



Tivoli software

IBM Service Management Seminar



IBM South Bank
24th June 2008

IBM Service Management seminar - Register today

IBM SERVICE MANAGEMENT SEMINAR

Integrated visibility, control and automation



Today's Agenda

- 9:00 - 9:30 Registration
- 9:30 - 9:35 Welcome and Introduction
Andrew Palmer, IBM Service Management Business Sales Leader, Tivoli Software, UK
- 9:35 - 10:30 Overview of "Visibility, Control & Automation"
Andrew Palmer, IBM Service Management Business Sales Leader, Tivoli Software, UK
- 10:30 - 10:45 Break
- 10:45 - 11:45 Green IT: Data Centre Optimisation for Energy efficiency, an integrated approach to controlling energy costs
Nick Drabble, Green Computing Initiative, IBM Tivoli Software, UK
- 11:45- 12:30 Business Service Management for Line of Business
John Seyerle, IBM Business Service Management, Tivoli Software,
- 12:30 - 13:15 Lunch
- 13:15 - 14:15 IT Operations: Increasing Effectiveness and Efficiency,
Stuart Holliday, IBM Service Management Technical Sales Leader
- 14:15 - 15:00 IT Operations: Optimisation & Service Management (including IBM service solution demonstration)
Stuart Holliday, IBM Service Management Technical Sales Leader
- 15:00 - 15:30 Tivoli Support and how Visibility, Control and Automation is relevant
Bill Foster, Vice President, WW Tivoli Customer Support & Premium Services
- 15:30 - 15:40 Wrap-up and Q&A
Andrew Palmer, IBM Service Management Business Sales Leader, Tivoli Software, UK
- 15:30 - 16:00 Coffee and networking



Tivoli software

IBM Service Management delivering

Visibility.Control.Automation™



Andrew Palmer
UKISA ISM Sales Leader

IBM Service Management Solutions

24th June 2008

Innovation is the Process, Success is the Result

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

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 Assets

Business Services and Assets

IT Processes

Enabling Innovation with IBM Service Management



Enabling Innovation

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

Business and technology integration
addresses *many top inhibitors to innovation*:

- ✓ 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

The Value of IBM Service Management

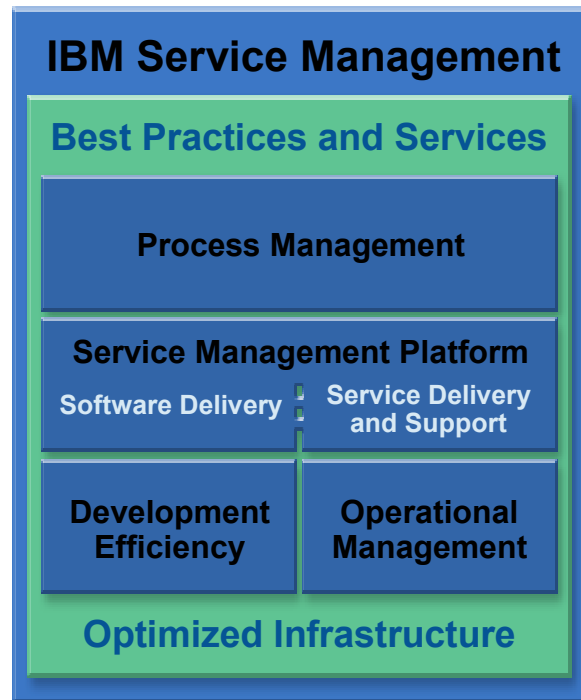
Enabling Customers to Deliver Quality Services

The *knowledge and capability* to deliver a specified business outcome *when it needs to occur*, within the *time and cost* parameters you promised it would.



IBM Service Management

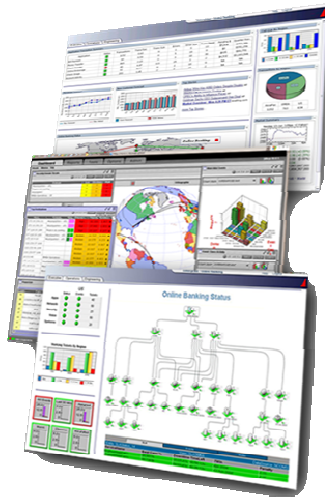
An integrated approach to operational Visibility, Control & Automation



- **Visibility** – Consolidates information to provide real-time visibility of critical services delivered using Business, Compliance, and Operational dashboards
- **Control** - Enables enforcement of security and operational control over business & technology assets using industry-proven best practices such as, ITIL, e-TOM
- **Automation** – Integrates people, operational processes and tools across organizational silos to optimize the delivery of business-critical services

IBM Service Management

- Enabling customer innovation through visibility, control and automation



***Respond faster
and make better
decisions***



***Improve quality
and reduce risk***



***Lower costs
and build
agility***

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: *Manage 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: *Improve 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%



“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.”

