



IBM SmartCloud *Control Desk*

*Sergio Caggese - IBM Europe
Service Management Solution Architect*

PCTY2012

Pulse Comes to You

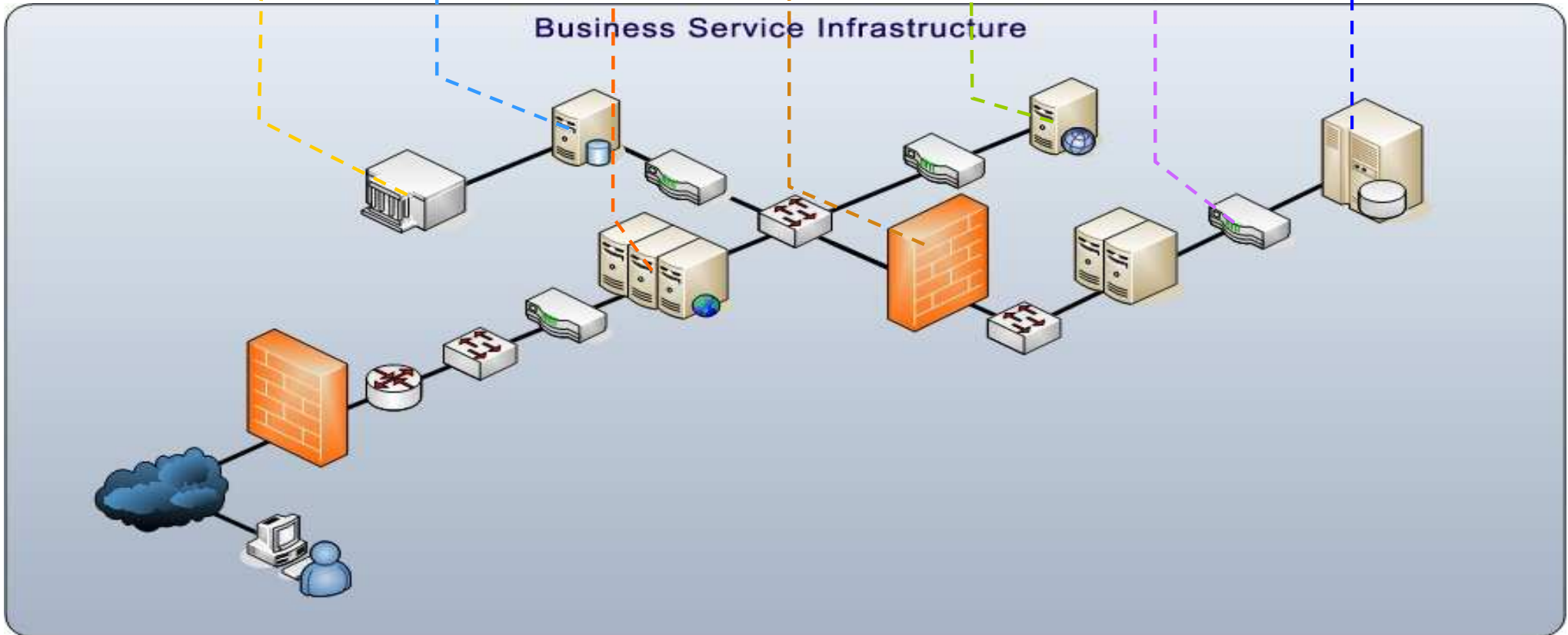
Optimizing the World's Infrastructure
[May 15^o 2012, Rome]

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An IT Service ...

Application SME
Database SME
Application Server SME
Security SME
OS/Platform SME
Network SME
Mainframe SME



