

IT Operations:

Increasing Effectiveness and Efficiency

Optimisation & Service Management

Service Management Technical Sales Leader

Tivoli software



@business on demand software

Stuart Holliday ISM Customer Workshop 24th June 2008 London



Agenda

- Overview
- ITIL Alignment
- Service Management Capabilities
- Optimisation and Business Service Management
- Customer Experiences
- End-to-End Demo





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.

Business Objectives

Growth &	Compliance & Risk	Optimize
Competitive Edge	Management	Investments
Apply scarce resources more effectively		ous resource applied to usiness operations

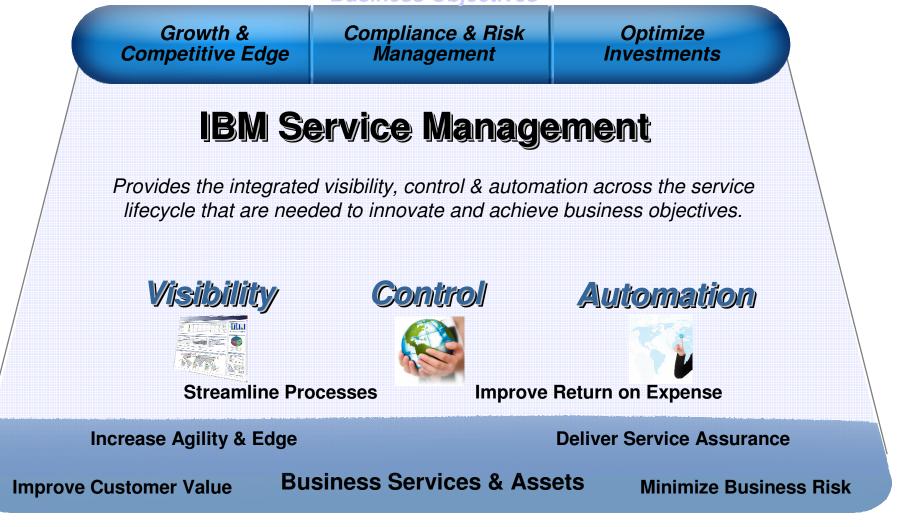
"CEOs indicate that Innovation is the preferred path to achieving business objectives in today's environment"...but how?





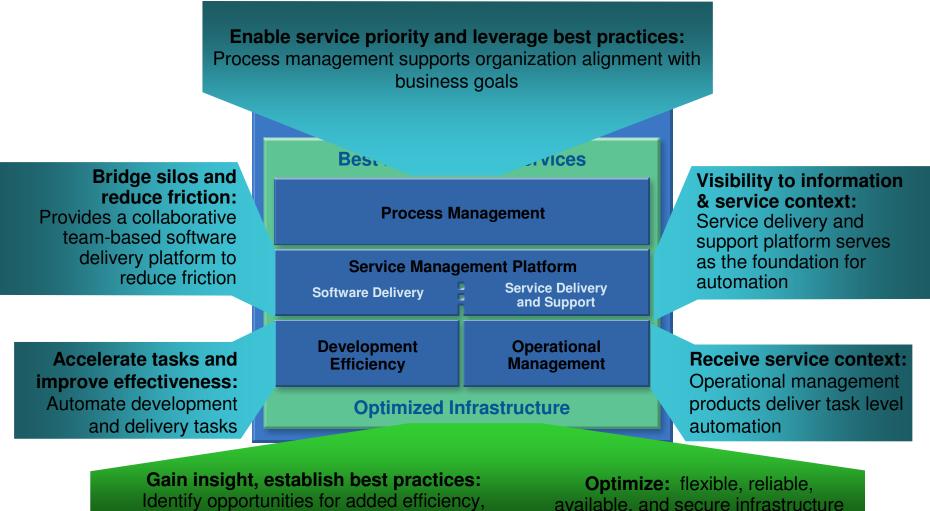
Enabling Innovation with ISM Service Management

Business Objectives





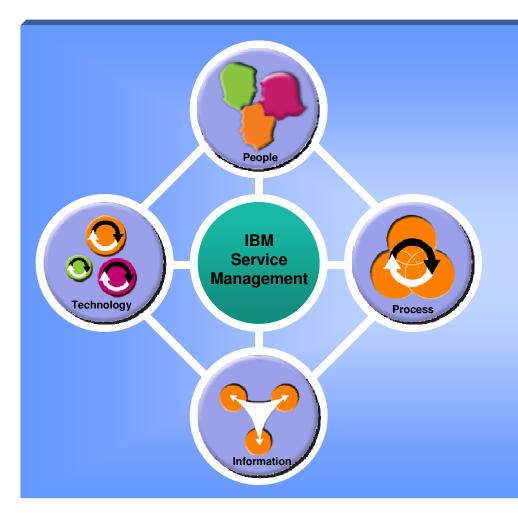
Delivering Value with IBM Service Management Architected to deliver visibility, control and automation



business value and growth



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



- Scalable approach integrating technology, people, information and process
- Broadest and deepest domainspecific operational management
- Integrated data and contextual visualization
- Automated workflows, processes and repeatable tasks
- Flexible management platform built on SOA
- Based on self-managing autonomic technologies



The ITIL v3 materials describe processes and functions included in v2, but add tremendous depth and breadth

Strategy	Design	Transition	Operation	Continual Improvement
Service Strategy	Service Portfolio Mgmt	Change Mgmt	Monitoring & Event Mgmt	Measurement & Control
Market Intelligence	Service Catalog Mgmt	Service Asset & Configuration Mgmt	Incident Mgmt	Service Measurement
IT Financial Management	Service Level Mgmt	Knowledge Mgmt & a service knowledge system	Request Fulfillment (standard changes)	Service Assessment & Analysis
Service Portfolio Mgmt	Capacity Mgmt	Service Release & Deployment Planning	Problem Mgmt	Process Assessment & Analysis
Demand Management	Availability Mgmt	Performance and Risk Evaluation	Access Mgmt	Service Level Management
Risk Management	Service Continuity Mgmt	Testing	Service Desk	
	Information Security Mgmt (ISO 27K, ISO 20K)	Acquire, Build, Test Release	Infrastructure Management	Continual Service Improvement
	Supplier & Contract Mgmt	Service Release, Acceptance, Test & Pilot	IT Operations	Service Desgn Service Strateges
Processes	Organizational Change & Communications	Deployment, Decommission and Transfer	Facilities Management	Service Operation
Functions			Application Management	C. A.