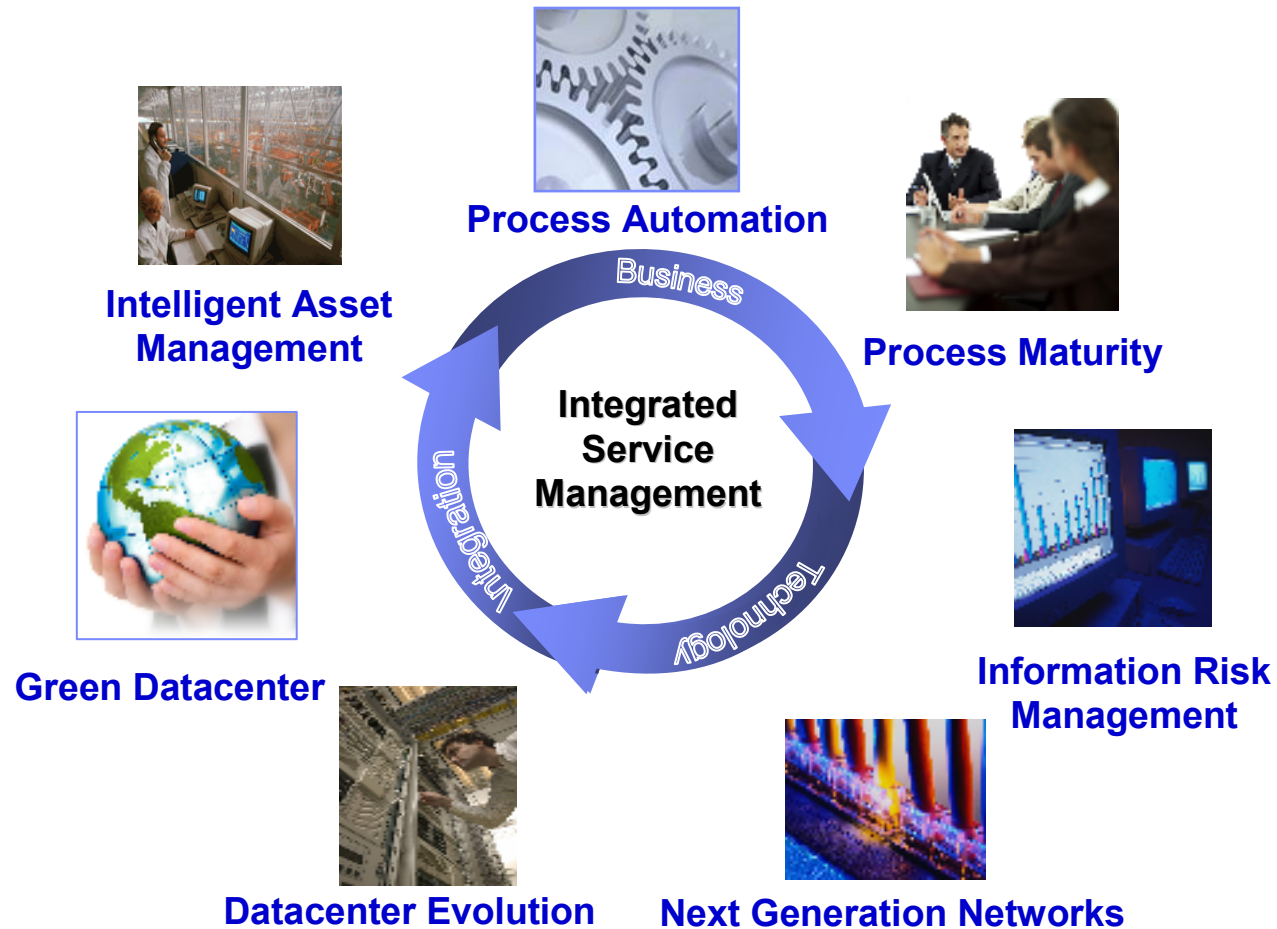
Erwin Schaefer, Swiss Reinsurance

*Tivoli Commissioned IDC Study- 1Q05

Broad Solutions and Capabilities

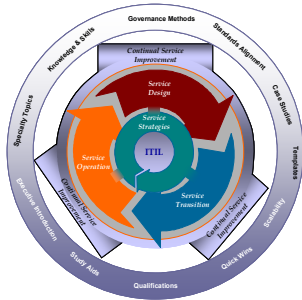
Unmatched Service Management Client Value in the Industry

- Combining traditional cost center management with the innovation required to offer new services



Process Automation: Support for Process Maturity

Tivoli enables customers to deliver automation at all levels of process maturity



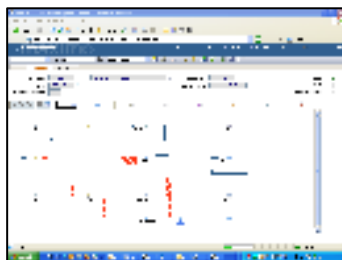
ITIL V3 and (PRM-IT)

IBM's ITSM model PRM-IT expands beyond ITIL V3 and maps to COBIT and CMMI



IBM Tivoli Unified Process (ITUP and ITUP-C)

Tivoli process workflow model and tool, for IT Service Management using the same **modeling and publishing tools** as **RUP** to create client specific operational process models



Business-aligned workflow, data modeling and visualization

Create solutions using common workflows, data and visualization automate the client specific workflows across multiple tools aligned to business services and activity management

How IBM Service Management Delivers Value

Reach...

