



IBM Software Expo 2006. Madrid 23 de Mayo

Gestión de la Infraestructura de TI Hacia la Gestión del Servicio



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Agenda

- **IT Service Management Overview**

- **IT Challenges**
 1. **Maintaining application service levels**
 2. **Dynamically managing IT change**
 3. **Ensuring quality production application rollouts**
 4. **Addressing compliance requirements**

- **Enabling IT Service Management Offerings**

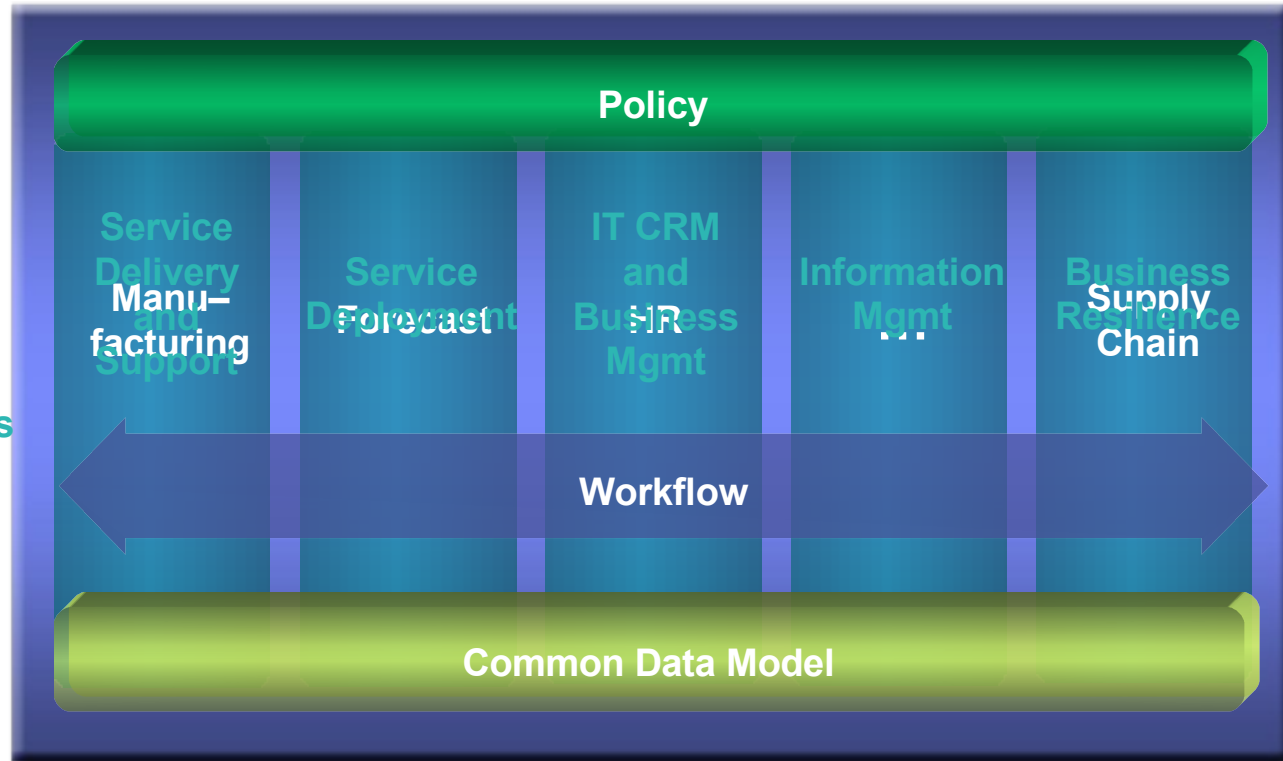


IT Service Management

An Example of Business Processes Evolution

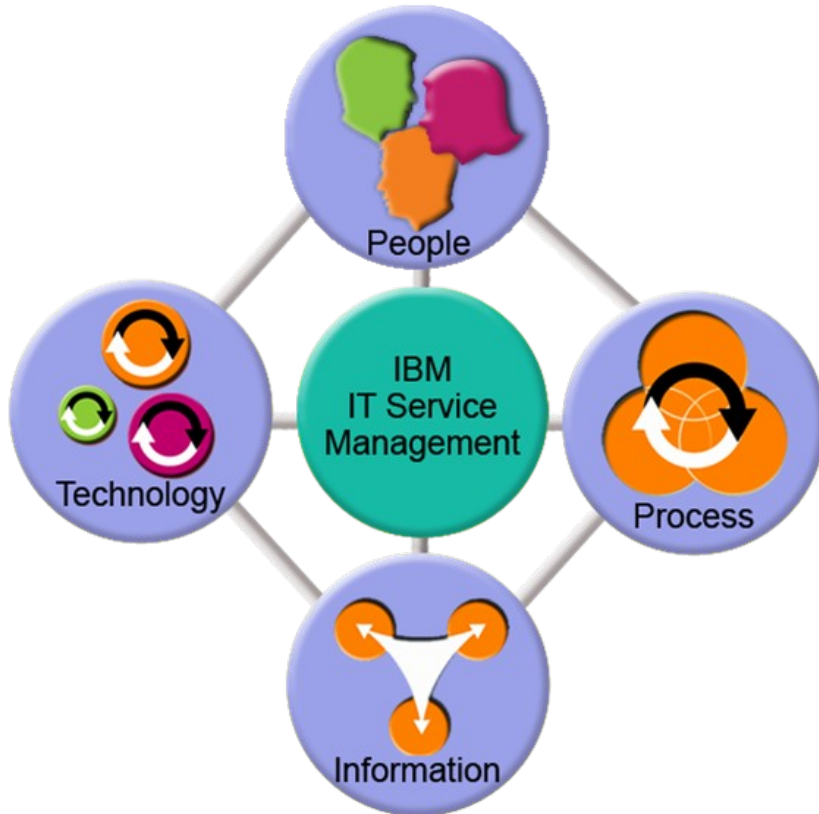
Evolution

- Started with Standard Process Manufacturing
- Added Forecasting Data Model
- Integrated Data Model
- Start with Service Delivery and Support
- Added HR
- Extended Data Model
- Enable IT Services Workflows
- Developed Workflow
- Manage through IT Governance
- Extended to Supply Chain
- Added Policy Control



