

09/10/2010

# IBM Service Management come piattaforma abilitante



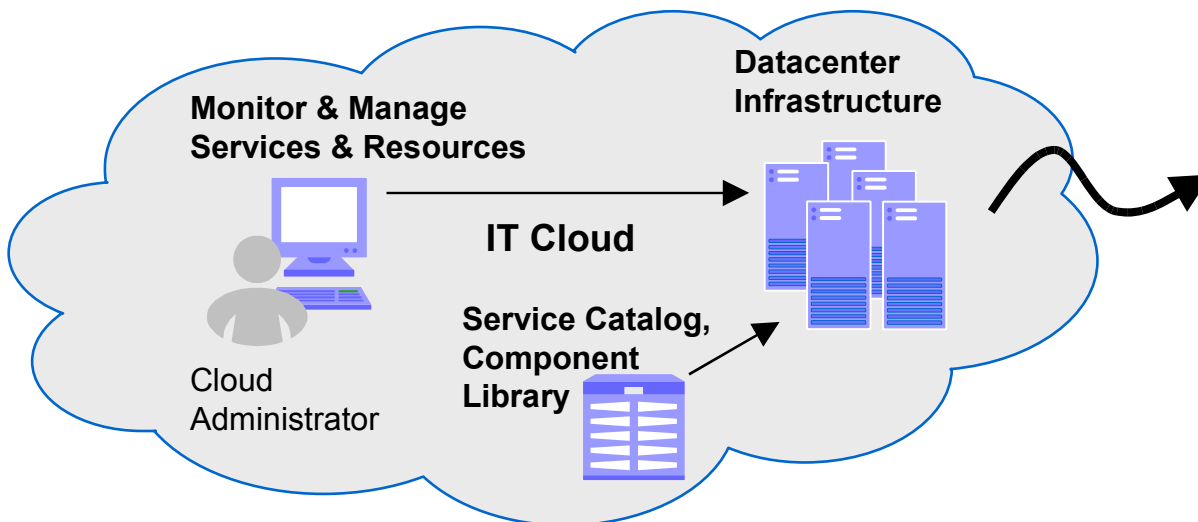
# What is Cloud Computing?

## A user experience and a business model

- Cloud computing is an emerging style of IT delivery in which applications, data, and IT resources are **rapidly provisioned** and provided as **standardized offerings** to users over the web in a **flexible pricing model**.

## An infrastructure management and services delivery methodology

- Cloud computing is a way of **managing** large numbers of highly **virtualized resources** such that, from a management perspective, they resemble a single large resource. This can then be used to deliver services with **elastic scaling**.



