

Integrated Service Management: Visibility. Control. Automation.

Enabling service innovation



Every day, the world is becoming more instrumented, interconnected, and intelligent. Infrastructures, assets and devices across the globe are rapidly being digitized, transforming everyday products into smarter products that allow people, systems and objects to communicate and interact with each other in entirely new ways. The ability to instrument and interconnect intelligent products and information technology is making it possible for industries to transform their business models and deliver new, innovative services that exceed expectations and deliver unique client value.

Fundamental to successful service innovation is an understanding that the service chain is a business process that must be integrated. Workflow, data and infrastructure must be interconnected and aligned across business and technology boundaries to ensure effective service delivery. Line of business, business operations, IT, infrastructure and customer management teams must execute against a common set of service objectives supported by real time service intelligence and integrated processes across the end-to-end service chain to ensure that service quality is maintained, costs are controlled, and risks are effectively managed.

**Integrated Service Management:
Visibility. Control. Automation.™**

Integrated Service Management from IBM brings together the best practices, solutions and expertise needed to help organizations transform the way they design, deliver and manage business services.

With Integrated Service Management, organizations gain visibility, control and automation across organizational and infrastructure boundaries, making it possible to have an end-to-end view of a business service, effectively manage risk and compliance, and fundamentally change the economics of service delivery—all in support of business objectives.

Integrated Service Management at a glance

- **Service architectures** – Tailored by industry and addressing unique service delivery challenges including security, storage and compliance requirements
- **Service life-cycle management** – Bridging workflow across line of business, enterprise architecture, software development and testing, IT operations (data center, security, storage, and network operations), and business operations (production and facilities) to ensure successful “go-live” and continual improvement of applications and services
- **Service dashboards** – Enabling audiences from executives and business operations to IT managers to see the service and gain insight into service health, integrity (security and storage), and business activity
- **Unified management of service requests and problems** – Spanning business and IT so work orders can be automatically routed to the right support staff
- **Asset management** – Supporting both enterprise and IT assets across all asset classes with a single process model and a single data model
- **Automated management** – Managing heterogeneous physical, virtualized and cloud environments across distributed systems, mainframes and storage to ensure security, increase speed and save costs
- **Security and storage management** – Ensuring effective access, identity and threat management and scalable management of growing data volumes generated by smart assets and technology

Integrated Service Management delivers:

- **Visibility** – See your business services. Establish a clear service strategy across business and IT, and gain real time, actionable intelligence on the health and performance of business services, processes, and infrastructure, as well as the key performance indicators (KPIs) and service quality indices needed to meet defined objectives.
- **Control** – Manage change, risk and compliance. Enforce change policies and procedures, secure vital information and assets, and improve compliance reporting and tracking across the service life cycle for reduced operational risk.
- **Automation** – Change the economics of service delivery. Improve workflow integration across silos, tools, technologies, information and processes, and improve productivity, while lowering cost and time to market.

Design, deliver and manage smarter services

Integrated Service Management enables delivery of smarter services, and changes the economics of service delivery, as shown in these client success stories:

- **Smarter energy service** – ENDESA ENERGÍA of Spain leverages smart meter technology and Integrated Service Management to manage energy distribution to consumers, resulting in a 14 percent reduction in CO₂ power plant emissions and a reduction in homeowner energy costs of up to 10 percent.
 - **Smarter traffic service** – The City of Stockholm, Sweden, leverages a dynamic toll system and Integrated Service Management to better manage city traffic flow, resulting in 20 percent less traffic and a 12 percent drop in emissions.
 - **Smarter rail service** – SBB of Switzerland utilizes Integrated Service Management to manage the entire rail infrastructure, enabling them to predict and repair more than 50 percent of issues before customers are impacted and improving train availability by approximately 2,000 minutes per month.
 - **Smarter cloud service** – A leading financial services provider uses Integrated Service Management to automate provisioning of a test cloud environment to speed delivery of financial applications, resulting in savings of \$2.2 million over a three-year period, with payback within 10 months and an ROI of 435 percent.
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Integrated Service Management for Data Centers, Design & Delivery, and Industries