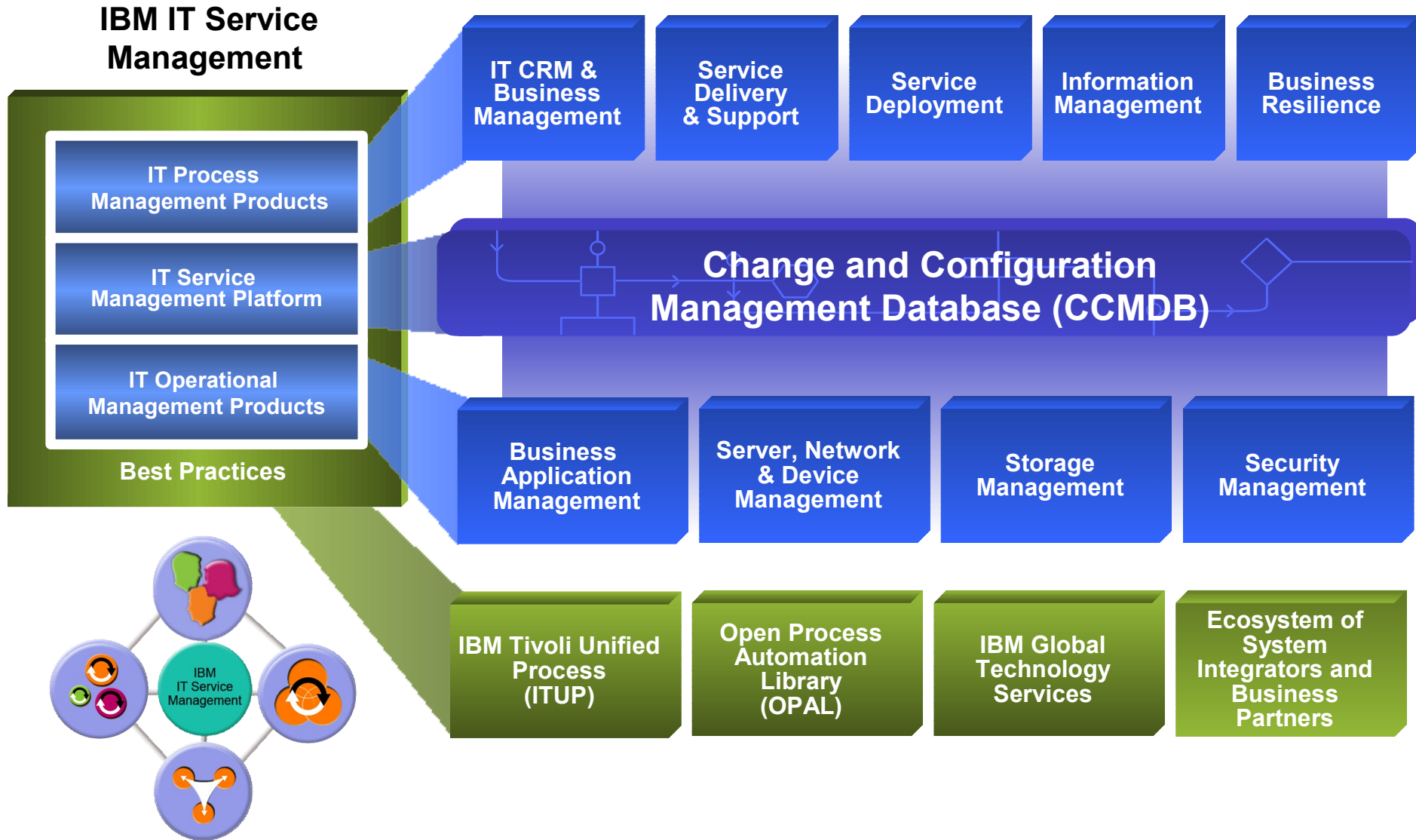
IBM IT Service Management

An innovative vision for the optimal intersection of People, Process, Information and Technology



- **Optimize the sharing of information across people, processes and technology**
- **Establish decision-making policies to collaborate across organizations**
- **Automate and integrate IT processes aligned to business**
- **Leverage IBM's modular approach to achieve your business goals**

A Comprehensive Approach to IT Service Management



A CMDB Needs to Do More Than Just Store Data

▪ Data integration

- ▶ Integrates and shares data across complex organizational silos
- ▶ Proactively manages data currency and accuracy
- ▶ Is the true, authoritative source of record

▪ Workflow integration

- ▶ Is coupled with an automated change management process to ensure integrity and consistency of configuration items
- ▶ Increases coordination and data sharing

▪ Policy integration

- ▶ Enforces policies for compliance with internal and regulatory requirements

IBM IT Service Management



Change and Configuration Management Database (CCMDB)

Information isn't valuable until it's acted upon ...
a CMDB should facilitate action

Do You *Really* Have a CMDB Today?

Existing databases and repositories were not designed with a CMDB in mind, and they lack one or more of four management-related critical capabilities needed to provide desired CMDB capability: reconciliation, federation, synchronization, and mapping and visualization

A CMDB needs to:

Rationalize the same instance of a Configuration Item (CI) or component that might come into the CMDB from multiple sources

Bring multiple data sources into a coalesced view that represents relationships across components

Use approved changes for updates and identify changes that are not approved

Illustrate logically or physically the peer-to-peer and hierarchical relationships between CIs

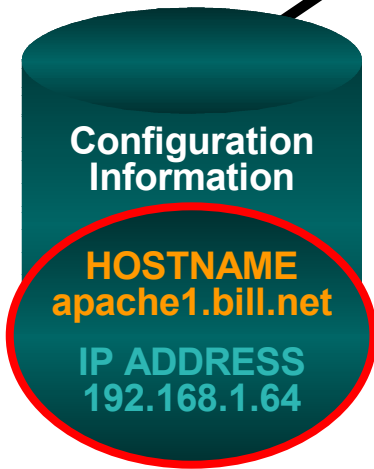
Do you have a CMDB, or multiple configuration databases?

