

Pulse

Comes to You 2009

IBM



Managing the World's Infrastructure

Delivering Efficient Operations Management

Sven Strassburg



what is it all about

- Reliability
- Timeliness
- Repeatability
- Cost effective
- Defined Quality of Service
- Actual Cost
- Fixing Stuff



why have it

- Complexity of technology ecosystems and environments
- Ever increasing costs associated to technology
- Rapid technology change
- Lack of Skill
- Visibility
- Control
- Trust in the environment
- Customer satisfaction
- Increasing technology literacy
- Lack of available budgets



let's define it

- Determine
- Diagnose
- Bypass
- Recover
- Resolve

It is about a driving a deliberate and structured approach to addressing the root cause of problems whose risk are deemed high to the business

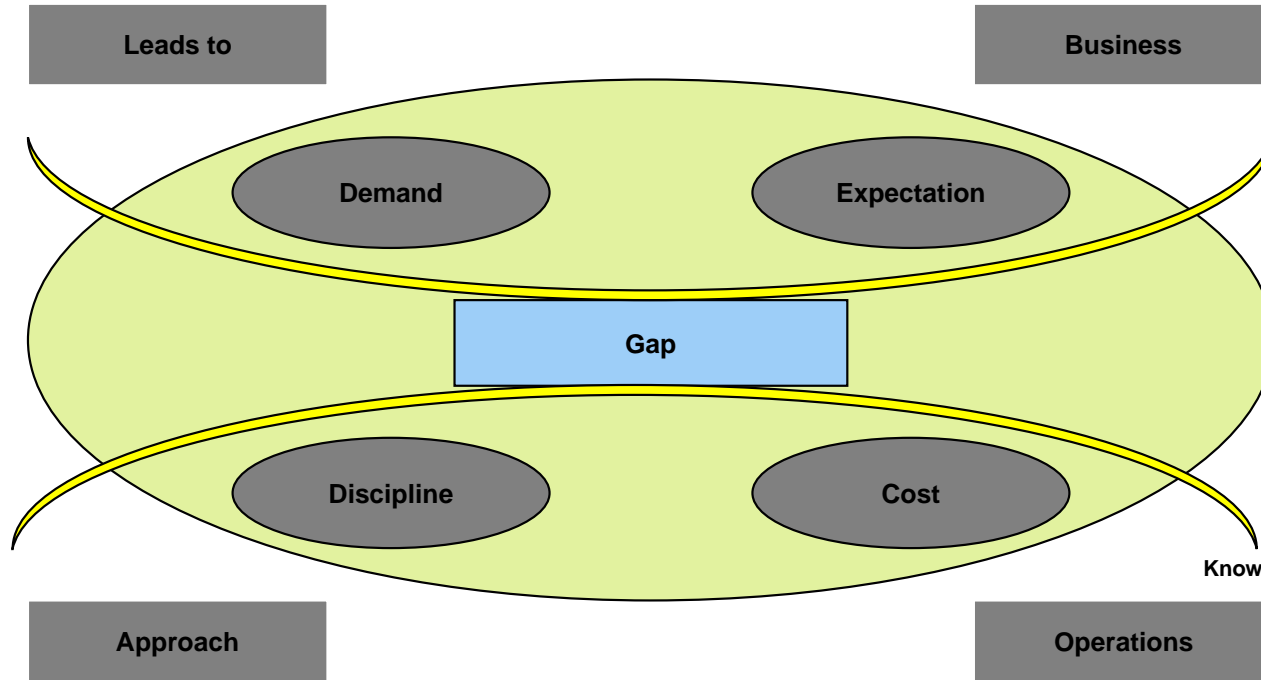


so what

- Lack of Knowledge
- Frustrated
- Lack of control
- Unrealistic expectations
- Spontaneous demand generation
- Reactive

Know what is needed:

ATM service not to be out of money on a Friday or Saturday night in the city centre, next to the biggest night club!



