



11:00<sup>AM</sup>

### **Best practices for data center operations and automation**

Service execution is the process for scheduling and running workloads throughout the organization in a consistent, predictable fashion. While the service execution process is straightforward, it is exceptionally difficult to manage. The right management tools should be able to enable business policy-based responses to planned and unplanned changes, in order to optimize workload velocity and IT resource utilization. Traditional management tools don't provide the ability to automate, dynamically manage and optimize service execution activities end-to-end, across the enterprise. We will discuss how these challenges can be effectively addressed by automation solutions that provide a virtual point of control to implement standardized service execution processes and support a service oriented architecture (SOA).

11:45<sup>AM</sup>

### **Best practices for defining the right chargeback methodology**

Chargeback and cost allocation is not a new discipline, and most companies have had parts of a chargeback or cost allocation process for years. In this session, we'll introduce you to the new IT resource developed by IBM: Financial Management/Accounting Workshop Engagement. This workshop is a client-focused engagement where the IBM team will meet with businesses to discuss their current chargeback and cost allocation process and which areas of their current process can be improved or enhanced either through additional IBM solutions, implementation resources, or both. We will discuss the initial client screening and prequalification process as well as the required commitment to improving or developing a better understanding of an effective chargeback or cost allocation process.



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