Across business and technology.

Integration...

Relational value for tomorrow.

Return...

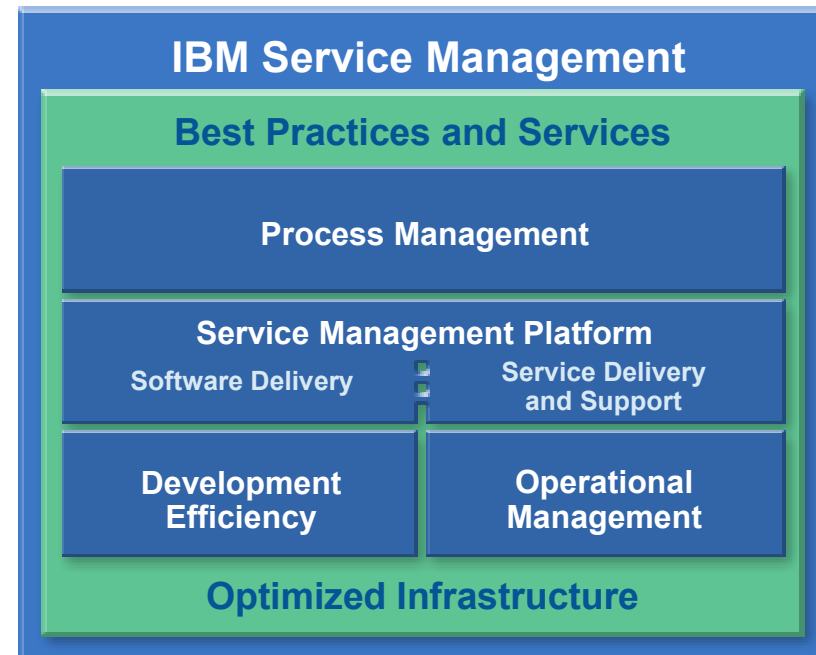
Leveraging your investments.

Speed...

More value, faster.

Expertise...

Across industries and standards.



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

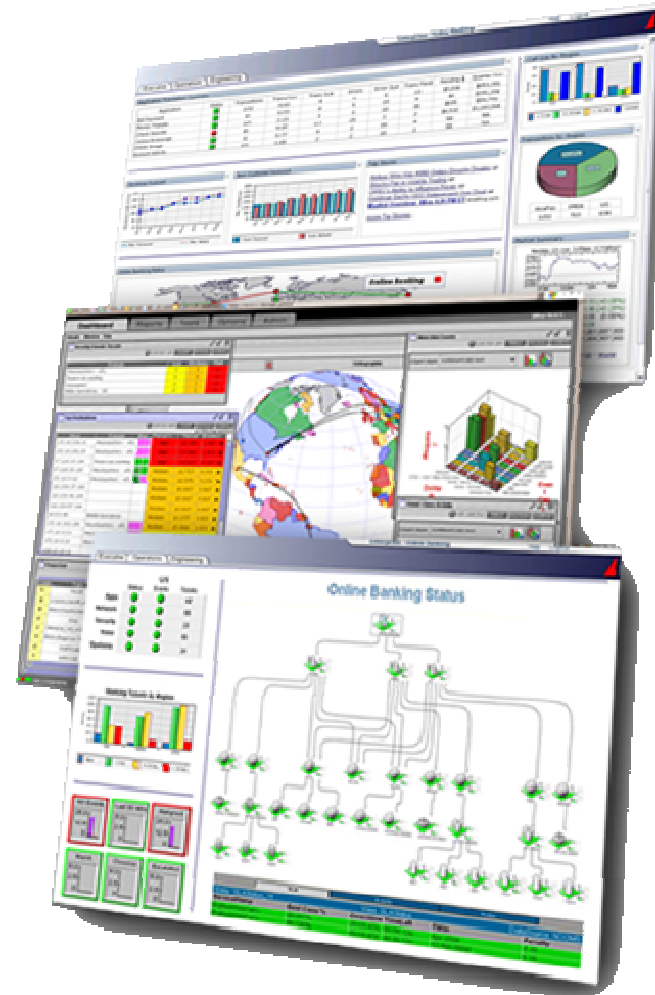
Summary: Enabling Innovation with IBM Service Management



Integrated Role-Based Dashboards & Reports

Enabling better and faster decision making across all operational areas

- Broad Integration of Multiple Products Supports Different Roles using Flexible Portal Design
- Common Navigation Tools Enable Powerful Integrated Problem Resolution
- Single Sign-on makes product boundaries irrelevant Operations Team and Other Users
- Provide Common Reporting for all operations and management reporting tasks with a shared component
- UI strategy focused on Integration and consistency in dashboard and portal requirements for common operational organizations and problems:
 - IT Operations
 - Service Provider
 - Business Operations
 - Storage Management
 - Security Operations
- Delivering Integrated Consoles Today. Continued integration through common Web 2.0 portal offering in 2008.