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Service Strategy	Service Portfolio Mgmt	Change Mgmt	Monitoring & Event Mgmt	Measurement & Control
Market Intelligence	Service Catalog Mgmt	Service Asset & Configuration Mgmt	Incident Mgmt	Service Measurement
IT Financial Management	Service Level Mgmt	Knowledge Mgmt & a service knowledge system	Request Fulfillment (standard changes)	Service Assessment & Analysis
Service Portfolio Mgmt	Capacity Mgmt	Service Release & Deployment Planning	Problem Mgmt	Process Assessment & Analysis
Demand Management	Availability Mgmt	Performance and Risk Evaluation	Access Mgmt	Service Level Management
Risk Management	Service Continuity Mgmt	Testing	Service Desk	
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As you look at the details of the ITIL v3 model it's important to understand the processes may span more than one phase of the service lifecycle

Operational Processes	Owner	Service Strategy	Service Design	Service Transition	Service Operation	Continual Service Improvement
Service Catalogue Management	Tivoli. soft	ware				
Service Level Management	Tivoli, soft	ware				
Capacity Management	Tivoli. soft	ware				
Availability Management	Tivoli, soft	ware				
Service Continuity Management	Tivoli. soft	ware				
Information Security Management	Tivoli. sof	tware				
Supplier Management	Tivoli. sof	tware				
Transition Planning and Support Tivoli.	software	Rational. software				
Change Management	Tivoli, sof	tware				
Service Asset and Configuration Management	nt Tivoli. s	oftware				
Release and Deployment Management	<mark>voli.</mark> softwa	re Rational. softw	are			
Service Validation and Testing	Rational, so	ftware				
Evaluation	Rational. so	ftware			>>	
Knowledge Management	Tivoli. soft	ware				
Event Management	Tivoli. soft	ware				
Incident Management	Tivoli. soft	ware				
Request Fulfilment	Tivoli. soft	ware				
Problem Management	Tivoli, soft	ware				
Operation Management	Tivoli. soft	ware		<<		

Source: "ITIL Refresh: Vendor pre-release briefing", May 2007





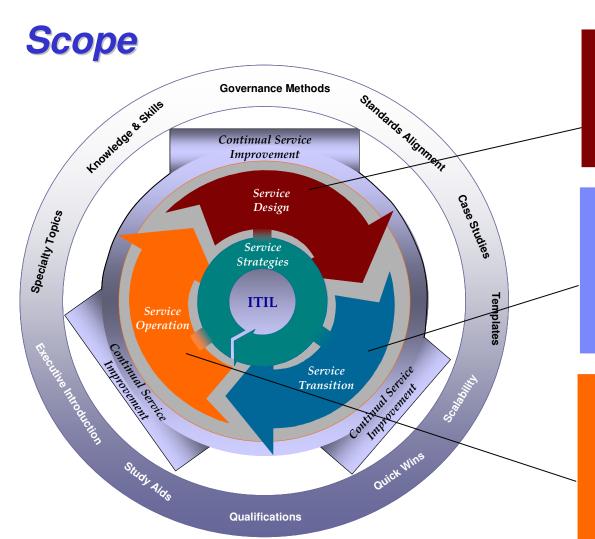
As you look at the details of the ITIL v3 model it's important to understand the processes may span more than one phase of the service lifecycle (continued)

Governance Processes	Owner	Service Strategy	Service Design	Service Transition	Service Operation	Continual Service Improvement
Service Measurement	Tivoli, softwa	are				
Service Reporting	Tivoli. softwa	are				
Service Improvement	CSI					
Demand Management	Tivoli, softwa	are				
Strategy Generation	SS					
Service Portfolio Management	SS					
IT Financial Management	Tivoli. softwa	are				

Source: "ITIL Refresh: Vendor pre-release briefing", May 2007







ITIL V3 Model

Focus Areas

Service Catalog Management Service Level Management Service Continuity Management Capacity Management Availability Management

Configuration Management Asset Management Change Management Release Management Knowledge Management Build and Test

Service Desk Event Management Access Management Incident Management Problem Management Technical Management Operations Management Applications Management



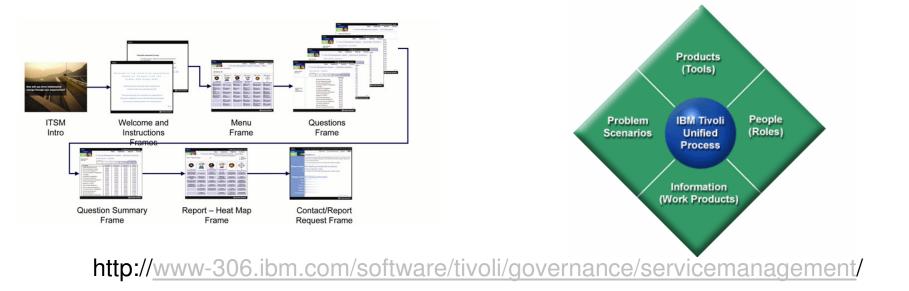
Tools to Get You Started Today

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

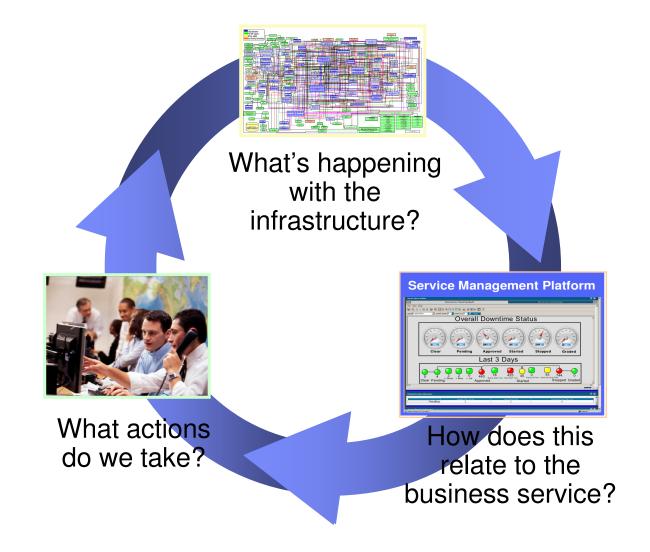
Tivoli Unified Process / Rational Unified Process

