

Business Service Management

IT Service Management Solution

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Agenda

- **Wikipedia**
- **END2END**
- **Approach Example**
- **BullBear Requirements Summary**
- **ITSM Workshop Summary**
- **IBM Proposed Solution and Practical Approach for Deployment**
- **Business Value**

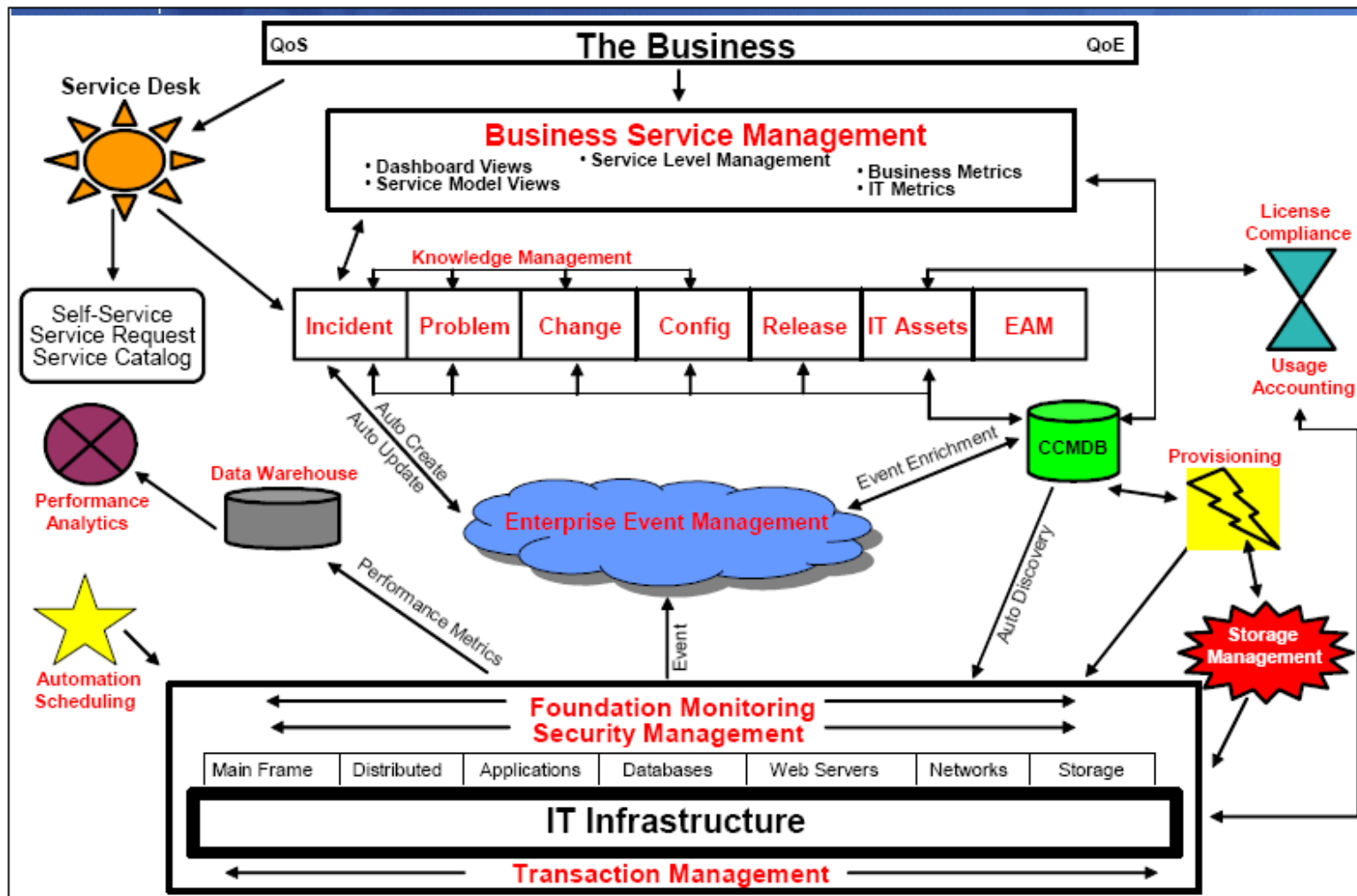
Wikipedia

- **IT service management (ITSM or IT services)** is a discipline for managing [information technology](#) (IT) systems, philosophically centered on the *customer's perspective of IT's contribution to the business*.
- *Providers of IT services can no longer afford to focus on technology and their internal organization, they now have to consider the quality of the services they provide and **focus on the relationship with customers**.*
 - IT Service Management Forum (2002). van Bon, J.. ed. *IT Service Management: An Introduction*.
- ITSM can be seen as analogous to an [enterprise resource planning](#) (ERP) discipline for IT - although its historical roots in IT operations may limit its applicability across other major IT activities, such as [IT portfolio management](#) and [software engineering](#).

Approach Example (Ako?)