Source: Gartner report "CMDB or Configuration Database: Know the Difference" 13 March 2006

Reconciliation – *rationalize same CI instance from multiple sources*

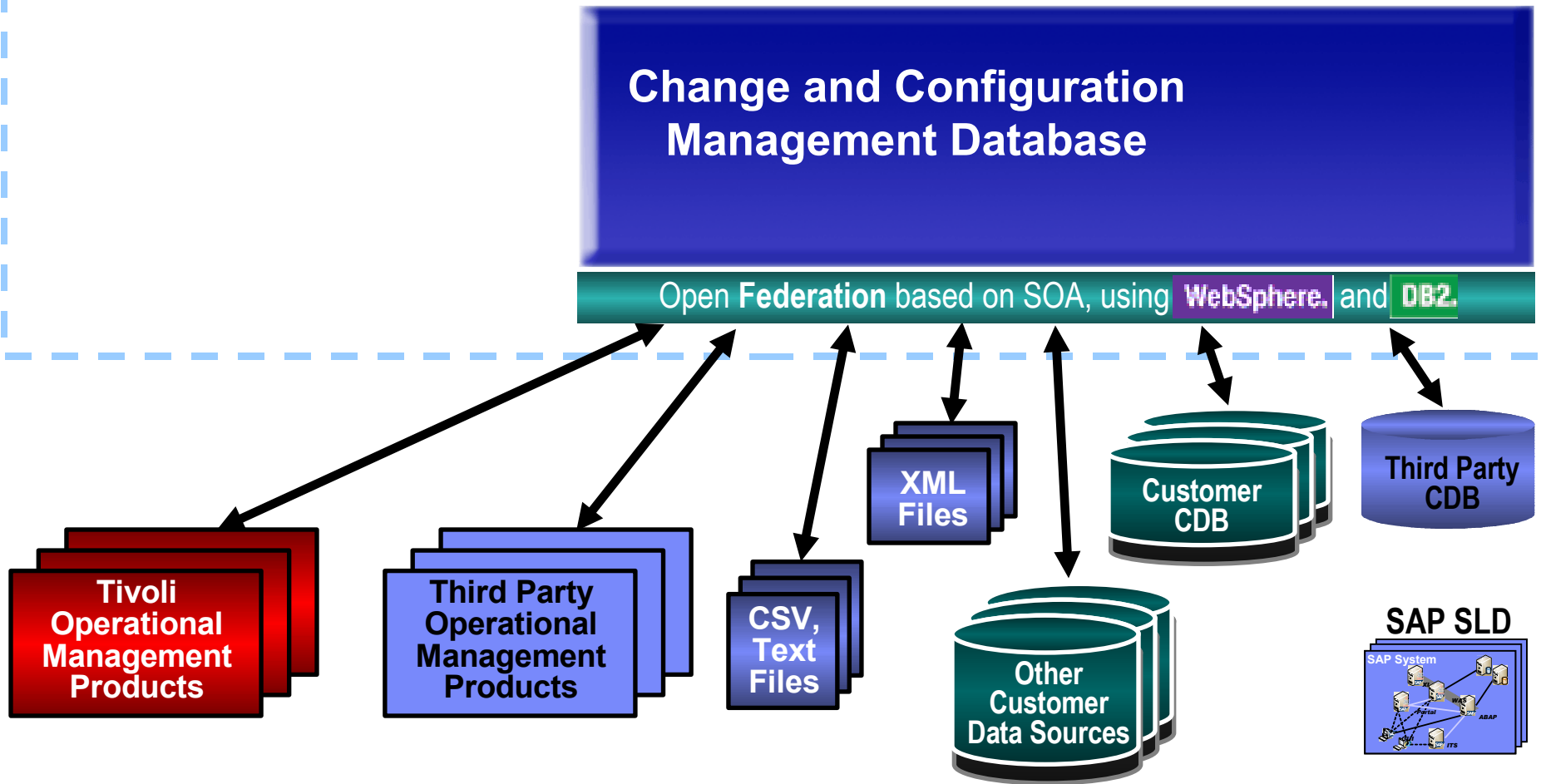
Ensures integrity of CI instance in CCMDB

- Different naming rules for the same CI
- Reconciliation process resolves disparities and targets the right CI