Service Consumers

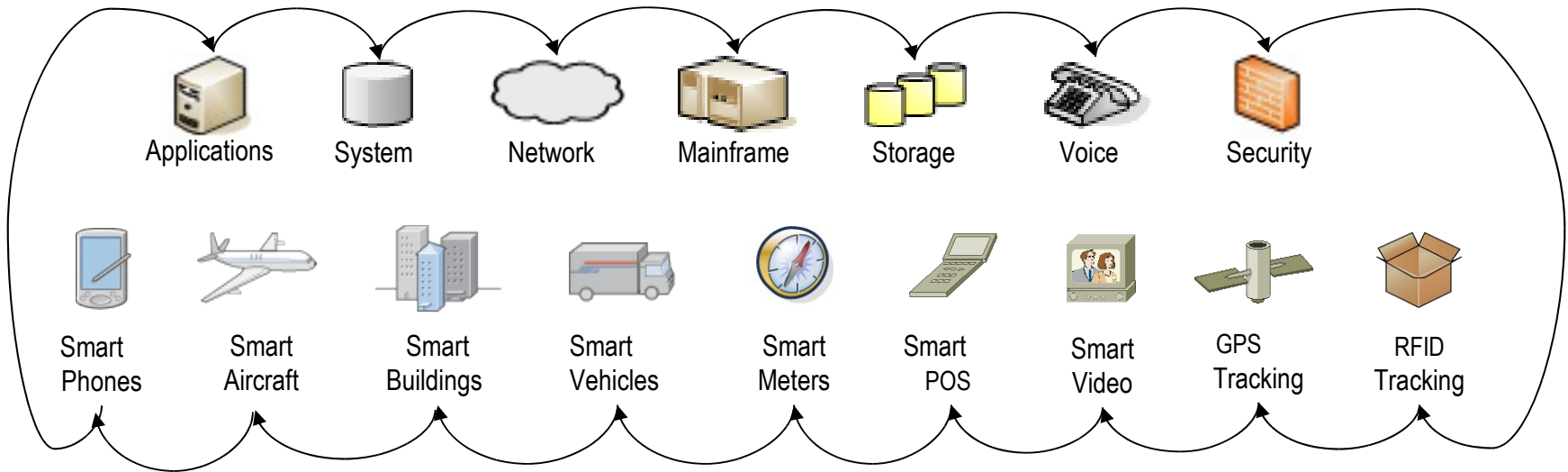


We must start thinking differently about how we design, deliver and manage services across the interconnected service chain...

▪ From **silos**:



▪ To **service chain**:

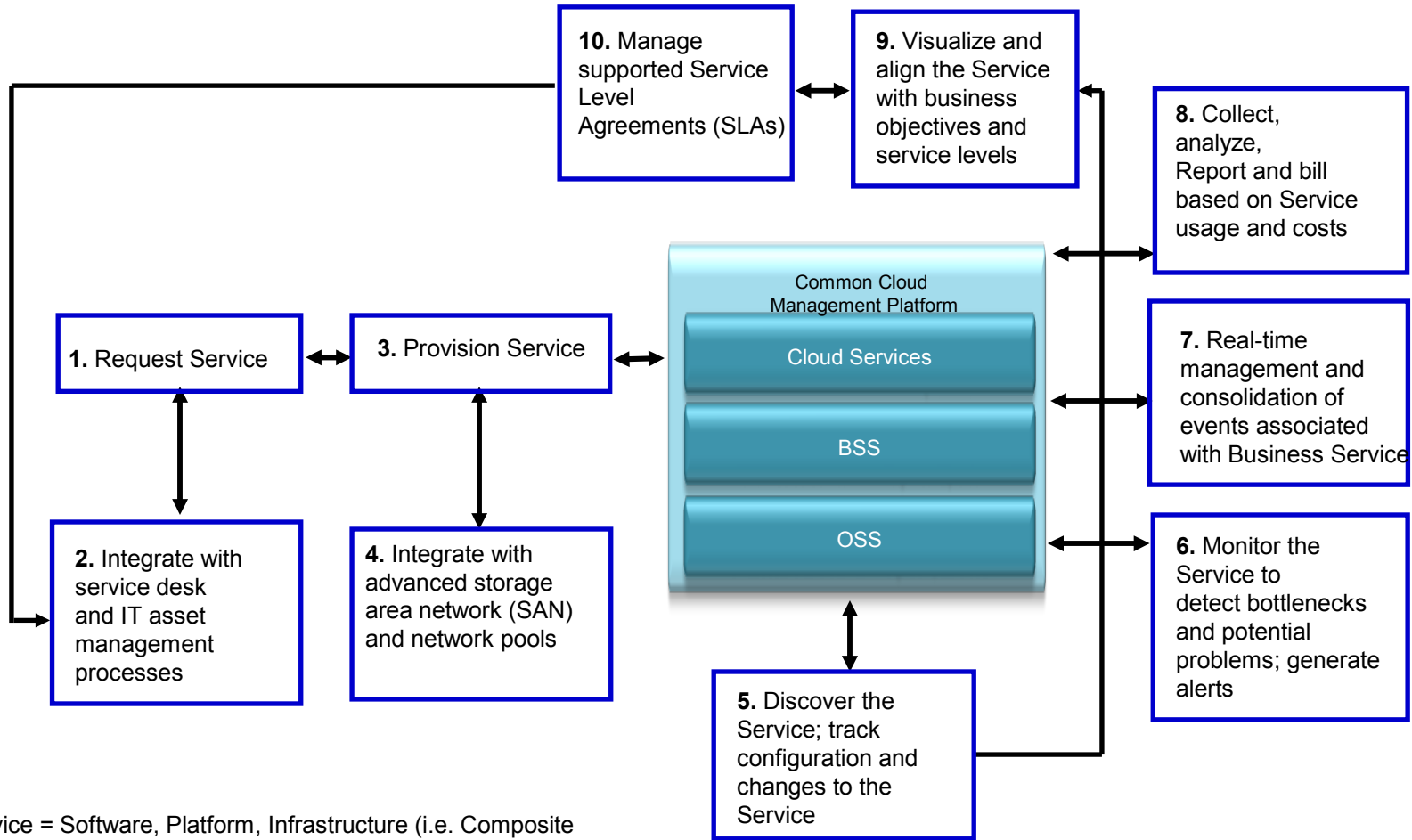


# The Management Goal Remains the Same

- **Visibility**
  - The ability to see everything that's going on across the infrastructure
- **Control**
  - The ability to keep the infrastructure in