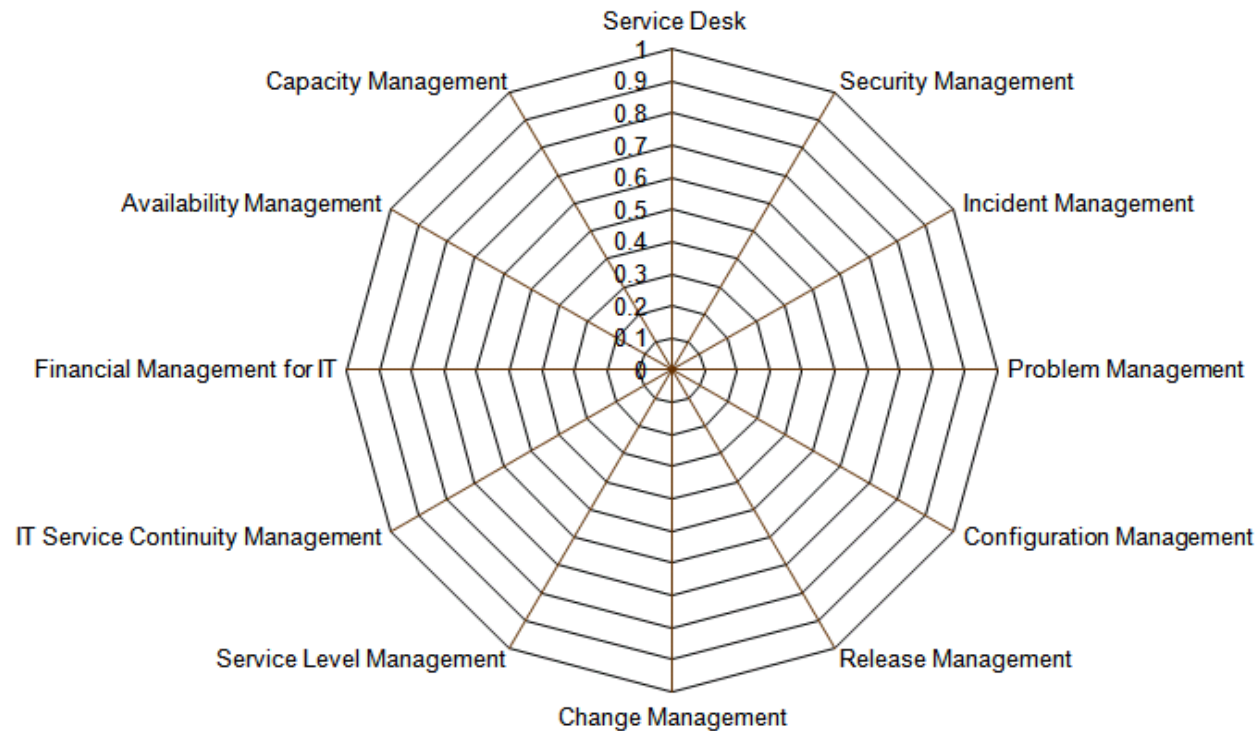
- Isolated approach
 - Single Product focus
 - Only ITIL focus
- Integrated approach
 - End2End
 - Business values
 - Cross organization

END2END



ITSM Workshop

- **What it is:** A 2 days workshop with customer's IT organization's representatives or "*interviewees*" (CIO, power sponsors, IT managers, decision makers, influencers, architects, subject matter experts)
- **Deliverables:** Presentation and report to outline observations along with suggested recommendations, using spider diagrams to focus on customers' objectives to deliver service excellence



BullBear • • • • • -) Requirements Summary

BullBear imperatives for success

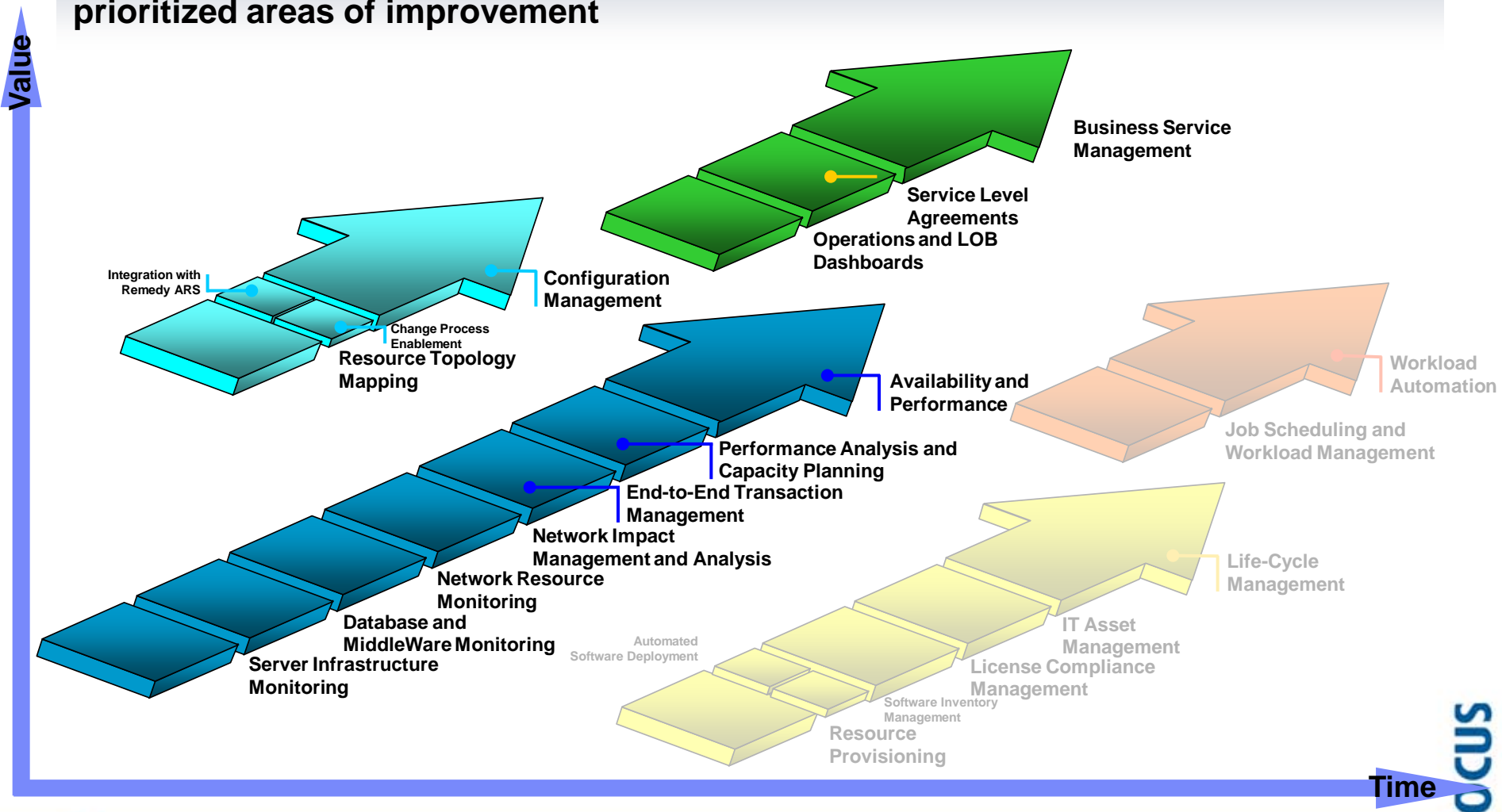
- Ensure that BullBear's Customers have Access to Applications and Services**
- Reduce or Prevent Business Service Outages**
- Understand Business Impact of Outages or Degradations of Service**
- Improve Mean-Time-To Repair (MTTR) – Achieve Best-Class Service**
- Significantly Reduce Efforts and Costs of IT Operations**
- Operational Value and Faster Return on Investment**