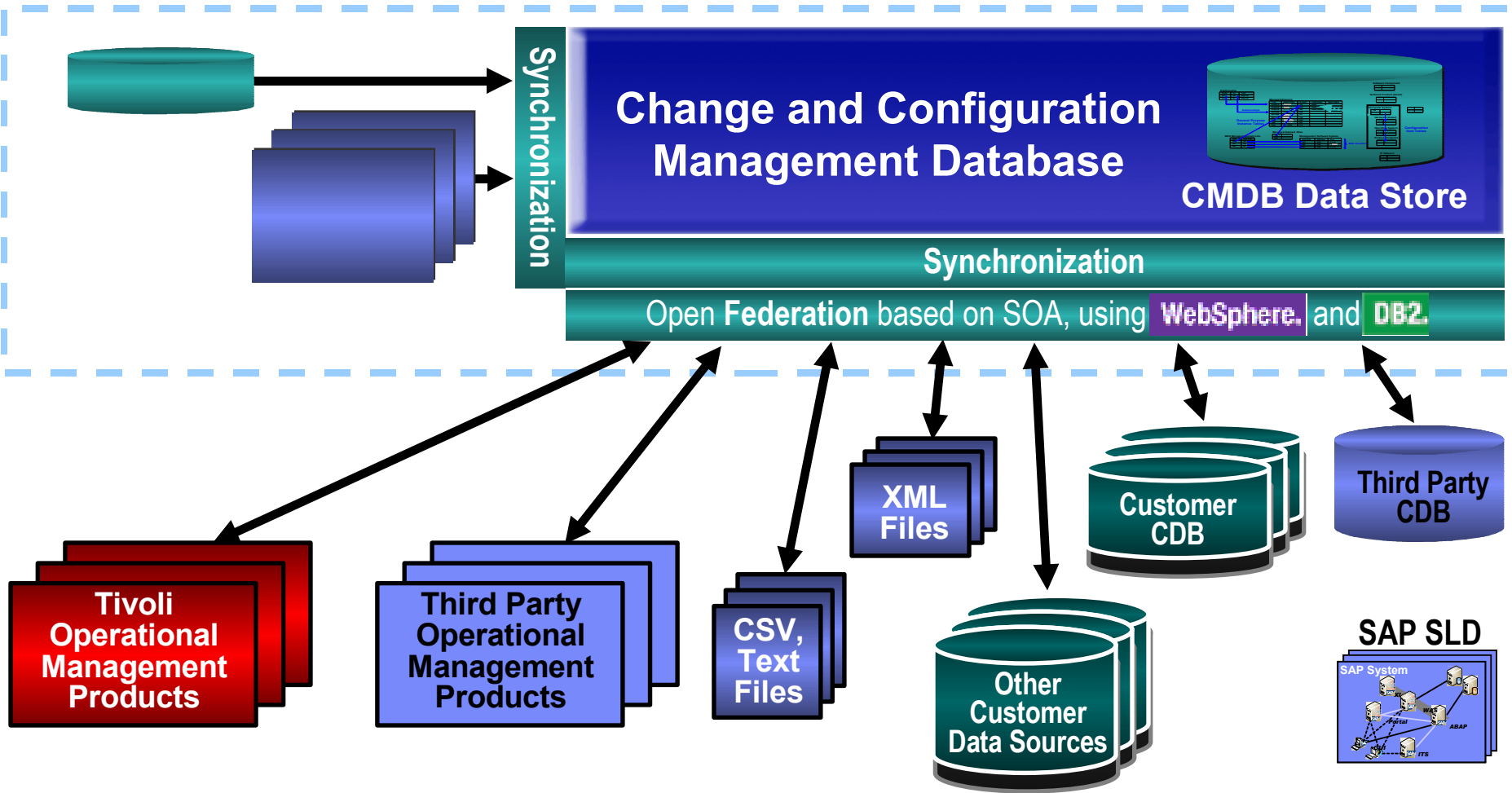


Federation — *bring multiple data sources into a coalesced view*

Access source of record in real-time for attributes not contained in CCMDB

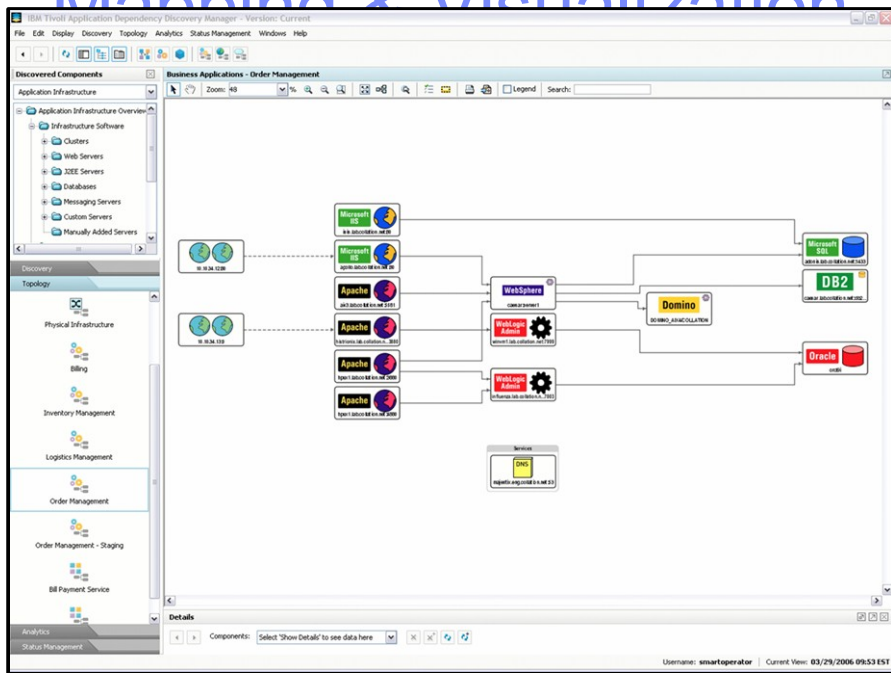


Synchronization — *update CMDB with approved changes and identify changes that are not approved*

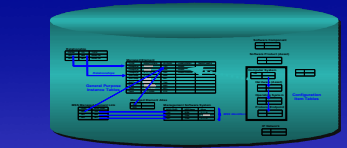


Mapping & Visualization

illustrate relationships between CIs



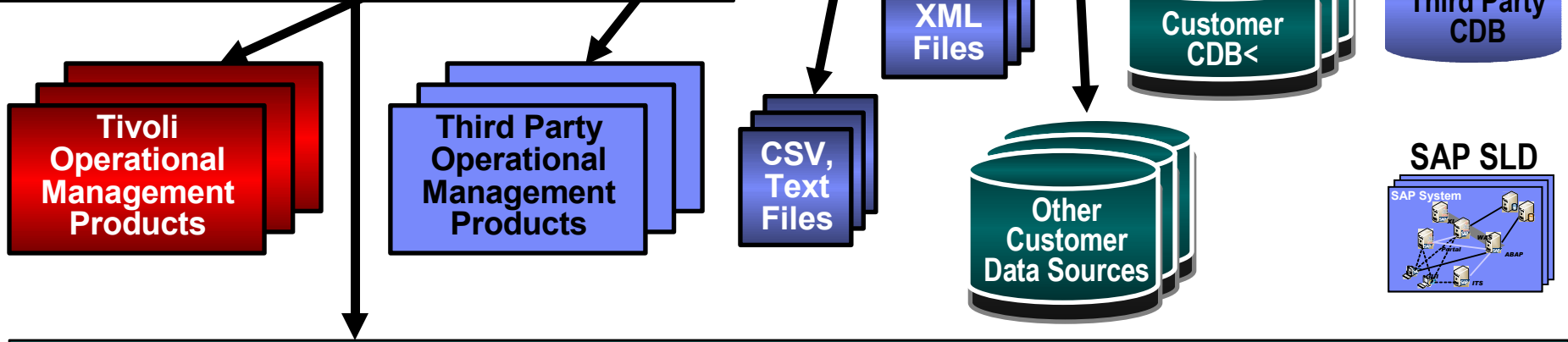
Change and Configuration Management Database



CMDB Data Store

Synchronization

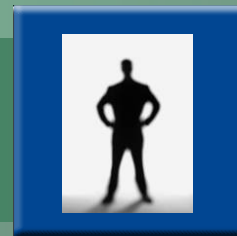
Federation based on SOA, using WebSphere, and DB2.