Integrated Reporting Across Tivoli Portfolio

Enabling customers to take advantage of the wealth of management information previously locked in silo products

Reporting

- Tivoli Common Reporting – a common component for all operations and management reporting tasks
- Uniform Reporting and Report Building
- Pre-defined reports for all adopting products based on customer top 10 requirements
- Common reporting is a 2007 initiative: will ship in 7 products in 2007, 15 by end 1Q2008, 25 by end 2008.

Company Branding | Tivoli | IBM

Report titles | Report Title | Secondary Report Title

Parameters |

Parameter 1	R2D2, C3P0, Han	Parameter 1	R2D2, C3P0, Han
Long Parameter 2	2003-12-10	Long Parameter 2	2003-12-10
Longer Parameter 3	2000-07-29	Longer Parameter 3	2000-07-29
Parameter 4	Pipes and elbows	Parameter 4	Pipes and elbows
Parameter 5	Old work box	Parameter 5	Old work box

Information Section |

Sub-Title Text Sentence Style

Status	Header	Header	Header
🔴 Critical	Lucy	100	Empire strikes back
🟡 Warning	Ben	200	Revenge of a jedi
🟢 Normal	Katie	4	I, Robot
⚪ Unknown	BJ	6	Hunt for red october

Sub-Title Text Section 2

Status	Header	Header	Header
🔴 Critical	Ben	100	Daughty
🟡 Warning	Owen	200	Pink
🟢 Normal	Lucy	4	Weird Al Yankovic
⚪ Unknown	Lynette	6	Big Bad Voodoo Daddy

Description | Description text goes here. This is stuff to fill out for those who want to see stuff. Man, it is getting late and I'm writing about stuff again. Maybe this is the stuff that goes between stuff or in stuff. Who knows where this stuff is coming from to fill up this area.

Footer | 2007-03-27 23:02 EST | Page 1 of NN

Tools to Get You Started Today

IBM Service Management Visibility, Control & Automation Assessment Tool

- ✓ Facilitates identifying your service management priorities
 - Visibility
 - Control
 - Automation
- ✓ Leverages your existing investments
- ✓ Based on a proven approach
- ✓ Provides a roadmap to integrated service management that delivers exponential value
- ✓ Visit www.ibm.com/tivoli to access this tool



ITSM Self-Assessment Tool

- ✓ Facilitates identifying your service management priorities
- ✓ Self-assessment of your capabilities, importance, current levels of automation and governance effectiveness
- ✓ Based on a proven approach
- ✓ Contact your IBM representative for this self-assessment



<http://ausgsa.ibm.com/home/s/m/smithn/web/public/testSite/VCA-Assessment/>

IBM Service Management

Visibility, control, and automation are the keys to successful service management





Tivoli software

Tivoli Process Automation Platform



IBM Service Management for Converged Assets

- ✓ Manage all critical assets and services across the enterprise
- ✓ Align their performance with overall business objectives
- ✓ Meet Regulatory and Compliance Standards
- ✓ Modern Web Technology Standards Based
- ✓ Leverages the current IBM Service Management architecture

MRO Software uniquely possessed the leadership, technology, and shared vision for service management

← End to End Asset Management →



**Plant &
Production**



**Real Estate &
Facilities**



**Fleet &
Transportation**



IT Assets

Slide 24

LT1

Do we have a better 'Why we Purchased MRO Slide than this?

Lewis Troke, 01/05/2007

A comprehensive, integrated asset management infrastructure

Greater efficiency, visibility and control through data sharing and process optimization across the enterprise...

IT Managers can see how to streamline inventory and resources across the organization

Software Asset Managers can see how to optimize licensing to avoid over/under-purchasing and mitigate compliance risk

Financial Managers can see the entire inventory and analyze return on assets for financial reporting

Risk Managers can see asset detail to ensure regulatory compliance and mitigate risk

Contract Managers can see asset related contracts; negotiate vendor T&Cs and monitor supplier performance

Maintenance Managers can see job plans enabled by availability of information to increase asset capacity

Hardware Asset Managers can see lease and maintenance status and when to plan for upgrades

Service Desk Technicians can see asset data to streamline service request handling and expedite incident & problem resolution

Purchasing Managers can see costs and orders enterprise-wide for price comparisons, discounting, standardization and order tracking

Facilities Managers can see assets in the Data Center to optimize power consumption and reduce unplanned outages

Operations Managers can see asset conditions in sufficient detail to improve asset utilization & performance