Workshop Recap – Agreed Areas to Improve

- Availability and Performance Management**
 - End-to-end monitoring of the IT infrastructure (servers, databases, applications)
 - Performance management (transaction monitoring) and capacity planning
 - Drive operations efficiency by isolating the root-cause of service problems
 - Proactively identify current and future performance and capacity problems
- Network Management and Topology Views**
 - End-to-end network infrastructure monitoring
 - Network visibility with topology views and impact analysis
 - Consolidate network and IT Operations under a single management solution
- Service Dependency Mapping – Provide Configuration Views**
 - Resource topology mapping and relationships
 - Understand configurations, map applications and changes, address compliance measures
 - Integration with Remedy ARS and change process enablement
- Business Service Management – SLA Monitoring and Reporting**
 - Dashboards for IT Operations and LOB with advanced real-time service and business process visibility
 - Control costs by integrating with – and leveraging information from – the IT management solutions
 - Track, measure and report SLA's from an end-user perspective
- Resource Life-Cycle Management**
 - Manage and provision IT resources from a life-cycle perspective
 - Manage IT asset life-cycles in order to control cost and mitigate compliance risk
 - Manage relevant contract, lease, warranty and license data
- Workload Automation**
 - Monitor and manage workloads and batch jobs from a single console
 - Manage with workload service assurance to support a proactive SLA management

Workshop Recap – Phased Roadmap

The IBM solution proposal will add business value and fast ROI to BullBear and address IT Operations ITSM requirements, considering the IT organization's prioritized areas of improvement



Suggested Approaches to Deliver Solution

Approach One

Modular Service Management

Benefits

By choosing a systematic approach to reaching business service management the operational teams will be able to grow their skills with the solution with the time and be able to support the technology implemented.

The infrastructure visibility delivered in the first phase will provide for successful follow on phases.

Approach Two

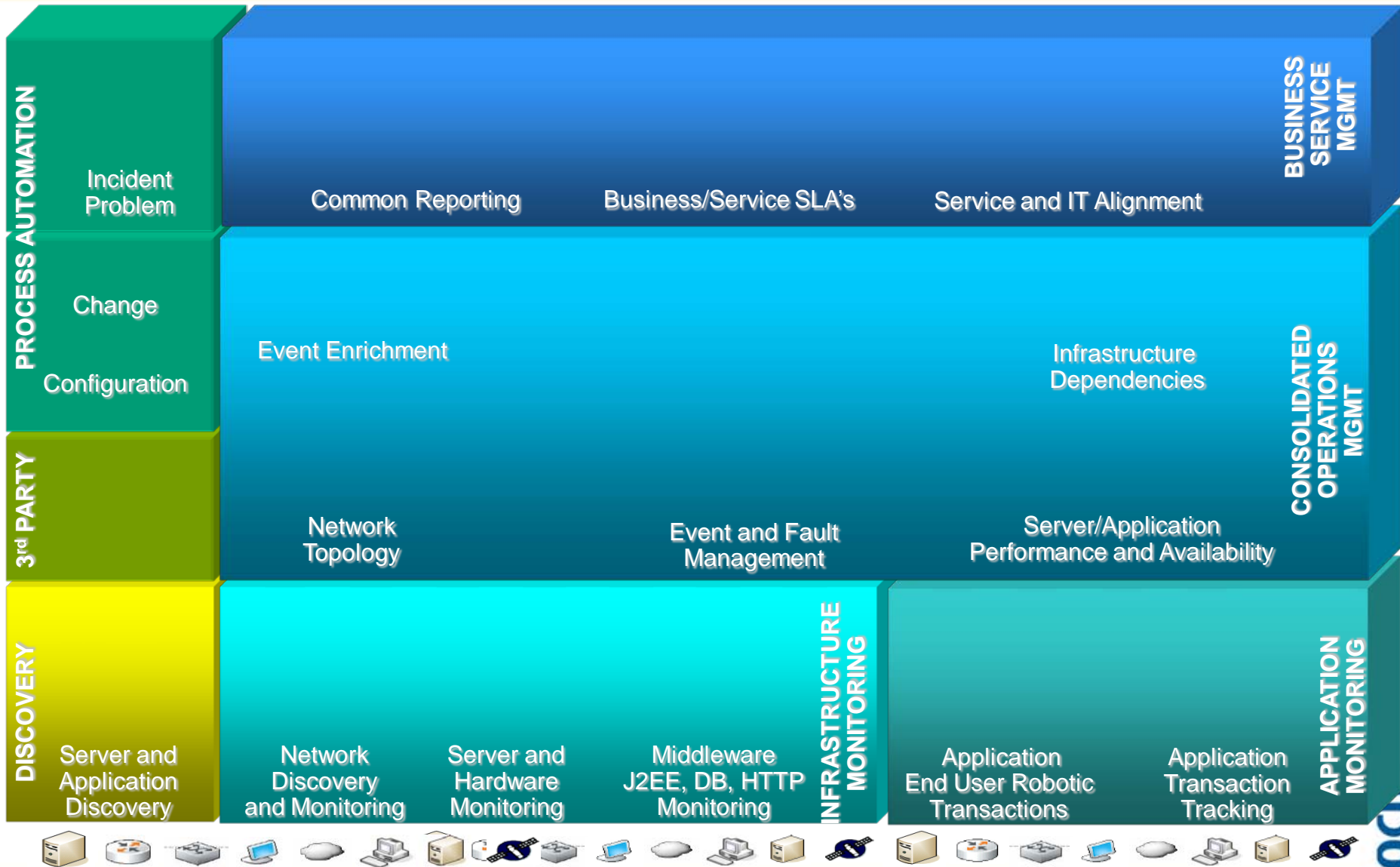
End-to-End Service Management (Pilot Implementation)