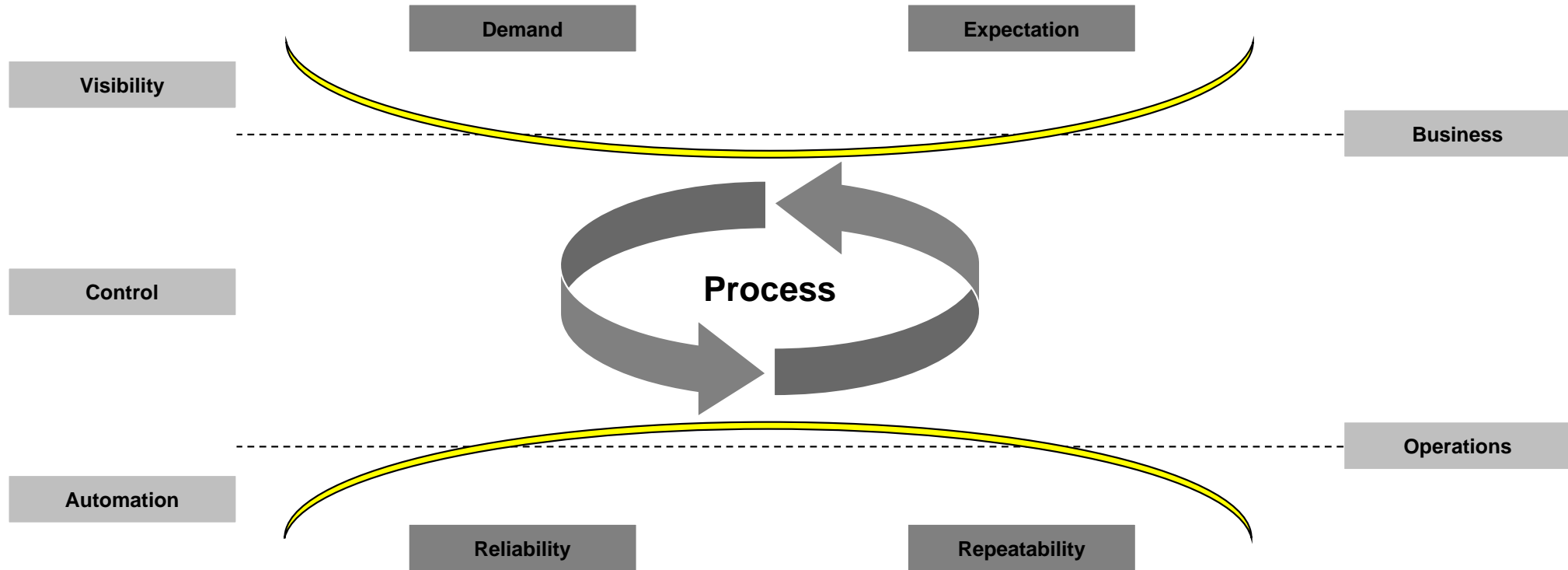
- Know what's best for environment
- Keen to do the right thing
- Best possible service (undefined)
- Very active

Know what is needed:

Saturn to be 90% utilised and be available 95% of the time and have a 98% reliability state.



