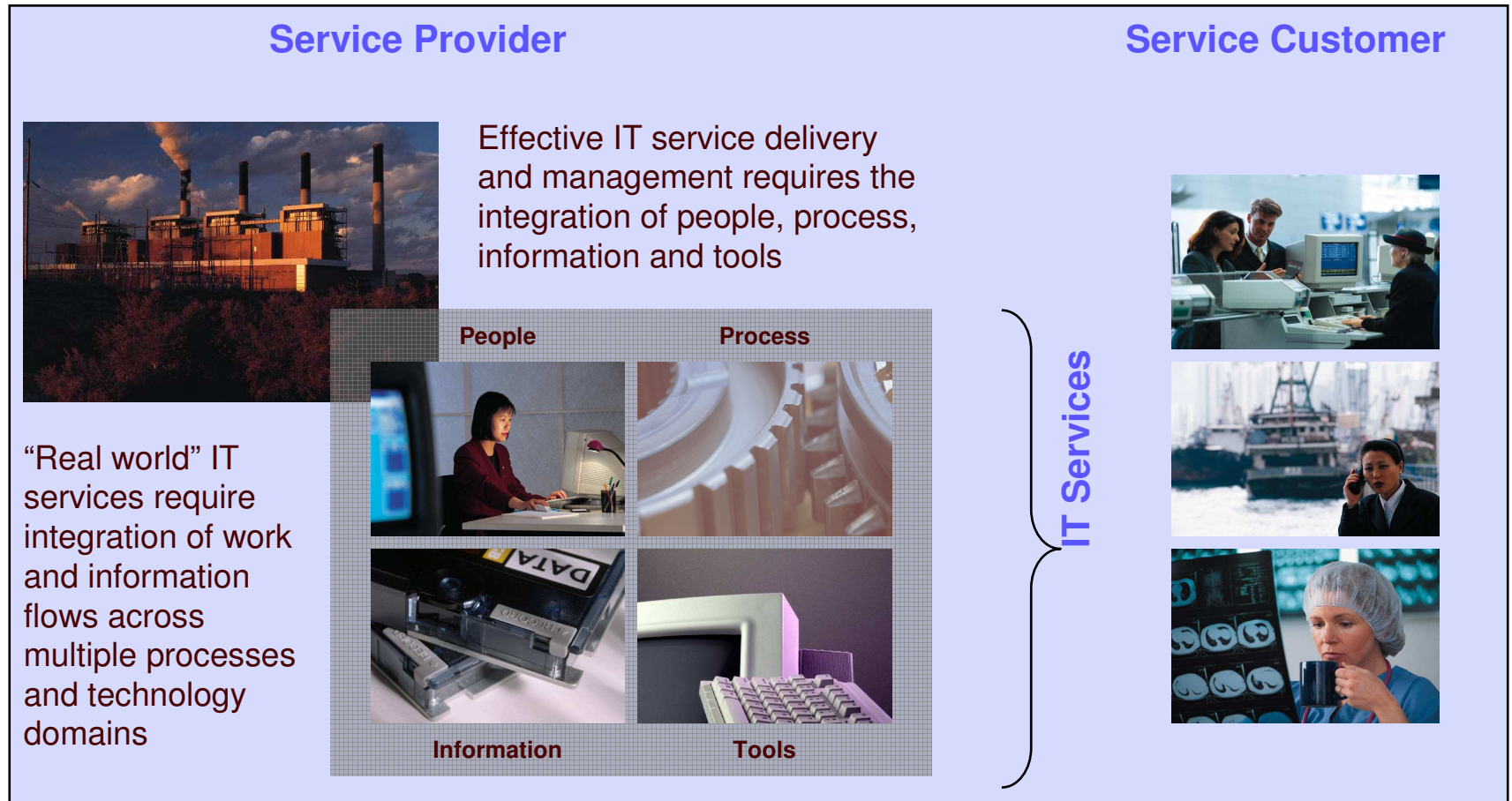


"Toshiba Solutions Corporation, the IT solutions company in Toshiba Group, offers a wide range of services - from consultation, design, and development to implementation, support and maintenance services. By leveraging the IBM Tivoli Unified Process and teaming with IBM on Service Management we are able to offer unparalleled value to our common customers." -- Akira Bannai, Chief Fellow of Toshiba Solutions

