



**Tivoli** software

# IBM Service Management



## The Proof Behind the Story – The Real Value

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# The Value of IBM Service Management

*The ability to solve any service delivery challenge!*

**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!***



# But Don't Just Take Our Word for It...

*Vendor comparisons published in 2007/2008*

- Analyst Accolades
  - Gartner Magic Quadrant Leader in Event Management, EAM, Security Information and Event Management, Web Access Management, SRM/SAN Management
  - Forrester Wave Leader in Datacenter Automation, Business Service Management, Identity Management, Enterprise Security
- Market leadership:
  - #1 Worldwide IT Operations Management – Gartner (6th consecutive year)
  - #1 in System Management Software – IDC
  - #1 in Identity and Access Management – IDC (1st time, beating CA)
  - #1 in Performance & Availability – IDC
  - #1 in Network Management – IDC
  - #1 in Event Automation – IDC
  - #1 in Fault and Event Management in Service Assurance Market, OSS Observer
- Highest Rated, OvumSummit ITSM Vendor Report Card
- Leader, Datamonitor Vendor Comparisons for ITSM and Desktop Management
- Leader, IDC Energy Shortlists – EAM for the Refining Market (beating SAP for the first time), Power Generation and Energy Delivery
- #1, ARC Insights EAM Market Study

# IT Service Management Vendor Report Card

*IT Service Management (ITSM) is widely recognized as a critical enabler of dynamic IT infrastructure environments*

**Figure 8 2006 ITSM report card rankings**

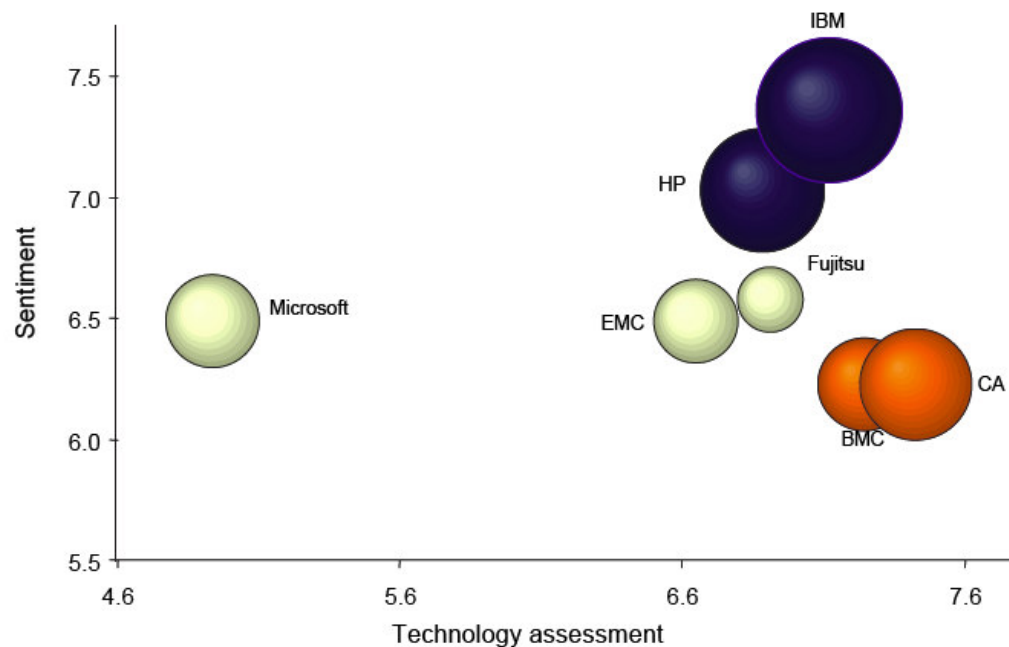
	<b>BMC</b>	<b>CA</b>	<b>IBM</b>	<b>HP</b>
Overall ITSM strategy	On par	On par	Differentiator	Differentiator
ITSM value proposition	On par	On par	On par	On par
Portfolio competitiveness	On par	On par	Differentiator	Differentiator
Business/IT alignment	On par	On par	Differentiator	On par
Partnering effectiveness	Differentiator	Liability	On par	On par
Market credibility	On par	On par	Differentiator	Differentiator
Ability to execute	On par	On par	On par	On par

*Source: Ovum Summit*

**IBM is acknowledged as player with the greatest differentiation**

# Decision Matrix: *Selecting an IT Systems Management Vendor*

Figure 1: The IT Systems Management Decision Matrix



IBM is in a clear overall lead in IT systems management, with its broad and extensive Tivoli offering that spans almost all aspects of IT systems management. IBM also receives the best user sentiment rating and has the best reputation among enterprises. The company suffers slightly from being associated with hardware in the large enterprise space, but this has not impeded its success in the market. Datamonitor believes IBM will continue to lead in this market due to its superior vertical reach and continuous improvement of its technology. Innovation and acquisitions and leadership in the SOA space will continue to give IBM an edge in terms of technology for the next two years.