- Navigation tool that provides "how-to" for customizing and implementing best practices for mapping, modifying and improving IT processes
- Prescribe specific actions for ITIL
- Includes the IBM Process Reference

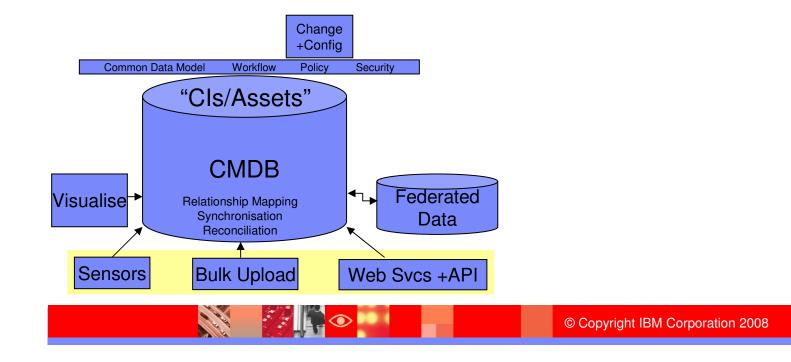


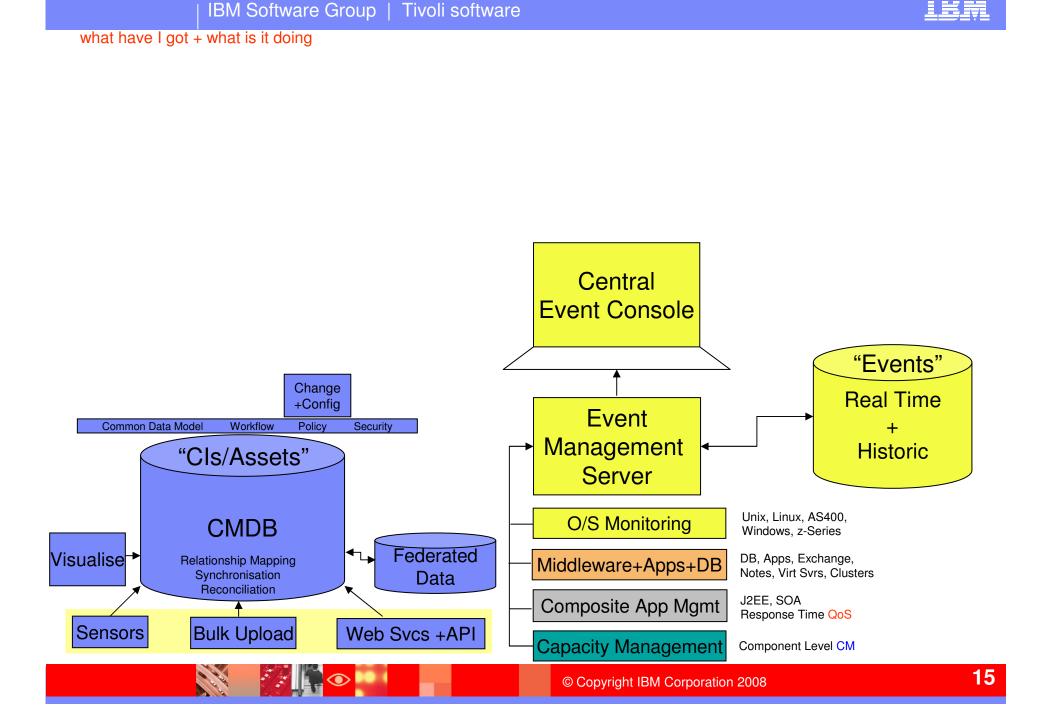