how



with the objective

- Demand forecast
- Defined goals
- Agreed quality level
- In context

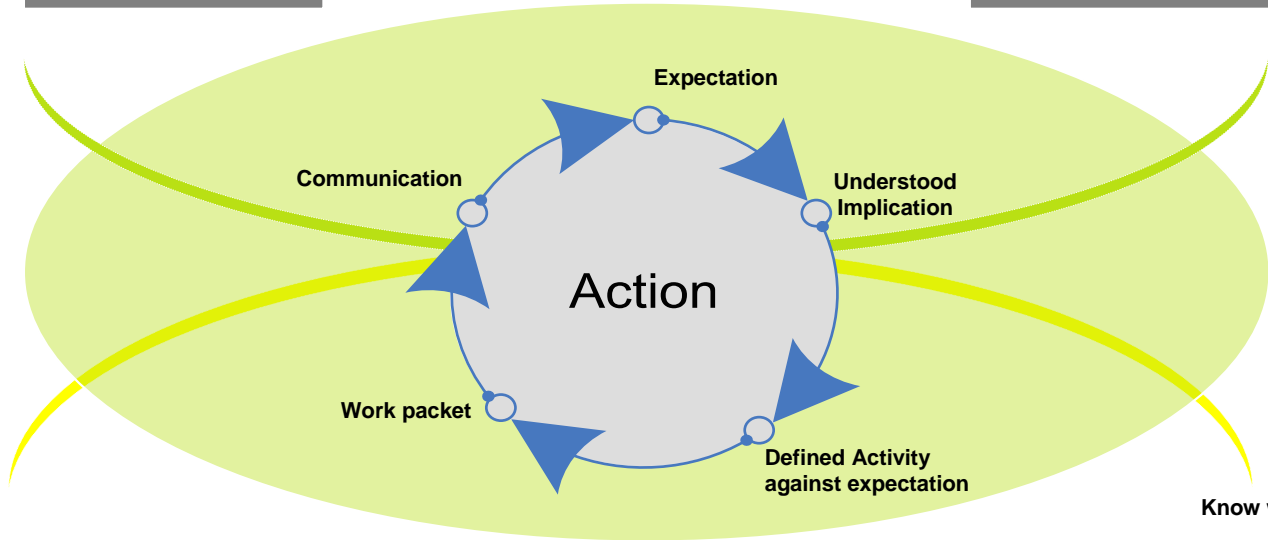
Leads to

- Trust
- Confidence
- Predictability

Business

Know what is needed:
ATM service not to be out of money on a Friday or Saturday night in the city centre, next to the biggest night club!