Business Services: Visibility, Control and Automation

SEE
your Business

MANAGE
your Business

IMPROVE
your Business



Visibility

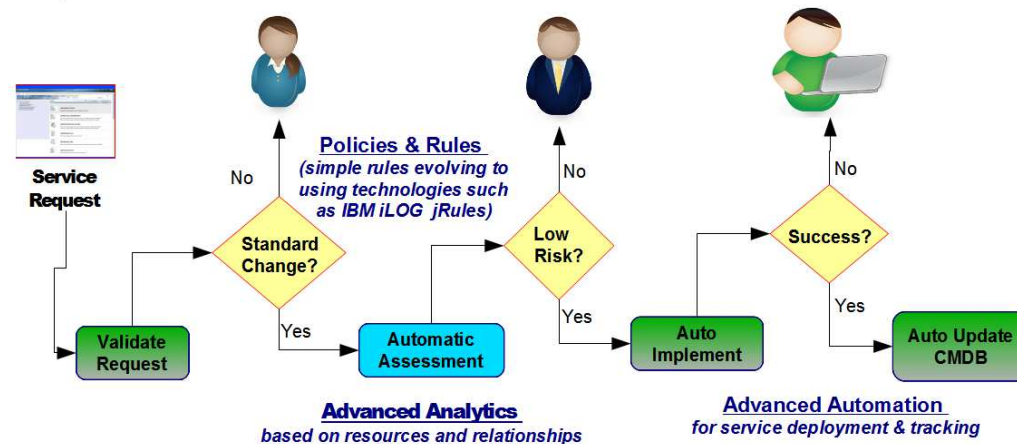
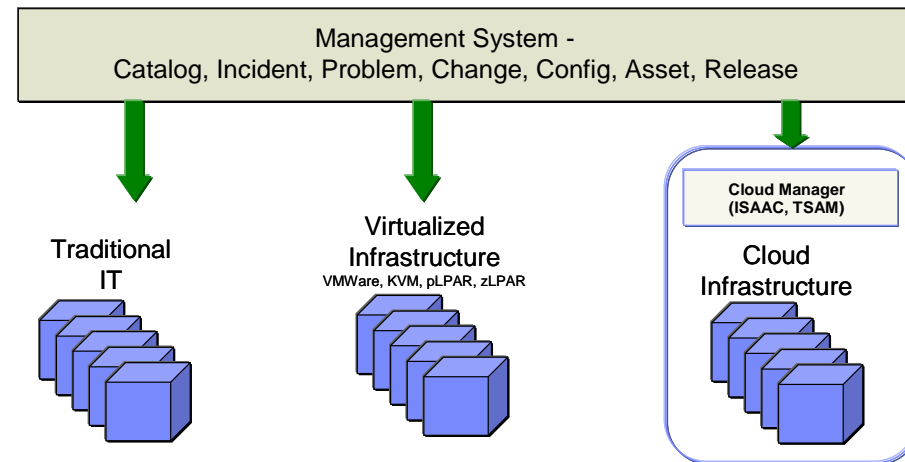
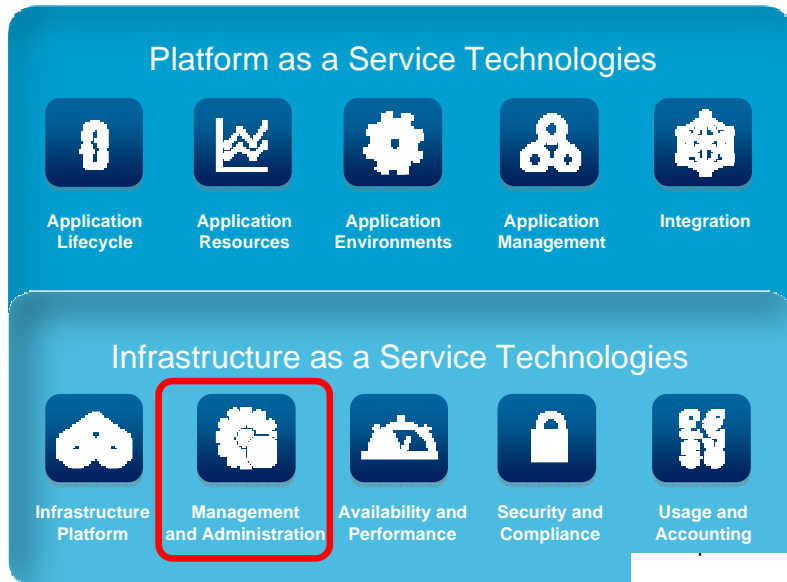
Control

Automation

SmartCloud Control Desk

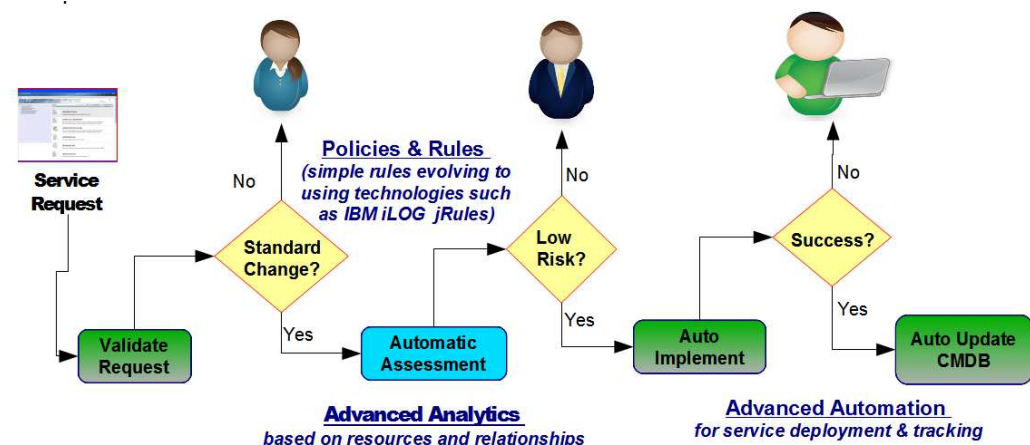
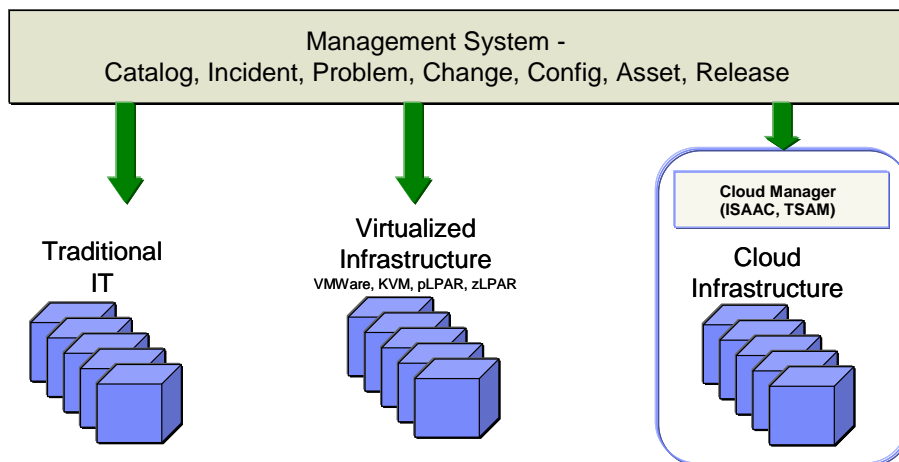
Intelligently controls complexity and rapid change