Building the IBM Service Management Capability





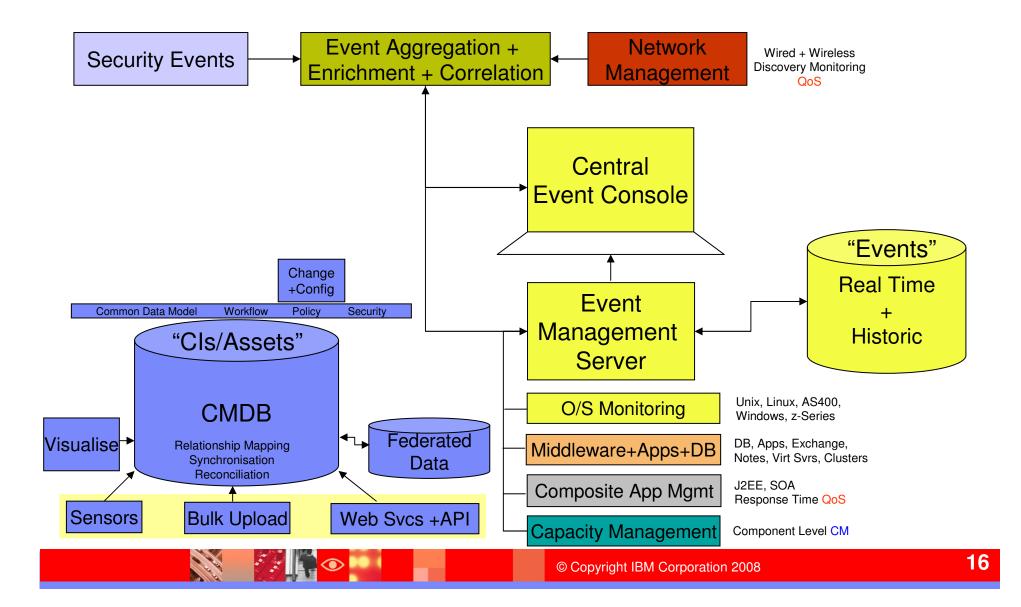


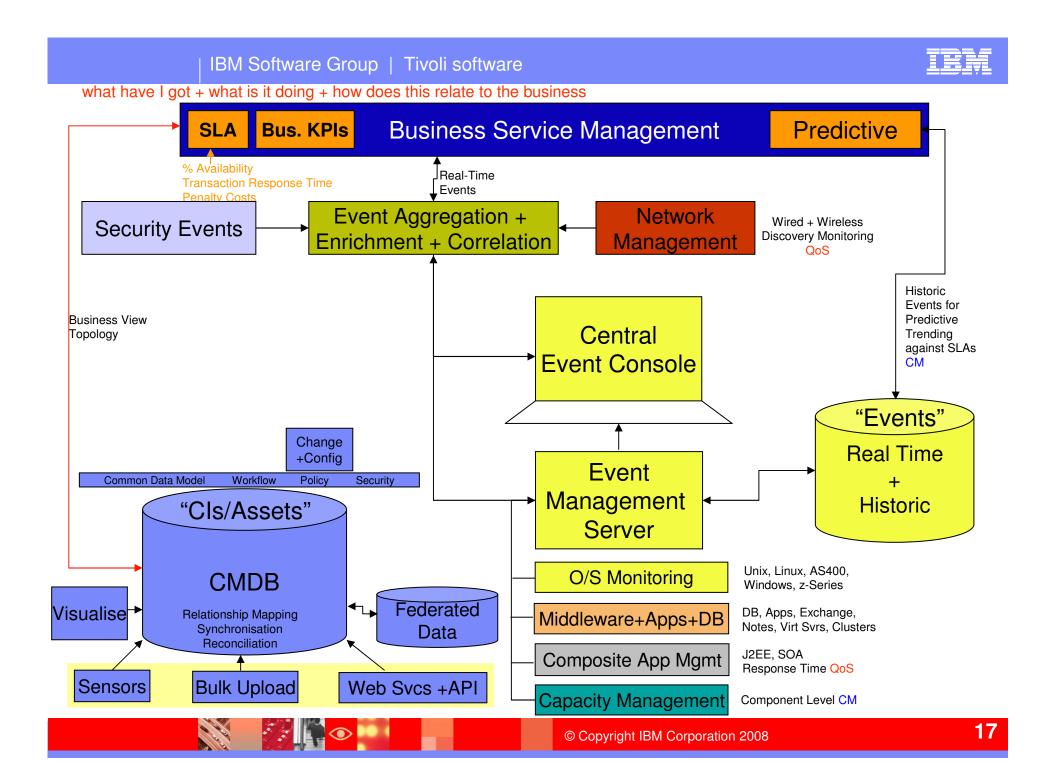


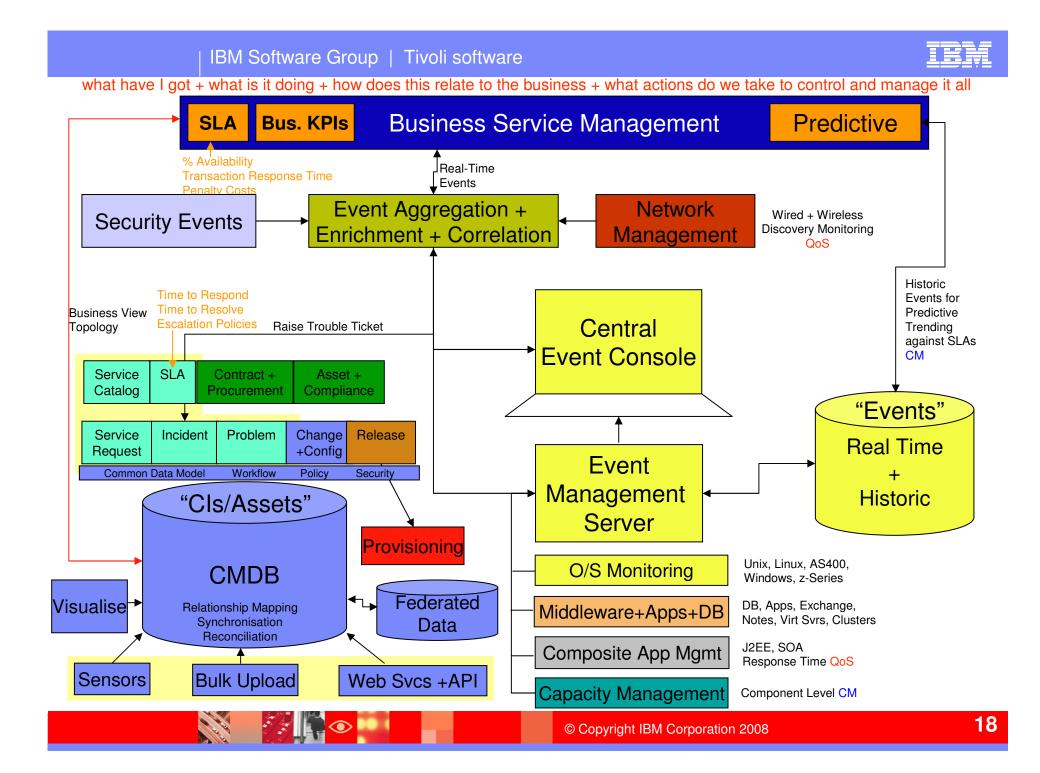


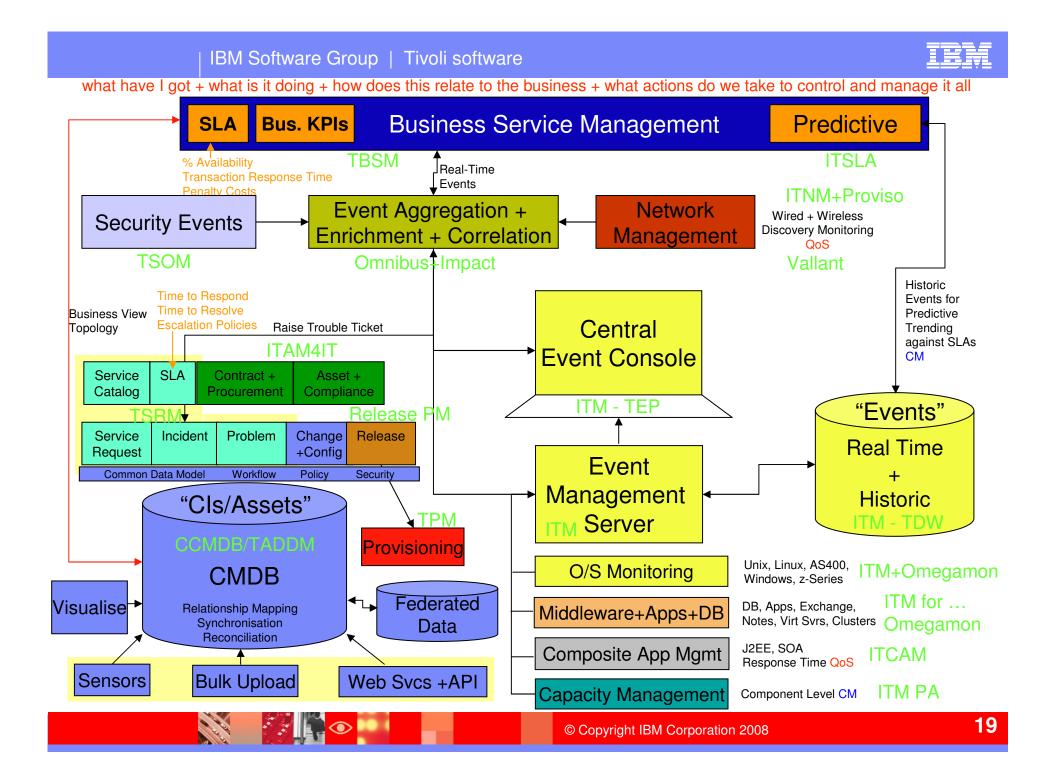


what have I got + what is it doing



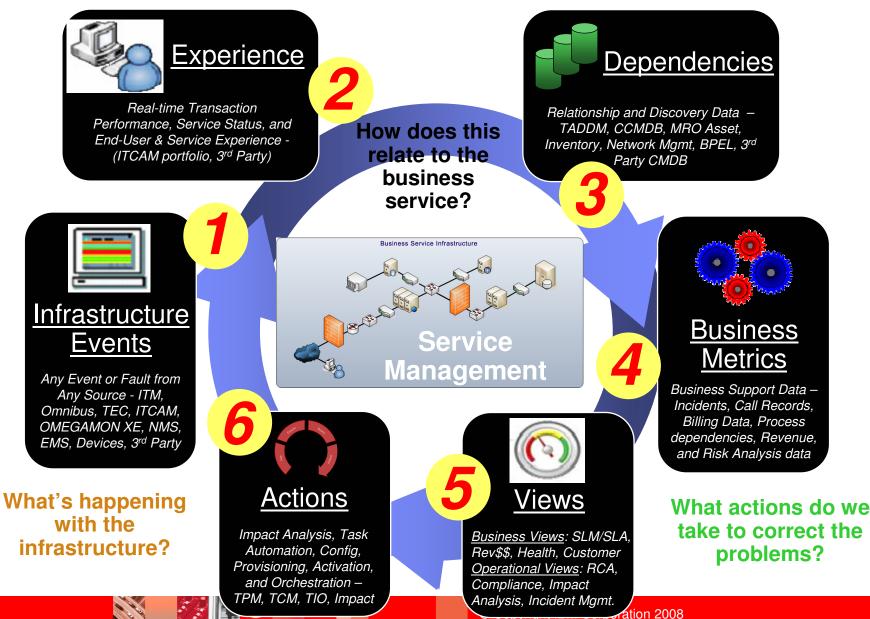








BSM in 6 steps:





Demo

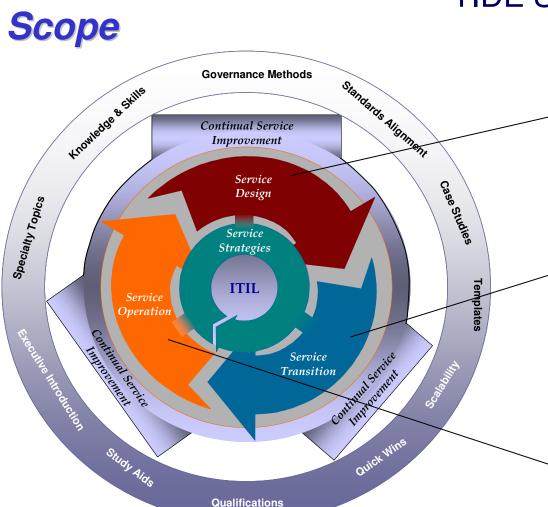


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ITIL V3 Model

TIDE Scenario 4 Focus Areas

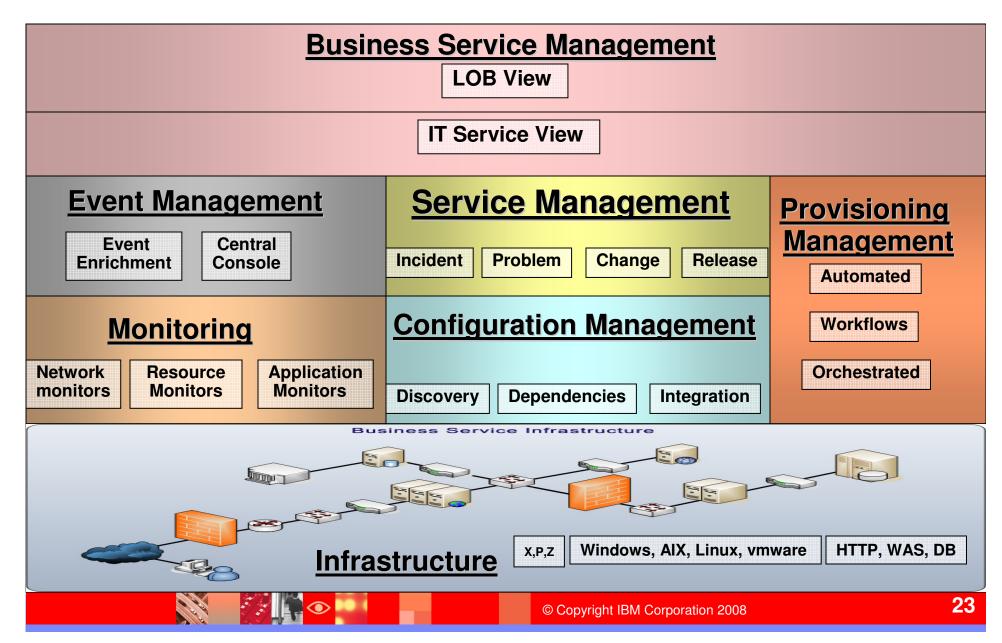
Service Catalog Management Service Level Management Service Continuity Management Capacity Management Availability Management