Benefits

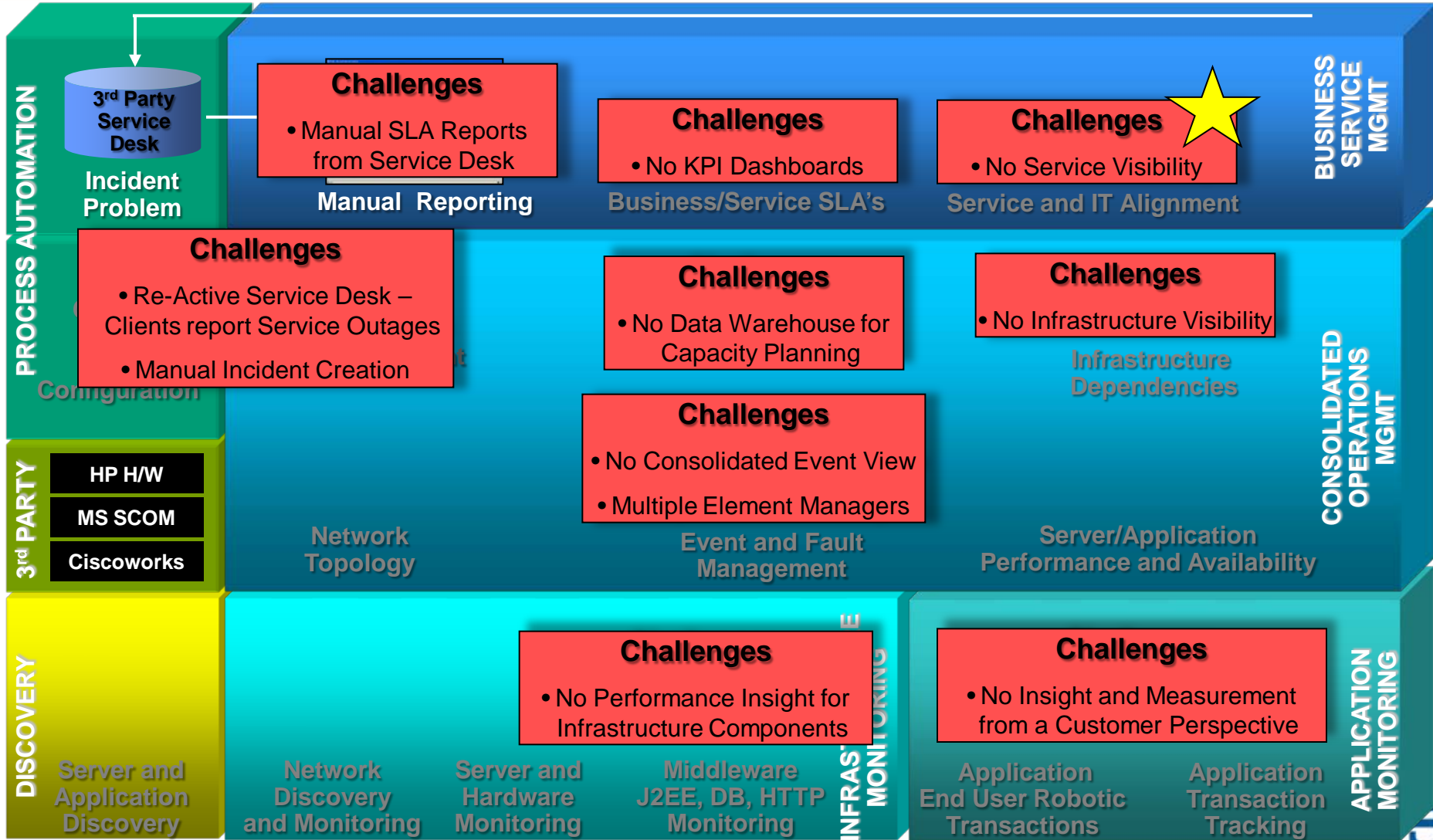
By limiting the scope of the infrastructure that needs to be monitored and by opting to monitor a business service end-to-end in the first phase, BullBear will be able to realise the potential benefits of business service management for one critical service in the first phase. This can be seen as a Pilot Implementation.