Review



Define



Approach

- Timely
- Deliberate
- To cost
- To expectation
- To Q of S
- Repeatable

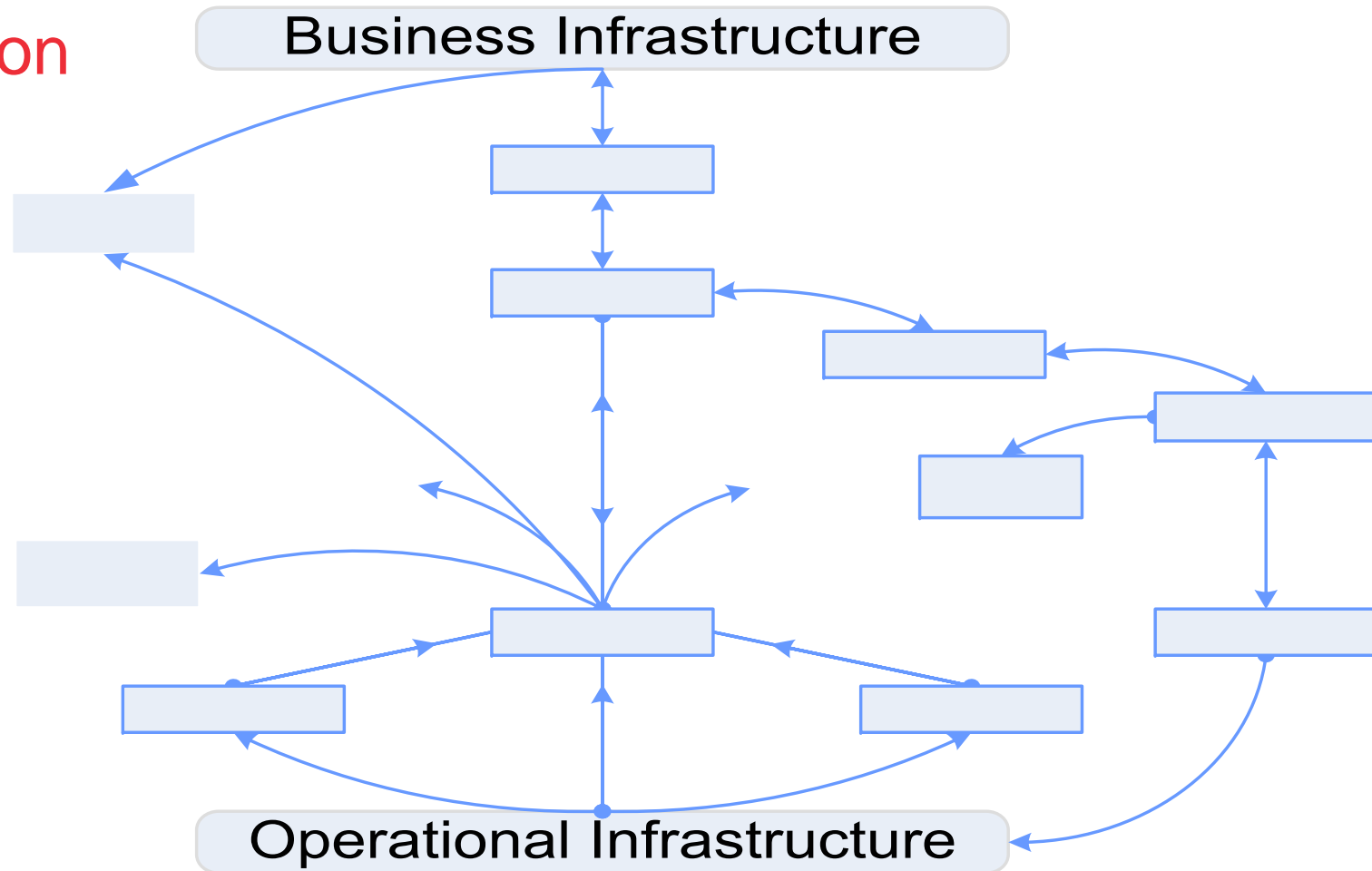
- Who
- What
- Where
- When
- How
- Why

Operations

Know what is needed:
ATM service not to be out of money on a Friday or Saturday night in the city centre, next to the biggest night club!