Source: Datamonitor

DATAMONITOR

# HUK-Coburg Insurance Company

*Secures system uptime with IBM Tivoli Business Service Manager*

## Value Drivers:

HUK-Coburg's IT team faced challenges of ensuring services for internal and external customers ran smoothly and securely. They sought a way to effectively integrate and manage network operations end-to-end across highly heterogeneous environment.

## Solution:

IBM Tivoli Business Service Manager which provides an integrated, end-to-end security, systems, network and applications management infrastructure and the ability to visualize how IT is aligned with business, effectively prioritize actions, and communicate information to multiple audiences.

## Value Realization:

- Reduced volume of network events by a factor of 10
- Saved hundreds of thousands of Euros through automation of trouble tickets
- Improved customer service by enabling staff to quickly troubleshoot and isolate service problems
- Streamlined security management processes



*“Through the use of Tivoli Netcool software solutions, we now can understand the status of our technical infrastructure and see what impact a problem has on revenue, services and users. This and the implementation of a separate system for security operations make it possible for our NOC team to respond the right way at the right time before any real damage can take place.”*

*— Ewald Other  
Manager, Automation Group*

# Merkur Group

*Effectively controls IT costs with automated, integrated service management*

## Value Drivers:

Streamline service management processes to reduce operational costs while maintaining service quality. Internal surveys showed that end-user satisfaction was high. However the CIO worried that as Merkur continued to grow, IT staff would not be able to deliver the same level of service.

## Solution:

A unified platform that cost-effectively manages the entire lifecycle of IT assets and strengthens service management.

- IBM Tivoli Asset Management for IT
- IBM Tivoli Service Desk

## Value Realization:

- Projected 25% increase in staff productivity, allowing the existing IT staff to manage the growing infrastructure
- Reduced costs and improved decision making process
- Better alignment of IT with business requirements

**MERKUR**

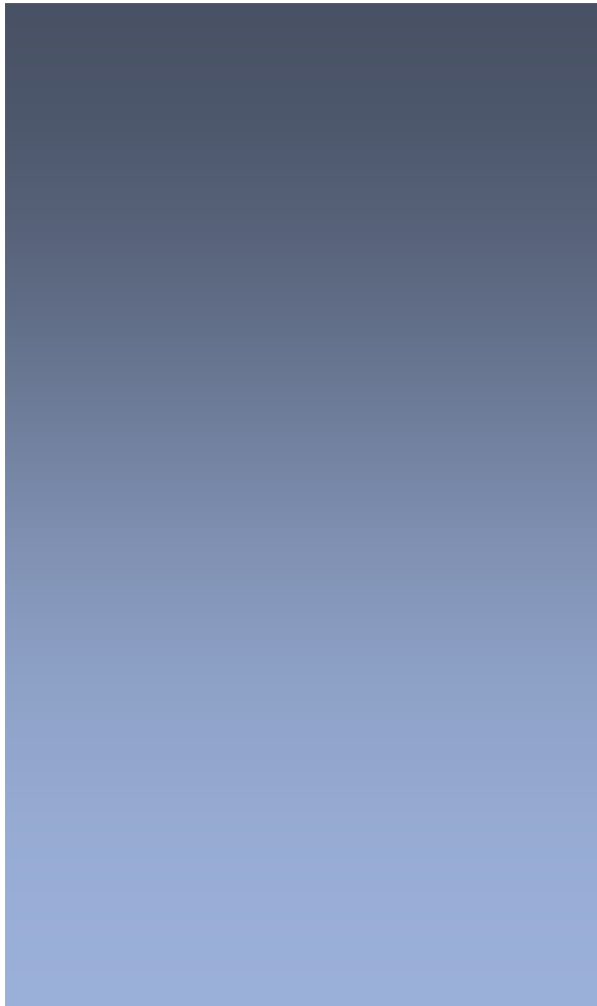
*“By providing a single platform for asset and service management, Tivoli software enables us finally to understand the true costs of our IT services and the impact of these costs on profitability.”*