Integrated Data Model and Workflow Automation

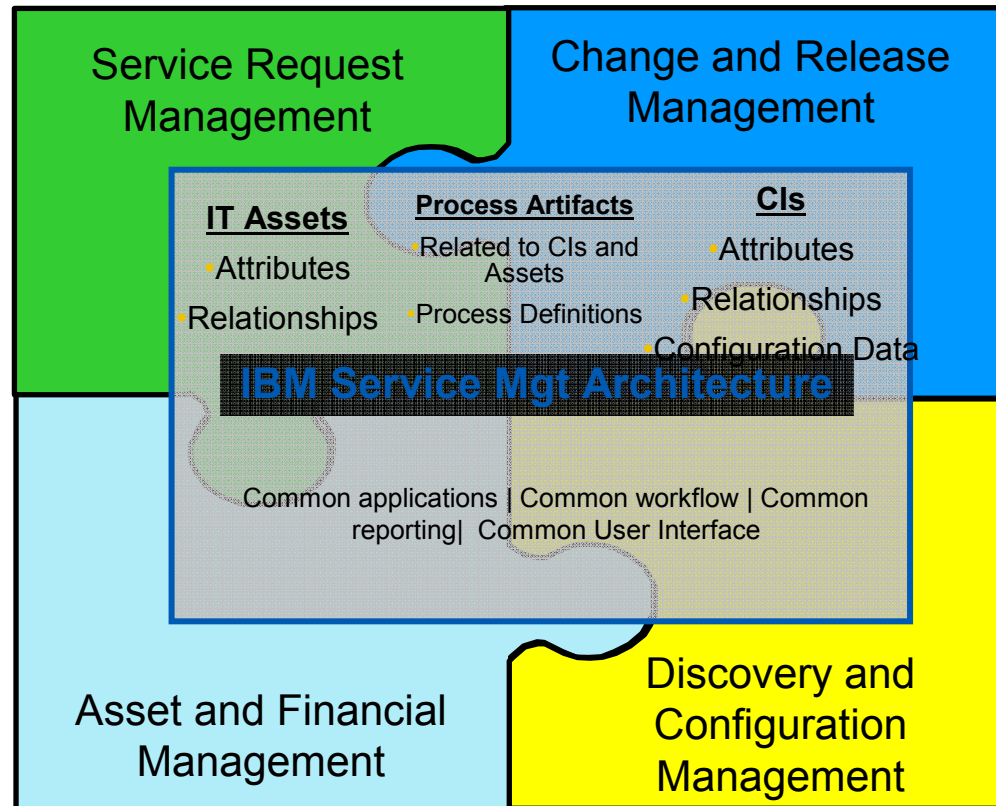
Overcoming the pain of silo workflows and different versions of information

Shipping now unified workflow automation and provides a common data model.

Establish a Service Catalog and unify delivery and support processes across disciplines and silos.

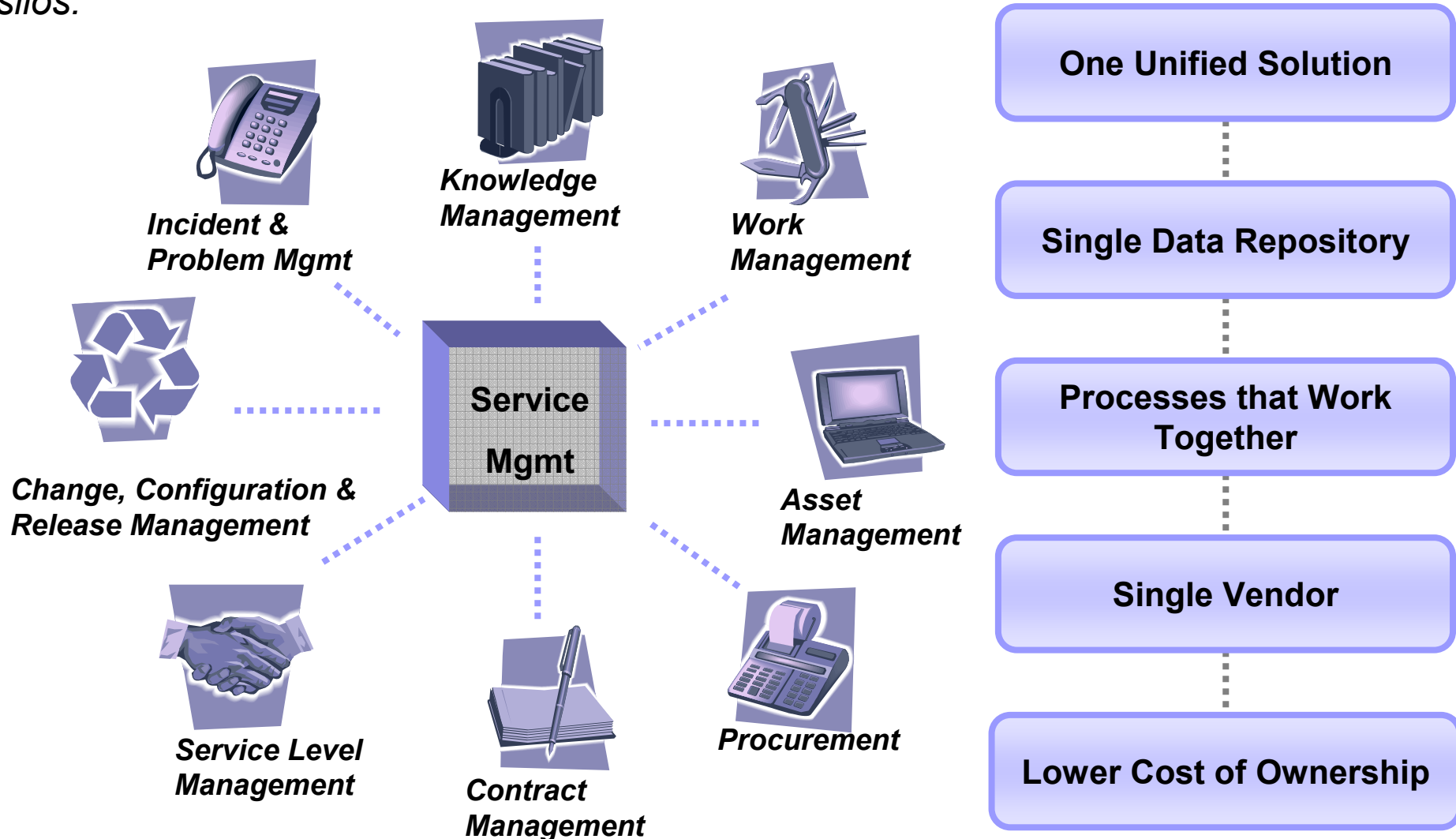
Improve service quality and reduce delivery and support costs with simplified data modeling and automation.