**Challenges: Up-front investment –
deployment timeline**

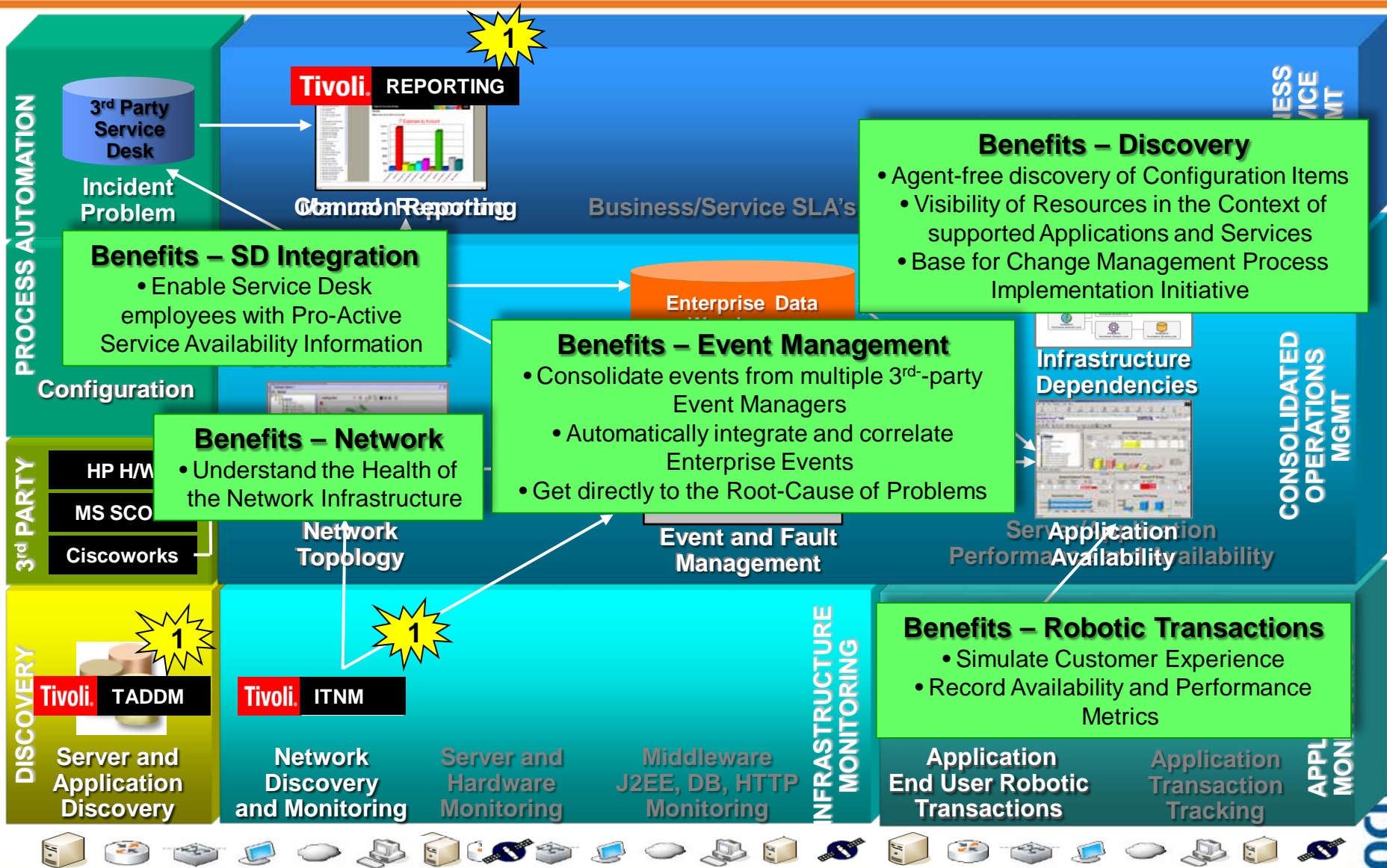
IBM ITSM Logical Reference Model



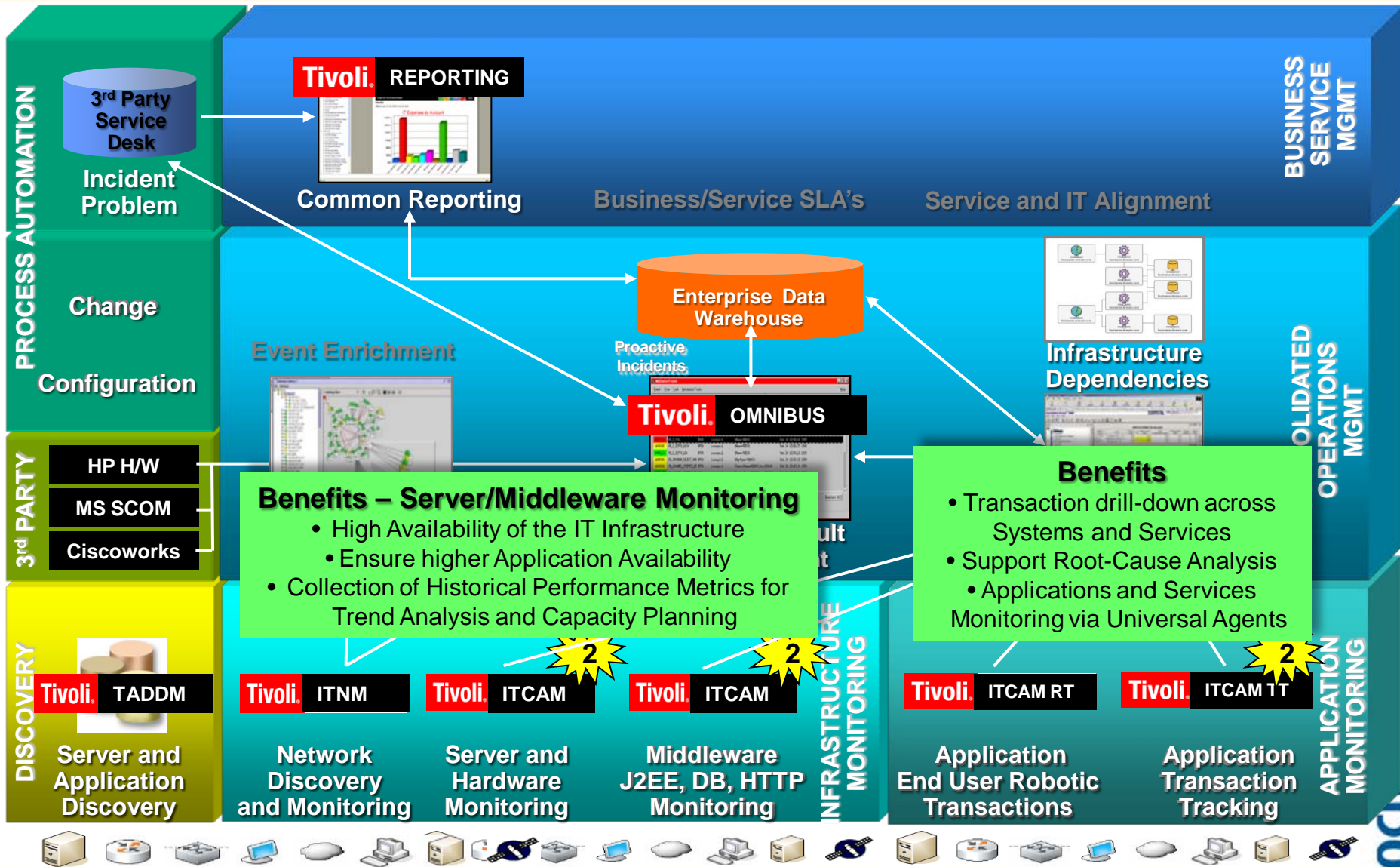
BullBear – Current ITSM Landscape (AS-IS)



