



SERVICE MANAGEMENT
WORLD TOUR 2008

THE RIGHT ANSWER, IS RIGHT HERE.

It's Time to Industrialise IT

Christopher O'Connor

Vice President Tivoli Strategy and Product Management

Pressure is Building to Transform IT and Business Infrastructures

Transportation
Assets



Facilities



Production
Equipment



IT Hardware
& Software



Telco



More smart assets.

Greater complexity.

Escalating event volumes.

*Source: IBM Global Technology Outlook

Everything is Digitizing

The borders between IT and the “real” world are vanishing



Real-time, mission-critical, connected...

SERVICE MANAGEMENT
WORLD TOUR 2008



Businesses are Buried in Avalanches of Data



Between 36 and 72 quadrillion business events occur every day



Nearly 4 trillion RFID events are emitted every day



190 billion e-mails are sent daily

Industry Specialization Enables the Next Level of Scalability

Financial services

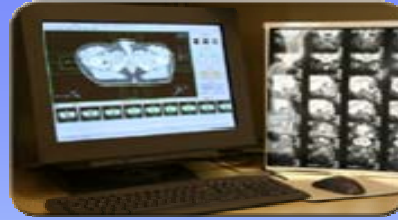


Market data volumes rose by
1750% from 2003-2006

By 2010 over half of U.S.
equities trading will be
algorithmic

4 billion messages per day will
grow to nearly 130 billion by
2010

Medical imaging



1MB / 2D image in 2004

1TB / 4D image in 2007

2010: 30% of total world storage

Wireless communications



In India:

Wireless lines doubling
every two years

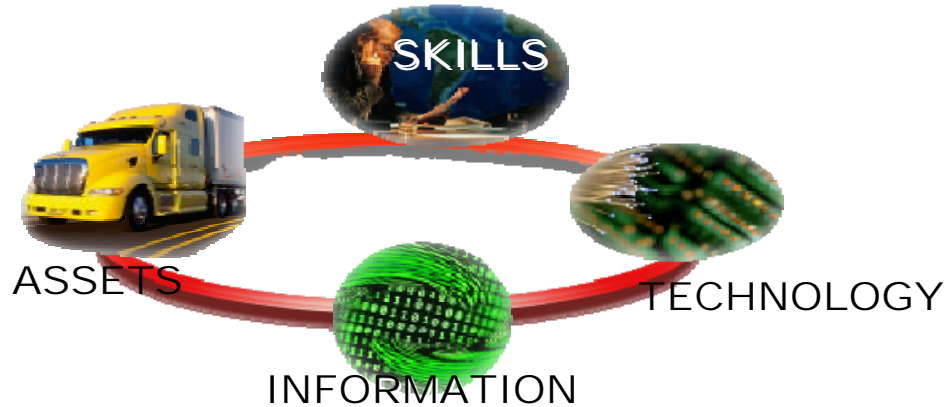
August 2007 -- 200M wireless
lines

Worldwide: 3 billion mobile
subscribers
in 2007

Sources: ¹Aite Group, Algorithmic Trading 2006: More Bells and Whistles, November 2006; ²TABB Group, Trading at Light Speed: Analyzing Low Latency Market Data Infrastructure, March 2007

Digitalization is Driving Convergence

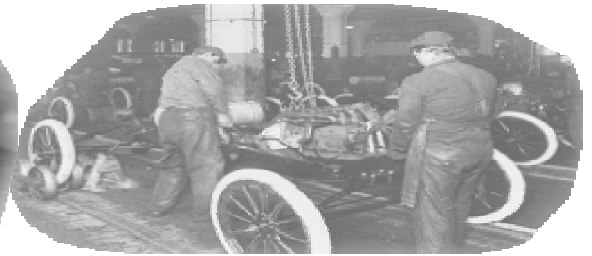
As boundaries disappear, the management challenge expands



The growing ubiquity of IT is enabling business to combine all their strategic assets in new and innovative ways.

Managing in this new world demands the convergence of people, process and technology management across the enterprise.

People, process and technology convergence: the *industrialization* of IT.