Delivers a unified set of solutions for problem, incident, change, release asset and configuration management, all tied into the rest of the Tivoli portfolio

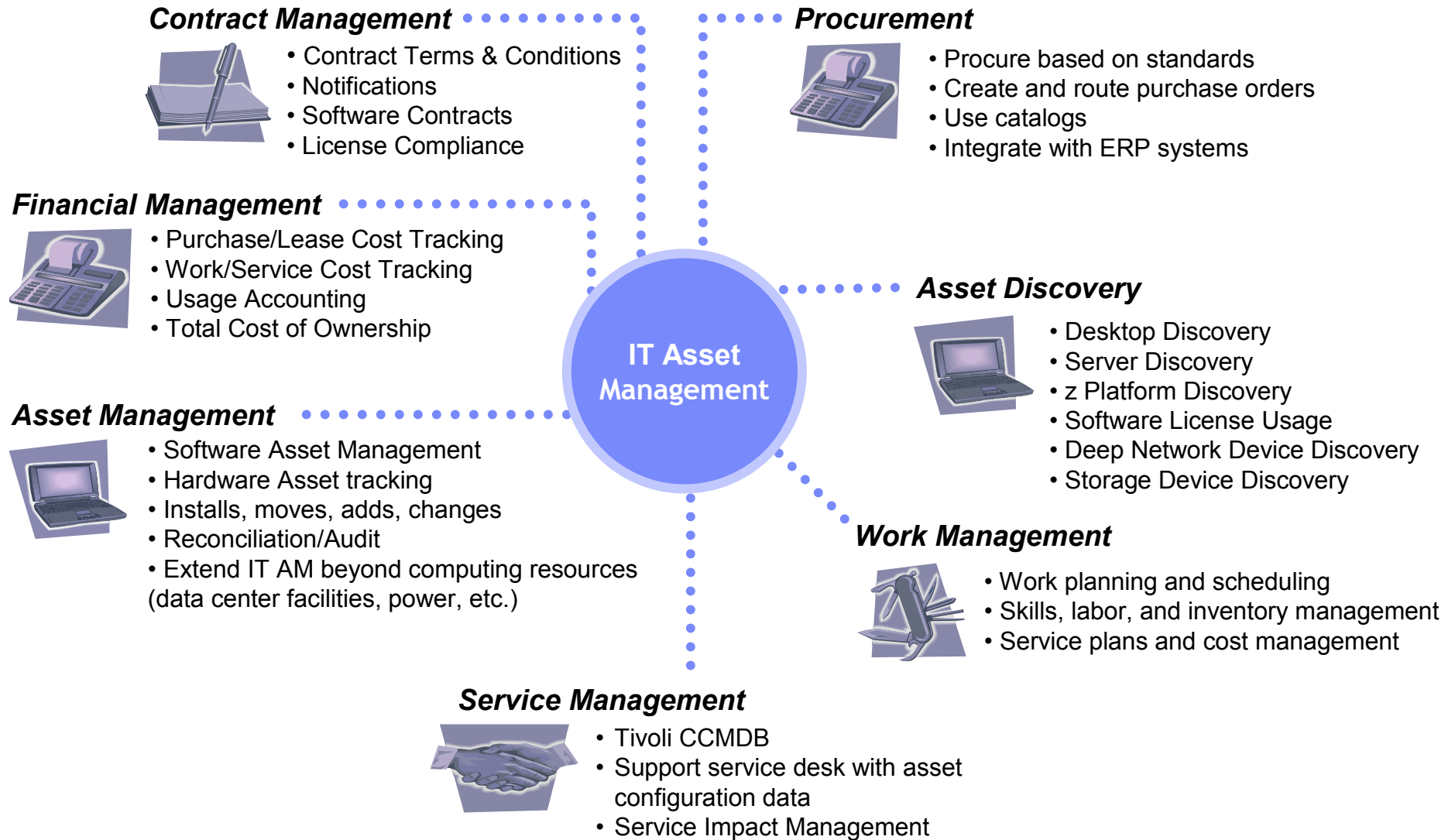


Process Automation: Common Tools and Workflows

Tivoli overcomes the pain of disjointed views and tooling across process and technical silos.