Service Management Platform Logical Architecture

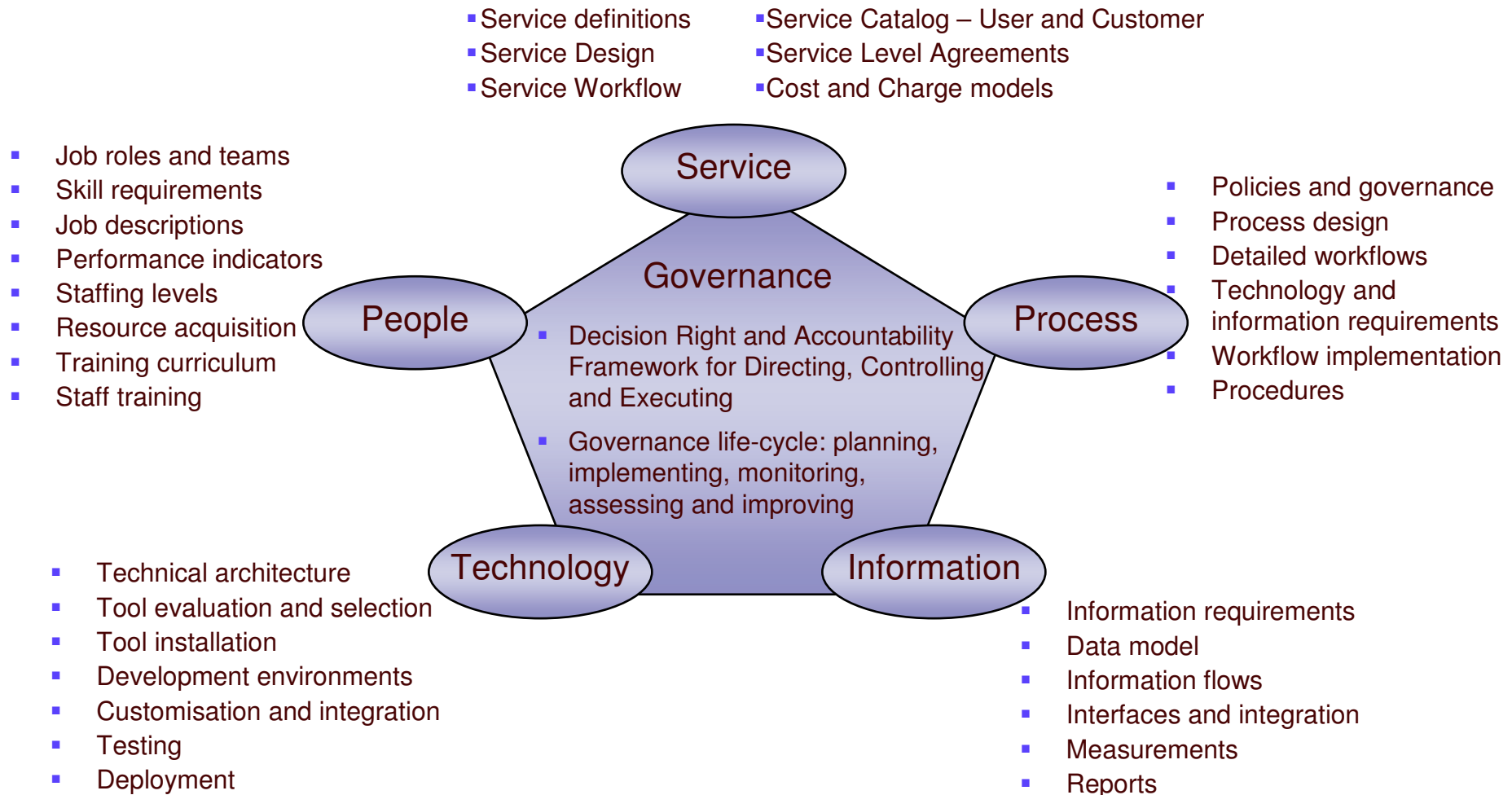


Beyond internal IT processes and technology the focus need to move on the end-to-end service offered to customers

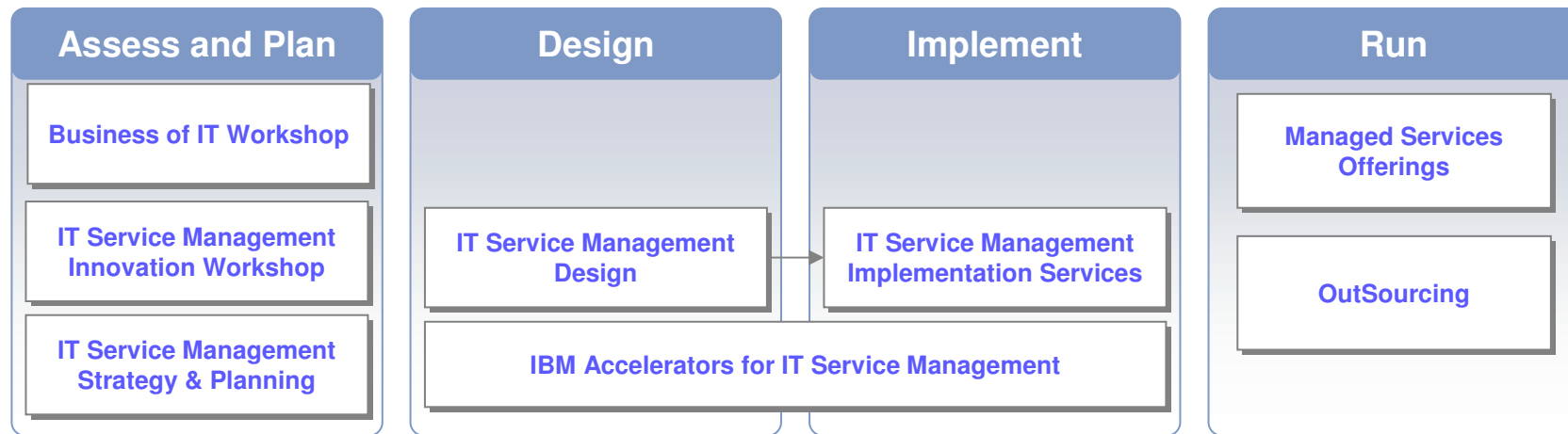


IBM's expertise spans the entire IT service value chain

Any Service Management improvement should consider the right balance of different dimensions. IBM help you limit the scope and maintain focus on your business and service objective.