IBM SmartCloud Foundation



Use Case 1 - Cloud-ready Service Management

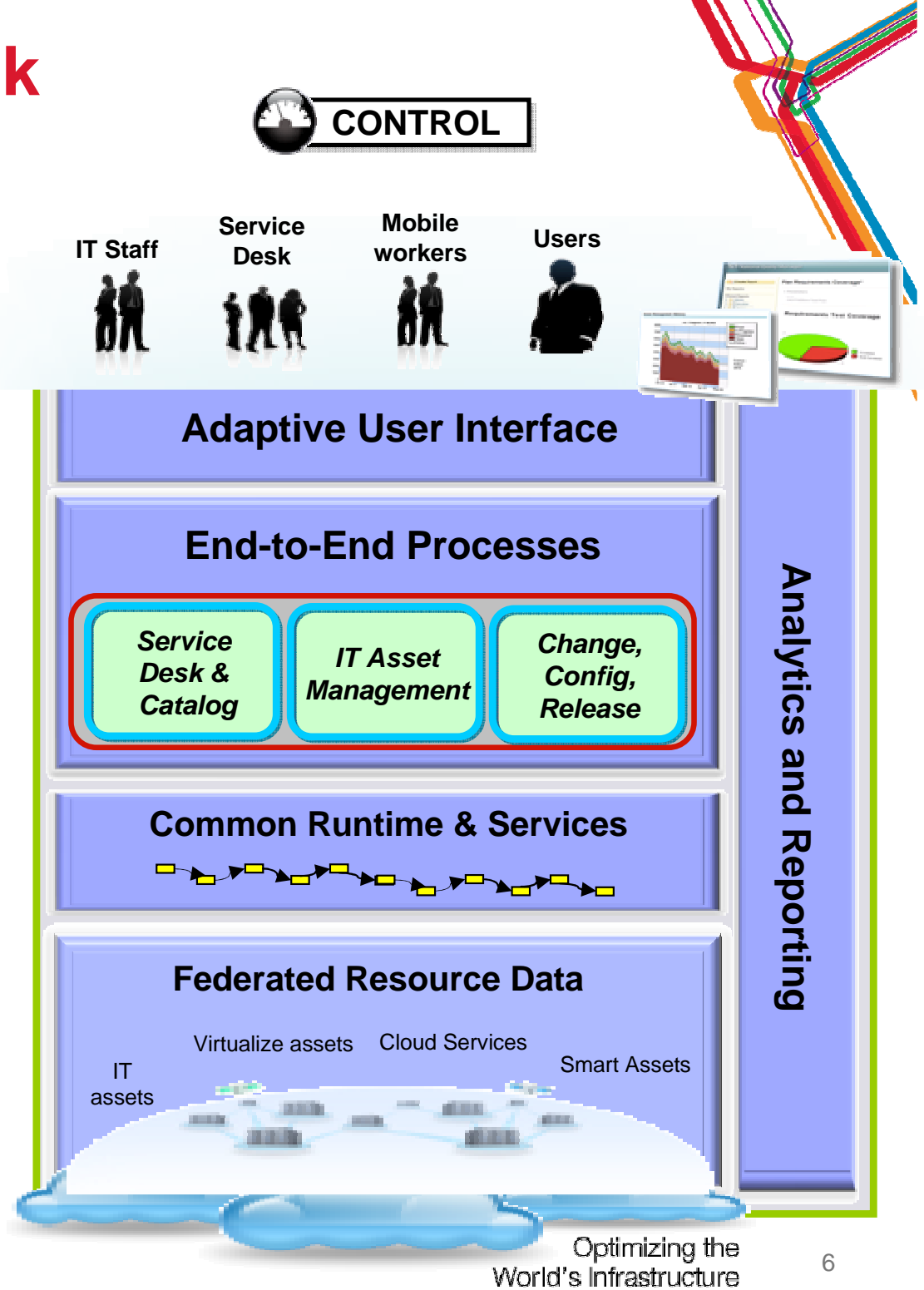
- **Problem:** The very things that make Cloud-like infrastructures so beneficial to organizations – they are dynamic, responsive, flexible – can quickly bring down a datacenter if it is not managed correctly. Cloud encourages quicker changes – which also result in an increasing volume of changes. Traditional change management products are not ideal for managing such an environment and customers can quickly find themselves unable to keep up with their own technology.
- **Solution:** A unified approach to service management with analysis and policy-based automation to reduce labor costs and improve responsiveness.
- **Customer Applicability:** All customers pursuing virtualized and cloud-like environments
- **Smart Cloud Control Desk Service Center** combines ITIL-based process controls with solution-oriented runbook automation in a way that ensures flexibility and extensibility while maintaining adherence to governance principles.