*“The sophisticated workflow processes in Tivoli IT asset and service management software help us ensure compliance with industry requirements.”*

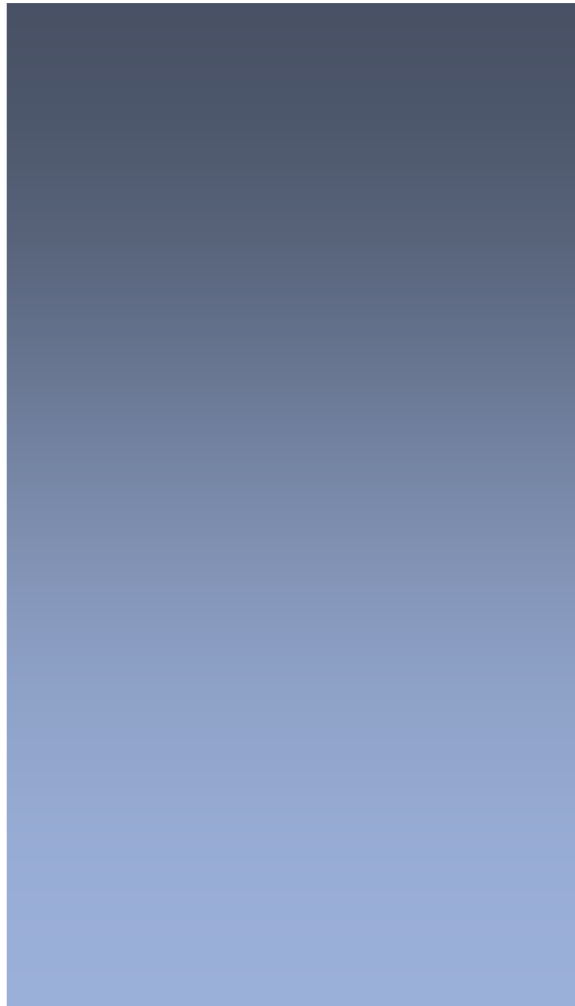
*— Simon Znidar, Ph.D.  
CIO, Merkur Group*

# IBM Service Management Delivers

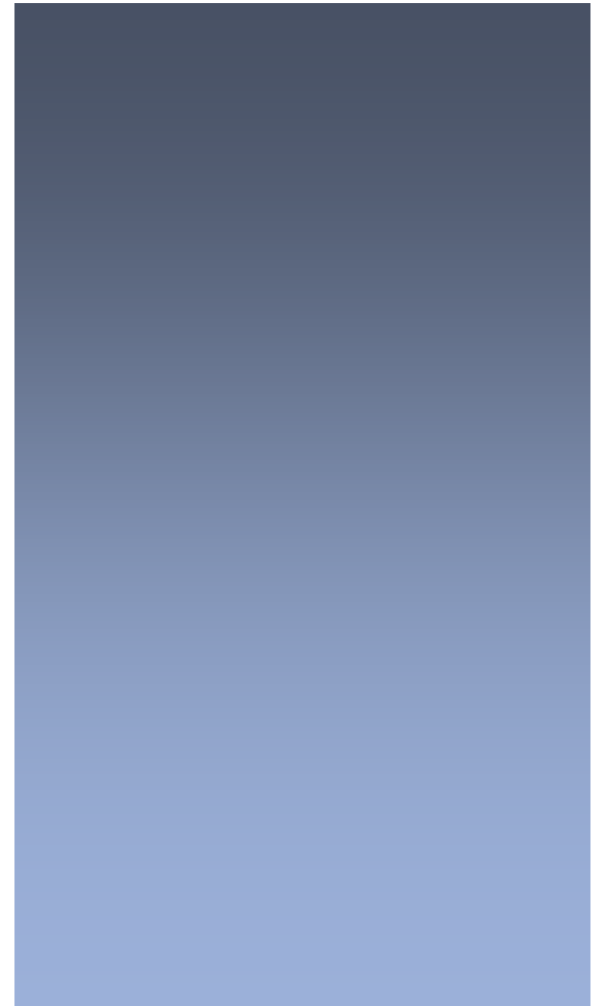
## Visibility



## Control



## Automation





# Getting You Started Today...Relational Value Tomorrow

## Visibility



### TARGETED REAL-TIME DASHBOARD SOLUTIONS

#### *GTS/Tivoli Offerings:*

- Business of IT Dashboard
- Integrated Infrastructure Intelligence (i3)
- Availability Center for SAP