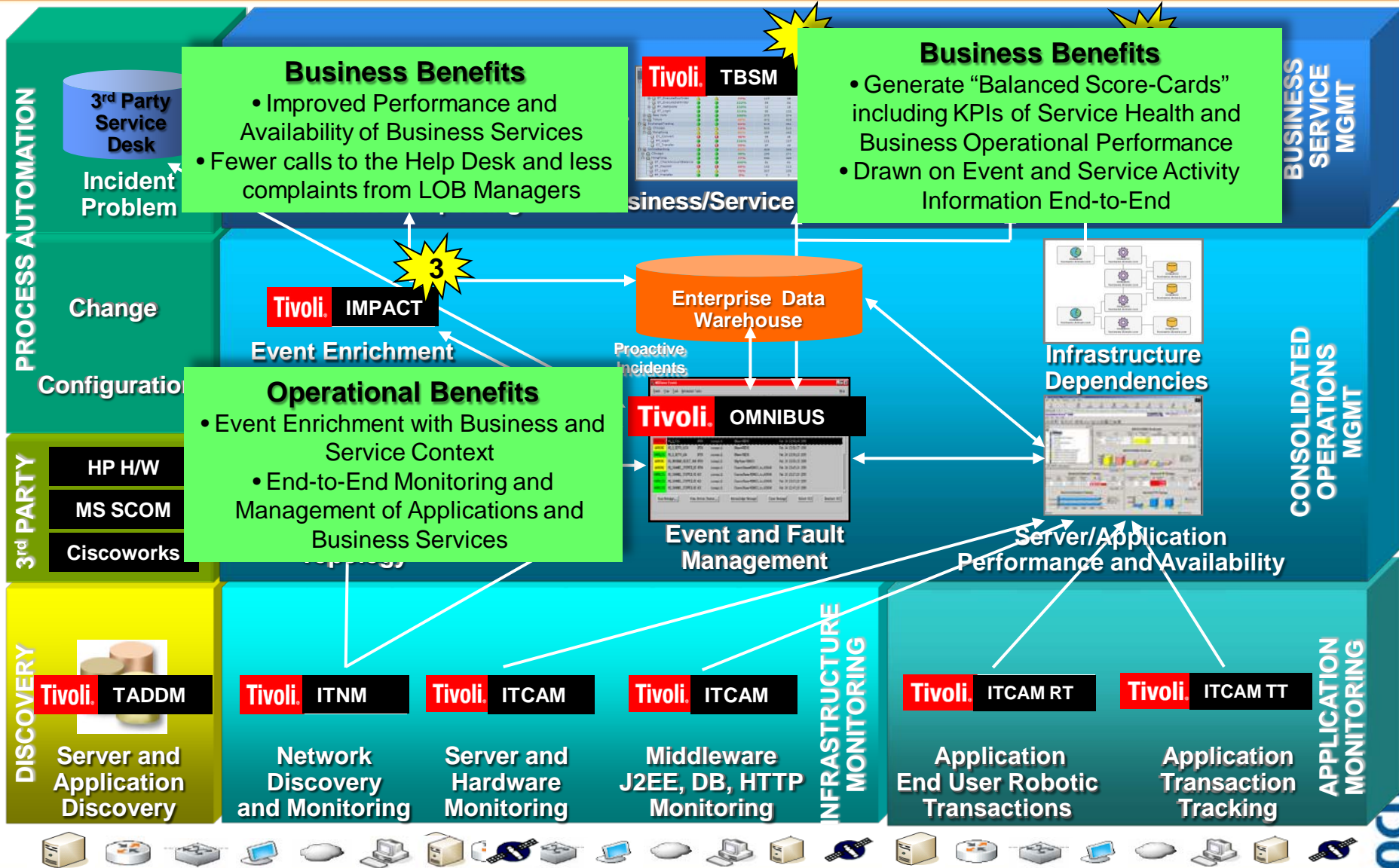
Phase One – Infrastructure Visibility, Availability and Change Control