SmartCloud Control Desk

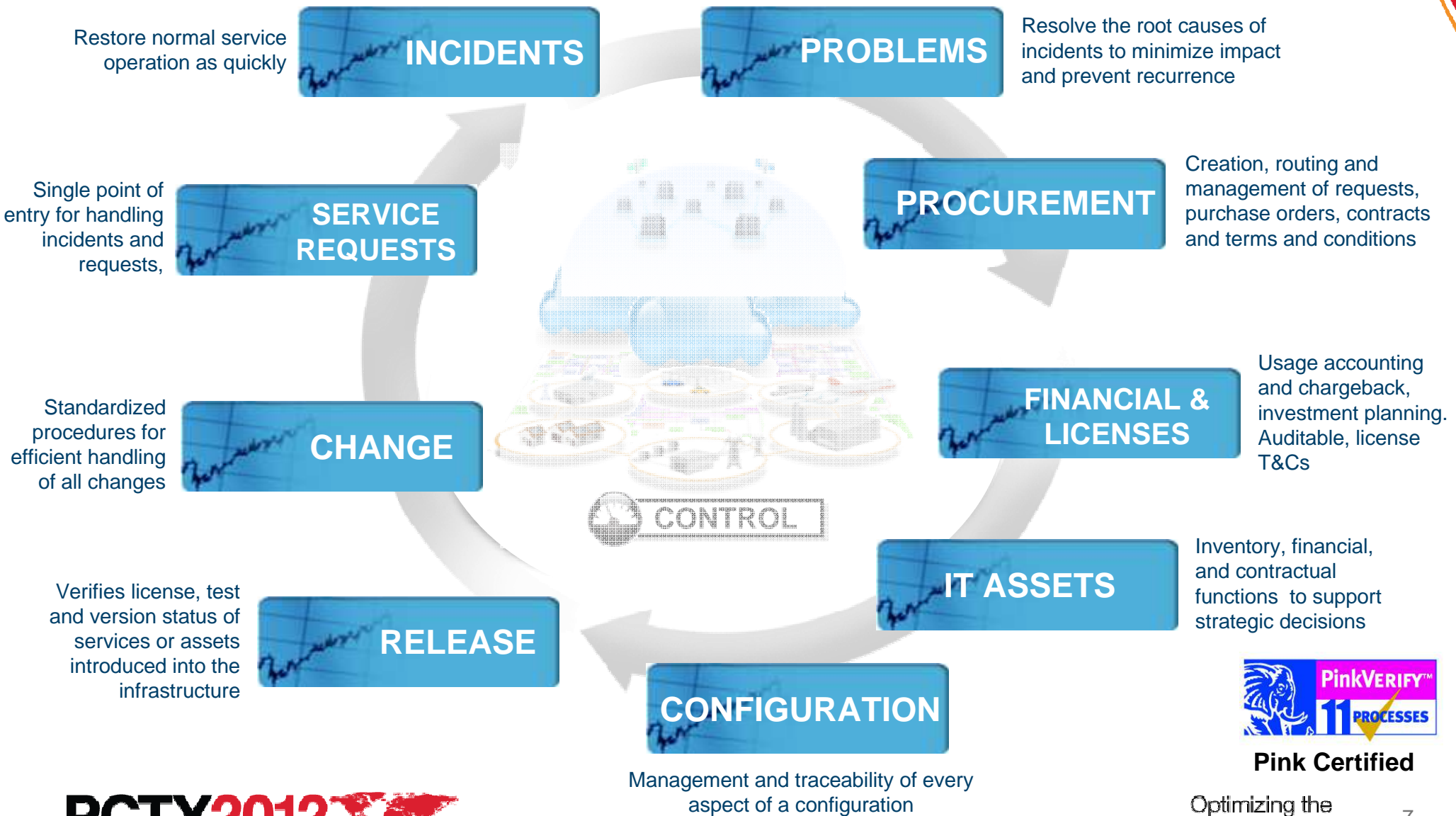
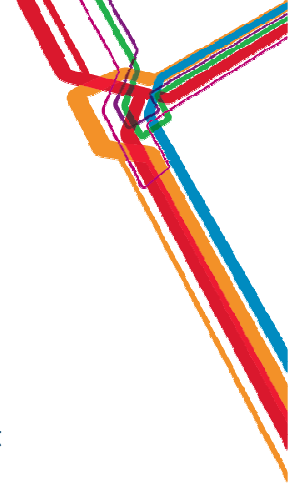
Intelligently controls complexity & rapid change

- Automates control of service incidents and changes with standardized governance procedures across siloes
- Better control risk & cost leveraging automated impact analysts & reports
- Collaborative, role-based usability, with access anywhere at anytime (mobile)
- Supports broad set of delivery models including traditional on-premise, cloud, virtualized, SaaS or physical
- A unified, lower cost solution for controlling the complexities of multiple, concurrent ITIL processes