IT Infrastructure (e.g. Servers, Network, Mainframe, Middleware, Applications, Business Services)

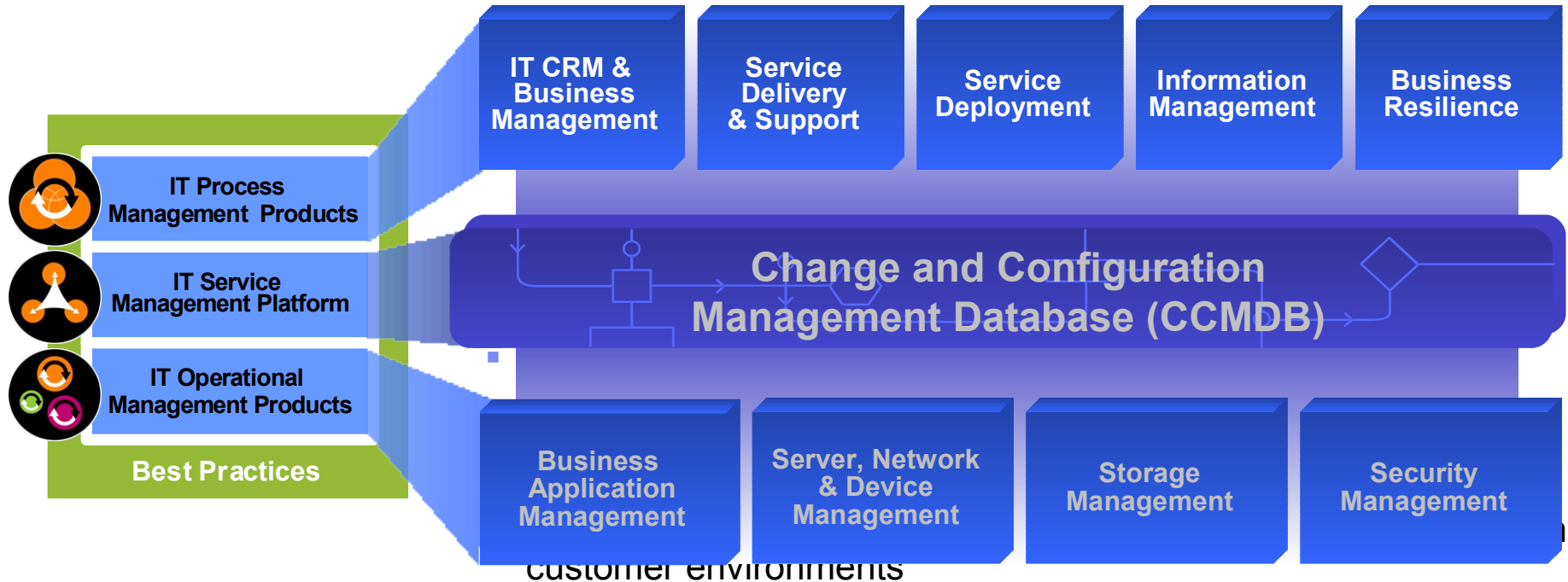
Key Capabilities for a CMDB

Capability	Your Current CDB	Tivoli CCMDB
Reconciliation		✓
Federation		✓
Synchronization		✓
Mapping and Visualization		✓
Operational Management Product Integration		✓



What Else?

What is a Process Manager?



- Can be personalized to your unique environment

IT Process Managers Bridge Organizational Silos

IBM IT Service Management



IT CRM & Business Management	Service Delivery & Support	Service Deployment	Information Management	Business Resilience
Financial Assessment Process Manager	Availability Process Manager	Release Process Manager	Storage Process Manager	Service Continuity Management Process Manager
Service Level Management Process Manager	Change and Configuration Management*			Security Management Process Manager
Asset Management Process Manager	Capacity Management Process Manager			Compliance Management Process Manager

Change and Configuration Management Database

*Change and Configuration Management is included in the Change and Configuration Management Database product

Available in June 2006!

Available in 2H 2006!

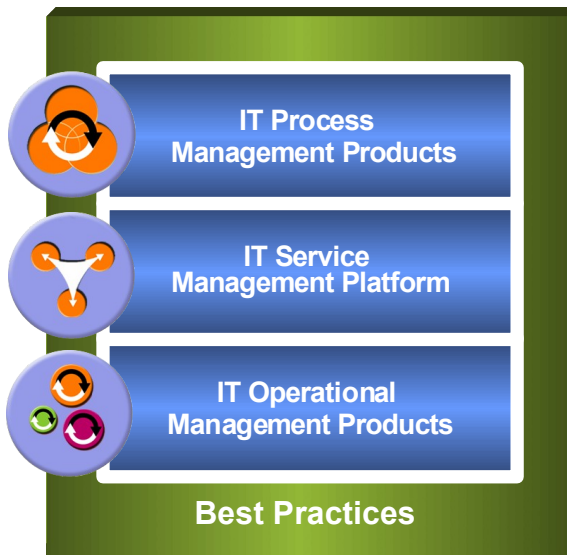
Future Directions



Key Acquisitions Speed Customer Value

Platform allows rapid integration of new technologies

IBM IT Service Management



- Layer 1 to layer 7 network monitoring
- Telecommunications capabilities, including IP convergence
- Security management



- Change and configuration management database



- End-to-end software asset management, from mainframe to distributed



- IT chargeback to lines of business



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- **Enabling IT Service Management Offering**



What Are We Delivering?

IBM IT Service Management



- Tivoli Availability Process Manager – best practices based upon ITIL® and ITUP definitions

New

- Tivoli Change and Configuration Management Database – data, workflow and policy integration

New

- Tivoli Composite Application Manager for WebSphere
- Tivoli Composite Application Manager for Response Time Tracking
- Tivoli Monitoring / OMEGAMON Monitoring
- Tivoli Business Systems Manager
- Tivoli Service Level Advisor
- Tivoli Netcool products

- Availability Management Implementation Services
- Configuration Management Implementation Services

New

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What Are We Delivering?

IBM IT Service Management



New

- Tivoli Change and Configuration Management Database – data, workflow and policy integration
- Change and Configuration Management process capabilities are included in the Tivoli Change and Configuration Management Database product

Enhanced

- Tivoli Provisioning Manager
- Tivoli Configuration Manager
- Tivoli TotalStorage Productivity Center
- Tivoli Business Systems Manager
- Tivoli Service Level Advisor

New

- Configuration Management Implementation Services
- Change Management Implementation Services

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What Are We Delivering?

IBM IT Service Management



- Tivoli Release Process Manager – best practices based upon ITIL® and ITUP definitions **New**

- Tivoli Change and Configuration Management Database – data, workflow and policy integration **New**

- Tivoli Provisioning Manager
- Tivoli Configuration Manager
- Rational ClearCase and Rational ClearQuest

- Release Management Implementation Services **New**
- Change Management Implementation Services
- Configuration Management Implementation Services

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What Are We Delivering?