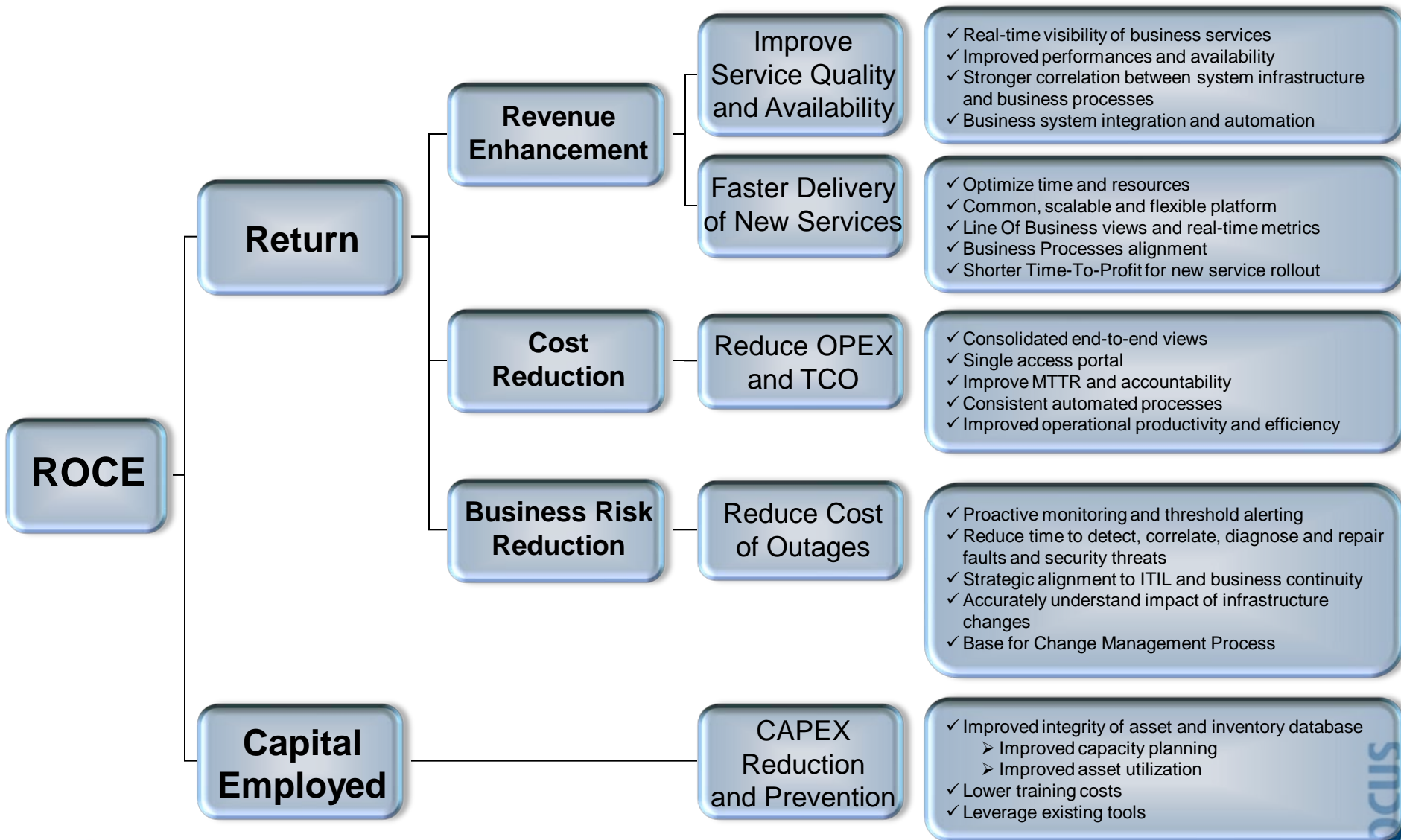
Phase Two – Performance Management and Capacity Planning



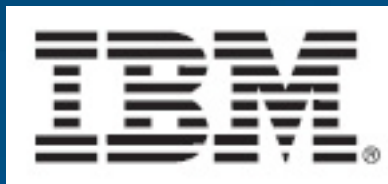
Phase Three – Business Service Management and Process Alignment