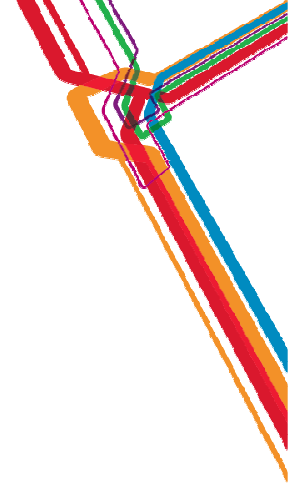
SmartCloud Control Desk

Holistically controls complex service management processes



Pink Certified

IBM SmartCloud Control Desk



- **Reduce Business Risk** by using advanced impact analysis and defining **automated change** procedures that ensure integrity of existing infrastructure while supporting business agility
- **Improve efficiency and Quality of Service** by unifying asset, change and problem management across **both IT and the rest of the enterprise**
- Lower cost and **mitigate license compliance** risk by performing end to end software asset management
- **Improve utilization rate** and reduce unnecessary purchases by managing the IT asset lifecycle
- **Reduce total cost of ownership** by using one unified solution to license, install and manage multiple ITIL processes under one price point
- **Pick a solution delivery model** that is affordable and meets your current business needs; Seamlessly move between delivery models while **keeping the same functionality**
- **Adaptive, role-based simplified UI**, improves intuitiveness for novice users, and reduces training costs.
- **Access from anywhere at anytime** via mobile device support – Blackberry, iOS, Android



IBM Smart Cloud Control Desk: the Start Center

Start Center | Go To | Reports | Start Center | Profile | Sign Out | Help | IBM

Change Owner: Process Management Requester | Change Content/Layout | Display Settings | Update Start Center

Quick Insert

- New Message

Favorite Applications

- Process Requests
- Changes
- Configuration Items
- Change Window
- Change Implementation Schedule

Number of RFCs in new state

Last Run: 2007-12-19 16:44:58 | Update

Status	Last Reading	Actual	Target	Variance
Green	1	1	5	-4

Total number of RFCs in New state: 15

Maximum numeric of days RFC is in new state

Last Run: 2007-12-19 16:44:58 | Update

Status	Last Reading	Actual	Target	Variance
Green	0	0.01	1	-0.99

Bulletin Board (0)

There are currently no bulletin board messages to view.

Inbox / Assignments

Next Assignment Due: 2008-02-29 09:05:09 | Refresh

Description	Assigned Person Code	Assignment	Assignment Status	Route
Change Manager Approval Required	SUE	53	ACTIVE	

1 to 1 of 1

My Active Changes by Process Progress

Chart Type: PIE | Filter | View By: PMCHGPROGRESS

All Changes belonging to current use- and not completed or closed (By PMCHGPROGRESS)

PMCHGPROGRESS	Value	Percent (%)
ACCEPTED	2	33.33
APPROVED	1	16.67
ASSESSED	1	16.67
WAITFORRELEASE	1	16.67
Undefined	1	16.67

My Active Changes

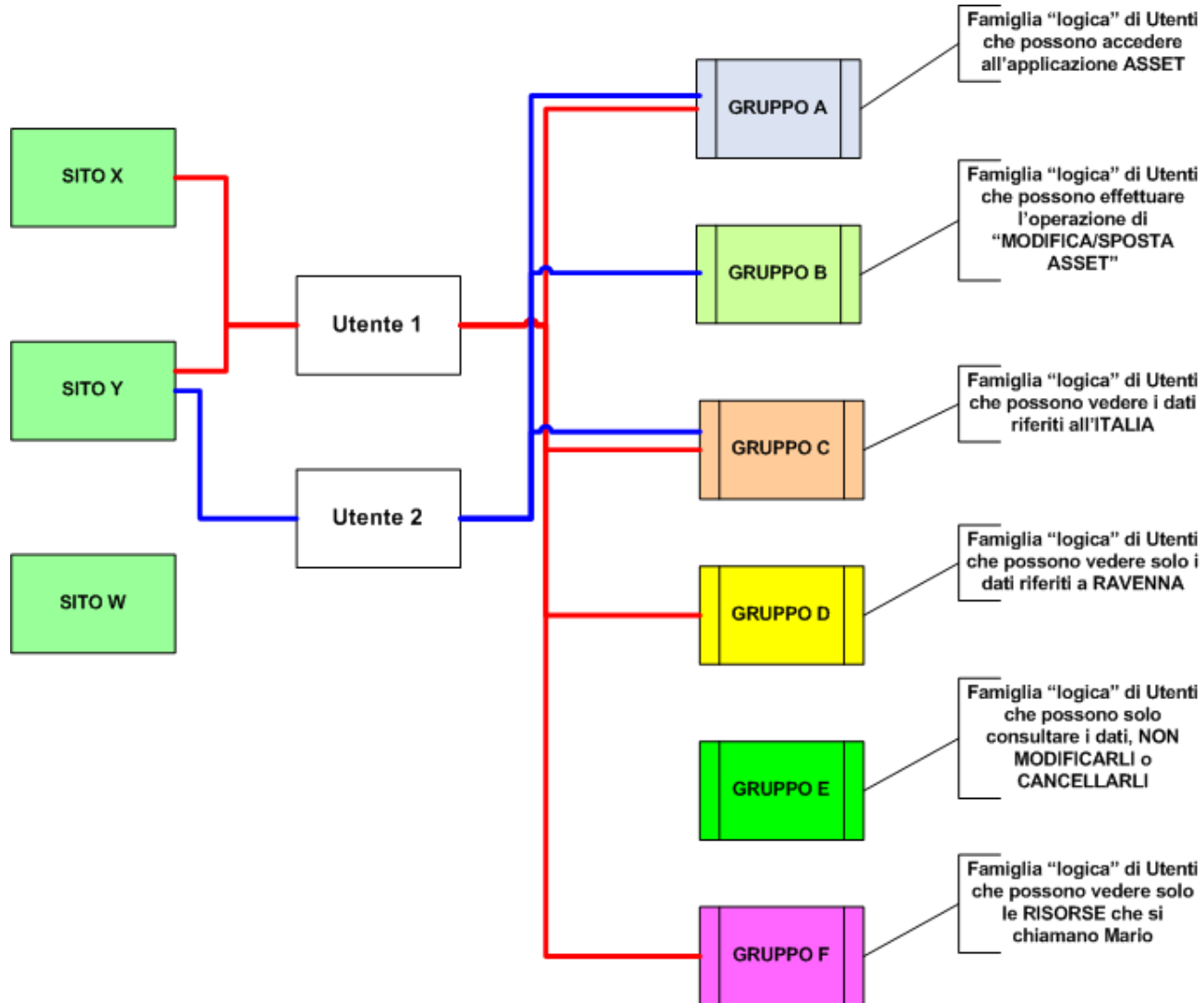
Change	Configuration Item	Priority	Summary
1132		3	Virus Definition out of date
C1008	CDX1	3	Investigate Periodic Server Crash
1011		2	Deploy app package
1012	CDX2-I2	2	My email is not responding properly
C1038	PAYROLL~18139	2	PAYROLL APP IS SLOW - Move Low priority apps to new server