Configuration Management Asset Management Change Management Release Management Knowledge Management Build and Test

Service Desk Event Management Access Management Incident Management Problem Management Technical Management Operations Management Applications Management

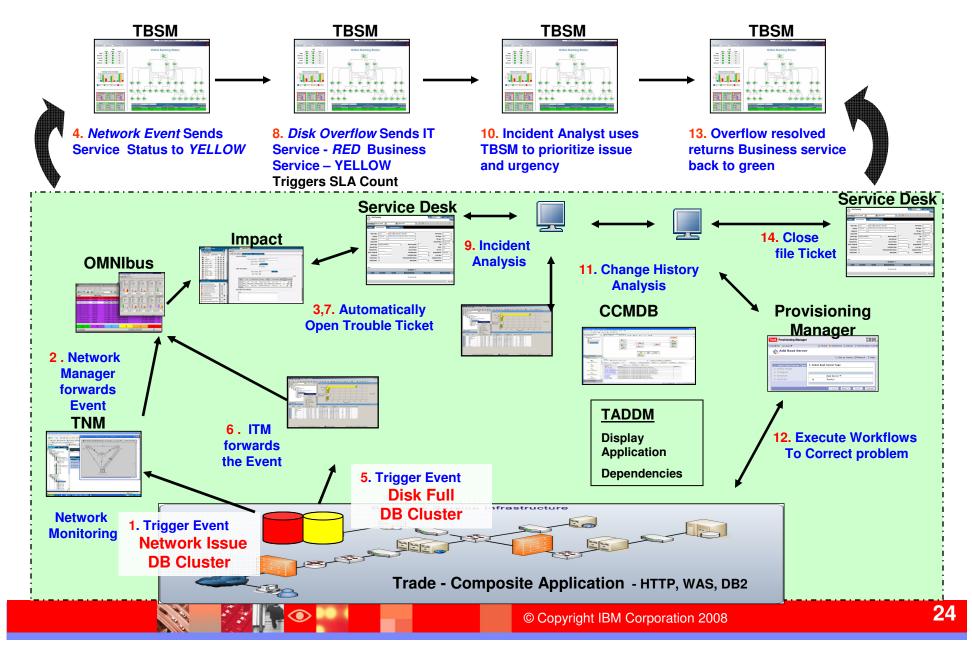


TIDE4 - TBSM – Demonstrates function in 7 key management areas





Business Service – Availability (Network, Resource), Incident & Change within BSM





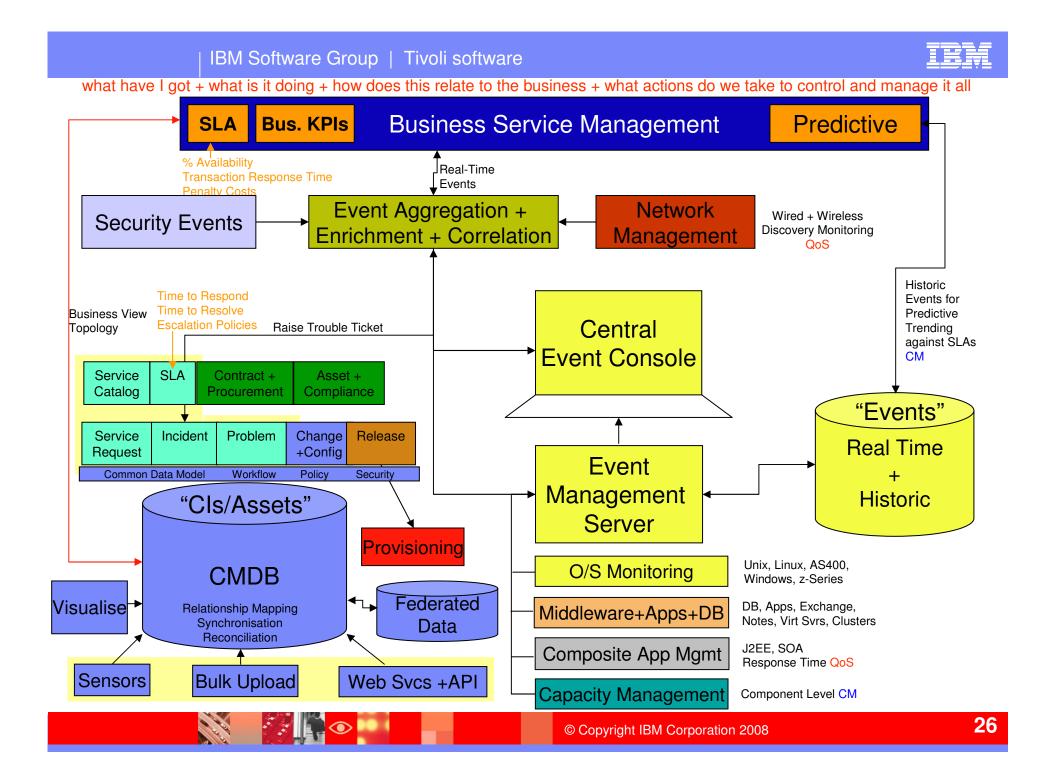
Demo Summary

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Questions?



