IBM Pulse - July 27th & 28th, 2011
Service Management Sessions

Session 1: Track 1,2,3 The future of Service Management – Reaching Beyond the Data Center
Jamie Thomas, Vice President Tivoli Strategy and Development, IBM USA

Only Integrated Service Management provides the software, systems, best practices and expertise needed to manage infrastructure, people and processes—across the entire service chain—in the data center, to the smart device and management system and tailored for specific industry requirements. Hear how IBM is developing it's strategy for Integrated Service Management with the visibility, control and automation needed to enable service innovation for a Smarter Planet.

Session 2, Track 2: IBM Tivoli's Business Transformation and Journey to Cloud Computing, a Case Study
Stephen Warwick, Program Executive, IBM Cloud Integration Lab and IBM at University of Sheffield

With over 30 development labs worldwide, IBM® Tivoli® Development Services faced high capital, management and administration costs, and less than optimal efficiency. Lack of a virtualized IT environment limited the organization's ability to reuse and share IT resources and best practices. Predominantly manual request workflows, and capacity management and administration processes drove up management costs and resulted in average delivery times for new resource requests of weeks to months. Additionally, the organization's physical resources were largely underutilized, with average utilization of 5-6 percent.

Session 2, Track 3: Application and Infrastructure Monitoring Trends and Directions
Troy Casassa, Tivoli Director Resource & Application Performance Management, IBM Tivoli USA

This session provides an overview of Application Performance Management with the ITM and ITCAM products, and will focus on the new capabilities and future directions of these products.

Session 3, Track 2: Carrier Class Network Fault Management & Service Delivery Excellence
Matt Hillman, Manager Networks & Systems, Bendigo Community Telco

You'll hear how an agile local community telco, Bendigo Community Telco (BCT), provides innovative and cost efficient service in regional Australia by pooling local telecommunications demand and delivering a carrier class Network Fault Management Platform using Tivoli. BCT manages mobile, fixed line, and VPN services for businesses and households across Australia and it's capacity to build, refine, and maintain the health monitoring of their network infrastructure is as critical as it is for any large telco. Hear how IBM Tivoli Netcool components have enabled BCT to achieve superior levels of Service Assurance as well as develop cloud provider offerings for the future. Solution includes Netcool /OMNIbus, ITNM, TBSM, Netcool Reporting and Impact.

Session 3, Track 3: Network Topology Management and Root Cause Analysis: Today and Tomorrow
Mark Armstrong, Senior Product Manager, Tivoli Network Manager, IBM Ireland

IBM Tivoli OMNIbus and Network Manager is the market leading event and network management solution used to ensure the reliability of the networks that drive your business. It has been deployed in the world's largest Service Providers, Governments and Enterprise networks, but it also an attractive offering for smaller environments. If your faced with the spiralling costs (and inconsistency) of disparate tooling, outgrowing your current tooling, struggling with new service delivery, planning a migration from TEC or Distributed NetView, or already using our solution: this session will help you make an informed decision that's right for your business. This session will introduce the features of the latest product releases, discuss how this solution plays a foundational role in your integrated service management strategy, describe how customers are using it today, and discuss future product direction.

This session will attempt to answer the following questions:
1. Why event and network management is critical for Integrated Service Management?

2. What are the latest product capabilities and how can I leverage them?
3. Assist me in planning my product release adoption strategy

> Mark Armstrong is a Program Manager at IBM Tivoli with a focus on network management in cloud and virtualization. Mark has more than 18 years of experience in the software industry, the last 12 years focused exclusively on Network Management. Mark was part of the original Netcool team who joined IBM from the Micromuse acquisition in 2006. Mark has a BS in Computer Applications from Dublin City University.

Session 4, Track 2: Smarter Event Management, better service management
Don Wildman, Product Manager, Tivoli Event Management, UBM UK

What steps are you taking to efficiently improve Service Assurance across the business, IT and network Infrastructure whilst reducing costs? Learn how the latest versions of Tivoli Netcool/OMNIbus and Tivoli Netcool/Impact support world class Service Assurance combined with operational efficiencies. This session will highlight the latest and roadmap features supporting your success in managing the demands of today's Smarter Business Environment.