1 to 5 of 6 | Next Page >>

My Work

Activity	Summary	Parent	Priority	Scheduled Start	Status

Security: Users & Groups



■ Utenti

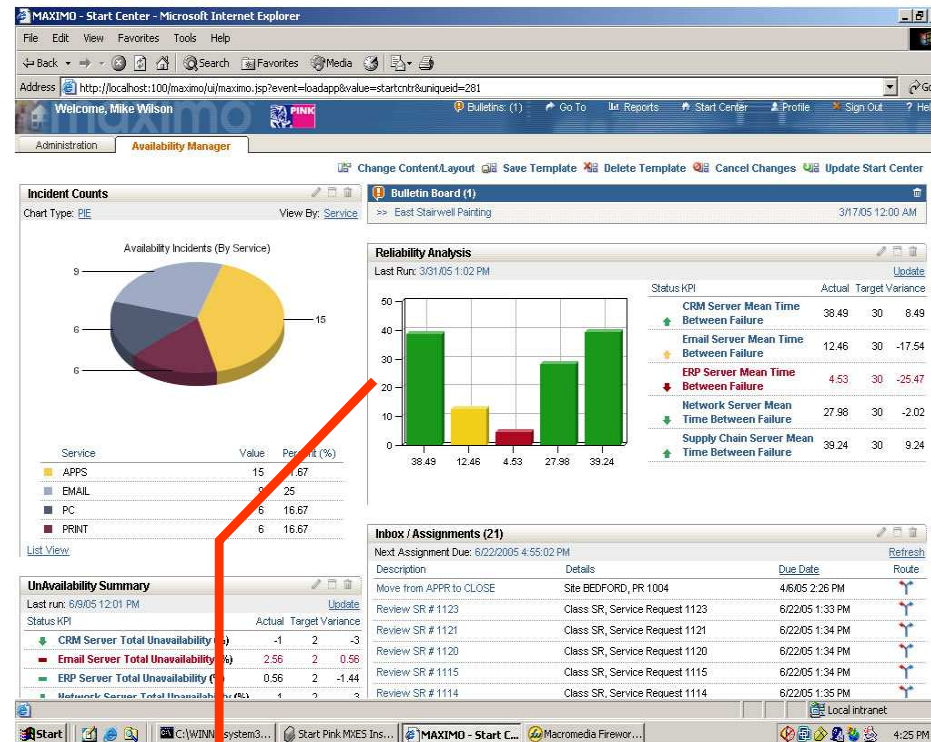
■ Gruppi "logici"

- Dati
- Processi
- Restrizioni logiche
- Restrizioni fisiche
- Conditional UI

■ *Field Security*

IBM Service Management – Control Desk Start Center

- **Easy Customizable Interface**
 - By Role
 - Cosmetic changes (terminology colors position ..)
 - Enforce required fields
 - Display or remove attributes
- **Common Interface**
 - Process Managers
 - Service Request Managers
 - Release Management
- **Application designer offers WYSIWYG tooling to configure screens and workflow**
 - Configure with Visio-like ease – no developers or programmers required
 - Configurations upgrade from version to version - lower upgrade costs
- **Extensible attributes and object types**
 - Management and visualization of customer specific data
- **Report administration within the platform**



Multi-site
Multi-organization
Multi-customer
Multi-language
Multi-timezone

Originating Service Requests - Web 2.0 based Self Service UI

Self Service Center

Home

- Report an Issue**
Create a new Service Request to report an Issue or request something.
- Request a new Service**
Open a request to acquire a new asset or service.
- Help me fix an Issue**
Search for a Solution to your issue. Open a ticket to resolve the issue if a Solution is not found.
- Frequent Requests**
Easy access to the services you most often request.