its desired state by enforcing policies
- **Automation**
  - The ability to manage huge and growing infrastructures while controlling cost and quality.



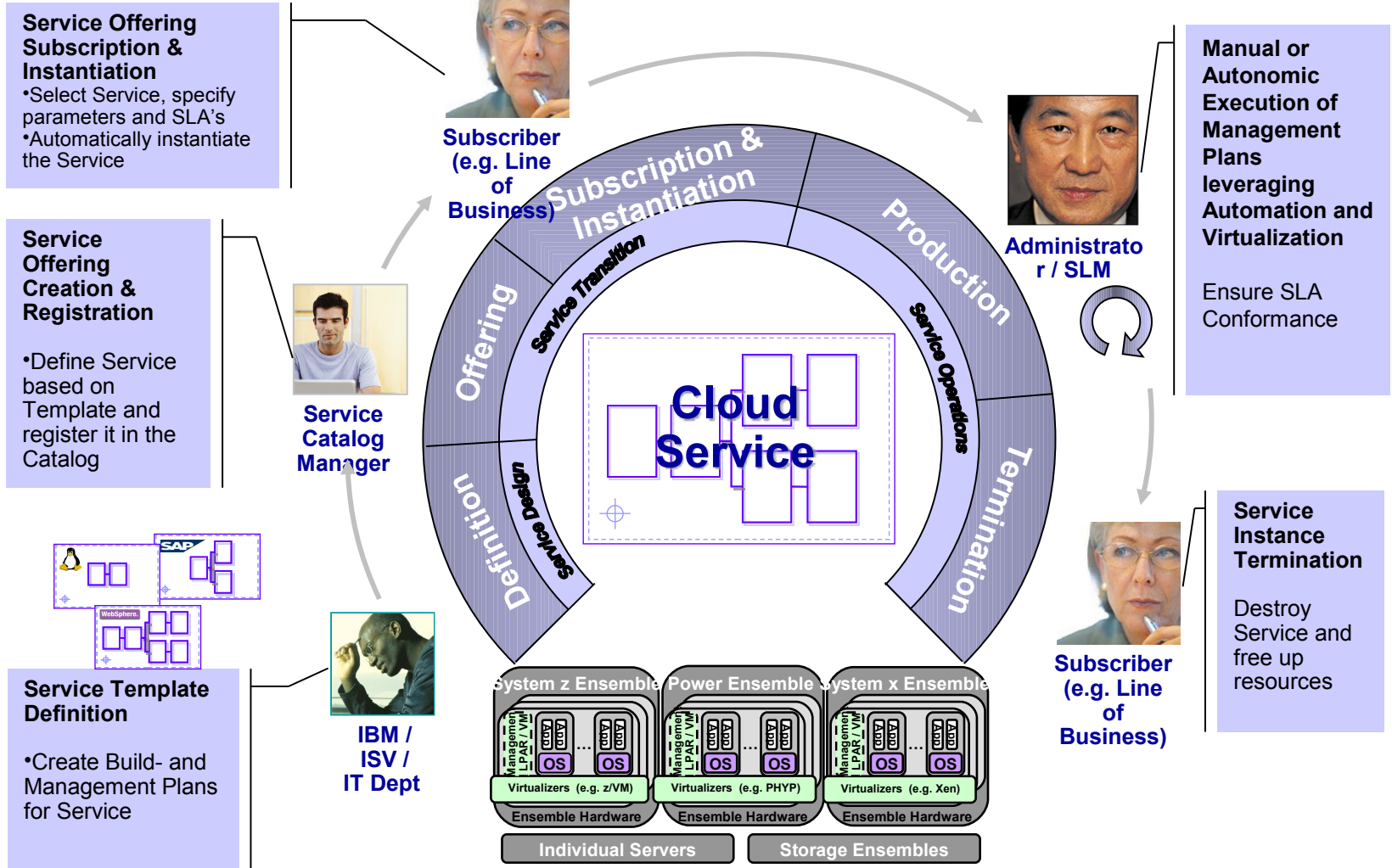
# Why Service Management: Cloud Use Case