> Don Wildman is the Product Manager for Tivoli Event Management and has many years experience in software development and deployment. He has been involved with Fault Management and Service Assurance with the IBM Tivoli Netcool product family particularly with IBM Tivoli Netcool/OMNIbus and related topics for over 14 years. His involvement with Tivoli Netcool/OMNIbus began with several years working for a major service provider where his role was to lead deployments within two global Network Operations Centers.

Session 4, Track 3: Rapid Problem Isolation with ITCAM for Transactions
Travis Windsor, Senior Manager, ITCAM for Transactions
Luke McKenna, Development Manager, ITCAM for Transactions

Want to know about your clients experience of your application? Need to isolate problems in a complex application environment quickly and with less labour cost? IBM Tivoli Composite Application Manager (ITCAM) for Transactions offers an effective approach to this problem by providing end-to-end transaction tracking and visualization capabilities, allowing IT teams to easily isolate problems and, in turn, allowing faster problem resolution. With the latest release, the ease-of-use and rapid time to value of Agent-less tracking, seamlessly integrates with the existing features of ITCAM for Transactions, giving you a fast route to deploying end-to-end transaction tracking in complex environments. This session will focus on how complex applications can be monitored and problems solved using ITCAM for Transactions, including leveraging the new, integrated agent-less functionality.

> Travis Windsor is the second line manager and development owner of the ITCAM for Transactions product. He has been developing systems and application monitoring software for over 12 years, with development experience across ITCAM for Transactions, ITCAM for SOA, ITPA and the heritage Netcool Service Monitors. Travis was responsible for transforming the development processes for Transactions to an Agile model, now operating as an Agile Coach within Tivoli Development, and believes that driving tighter customer interactions with development is a key part of creating a great product. He joined IBM in 2006, through the Micromuse acquisition.

> Luke McKenna is a development and level 3 support manager for ITCAM for Transactions. He led the initial implementation of the Transaction Tracking capability in the ITCAM for Transactions product. He has been working in systems and application management for over 11 years, with a keen interest in solving difficult problems with innovative technical solutions (which has contributed to his patent portfolio). He has worked extensively with customers providing guidance for production deployments of ITCAM for Transactions in complex application environments.
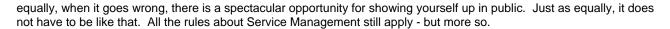
Session 5, Track 2: Constructing and Managing a Private Cloud with IBM's Service Delivery Platform
Lewis Troke, Cloud Computing, WW Integrated Service Management Team

Are current Clouds flying towards 'Coffin Corner'? The fact is, Cloud is a great vehicle to design, build, develop, test, and deliver new services, explore new routes to market, build new Business models, find New revenue streams - but

equally, when it goes wrong, there is a spectacular opportunity for showing yourself up in public. Just as equally, it does not have to be like that. All the rules about Service Management still apply - but more so.

Lewis Troke is a Service Management and Cloud Solutions Consultant for IBM. Lewis has extensive experience of architecting and implementing solutions for customers' end to end IT infrastructure, associating IT to the services that Business needs in order to be able to operate effectively. In his more than 30 years in the IT Industry, Lewis has been variously a data centre manager, network consultant, and latterly a service management and cloud solutions consultant. His work with customers includes building return on investment cases to ensure that projects are sustainable and deliver value and financial return to the business. He has worked extensively with large Financial institutions, Utilities and Retail organisations worldwide, especially in northern Europe - and in recent years also in Asia Pacific region. Lewis is currently based in Singapore.

Session 5, Track 3: Advanced Dashboards and Visualization Plus Tivoli Integrated Portal Product Roadmap
Don Wildman, Product Manager, Tivoli Event Management, UBM UK

Tivoli Integrated Portal (TIP) is the Tivoli-wide portal framework, although this session will focus on the impact TIP will have on the Netcool products. Soon we are introducing a new way in which you can construct your desktop, which will include improved cross-IBM integration and data visualization capabilities. In addition, we will look at how the Tivoli wide historical reporting has progressed, and take a look at the possible future capabilities which will be delivered in 2012/2013.

Don Wildman is the Product Manager for Tivoli Event Management and has many years experience in software development and deployment. He has been involved with Fault Management and Service Assurance with the IBM Tivoli Netcool product family particularly with IBM Tivoli Netcool/OMNIbus and related topics for over 14 years. His involvement with Tivoli Netcool/OMNIbus began with several years working for a major service provider where his role was to lead deployments within two global Network Operations Centers.