Tivoli Asset Management for IT - Capabilities



Tivoli Asset Management for IT - Capabilities

IT Asset Management Lifecycle

IBM's IT Asset Management product portfolio helps organizations efficiently and effectively manage their IT asset lifecycle

Plan

Align IT to corporate strategy

- Technology refresh
- Lease & contract termination
- Asset reuse

Acquire

Negotiate agreements to maximize value

- Payment approvals
- Creation of assets via procurement, inventory or vendor data

Deploy

Processes to ensure standardize committed ROI

- Asset assignment
- Asset tracking
- Notification of asset receipt to end user
- Utilize Tivoli Service Desk

Retire

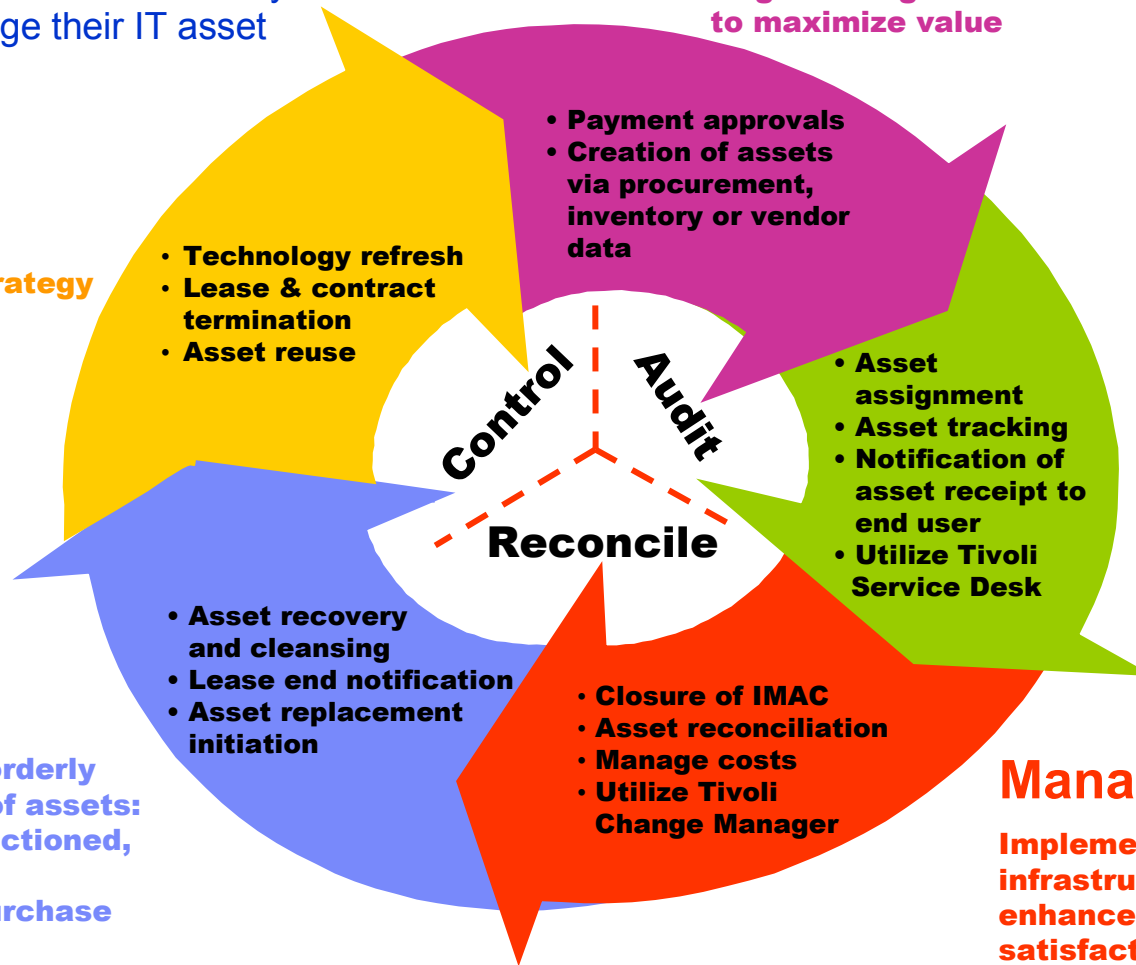
Provide for orderly disposition of assets: disposed, auctioned, donated and employee purchase