My News
Recent Activity
No recent activity

My Requests
Approved (1) Approved by Line Manager (2)
Closed (1) **Total (4)**

Recent Activity
Firewall Change Requests Approved
Office Move Request Approved by Line Manager
Office Move Request Approved by Line Manager
Build New Server Closed

My Assets
SEALED (2) NOT READY (2) **Total (4)**

Current Assets
NEW6 SEALED
MYLAPTOP NOT READY
AMY1 NOT READY
NEW3 SEALED

New "My Assets" pod

My Assets

Asset Number	Serial	Description	Status	Location	Refresh Date	Planned Refresh Date	Primary	User	Custodian
NEW6		this asset has a really really really long name. what will happen when it displays in the asset pod	SEALED		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
NEW3	KL-23904	New asset 3	SEALED		...	12/30/2011 2:00 AM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MYLAPTOP		I4e	NOT READY		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AMY1	XXXX-YYXT	my asset	NOT READY		...	10/26/2011 2:00 AM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

SEALED (2) NOT READY (2) Total (4)

Pop-up dialog showing asset information

"Show All My Assets"

Customer input when a service is requested!

Self Service Center

Build New Server with Middleware

Offering: PMSC_2021A Build New Server with Middleware

Description: Submit this catalog request to build a new server with middleware. The types of middleware that can be created are:

- a Database Management System (DBMS) such as [DB2](#)
- a Message Queuing (MQ) System
- an Application Server (AS).