IBM IT Service Management



▪ Tivoli Storage Process Manager – best practices based upon ITIL® and ITUP definitions

New

▪ Tivoli Change and Configuration Management Database – data, workflow and policy integration

New

- Tivoli Security Compliance Manager
- Tivoli Identity Manager
- Tivoli Access Manager
- Tivoli Directory Integrator
- Tivoli License Compliance Manager
- Tivoli Contract Compliance Manager

- Storage Management Implementation Services
- Change Management Implementation Services
- Identity Management Implementation Services

New

Agenda

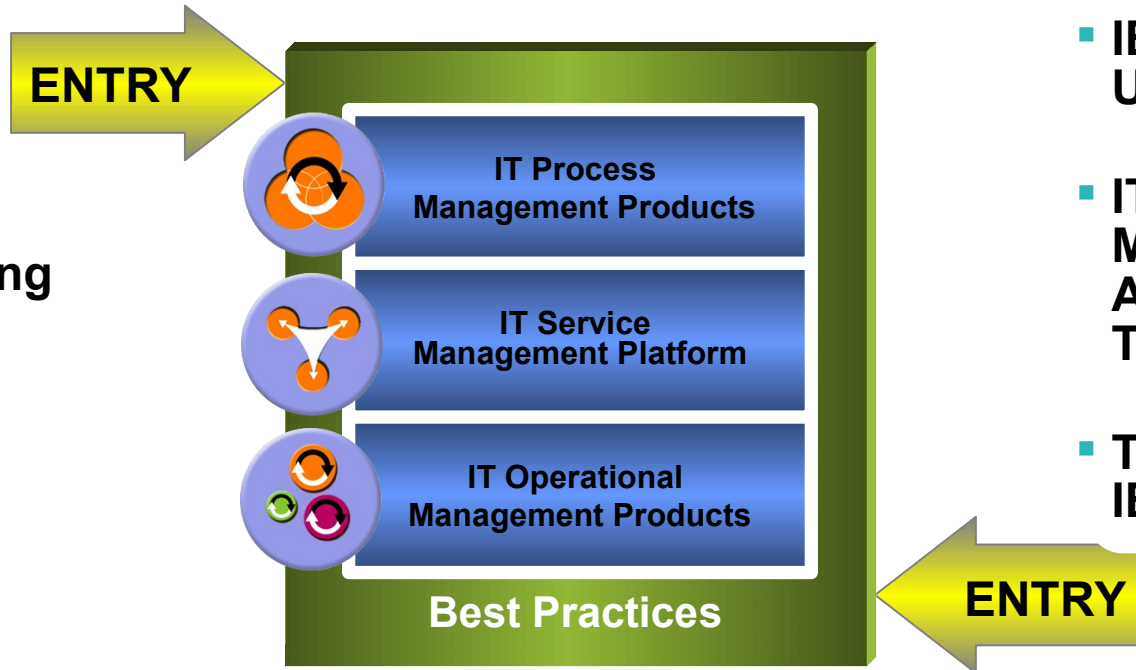
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Multiple Entry Points to IT Service Management

Starting point depends on your organization's priorities

- Innovation Workshops
- Services Readiness Assessment
- ITIL® Consulting
- IT Service Management Design
- IT Service Management Implementation Services



- IT Process Managers
- IBM Tivoli Unified Process
- IT Service Management Assessment Tool
- Tivoli and other IBM Products

IT Service Management Offerings – What Are We Delivering?

- Three new IT Service Management implementation services, focusing on:

- ▶ Configuration Management
- ▶ Change Management
- ▶ Release Management



- New services fully integrated with existing IBM services
 - ▶ Each is a superset of existing ITIL® design recommendation
 - ▶ Each can be incorporated into a broader assessment and installation engagement

- Three ways to leverage IBM's ITSM services

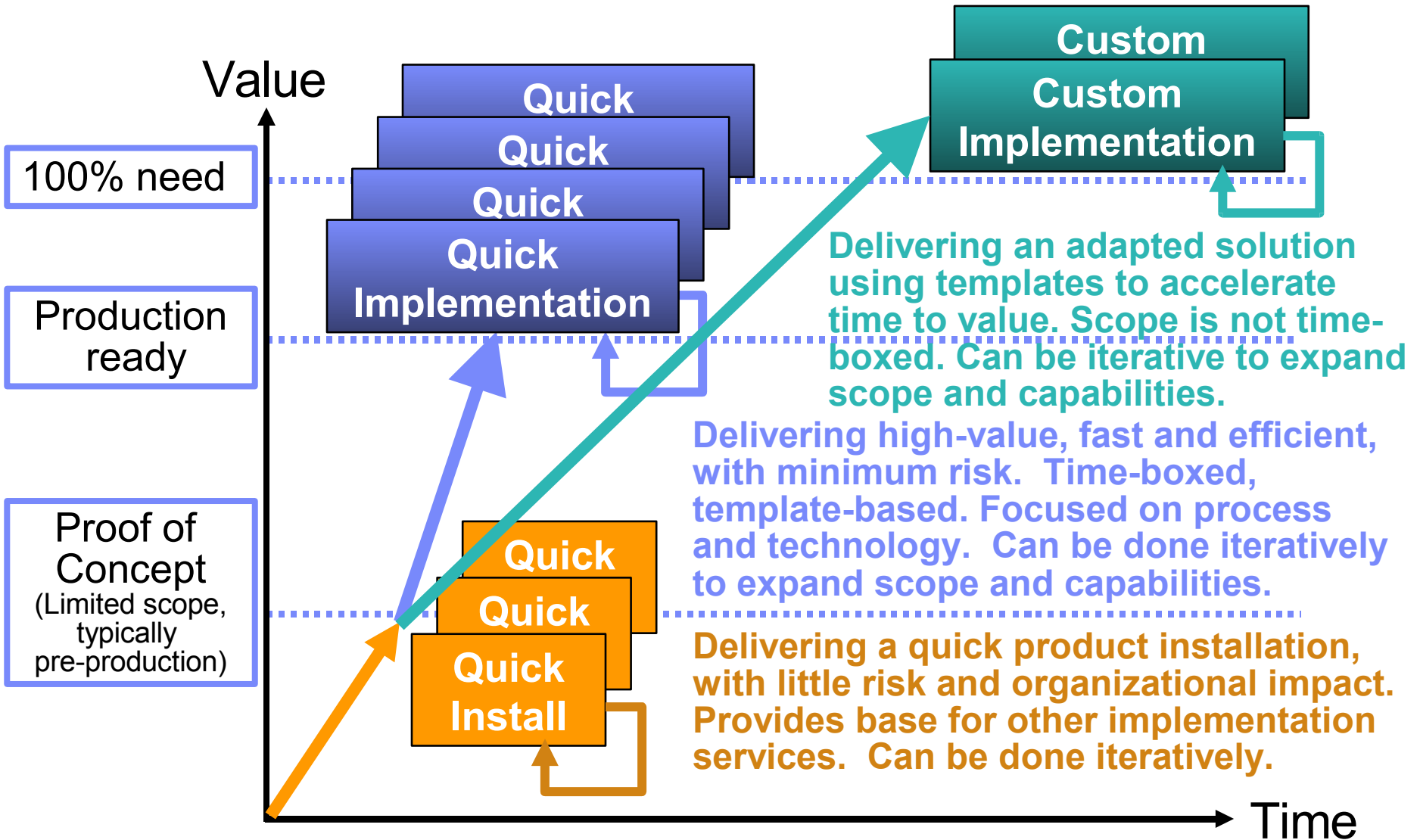
- ▶ **Quick Install**
- ▶ **Quick Implementation**
- ▶ **Custom Implementation**