Service = Software, Platform, Infrastructure (i.e. Composite Application, Physical / Virtual OS, Middleware, Network, Storage)

Not in all cases will all steps exist in a client engagement

# Lifecycle of a Cloud Service



# Service Management Center for Cloud

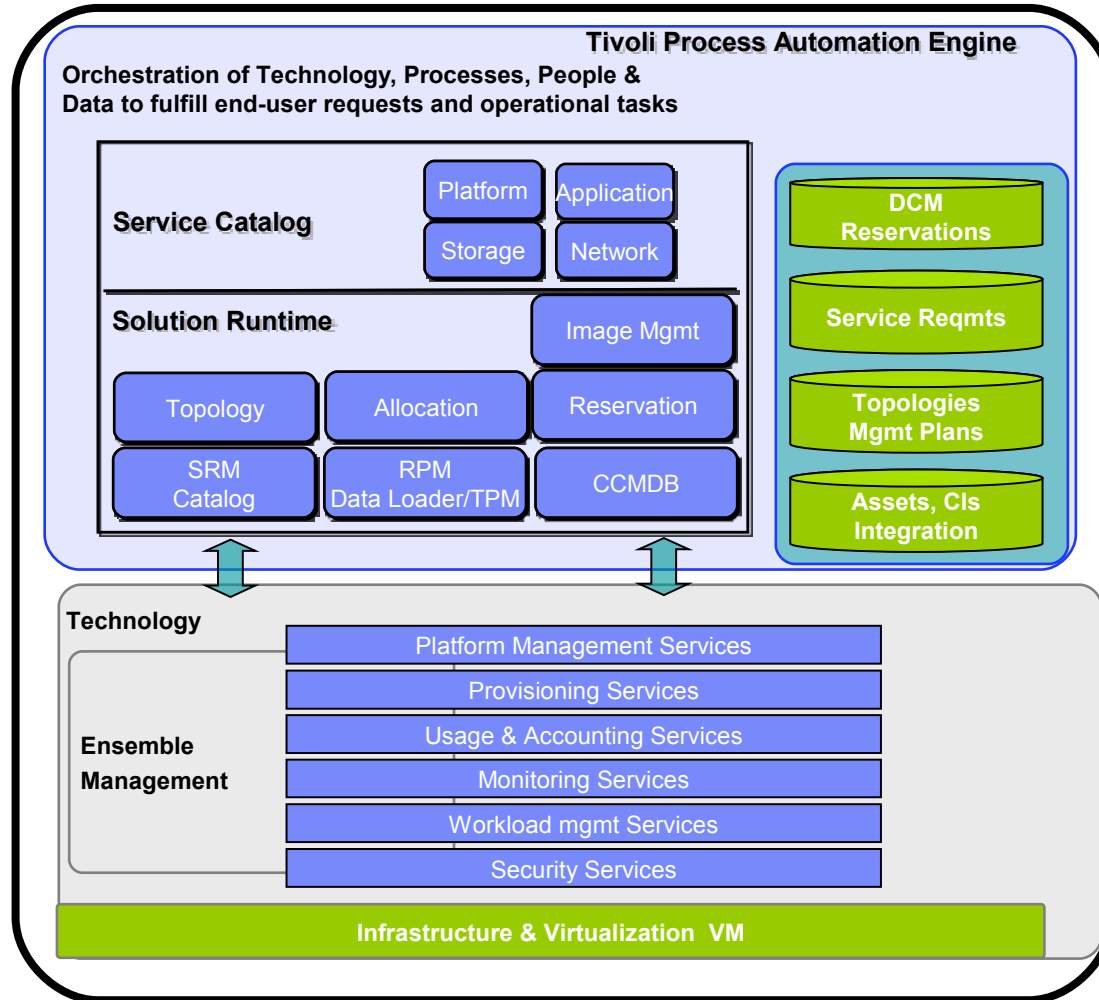
## IT Service (Infrastructure & Application) Provider