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Backup Slides



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Breadth of TSOM Supported Devices

Firewalls

Check Point Firewall-1 Cisco PIX CyberGuard Fortinet FortiGate GNATBox Juniper (Netscreen) Linux IP Tables Lucent Brick Microsoft ISA Server Nortel Switched Firewall Stonesoft's StoneGate Secure Computing's Sidewinder Symantec's Enterprise Firewall SonicWALL Sun SunScreen

Vulnerability Assessment

Nessus Vigilante ISS Internet Scanner QualysGuard Foundstone eEye Retina SPI Dynamics WebInspect nCircle IP360 Harris STAT

Routers/Switches

Cisco Routers Cisco Catalyst Switches Foundry Switches F5 Big IP, 3-DNS Juniper JunOS TACACS / TACACS+ Nortel Ethernet Routing Switch 5500, 8300, 8600, 400 series Nortel Routing Switch 3510

Discovery Tools Lumeta IPSonar NMAP

Network Intrusion Detect/Prevention

Sourcefire Network Sensor Sourcefire RNA Juniper IDP ISS RealSecure ISS Proventia ISS BlackICE Sentry Cisco Secure IDS SNORT IDS Enterasys Dragon Nortel Threat Protection System (TPS) Intrusion's SecureNetPro Mirage Networks NFR NID Symantec ManHunt ForeScout ActiveScout QRadar Top Layer Attack Mitigator Labrea TarPit **IP** Angel Lancope StealthWatch Tipping Point UnityOne NDS Arbor Networks PeakflowX

Host-based Intrusion Detect/Prevention

Cisco CSA (Okena) NFR HID Sana Snare Symantec Intruder Alert (ITA) Sygate Secure Enterprise Tripwire ISS RealSecure McAfee Entercept PowerTech PowerLock/Interact (iSeries)

Web Servers

Apache Microsoft IIS IBM WebSphere

Operating Systems Logs, Logging

Platforms Solaris (Sun) AIX (IBM) RedHat Linux SuSE Linux HP/UX Microsoft Windows Event Log (W2K3 DHCP, W2K DHCP, IIS) Microsoft SNMP Trap Sender Nokia IPSO Novell NetWare OpenBSD Tru64 Tripplight UPS Monitorware SYSLOG KiwiSvsloa **Tivoli Agent SYSLOG Messages**

<u>Antivirus</u>

CipherTrust IronMail McAfee Virus Scan Norton AntiVirus (Symantec) McAfee ePO Trend Micro InterScan

Application Security

Blue Coat Proxy Nortel ITM (Intelligent Traffic Mgmt) Teros APS Sentryware Hive Nortel Application Switch (Alteon)

Policy Compliance Vericept

Access and Identity Management

CA eTrust Access CA eTrust Secure Proxy Server CA eTrust Siteminder (Netegrity) RSA SecureID RADIUS Oracle Identity Management (Oblix) Sun Java System Directory Server Microsoft Active Directory *Cisco ACS*

Wireless Security

AirMagnet AirDefense

Management Systems

neuSECURE escalates to: Micromuse Netcool IBM/Tivoli Remedy ARS HP OpenView CA Unicenter

Management Systems

Source of events into neuSECURE: Check Point Provider-1 ISS RealSecure SiteProtector Juniper Global Pro (Netscreen) Juniper NSM (Netscreen) Tripwire Manager Intrusion, Inc. SecureNet Manager McAfee ePO Nortel Defense Center Sourcefire Defense Center Q1 QRadar Mgmt Server Symantec ESM

VPN

Juniper SSL VPN, Juniper VPN Nortel VPN Router (Contivity) Check Point Cisco IOS VPN Nortel VPN Gateway

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What's In A Name? CIs and Assets

A common point of confusion between how IT Asset Management and ITIL's Configuration Management should fit together is the different terminology these disciplines use to describe the items being managed. Asset management, of course, talks about "assets" whereas ITIL Configuration Management speaks of "configuration items" (Cls). Despite their many similarities, there is more than a semantic difference between the two. Understanding the commonality and distinctions is the key to seeing how a single repository (a CMDB) can be leveraged for both ITAM and ITIL.

Whether a given item should be recorded as an "asset" or "CI" -- or both -- depends on how one plans to manage that component. If you plan to track a component's lifecycle from procurement to retirement, keeping track of purchase records, or accounting for chargebacks etc., then a record of it should be accessible and editable by an asset management application. If you plan to manage an item for its operational impact on services IT delivers to the business, it should be recorded in the CMDB as a CI and the CI record should be accessible to applications for incident and problem, change, release, capacity and service level management.

Another view:

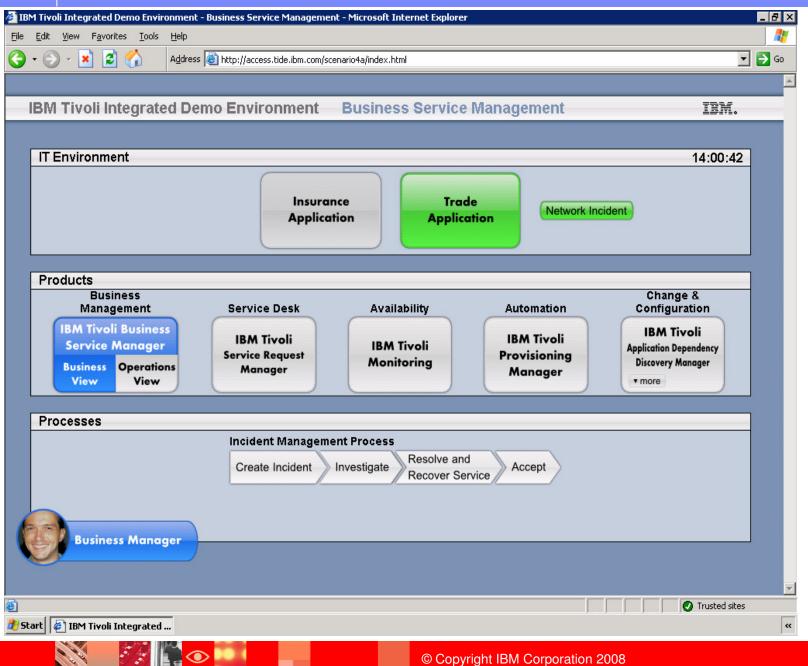
Asset = A physical IT component managed throughout its lifecycle for its value/cost, contractual compliance and usage. Records of these assets have typically been stored in an asset repository. A component should be considered an asset if you want to be able to:

- Manage its procurement, receiving, maintenance or retirement
- Manage associated software license, warranty, lease or maintenance contract
- Track its monetary value or incurred costs
- Know who is using it and/or how often it is being used

Configuration Item (CI) = a physical *or logica*/IT component managed for its operational impact. CIs are, by ITIL's definition, records in a CMDB. A component should be considered a CI if you want to be able to:

- Open an incident against it
- Request a change for it
- Manage it as part of a release
- See its role in a business service to determine incident, change or service level impact





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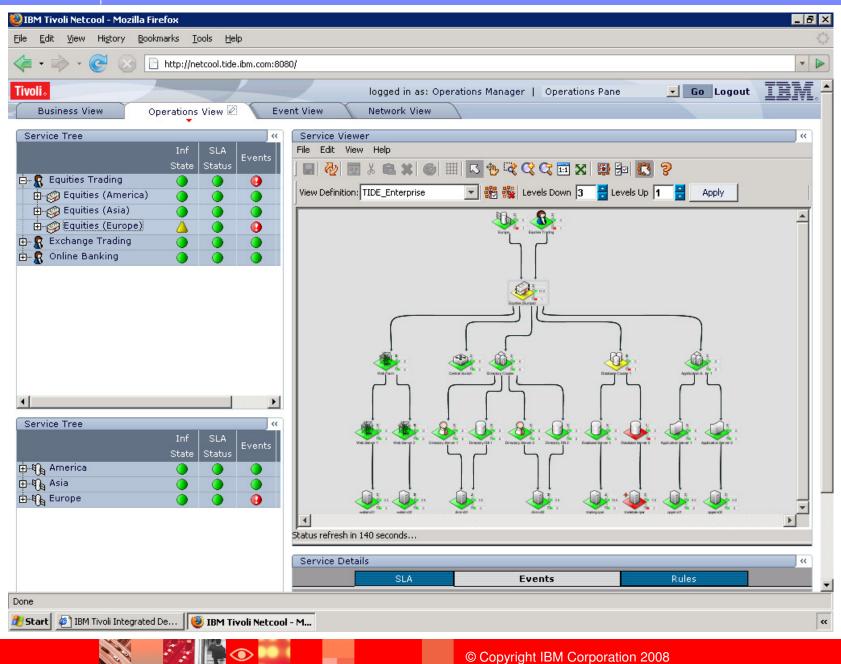
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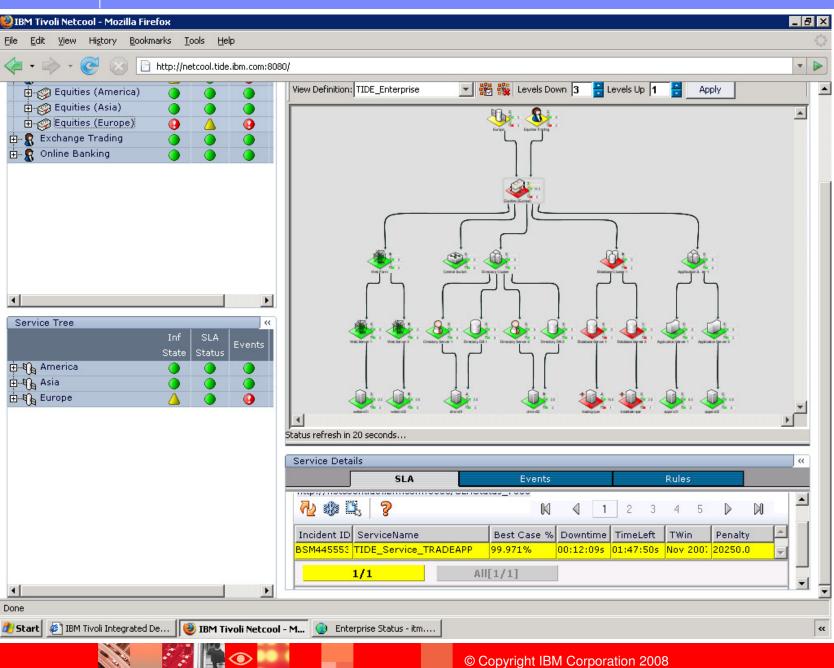
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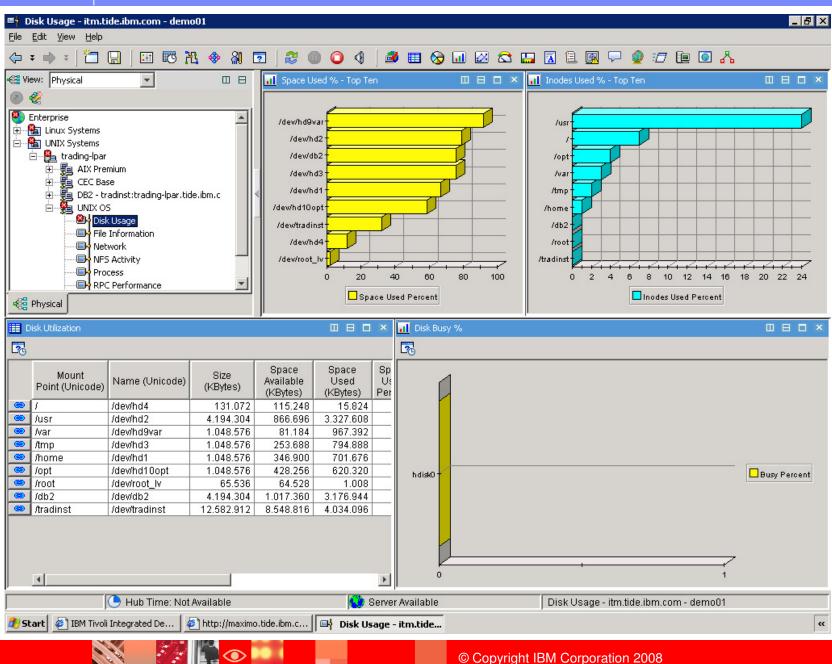




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