

## Gain strategic insight into business services and optimize availability and performance.



### Highlights

- Enhance service availability and performance with closed-loop service life-cycle management
- Improve infrastructure availability and control through discovery and real-time monitoring capabilities
- Consolidate operations management and speed time to resolution with a single-pane-of-glass view
- Boost service visibility and intelligence using targeted business and operational dashboards
- Optimize efficiency and reliability by automating responses to events in context with their business impact

### Take a closed-loop approach to enhancing service availability and performance

Many enterprises depend heavily on business services to generate revenue. But as businesses grow and technologies evolve, it becomes increasingly difficult to understand the complex relationships and dependencies between various layers of the supporting service infrastructure. Without a clear, end-to-end view of service infrastructure health, there is no way to correlate availability and performance information from individual systems and applications with the business as a whole.

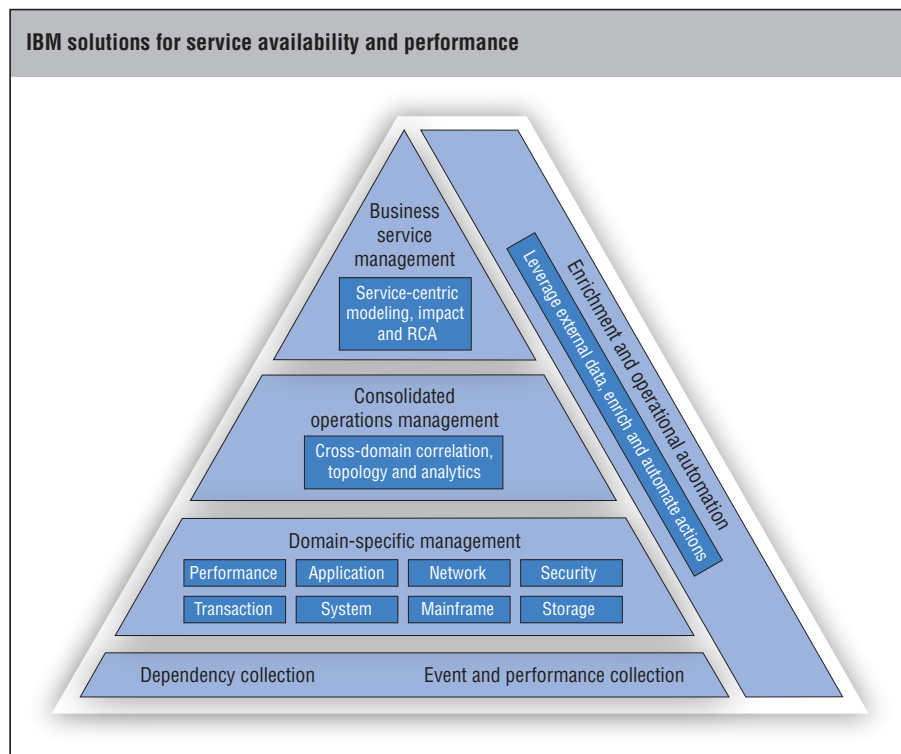
To drive growth and innovation, you must be able to view IT in relation to business objectives. Only then can you understand how individual events impact revenue-generating business services and — ultimately — your bottom line.

By providing **visibility**, **control** and **automation** of your IT environment, integrated service availability and performance solutions from IBM position you to manage your services optimally. With targeted business and operational dashboards, you can

clearly see the health of your service infrastructure. And through automated analysis, links to critical processes and the right reports to address changing business demands, IBM service availability and performance solutions help improve service control. With the added benefit of automation, you can help increase operational efficiency and reliability across the full service life cycle and improve the customer experience.

Use service availability and performance solutions from IBM to:

- Assure high service quality for customers and deliver against critical service level agreement (SLA) objectives for the business.
- Move from siloed management to service-centric operations.
- Monitor a broad range of IT operational domains to support high infrastructure availability and performance and improve the customer experience.
- Leverage a single view of cross-enterprise operational information to orchestrate operations management and speed mean time to resolution (MTTR).
- Gain real-time visibility and control over your service infrastructure to enhance responsiveness of your business services.
- Help prevent service disruptions and automate responses to events in relation to their business impact.



### See and manage your complex service infrastructure

Visibility into the health of potentially service impacting infrastructure components is critical to ensuring high service availability and performance. However, with as much as 80 percent of service disruptions coming from changes to the environment, it is also equally important to understand service infrastructure dependencies and configuration. Without an accurate understanding of both configuration item (CI) health and service infrastructure dependencies,

operations staff may not have the information needed to quickly identify and resolve problems, increasing MTTR.

*Domain-specific management solutions* from IBM deliver the broadest out-of-the-box monitoring capabilities across applications, systems, networks, storage, security and transactions — for both distributed and mainframe environments. IBM also offers the broadest, automated discovery capabilities of any vendor, providing visibility into not only dependency and configuration details,

but also changes to the environment and related details.

IBM best-of-breed, domain-specific management solutions also perform advanced, automated analysis to deliver actionable intelligence for specialized job functions via a common user interface — synchronizing visualization, data warehousing, reporting and security functions across tools. As a result, you can lower total cost of ownership and benefit from streamlined management across domains.

#### **Gain a single-pane-of-glass view across operational silos and tools**

Over time, many organizations have adopted a mix of multivendor, point management tools and technologies to address their specific service delivery requirements. These tools are often not well integrated, making cross-domain problem isolation and resolution challenging. This is particularly true as companies look to deploy and manage complex virtualized environments and service oriented architectures (SOAs).