## Service Creator/Planner

**Service Requester**



**Service Operator**



**Service Planning**

Service Definition Tools

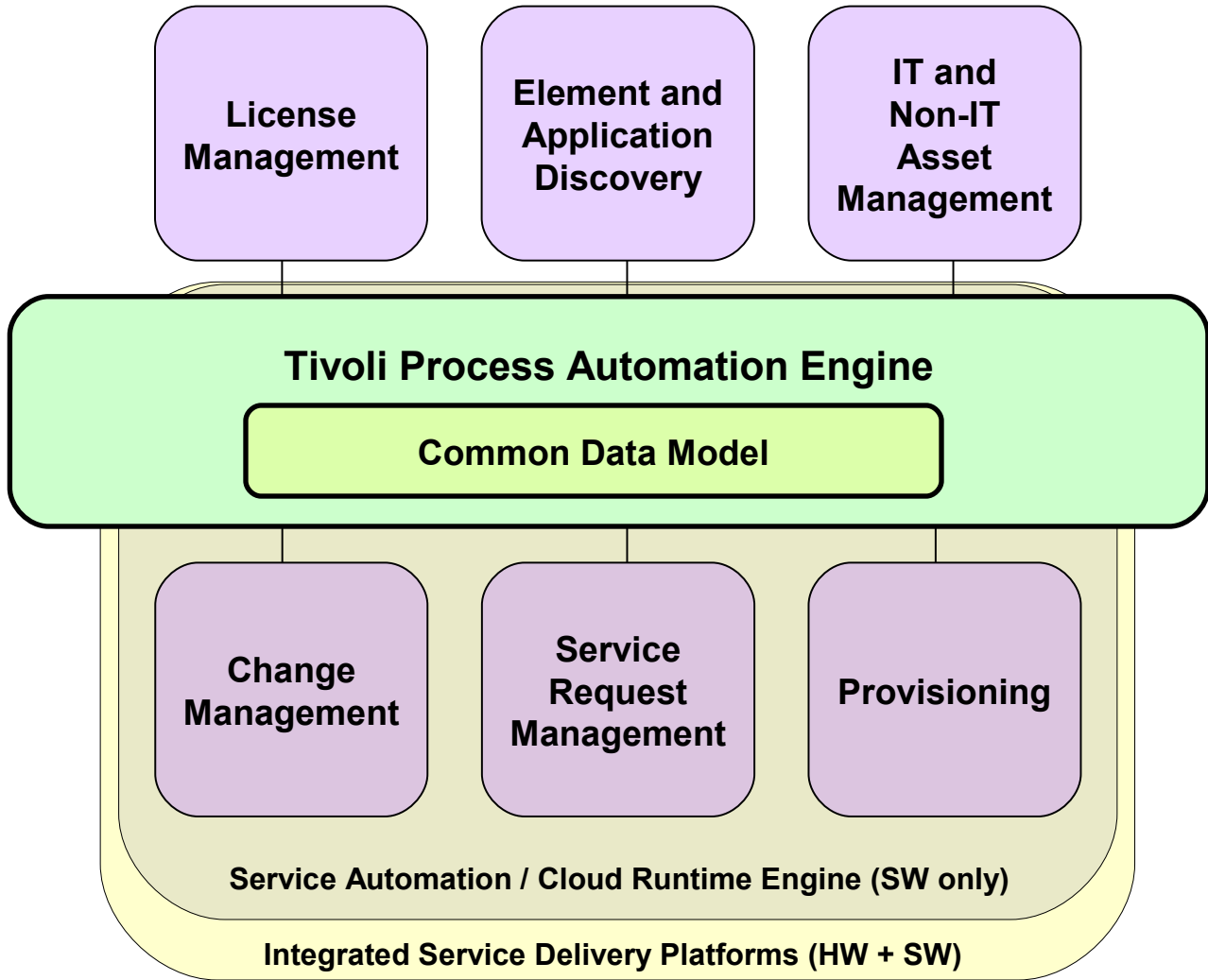
Service Publishing Tools

Service Fulfillment & Configuration Tools  
UI, Fulfillment, Data, MetaData

Service Monitoring Tools  
KPIs

# Integrated Approach to Service Management

- Integrated Solution**  
An Integrated set of solutions represent the full management of data, processes, tooling and people
- Common Data Model**  
The core solutions share a common data subsystem for simple data sharing
- Processes that Work Together**  
The core solutions share a process workflow automation engine
- No Rip and Replace**  
Leverage existing investments in IBM and 3<sup>rd</sup> party IT management tools
- Lower Cost of Ownership**  
Lower infrastructure and training costs, simple upgrade model





# IBM Systems Software



## Infrastructure-wide Virtualization

### Systems Management

- Simplify management of physical and virtual infrastructure
- Increase automation - single interface for the entire data center
- Support for IBM and third party extensions
- Increased operational efficiency, reduced administration costs

### Platform & Energy Management

- Monitor and manage energy consumption of new IBM hybrid systems
- Optimize energy usage through interactions with datacenter infrastructure
- Energy optimization for virtualized solutions

### Security

- End-to-end unified security management of server, storage, and network
- Reduce security mgmt costs while improving client workloads security
- Deliver security assurances in a virtualized infrastructure

### Availability

- High availability across the infrastructure
- Avoid the costs of downtime - ensure access to critical applications

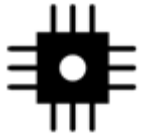
### Operating Systems

- Best OS for each workload, multiple operating systems on the same server system
- Advanced capabilities of zOS, IBM i OS, and leadership in UNIX with AIX,
- Windows and Linux on System x
- Linux as Tier 1 operating system on all IBM platforms

### Virtualization

- End-to-end IT infrastructure virtualization – server, storage, network
- Choice of hypervisor – VMware, HyperV, KVM, Xen
- Choice of advanced virtualization platforms: Power and System z

# Integrated Service Management



INSTRUMENTED



INTERCONNECTED



INTELLIGENT

*Enables service innovation by providing Visibility. Control. Automation.™ across smarter business infrastructures and the end-to-end service chain.*



VISIBILITY



CONTROL



AUTOMATION