#### *SWG Offerings:*

- Rational Portfolio Manager
- Compliance Insight Manager

#### *SWG Quick Start Offerings:*

- Rapid implementation services for 'visibility' products – e.g., TBSM

## Control



### INTEGRATED ASSET CONTROL SOLUTIONS

#### *GBS/Tivoli Offerings:*

- Enterprise Asset Mgmt

#### *GTS/Tivoli Offerings:*

- IT Asset Mgmt
- Acceptable Use Monitoring

#### *Tivoli Offerings:*

- Software License Compliance

#### *Tivoli Quick Start Offerings:*

- Rapid implementation services for 'control' products – e.g., TADDM

## Automation



### AGILITY ACROSS OPERATIONS SOLUTIONS

#### *GTS/Tivoli Offerings:*

- IT Service Support
- Business Continuity for SAP

#### *Tivoli Quick Start Offerings:*

- Rapid implementation services for 'automation' products – e.g., TPM

# Getting You Started Today...Relational Value Tomorrow

## Visibility



### TARGETED REAL-TIME BUSINESS DASHBOARDS

#### *GTS/Tivoli Offerings:*

- Business of IT Dashboard

#### *SWG Offerings:*

- Maximo Asset Management
- Tivoli Service Request Manager

## Control



### CHANGE AND RELEASE MANAGEMENT SOLUTIONS

#### *GTS Offerings:*

- IBM Service Management Strategy and Planning
- IBM Service Management Design and Implementation

#### *SWG Offerings:*

- Rational ClearCase, ClearQuest, Build Forge
- Tivoli Provisioning Manager

## Automation



### IT SERVICE LIFECYCLE AUTOMATION SOLUTIONS

#### *GTS Offerings:*

- Business of IT Executive Workshop
- Process Reference Model for IT
- Component Business Model for IT

#### *SWG Offerings:*

- Tivoli Unified Process Composer (includes Rational Method Composer, Rational Unified Process, Tivoli Unified Process)

# Getting You Started Today...Relational Value Tomorrow

## Visibility



### TARGETED REAL-TIME OPERATIONAL DASHBOARD

#### *GTS/Tivoli Offerings:*

- Business of IT Dashboard

#### *SWG Offerings:*

- Tivoli Netcool
- Tivoli Enterprise Console
- Tivoli Service Level Advisor
- Tivoli Business Service Manager

## Control



### SERVICE QUALITY MANAGEMENT SOLUTIONS

#### *GTS Offerings:*

- IBM Service Management Strategy and Planning
- IBM Service Management Design and Implementation

#### *SWG Offerings:*

- Rational Performance Tester
- Tivoli Composite Application Manager

## Automation



### OPTIMIZING AVAILABILITY SOLUTIONS

#### *GTS Offerings:*

- IBM Service Management Strategy and Planning
- IBM Service Management Design and Implementation

#### *SWG Offerings:*

- Tivoli System Automation
- Tivoli Workload Scheduling Manager

# Getting You Started Today...Relational Value Tomorrow

## Visibility



### TARGETED REAL-TIME DEVELOPMENT DASHBOARD

#### *Services Offerings:*

- IBM Service Management Strategy and Planning
- Rational Services

#### *SWG Offerings:*

- Rational Portfolio Manager

## Control



### APPLICATION SECURITY SOLUTIONS

#### *GTS Offerings:*

- IBM Security and Privacy Services

#### *SWG Offerings:*

- IBM Watchfire

## Automation



### AGILITY ACROSS DEVELOPMENT SOLUTIONS

#### *Services Offerings:*

- IBM Service Management Strategy and Planning
- IBM Service Management Design and Implementation
- Rational Services

#### *SWG Offerings:*

- Rational “software delivery” platform

# So Finally...Why IBM?

## **Breadth of Capabilities**

Complete set of capabilities from Monitoring to Process Automation and Security and Governance to meet needs such as Green Datacenters and Next Generation Networks

## **Industry Leadership**

Solutions for Telecom, Nuclear, Government, Oil & Gas etc., and more

## **Convergence**

IT and Enterprise Assets, Telco and IT infrastructures, IT Processes and Business Processes

## **Integrated Technology**

Best in industry integration: Role-based dashboards, Shared data across portfolio, Single process automation technology, Common Reporting

## **IBM Portfolio and Services**

Integration with WebSphere, Rational, Lotus, DB2 and server portfolio supported by the leading services organization

## **Service Management beyond ITIL**

Bring together processes, governance and business goals