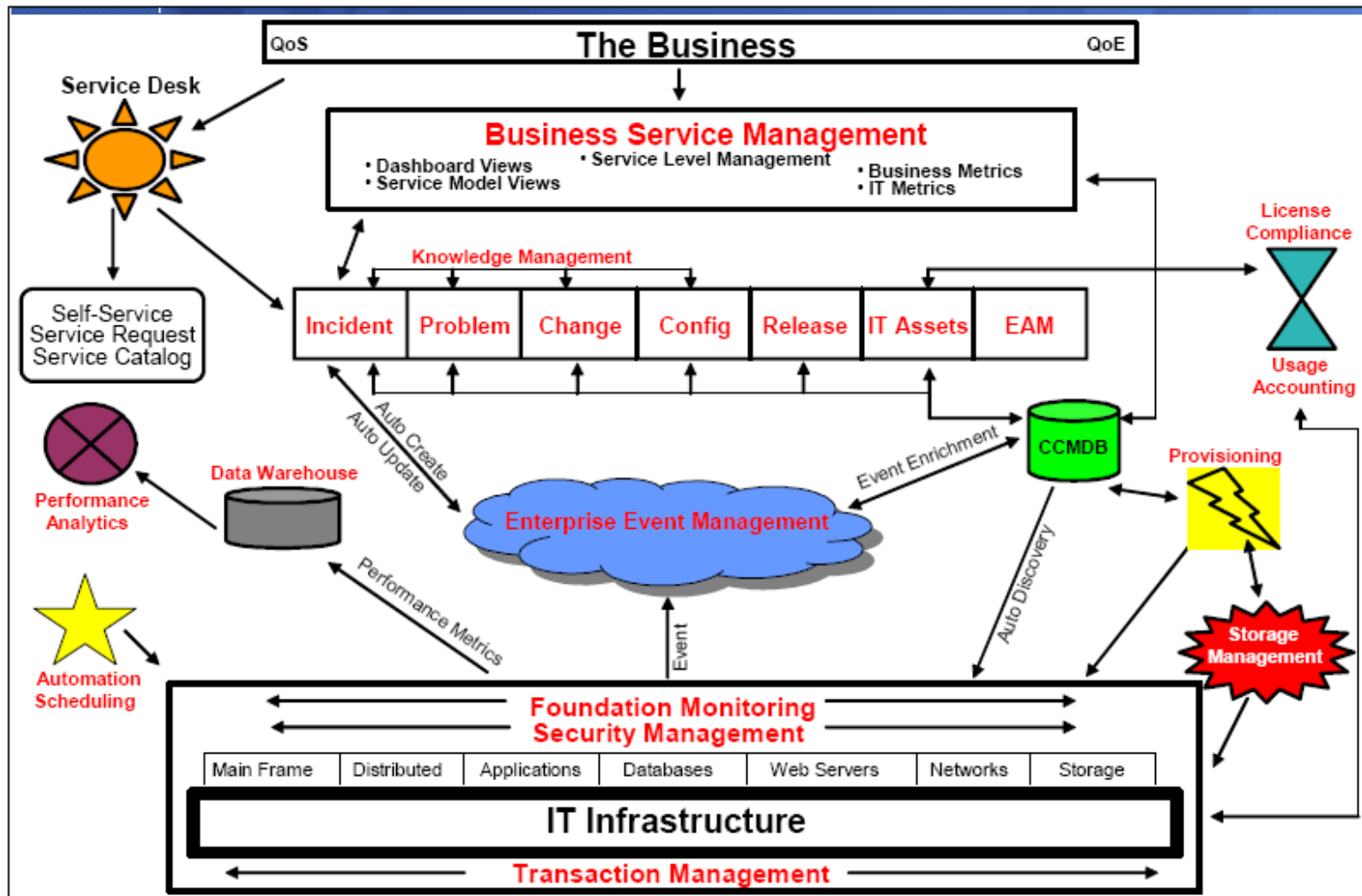
Business Value to BullBear



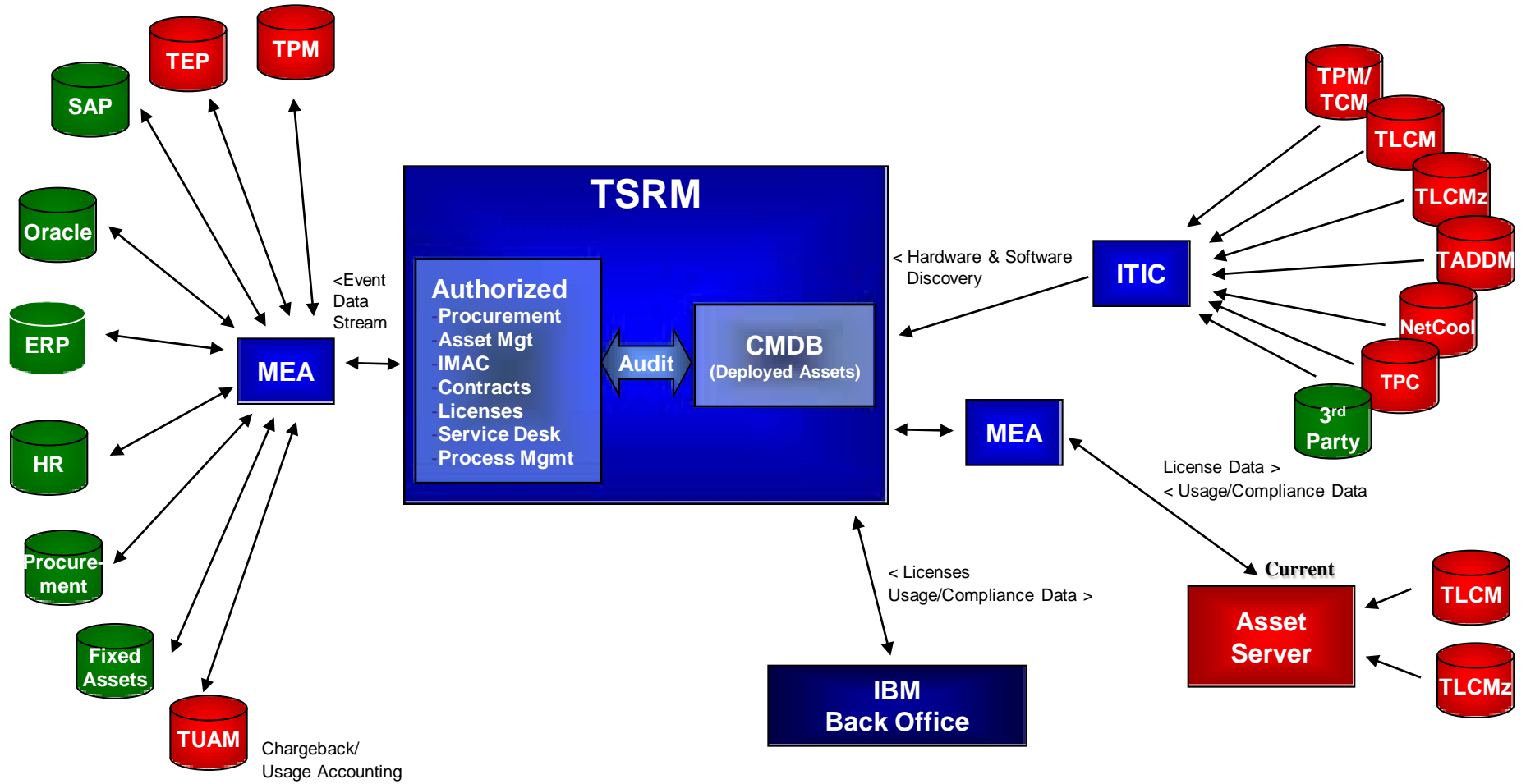
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Intergartion



Unified solution for Asset and Service Management