- Asset recovery and cleansing
- Lease end notification
- Asset replacement initiation

Manage

Implement support infrastructure and process to enhance productivity and satisfaction

- Closure of IMAC
- Asset reconciliation
- Manage costs
- Utilize Tivoli Change Manager



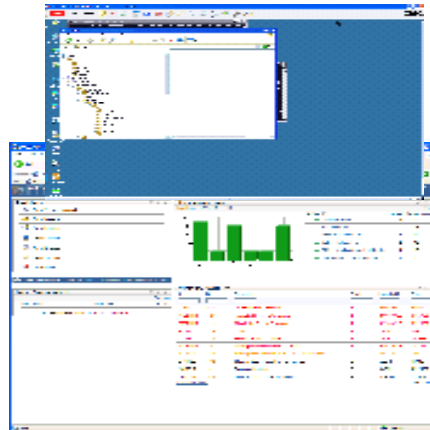
TSRM – Service Desk – New features

Process Integration

Common Service Requests
 Change integration
 CMDB Integration (CI selection)
 Asset Management integration

Tooling

Extensibility, upgrade tooling
 Select usability enhancements including
 Bulletin board and Knowledge Mgmt.
 Survey management



Remote Diagnostic Tools

OMP Integration

Tivoli Monitoring Integration
 NetCool Integration
 Tivoli Identity Manager Integration
 Lotus Sametime

.....

Best Practice Content

Roles and Start Centers
 Ticket templates
 Incident / Problem Workflows
 KPIs and Thresholds
 Queries and Reports
 Escalations and Notifications

Drag-and-Drop Integration Toolkit

Event Generators

TEC
 NetView for zOS
 Omnibus

Knowledge Bases

RightAnswers
 Future KBs

Other Service Desks

HP Service Center
 Co-existence

Telephony (CTI)

Genesys

Service Request Manager – Service Catalog

Service Tooling

Extensibility
 Catalog definition tooling
 Service & Offering definition tooling
 Fulfillment Option definition tooling
 Survey management tooling



Shopping UIs

Shopping Cart
 Favorites / Recommended
 Search

Order Fulfillment

Descriptive
 Action
 Supply Chain

Best Practice Content

Roles and Start Centers
 Service Definition Templates
 Request Workflows
 KPIs and Thresholds
 Queries and Reports
 Escalations and Notifications

Process Integration

Common Service Requests
 Launch to Incident, Problem and Change
 CMDB Integration (CI selection)

IBM Service Management

Building Blocks for Creating Business-aligned Solutions

Integrated Process

Automation:

- ✓ Reduce costs and optimize role-based cross-product workflows
 - ✓ Leverage existing management tools and automation
- ✓ Implement process/quality standards
 - ✓ ITIL Pre-Defined Flows
 - ✓ BPEL Standards Compliant
 - ✓ Customizable
- ✓ Create operations run books.

Visibility

Control

Automation

Role-based Views:

- ✓ Optimize team productivity
- ✓ Eliminate errors by data sharing
- ✓ Facilitate rapid decision making with at-a-glance service dashboards
- ✓ Lower cost of ownership through common platform for multiple audiences
 - ✓ Tivoli Enterprise Portal
 - ✓ Process Automation
- ✓ Extensible Reporting - Ships w/ every Tivoli Product
 - ✓ Open Standards based

Integrated Data Model:

- ✓ Improve support and delivery outcomes, increase quality and process effectiveness

- ✓ Enables efficient automation based on accurate and up to date information
- ✓ Standards based & Extensible
- ✓ Integrated Data Federation

- ✓ Supports Discovery, Bulk Load & Operational Run Time
- ✓ Includes Process Service Models
- ✓ Common Data yields quicker time to process Automation value

Responding to Customer Priorities

Applying Tivoli's unique breadth and depth of visibility, control and automation

- **Process Automation**
 - Establishing common tools and processes workflows
 - Implementing business-aligned process models and improved process maturity
- **Convergence of Management Disciplines**
 - Information Risk Management
 - Next Generation Networks
 - Datacenter Evolution
 - Green Datacenter
 - Intelligent Asset Management



Why IBM?

Unified Solution

Only vendor that can manage all asset classes on a single, unified architecture, with service desk, service catalog, change and configuration management.

Ease of Configuration and Upgradeability

Built-in configuration tools allow for easy, on the fly changes to UI, workflows, processes, reports. Configurations readily upgrade from to the next version.

Software Asset Management

Only vendor to provide Software Asset Management for both distributed and mainframe environments and help manage complex license entitlements.

Leading, standards-based technology

Web-architected platform built on J2EE with advanced business process management; based on SOA, web services and XML.

Built ground up on the ITIL framework

Supports 7 ITIL processes out of the box: Incident, Problem, Change, Release, SLA, Configuration, Availability.

Breadth of Service Management offering

IBM offers full breadth of end-to-end asset and service management solutions that operate on a common web services infrastructure.