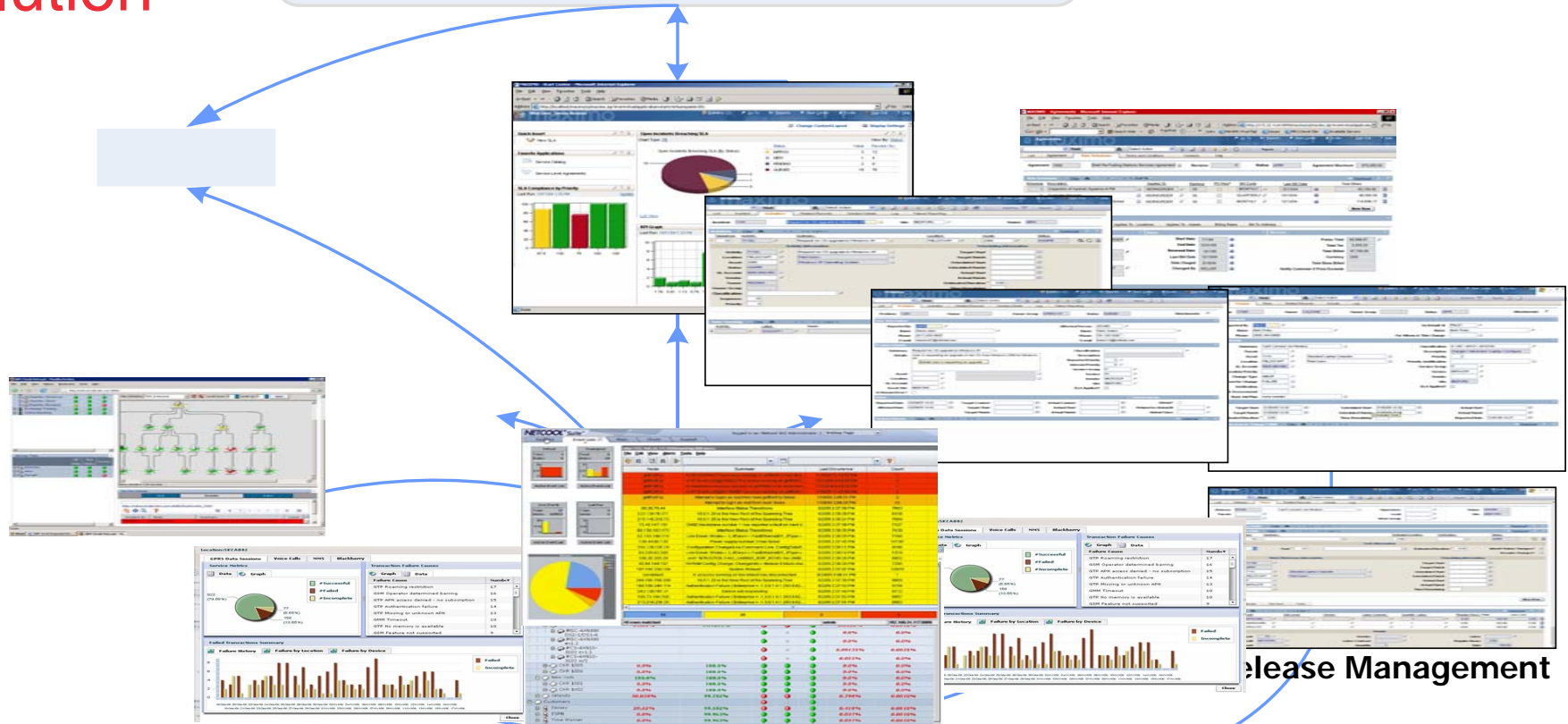


solution



solution

Business Infrastructure

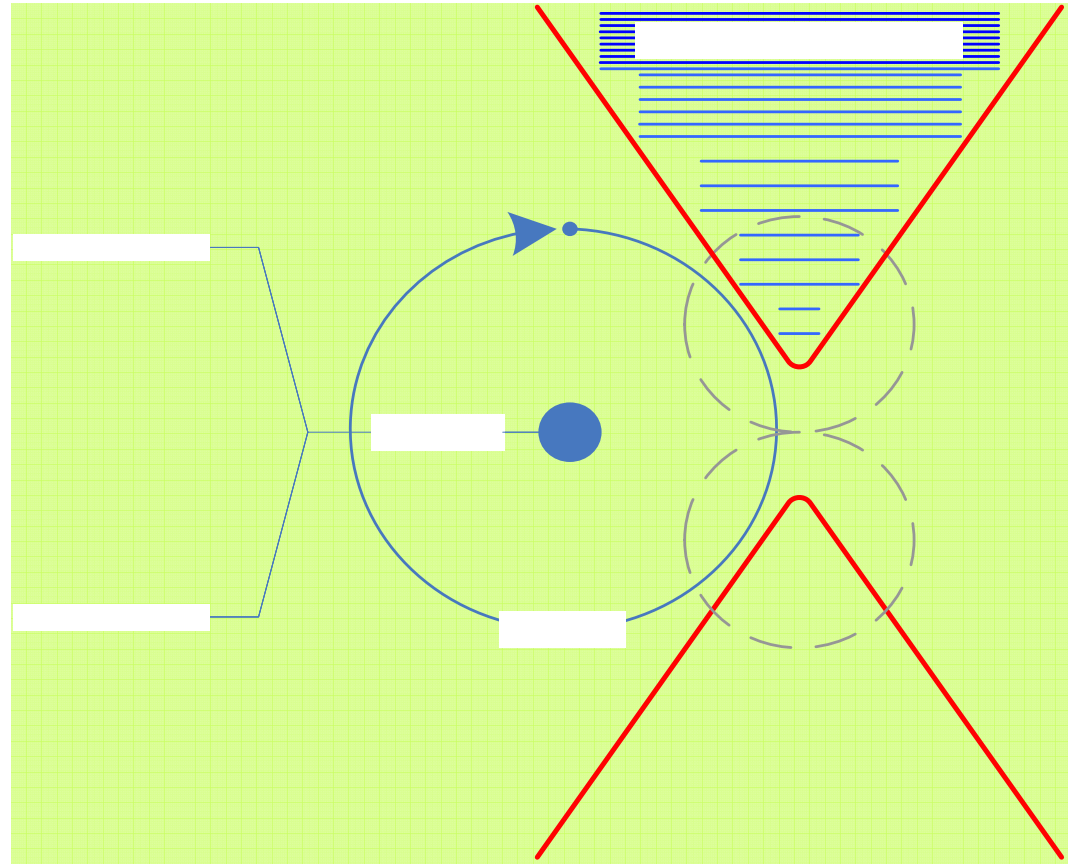


Operational Infrastructure

Release Management



underlying principle



**Operational
Infrastructure**

**Business
Infrastructure**

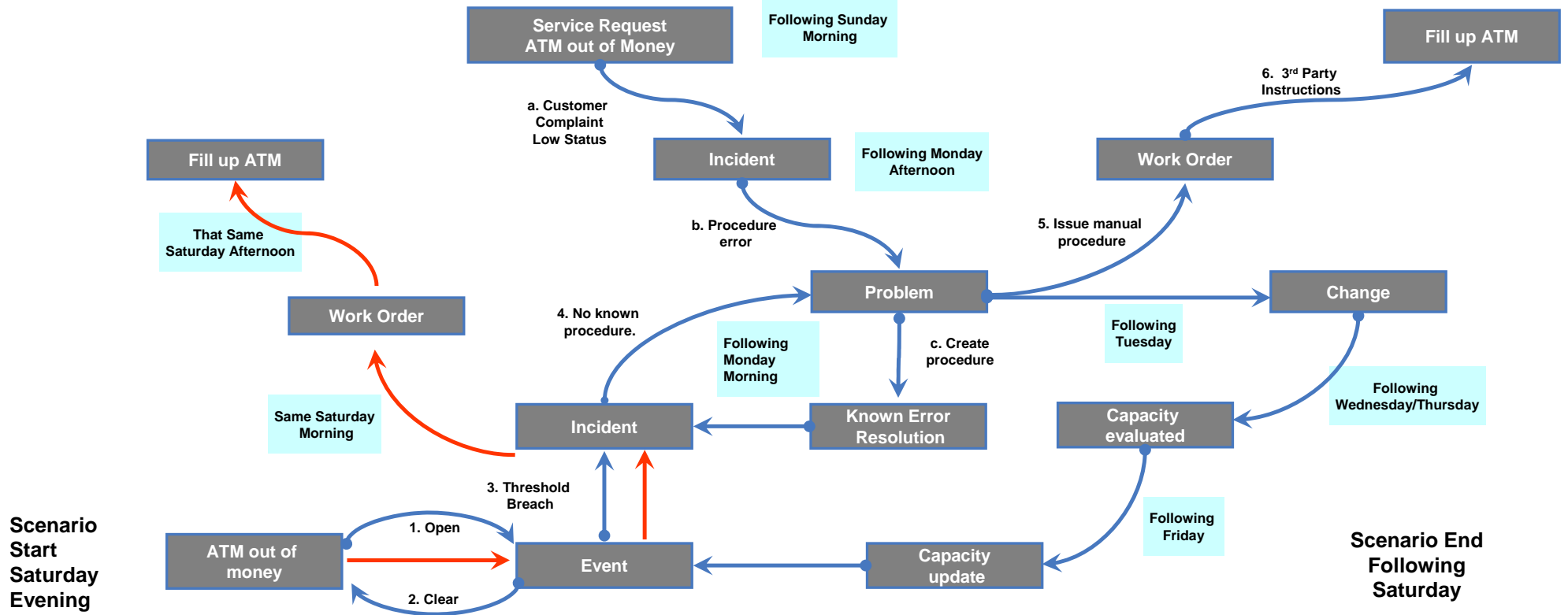


in essence

- To bridge the gap between the business expectation and technology capability is not through alignment of IT with the business, but through the integration of IT with the business through repeatable, deliverable and understood process. It's about consistency of service at a defined level of service to a specific cost.
- It all begins with effective communication – tell them what will happen and not what is hoped will happen.



when you have an 'eom' environment



business benefits

- **Reliability**
 - Business understands what is being done to help the business succeed.
 - Better support of the order to cash business cycle
- **Timeliness**
 - Just in Time. The service runs when it needs too.
 - Issues are resolved quickly
 - Accurate communications
- **Repeatability**
 - No reinvention of the wheel
 - Better utilisation of staff and their skills
 - Better utilisation of materials and inventory
- **Cost effective**
 - Predictable expenditure
- **Defined Quality of Service**
 - Business driven definition of what they would accept as the right level of quality at a price they are happy paying
- **Actual Cost**
 - Better transparency of cost
 - Accurate base lining of cost per service line
- **Fixing Stuff**
 - Be seen to resolving business issue.



what is different today from 10 years ago

- Common language
- Bigger issues
- Speed of technology change
- Open source
- Technology literacy
- Pervasive technology
- Understood process
- Client focus



hindrances

- Artificial barriers added to all stages of the process
- Protectionism
- Complex process criteria
- Misunderstanding of core business
- Technology excellence rather supporting the order to cash cycle
- Not addressing the simple things like effective communication, repeatability and not supporting everything
- Unrealistic expectations
- Big bang approach



Questions