Session 6, Track 2: Building application resilience into your infrastructure
Troy Casassa, Tivoli Director Resource & Application Performance Management, IBM Tivoli USA

Learn how you can use the ITCAM products to provide visibility into Application End User Experience, Transaction Flow Monitoring, and Deep Monitoring of Application Components within today's increasingly complex virtualized and cloud environments.

Session 6, Track 3: Harvey Norman's Enterprise Management Success Story
Geoff Nicholson, Project Manager - Central Infrastructure Refresh, Harvey Norman

This presentation will provide insight into the Enterprise Management implementation at Harvey Norman, and how the Tivoli suite of products (IBM Tivoli Monitoring, Tivoli NetView, Tivoli Enterprise Console, and also Tivoli Service Manager and Tivoli Configuration Manager) has helped them to achieve their vision/goals. The talk will cover Harvey Norman's vision and the inception of Enterprise Management, product selection, early issues and ITM 5/TEC, initial ITM6 upgrade and implementation of events, through to the Trouble Ticket System, and the migration of TEC/Netview to Onmibus/ITNM. Learn about the the three main things that have helped them to be successful, and their goals for the future (TBSM/TADDM, etc).
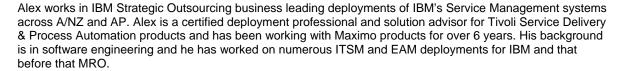
Session 7, Track 2: How IBM uses its own products to deliver ITIL-aligned Service Management services.
Andreas Peukert, Alex Chung and Sam Al-Dabbagh IBM GTS Australia

How confident are you that the applications you are using are GOOD and meet your future ITC business growth? IBM believes in its own products and uses them to provide Service Management capability and functionality to its clients. Attendees at this talk will learn about challenges and accomplishments of implementing large, multi- and single-tenant ITSM systems for global organisations. The presentation will also discuss aspects of the technical implementation and the architecture.

Alex Chung, ISM Application Architect

Alex works in IBM Strategic Outsourcing business leading deployments of IBM's Service Management systems across A/NZ and AP. Alex is a certified deployment professional and solution advisor for Tivoli Service Delivery & Process Automation products and has been working with Maximo products for over 6 years. His background is in software engineering and he has worked on numerous ITSM and EAM deployments for IBM and that before that MRO.

Andreas Peukert, ISM Application Architect
Andreas is an IT Architect specialising in Service Management systems and data integration.
He is responsible for the architectural integrity of IBM's Asia-Pacific shared ISM instance and other ISM deployments throughout the region, as well as being involved in consulting and solution design for various clients. Andreas has been working in the Service Management space for 15 years and has previously been employed in the aviation, banking and HPC (high-performance computing) industries.

Sam Al-Dabbagh, Service Management Business Architect
Sam is a Service Management business architect specialising in process and tool functionality. He has extensive experience helping organisations in aligning their processes to the ITIL framework and in selecting and integrating Service Management tools and processes.

Session 7, Track 3: How Managing Network Change Can Reduce Operational Expenditure and Speed Delivery Services,

Mark Armstrong, Senior Product Manager, Tivoli Network Manager, IBM Ireland

With the acquisition of Intelliden in early 2010, IBM rounded out it's Netcool network management portfolio with a best-of-breed Network Change and Configuration Management solution. Renamed Tivoli Netcool Configuration Manager, the product is now an integral part of Integrated Service Management and provides demonstrable value for existing Tivoli customers and those evaluating Tivoli for the future. Understand how Tivoli Netcool Configuration Manager can provide key business benefits: Automate routine network configuration management tasks; Understand how network changes may affect service and your customers (closing the loop from problem isolation and identification to problem resolution), and proactively manage the impact of these changes; Automate and enforce corporate and regulatory standards through ongoing automated network policy enforcement.

3 keys takeaways for this session:
1. Overview of the latest Tivoli Netcool Configuration Manager releases and how customers are leveraging the solution
2. Deep dive on the integration of Tivoli Netcool Configuration Manager with OMNIbus and Network Manager: advanced problem identification and problem resolution
3. Future product direction including further integration with Netcool and Netcool Configuration Manager's role in network provisioning

Session 8, Track 2: IT Asset and Licence Management

Ed Rossi, Product Manager, Tivoli IT Asset Management Portfolio

Experiencing challenges performing license management across your enterprise? Frustrated with a lack of visibility into your IT Assets? Learn about IT Asset and License Management processes, and how customers are using the Tivoli products today to implement an end-to-end Lifecycle Management system.