*Consolidated operations management solutions* from IBM rapidly collect, consolidate and correlate end-to-end event and performance information across operational silos and tools,

providing a single-pane-of-glass view for operations. Out-of-the-box integration with IBM and third-party management tools mean organizations can easily leverage and improve their return on existing tools, without the need to rip and replace. In fact, IBM Tivoli® software was recently designated a “Leader” by Gartner in their Event Correlation and Analysis Magic Quadrant, for completeness of vision and ability to execute.\*

An ultrascaleable event management and analytics engine that scales to more than 100 million events daily, automated software failover, and integrated access to domain-specific analytics, topology maps, performance reports, and change and configuration details make IBM the right choice for cross-domain management.

Advantages include accelerated MTTR and the potential for drastic reductions in operational expense from improved staff productivity.

#### **Improve service visibility and intelligence through targeted dashboards**

Ensuring high availability and performance of critical business services requires clear insight into the health and complex relationships of supporting technologies. Many organizations,

however, do not have an automated way to identify the business impact and root cause of service problems or to track delivery against service level commitments.

*Business service management solutions* from IBM provide targeted, real-time dashboards that deliver actionable intelligence for both operational and business audiences. Customizable dashboards can include a mix of key performance indicators (KPIs), balanced scorecards, reports, charts and graphs to track transactional volumes, profit and loss indicators, and service level agreement (SLA) status. Dashboards can also include service maps, event lists and views of third-party data stored in existing inventory and asset systems, service desks, configuration management databases (CMDBs), databases and other tools.

Advanced analysis capabilities automatically identify the root cause across operational silos, as well as the actual impact on service health and SLAs for prioritized response. Operations staff can quickly see total service downtime, how close they are to breaking an SLA commitment and associated costs. Out-of-the-box integrations with existing IBM and third-party dependency,

data and event sources automatically maintain the service model, update KPIs and balance scorecards in real time. With business service management solutions from IBM, you have the actionable intelligence needed to manage and improve service availability and performance according to business requirements.

### **Automate tasks and workflows for improved quality and productivity**

Most monitoring tools and event management systems provide only a subset of valuable information. Events lack the contextual business information needed to facilitate faster decision making and overwhelm staff with volumes of noncritical events. Further, service requirements and operational workloads can fluctuate based on customer demand, time of day and other factors. As a result, operations staff can spend much of their time manually analyzing information from multiple tools and data sources and responding to changing business requirements.

*Enrichment and operational automation solutions* from IBM help organizations take service quality and operational efficiency to the next level. Only IBM offers advanced event enrichment

capabilities that automatically collect contextual information from external data sources — such as device location from inventory systems, vendor support information from asset management tools, SLA details from service desks and much more — and insert that information directly into the event of any IBM or third-party monitoring or event management tool. This additional context allows staff to disregard nonservice impacting events, such as scheduled maintenance, and to take immediate action on critical events.

Enrichment and operational automation solutions from IBM also enable policy-based automation of common tasks, actions and workflows across IT domains, including workload scheduling, provisioning, corrective actions, backup and restore, and much more. For example, if a system deviates from a desired state, system automation policies launch the appropriate response needed to ensure high availability for complex applications and middleware and avoid unplanned outages. Using these solutions, your organization can automatically respond to disruptions and eliminate the need for error-prone manual intervention — helping improve availability, lower costs and speed time to recovery.

Unlike point product solutions, IBM uses an integrated approach that provides out-of-the-box integration and relational value across products for greater return on investment. You can implement enrichment and operational automation solutions quickly to address specific, immediate IT challenges. Or, you can implement them as part of a broader, more integrated, service life-cycle management approach.

### **Leverage real-world expertise, best practices and services**

IBM offers numerous best practices and services to help you get up and running quickly with service management initiatives. For example, IBM Global Technology Services can help you define an integrated service management strategy and implement the right service management tools based on industry-leading software, process automation and IT Infrastructure Library® (ITIL®) best practices. IBM has global, real-life experience with thousands of successful service management implementations and was selected as a “Leader” in Forrester’s 2007 Business Service Management Wave report. Why not leverage our expertise to help you succeed?

**Maximize service availability and performance with a closed-loop approach**

The IBM closed-loop approach to service life-cycle management can help you deliver high availability, integrity and performance for all your business services. IBM service availability and performance solutions enable you to look across all layers of your service infrastructure to manage tools, information and people more intelligently and dynamically. And, by freeing you to focus on strategic business goals rather than day-to-day tasks, these solutions can help you build an agile business that develops innovative, new revenue streams to drive competitive advantage.

**For more information**

To learn more about how your organization can use IBM service availability and performance solutions to improve service management or to find the service management entry point that is right for your organization, contact your IBM representative or IBM Business Partner, or visit [ibm.com/itsolutions/servicemanagement](https://ibm.com/itsolutions/servicemanagement)

**About IBM Service Management**

IBM Service Management helps organizations deliver quality service that is effectively managed, continuous and secure for users, customers and partners. Organizations of every size

can leverage IBM services, software and hardware to plan, execute and manage initiatives for service and asset management, security and business resilience. Flexible, modular offerings span business management, IT development and IT operations and draw on extensive customer experience, best practices and open standards-based technology. IBM acts as a strategic partner to help customers implement the right solutions to achieve rapid business results and accelerate business growth.



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March 2008  
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\*"Magic Quadrant for Event Correction and Analysis, 2007," David Williams, Debra Curtis, Will Cappelli, December 18, 2007.