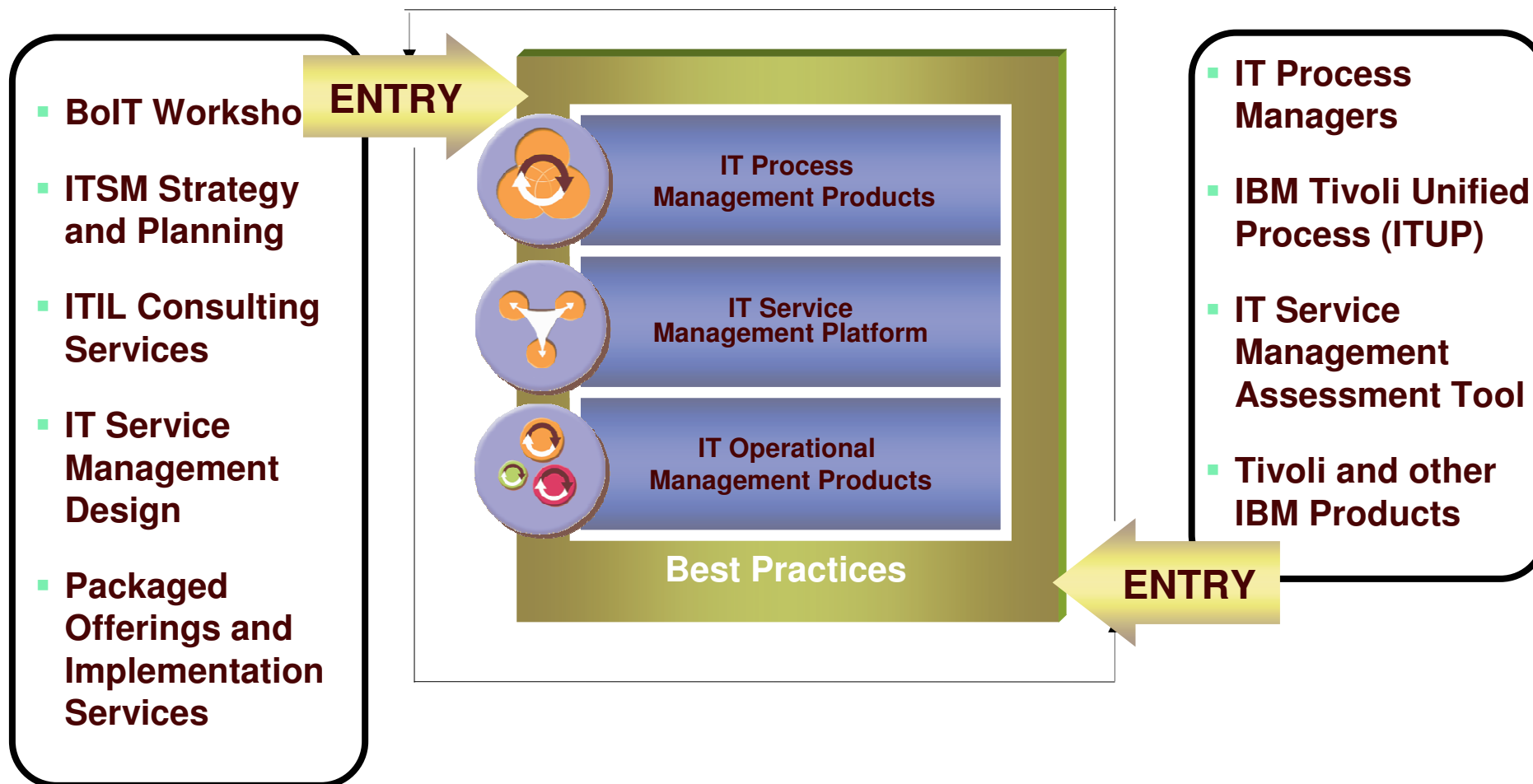
IBM service offering spans the entire life cycle for a successful Service Management initiative



- Strategy
- Assessment
- Planning
- Initiative Roadmap
- Business Case
- Service Design
- Process Design
- Tool & Data Design
- Detailed Design
- Implementation
- Outsourcing
- Out-tasking
- Technical Support

➔ **These professional services, with their methodologies and techniques can be applied to any ITIL process and for the improvement of Services**

Finally multiple service offerings leveraging IT Service Management best practices are potential entry points to IT Service Management.



Thank you for listening

Claudio Valant



IBM Global Services
IT Management Consulting



+39-06/59662551



valant@it.ibm.com



Any questions