IBM Service Management Steps Up to the Challenge

“Manage whatever is required for a company to deliver whatever is needed”



IBM Service Management Provides the Capabilities to Manage Today's Infrastructures



See Your Business Services & Processes

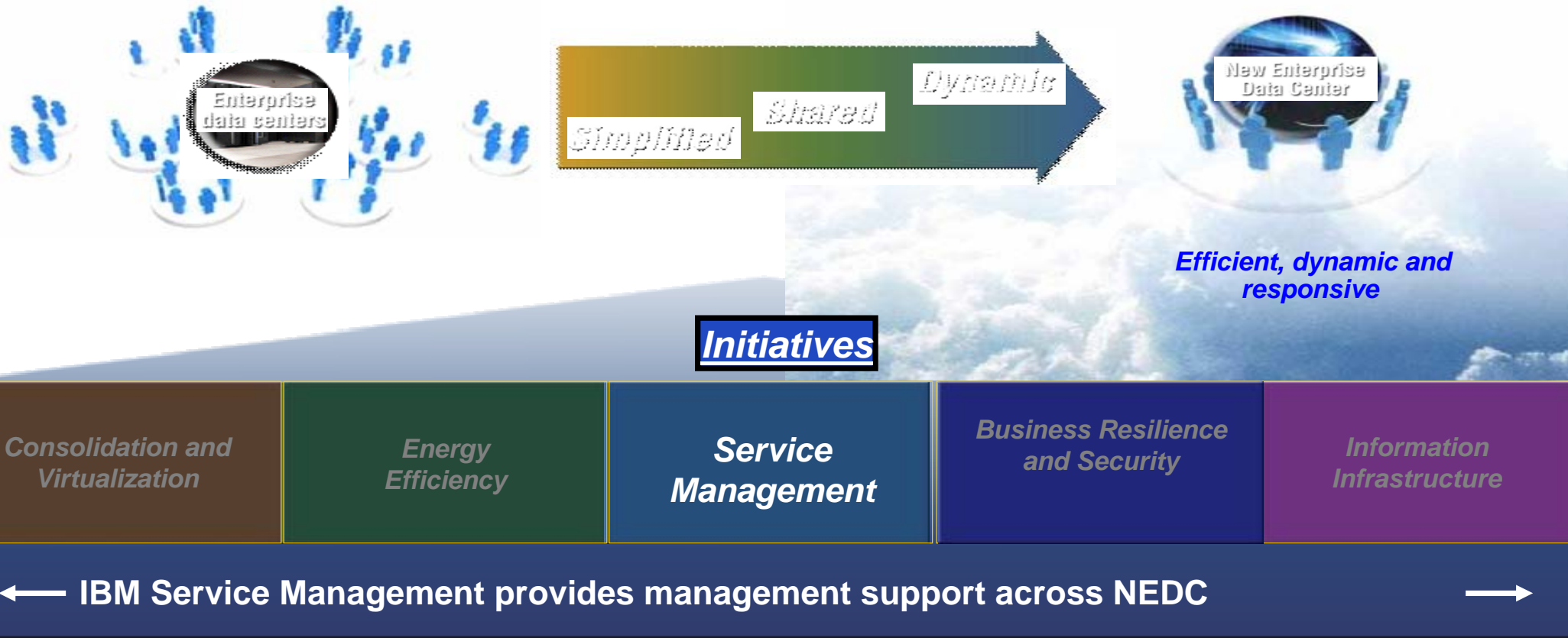


Manage Your Risk & Compliance



Build Agility into Your Operations

IBM Service Management: Transforming the Data Center



Client Example : McCarran International Airport

Client Requirements

Managing asset information in silos across different divisions was increasing costs, hampering compliance reporting and complicating efforts to improve service.

Solution

- Significantly improved technician productivity
- Accelerated resolution of repairs
- Helped reduce IT costs
- Increased revenue through accurate charge-back information
- Helped enhance security efforts and streamline compliance reporting