Ed Rosssi is the Product Manager for the Tivoli IT Asset Management product suite that includes Tivoli Asset Management for IT, Tivoli Asset Discovery for distributed and Tivoli Asset Discovery for z/OS. He has extensive experience in the IT Asset Management area, with over 15 years spent as an implementation project manager, a product architect and a product manager in IT asset management
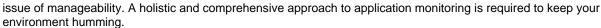
Session 8, Track 3: Understanding End to End Monitoring

Robert Cheung, L3 Lead, ITCAM for Transactions, IBM Perth Development Laboratory

Think you have sufficient application monitoring in place, but still have performance issues? Want to learn more about what your missing pieces are? Composite applications are a proven, modern solution to providing scalable and resilient business applications. By design the interaction of many components (middle-ware and/or custom code) has led to an

issue of manageability. A holistic and comprehensive approach to application monitoring is required to keep your environment humming.

At its most basic, operators monitor the underlying infrastructure (e.g. CPU/RAM/network) and progress to single domain monitors (eg "ITCAM for Application Diagnostics" for J2EE components). This presentation will describe the next level of monitoring maturity, showing how transaction tracking can identify the trials and tribulations your transactions encounter as they traverse your data centre, and why this is important to a comprehensive monitoring strategy.

Robert Cheung has been a core member of the Transaction Tracking development team since the product's inception. He has guided account teams and solution architects on the correct implementation and deployment strategies for ITCAM for Transactions. Also has hands-on experience with both proof-of-concept and production deployments of the product. Robert has a leading role in post-sales support of the product, his role also involves providing optimisation and tuning of the product to get the most value for customers. Through interactions with customers Robert has gained an appreciation for the varying level of monitoring maturity in composite application environments, and where ITCAM for Transactions can deliver value.

Session 9, Track 2: Strategies for TADDM Deployment and Discovery
Ed Rossi, Product Manager, Tivoli IT Asset Management Portfolio

Learn tips and tricks for deploying TADDM effectively in all kinds of organizations. Hear about customer experiences and use cases ranging from simple solutions to leveraging TADDM as part of a comprehensive Business Service Management and Operations Management solutions. Examples include: effectively tracking and managing configurations, detecting change and visualizing service impact across growing infrastructures; and creating the right analytics that can be leveraged across your management portfolio.

Session 9, Track 3: Transforming IT "Management" into Business "Meaning" with Business Service Management
Steve De Souza, Coca Cola Amatil

Coca Cola Amatil (CCA) is one of the largest bottlers of non-alcoholic ready-to-drink beverages in the Asia-Pacific region and one of the world's top five Coca-Cola bottlers. It's also one of Australia's 'Top-50' listed companies. The IT team at CCA are moving beyond just monitoring their current infrastructure components, operating systems, SAP system, DB2 databases and MQ Series connections (just to name a few). Attend this session to understand how they will fly above the storm of alerts, using business service management capabilities to understand the effects of outages and provide real-time information that helps the company understand it's operational position. Hear about the journey they're making with just a small team, that will not only accelerate root cause analysis and provide dashboards for business services, but ultimately more closely align IT with business priorities.

Session 10, Track 2: Next Generation of Provisioning Using Image Management
Chris Frost, Service Management Solution Architect, IBM Australia

Session 10, Track 3: Best Practices for Monitoring a VMware Environment
Gary Powell, Senior Tivoli Consultant, IBM Australia

This session will guide you through the best practices for monitoring your VMware environment. This includes automating the monitoring processes, key metrics to monitor, and reporting. This session will also describe the current Tivoli capabilities for monitoring a VMware environment, and how to best leverage those capabilities. Key topics will include: Thresholding, Adaptive Monitoring, Predictive Analytics, Reporting, Automating the management of the environment, and Business Service Dashboards.

Gary Powell is a Senior IT Specialist with Tivoli in IBM SWG Sydney. He has responsibility for pre-sales across the entire range of ITM and ITCAM products, with over 6 years in this role. Gary has more than 21 years of experience in the software industry, with 15 years of experience in systems management. As part of the Candle acquisition in 2005, he has worked with ITM/ITCAM and their predecessors for over 11 years.