- Additional services in design for Availability and Storage Manag



Flexibility of Levels of Service, Tailored to Your Needs

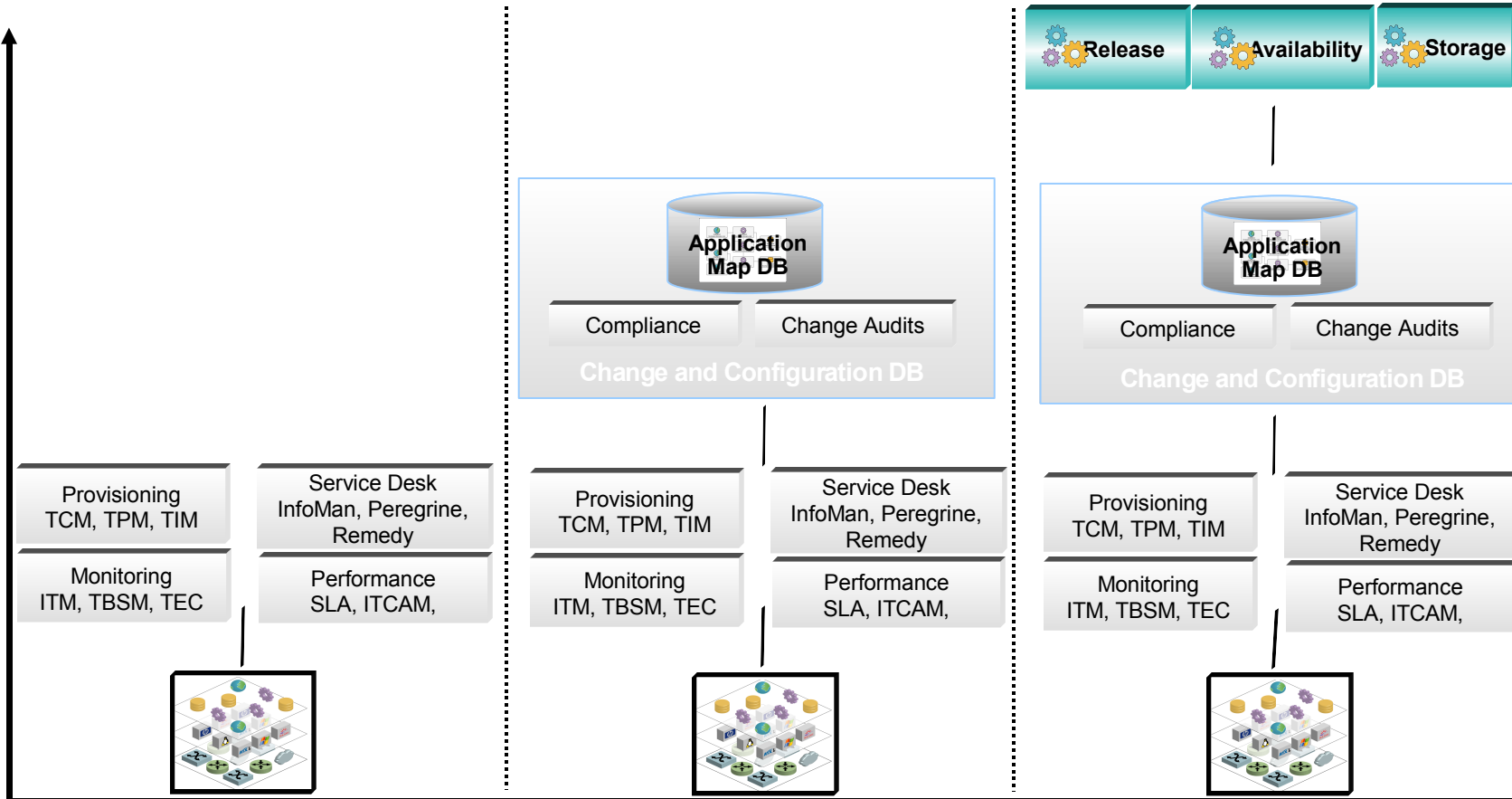


CMDB is a Key Step Toward IT Service Management

Process Management

Integrated Management

Operational Management Products (OMP)