Benefits

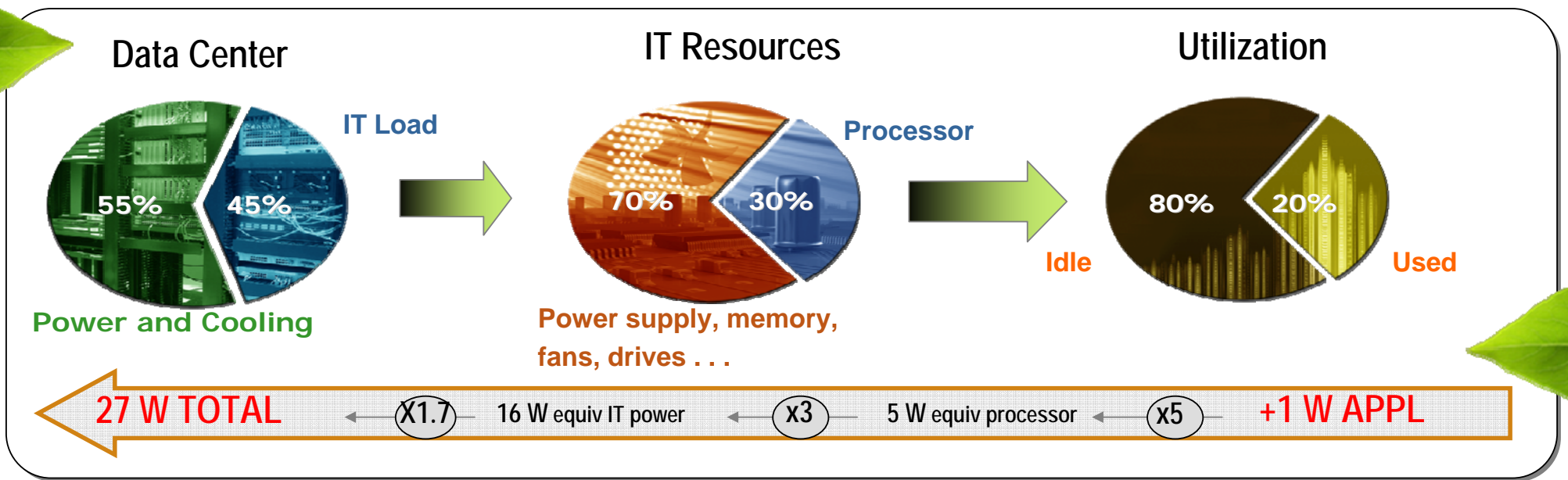
- IBM Maximo Asset Management
- IBM Tivoli Asset Management for IT
- IBM Tivoli Service Request Manager



“By unifying the management of all our IT and operational assets using IBM solutions, we can maintain an industry leadership position and improve quality of service for travelers. IBM asset management software has also helped us realize a higher percentage of recoverable fees and directly improve revenue as a result.”

— Doug Wardle
Enterprise Resource
Planning Systems Consultant
McCarran International
Airport

1W of application computing requires 27W of power



- Insufficient Cooling and Insufficient Power are key datacenter issues
- Energy costs consume approximately 10-15% of most IT budgets and its rising*