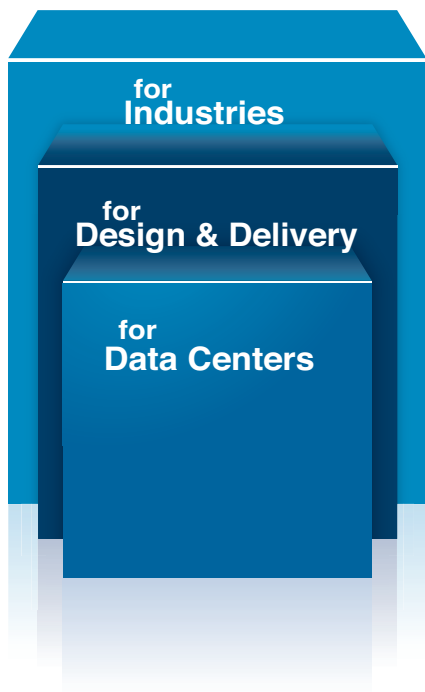
Whether you're looking to design a more flexible, resilient and energy-efficient infrastructure for service delivery, create new, differentiated products and services, or improve the quality of existing ones, Integrated Service Management can help you deliver greater value to the business and your customers.

Integrated Service Management:

- **For Data Centers** – Offers expertise and capabilities for automating the deployment and management of virtualization and cloud environments for delivery of innovative services from the next generation of data centers.
- **For Design & Delivery** – Offers expertise and capabilities for service innovation through the integrated processes of design, delivery and management of software and services across the end-to-end life cycle.
- **For Industries** – Offers industry-unique architectures, capabilities and expertise for delivering innovative services to customers across business and technology infrastructures, including industry-unique technology such as smart devices, meters and RFID tags, physical enterprise assets, and virtualization technology in the data center.

Integrated Service Management for Data Centers, for Design & Delivery, and for Industries together provide end-to-end management of the entire service chain—helping overcome complexity and risk to enable the delivery of superior business and IT services.

Integrated Service Management



Integrated Service Management for Data Centers, for Design & Delivery, and for Industries provide end-to-end management of the entire service chain.

Integrated Service Management for Data Centers

Integrated Service Management provides the best practices, solutions and expertise you need to achieve highly automated data center operations and processes across heterogeneous physical and virtual environments, composite applications, distributed and mainframe systems, power and cooling systems,

and facilities. Automation is supported by an integrated set of capabilities which link tools and workflow across IT silos, roles and functions, including common visualization, navigation, security, data model, reporting and process automation engine. Further, IBM server, storage and mainframe systems platforms and service management software are integrated and optimized to manage and scale to any workload or environment. Organizations can also select from a variety of flexible delivery options, including appliances, software as a service, and public and private clouds.

With Integrated Service Management for Data Centers you can:

- Gain visibility, from top-down business services to virtualized environments.
- Control and report energy usage and costs by service, customer or hardware type.
- Provision hardware and software across server, storage and mainframe environments.
- Improve visibility into data center “hot spots” and prioritize management according to service level objectives.
- Leverage predictive analytics and trending to identify issues before they impact services.
- Scale to meet increasing data storage and compliance requirements.
- Secure the infrastructure, information and the customer experience.

Integrated Service Management for Design & Delivery

Integrated Service Management for Design & Delivery is designed to facilitate alignment of information, processes and workflow across architecture, development, testing and

operations teams. Through preintegrated tools and workflows, Integrated Service Management makes it possible to overcome many common challenges, including:

- Ensuring architects have visibility into the current production environment to ensure effective application and service design.
- Ensuring that information is shared and synchronized across asset stores, so that SOA, application, and production details are current and consistent across audiences and tools.
- Leveraging a common set of security tools for reduced security risk and improved compliance reporting.
- Integrating deployment tools to ensure accurate and automated provisioning of builds across test lab and production environments.
- Testing application performance in lab and production environments, and feeding root cause back to testing, to speed fixes and reduce mean time to repair.
- Ensuring that service support and fix tracking systems across operations and development remain synchronized for better problem tracking, customer support and continual service improvement.