Technology Focus

Start with OMPs to manage various technology domains and silos with tools

Service Focus

Integrate OMP data and add resource and relationship discovery through CCMDB

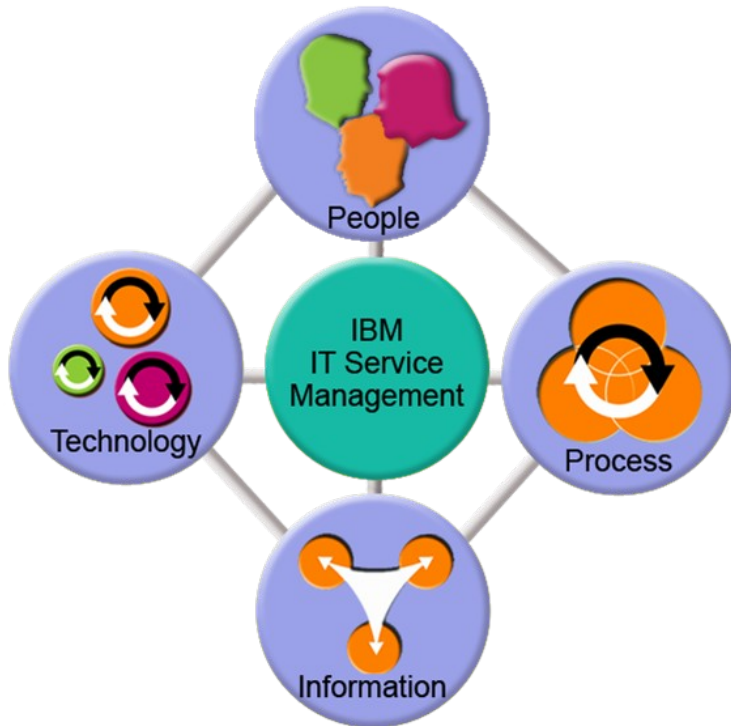
Business Focus

Extend CCMDB to automate and enforce best practice IT management processes



Summary of What You've Seen Today

IBM IT Service Management solutions can deliver operational excellence



- **Process automation “institutionalizes” your best practices and policies**
- **The IBM solution helps “enforce” consistent execution of IT processes**
- **“All” operations are authorized and authenticated based on IT roles**
- **Solutions are adaptable to your organization’s unique requirements**
- **Integrated, automated IT Service Management products ready TODAY**

What Can You Do When You Leave Today?

- Look inside your organization to see where you are on the road to IT Service Management adoption
 - ▶ What role does process management play?
 - ▶ What does your CMDB look like?
 - ▶ How are you integrating your existing tools into a service delivery view?
 - ▶ How does your organization work together to deliver IT services?
 - ▶ Is your IT service management architecture open, reliable and scalable?

- Share your IT Service Management vision with us
 - ▶ How do you want to align IT to your business?
 - ▶ How do you want to move your IT culture into a service delivery model?

- Let us show you how we can transform your vision into reality by:
 - ▶ Implementing predictable workflows
 - ▶ Demonstrating how we leverage your existing OMP investments
 - ▶ Building an adoption roadmap
 - ▶ Proving our advantage to your team



You May Hear Others Vendors Claim...

- ▶ An IT Service Management strategy
- ▶ IT Service Mgmt and CMDB are simply part of the service desk
- ▶ Their products are aligned with ITIL®
- ▶ They automate IT processes beyond those related to service desk

When In Reality...

- ▶ Only IBM has a complete IT Service Management strategy based on an open, SOA platform that leverages your existing investments
- ▶ Only IBM is *delivering* a robust CCMDDB as the platform for linking IT Service Management people, processes, information and technology
- ▶ Only IBM is *delivering* solutions today that make ITIL® *actionable*, based on industry-leading autonomic capabilities
- ▶ Only IBM is capable of leveraging the vast resources, intellectual capital and assets needed to *deliver IT Service Management*



Próximos Eventos

- 9th EMEA Netcool Users Conference **Micromuse (an IBM Company)**
 - ▶ **Barcelona , 6, 7 y 8 de Junio de 2006**
 - ▶ **Centro de Convenciones Internacional de Barcelona**
- ▶ La 9ª Conferencia de Usuarios Netcool en EMEA está cerca y el evento de este año promete ser mejor que nunca con una participación superior a 600 personas. Razones por las que su cliente no debe perderse este evento:
 - Aprenda más sobre la integración y el roadmap de IBM Tivoli & Micromuse
 - Regístrese a las clases introductorias de producto
 - Haga networking con otros clientes y partners de Netcool
 - Visite nuestro pabellón de partners
 - Confeccione su propia agenda a partir de los múltiples tracks disponibles
 - Pruebe los productos de Netcool y Tivoli en el Demo Pavilion

Próximos Eventos

- **IBM IT Service Management Roadshow**

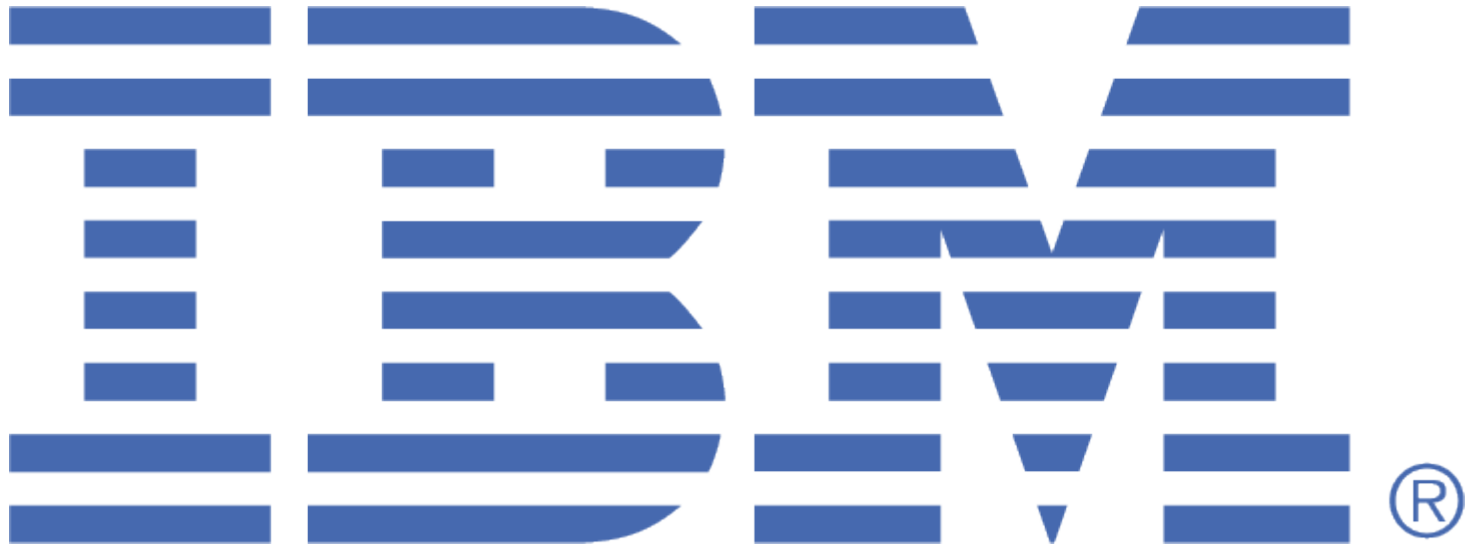


IBM Tivoli IT Service Management Roadshow

Learn how to proactively respond to change, manage complexity, and reduce costs.

Barcelona, 13th June

http://www-306.ibm.com/software/tivoli/features/it-serv mgmt/events/Roadshow_ITSM.html



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