*Source: Springboard research

Transforming Energy in the Data Center



Tivoli software

Green Management

Tivoli Software
IBM® Systems Director
and Active Energy Manager

**Data Center
Infrastructure Assets**



**Facility
Infrastructure Assets**



IT Assets

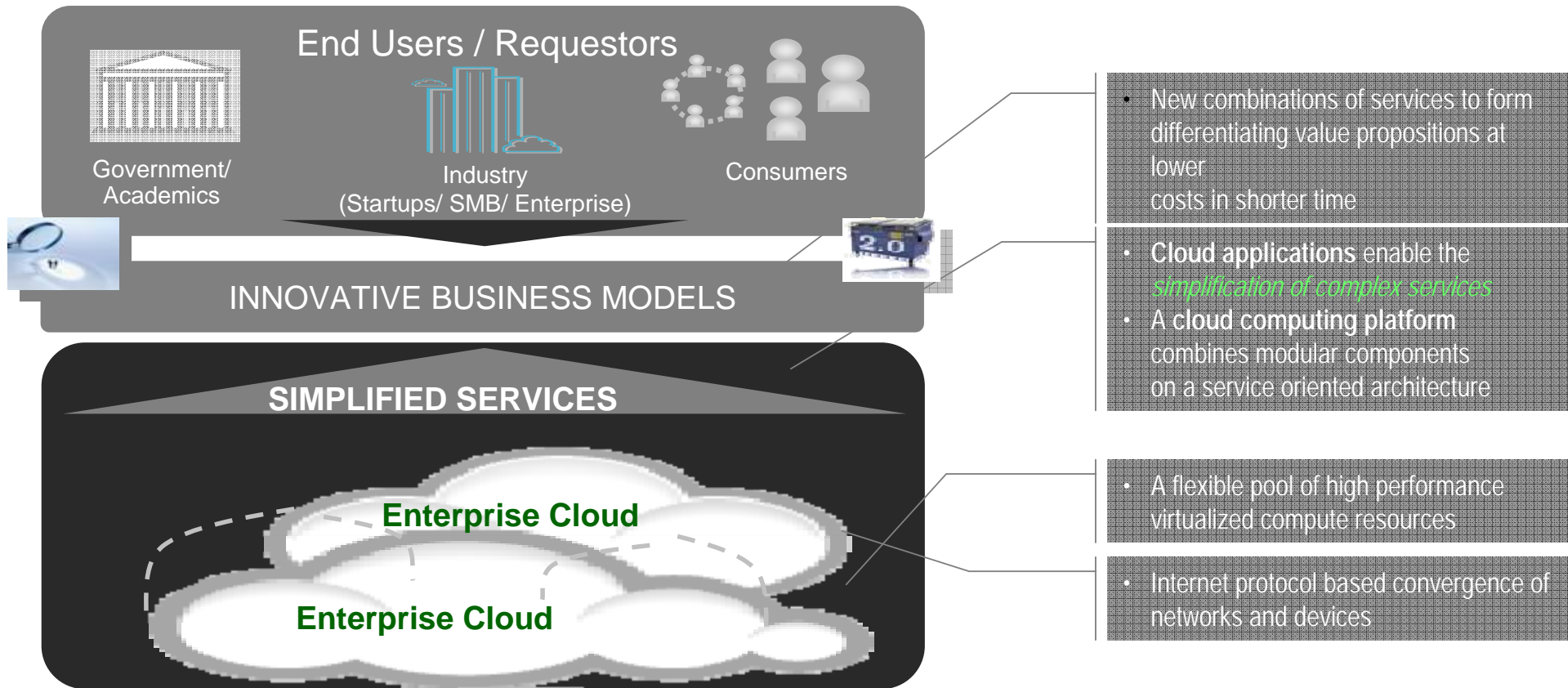
3rd Party Servers
and Storage



**SERVICE MANAGEMENT
WORLD TOUR 2008**



Data Center Transformation- Cloud Computing



Source: Corporate Strategy

IBM Service Management Industry Frameworks

Solutions architected for specific industries



SERVICE MANAGEMENT
WORLD TOUR 2008



IBM Service Management Addresses Client Needs

Solving the critical business problems across the enterprise

IBM Service Management

Best Practices, Methodologies, and Services

Service Management Platform

Do you need to manage all your key processes from a single interface?

Does the health & performance of your applications support your business?

Do you need to manage all of your data, information and storage resources?

Are your people, applications and data secure?

Are you sure?

Do you need an energy-efficient datacenter?

How will you manage SOA?

Can you visualize & control of all your assets?
Do you want your asset lifecycle automated?

Can you deliver effective network services?

Is QoS important?

Visibility

Control

Automation

Client Results

Bank of Montreal



Enables a recovery point objective of zero
Enables restoration within two hours of a system failure

“The real benefit to the business is a reduction in risk.”

*Malcolm Sanderson,
Bank of Montreal*



Virtualization increases flexibility
Clustering improves availability
New hardware improved reliability, provided higher performance
Took advantage of new technologies

“making a significant contribution to the power and price performance of our IT environment”

*Luke Lau,
Agrium*



Decreased system downtime, due to 100% visibility into business service to infrastructure relationships

“FDA was drawn to IBM's CCMDB and CDT capability – to optimize IT processes, by leveraging a topological map of infrastructure components to business applications.”



“Effective identity management helps us maintain our reputation for excellence, protect the security of sensitive, private information and enable our employees to deliver the fast service customers expect..“

IBM Service Management



See Your Business Services & Processes



Manage Your Risk & Compliance



Build Agility into Your Operations

SERVICE MANAGEMENT
WORLD TOUR 2008



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

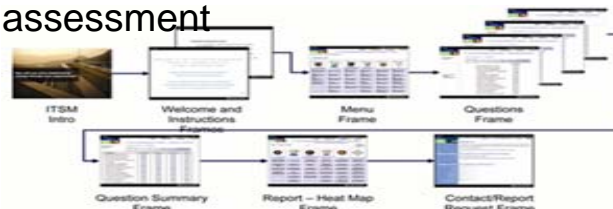
- ✓ Visit www.ibm.com/tivoli to access this tool



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

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





SUDOKU

8	5	M	1		2	M	4	
9	S	e	r	v	1	a	c	e
3		r		8		n	2	
		c		4	1	a		3
	1	9	3	5	7	g	6	
5		d	8	2		e		
	3	5		1		w		4
1	8	s		7		e		5
	9		5		3	f	8	2

SERVICE MANAGEMENT
WORLD TOUR 2008

THE RIGHT ANSWER, IS RIGHT HERE.