Service life-cycle solutions can help you address:

- **Service strategy** – Plan effective strategies for delivering services, including business process, technology and other considerations that span business and IT.
- **Service design** – Plan and build next-generation service architectures across smart infrastructures and leverage cloud computing and other delivery models to help ensure scalable, flexible, and cost-effective services.
- **Service transition** – Implement and integrate workflow, ensure effective control of service deployment, and improve operational agility across lines of business, technologies, facilities, partners and other organizational teams.
- **Service operation** – Assure the availability and performance of business services and infrastructure, improve the customer experience, and automate operational processes for improved productivity.
- **Service improvement** – Ensure continual improvement of services and products through greater visibility, integration of tools and processes, and closed-loop management across operational teams and the service life cycle.

Integrated Service Management for Industries

IBM offers tailored solutions for your industry to help you create and manage your unique business and IT infrastructure, services, and products. Supported by knowledgeable and skilled people with years of best practice expertise, methodologies, and services across industries, IBM helps clients deliver differentiated services that help foster client loyalty while reducing costs. IBM industry solutions include:

Integrated Service Management for Banking – Helps manage operational and compliance risk while driving efficiency with security, monitoring, change management, data protection, service delivery and process automation capabilities.

Integrated Service Management for Chemicals and Petroleum – Helps optimize global operations and improve asset management with integrated information management, security management of assets, networks and data, and enterprise asset management (EAM) to manage all types of assets on a common technology.

Integrated Service Management for Communication Service Providers – Helps improve the service quality of next-generation content and application-based services, while reducing operational costs and the risks associated with next-generation networks.

Integrated Service Management for Electronics – Helps create innovative products and services with enterprise verification management, security management of assets and infrastructure, and enterprise asset management to manage all assets on a common technology, and service life-cycle management of IP-enabled smart products.

Integrated Service Management for Energy & Utilities – Provides a common service management platform for the Intelligent Utility Network with advanced meter management (AMM), electric transmission and distribution device automation and analytics, and enterprise asset management, including meter asset management.

Integrated Service Management for Government – Helps government agencies deliver their services to citizens more effectively and efficiently, and comply with government regulations through security, monitoring, data protection, and enterprise asset management.

Integrated Service Management for Healthcare Providers – Helps hospitals and clinics deliver services to patients and comply with regulations through security management of assets and infrastructure, and enterprise asset management to manage all assets, including ultrasound and ECG equipment, cardiac defibrillators and other devices.

Integrated Service Management for Insurance – Helps improve business model efficiency and mitigate compliance risk with security, monitoring, change management, data protection, service delivery and automation capabilities that cross organizational silos and processes.

Integrated Service Management for Manufacturing – Provides a common service management platform to help develop and deliver high-quality products and efficient services with enterprise asset management, security management of assets and infrastructure, and service life-cycle management of smart products.

Integrated Service Management for Retail – Helps build smarter operations by securely managing and monitoring all store and enterprise systems, facilitating compliance with industry regulations, and tracking, managing and maintaining all business and IT assets.

Integrated Service Management for Travel &

Transportation – Provides improved operational efficiency by tracking, managing and maintaining all transportation assets, by facilitating safety initiatives and compliance with industry regulations, and through real-time monitoring of IT and physical infrastructures.

IBM investment in service management

IBM and our partners have invested billions of dollars to help clients transform their businesses with Integrated Service Management, including investments in people, technology, best practices, training and education. IBM has also played a critical role in advancing a wide range of best practices and standards including IT Infrastructure Library® (ITIL®), Control Objectives for Information and related Technology (COBIT), Val IT, enhanced Telecom Operations Map (e-TOM) and others.

Next steps

To help you understand exactly where and how your organization can benefit from Integrated Service Management, IBM offers value assessment assistance and tools to help you get started. The Service Management Self-Assessment is a free online tool that allows you to assess your service management process maturity. Integrated Service Management and Business Strategy Planning services can help you align business and IT objectives and transform your organization.

For more information

To learn more about Integrated Service Management and to schedule a briefing or demonstration, contact your IBM representative or IBM Business Partner, or visit

ibm.com/servicemanagement

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