Requested For: PMSCADMUSR

1. Server Configuration → 2. Middleware Configuration → 3. Summary

Host Name *

IP Address *

Operating System *

Network Zone

Expected Release Date

User IDs and Access Requirements

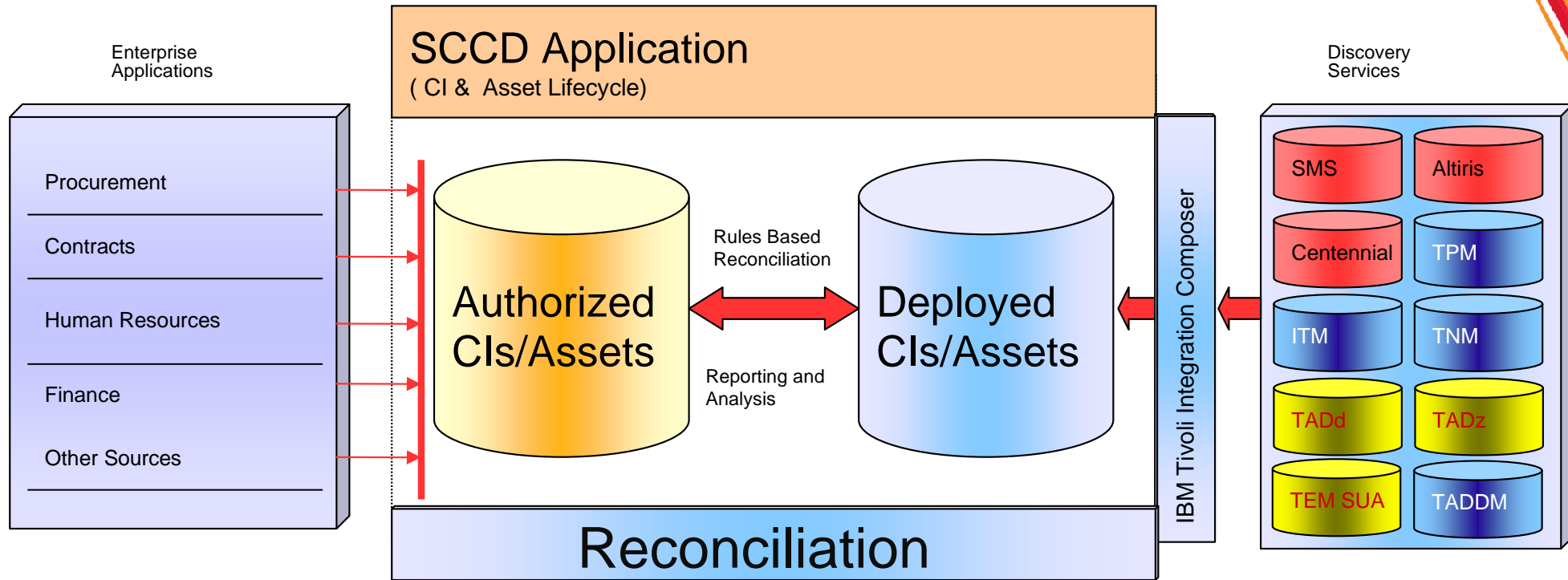
Project Name

Project Contact

Continue

Add to Favorites Cancel

CMDB Data Model – data sources and lifecycle



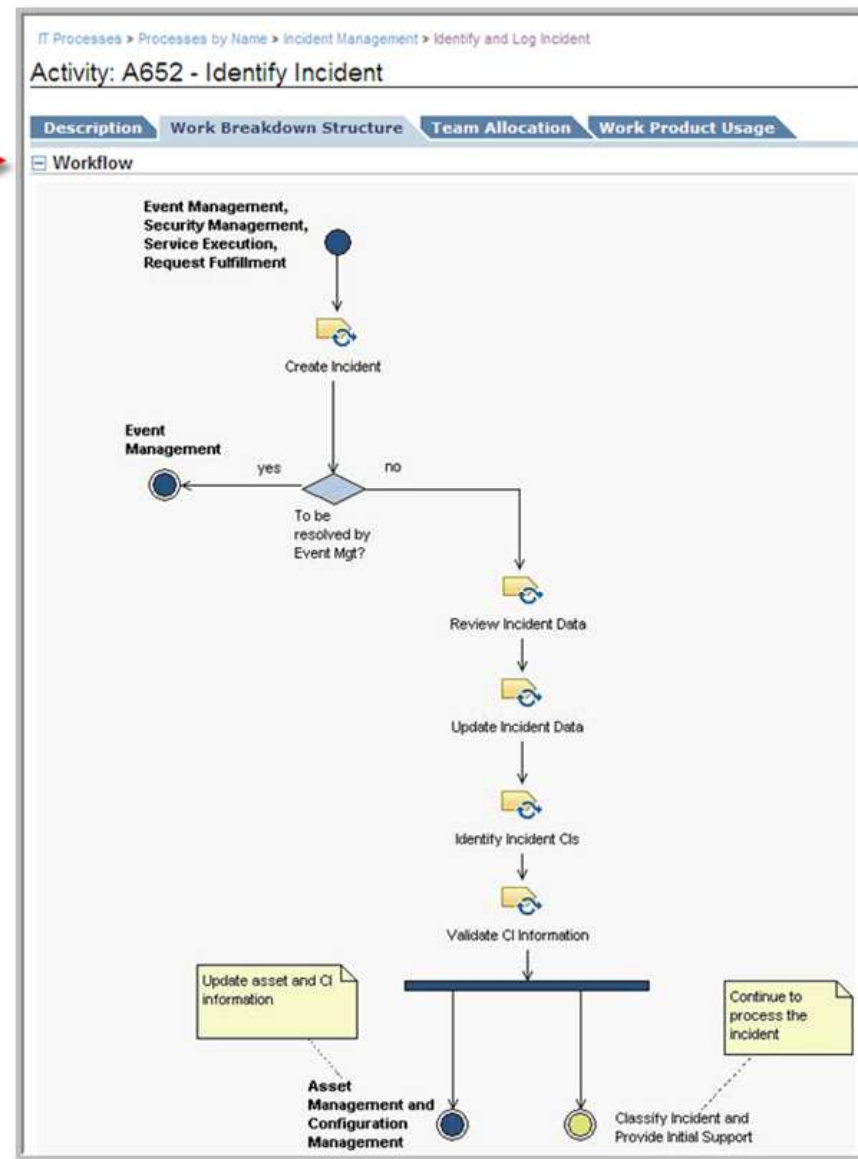
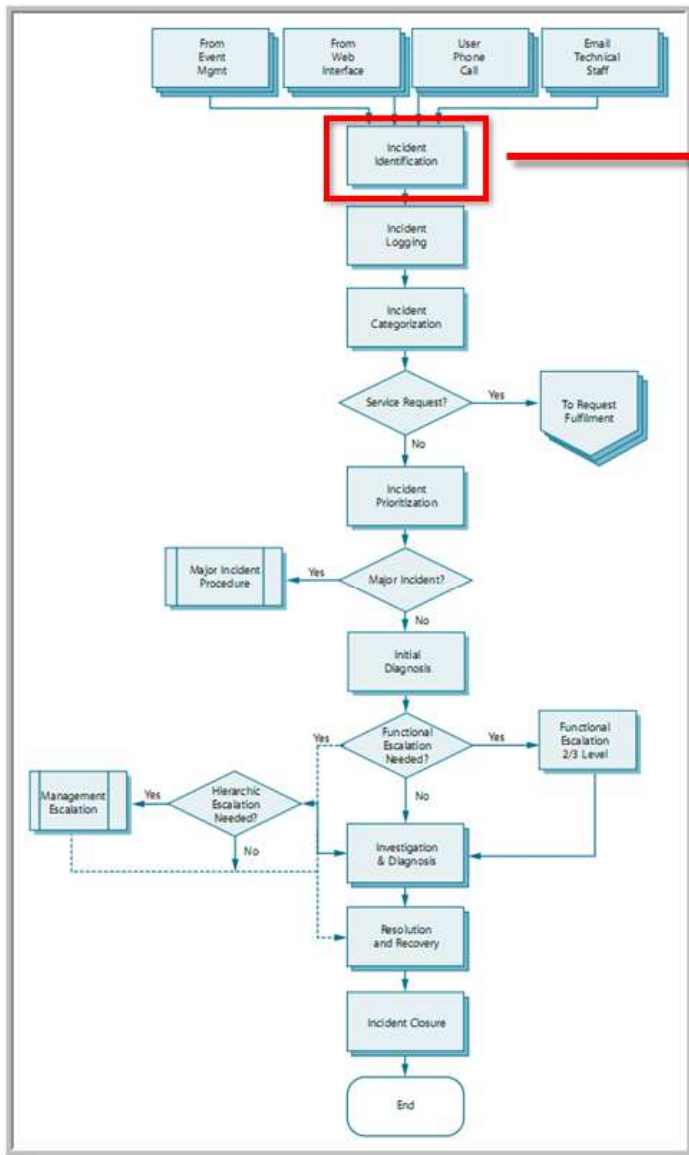
Authorized Entitlements

- Authorized assets and Licenses are the inventory of record
- They are populated via the procurement process and other business processes
- Assets/Software may or may not be deployed and are central to managing purchases, leases, warranties, service agreements, stockrooms and more.

Out of the Box Reconciliation

- Linkage based on unique attribute(s), like serial number
- Identification of 'authorized' Assets missing in Deployed Asset Inventory
- Identification of Deployed Assets missing in 'authorized' Asset Inventory
- Comparison of attributes/specifications

IBM Tivoli Unified Process (ITUP)



ITIL / Cobit / PRM-IT →

ITUP

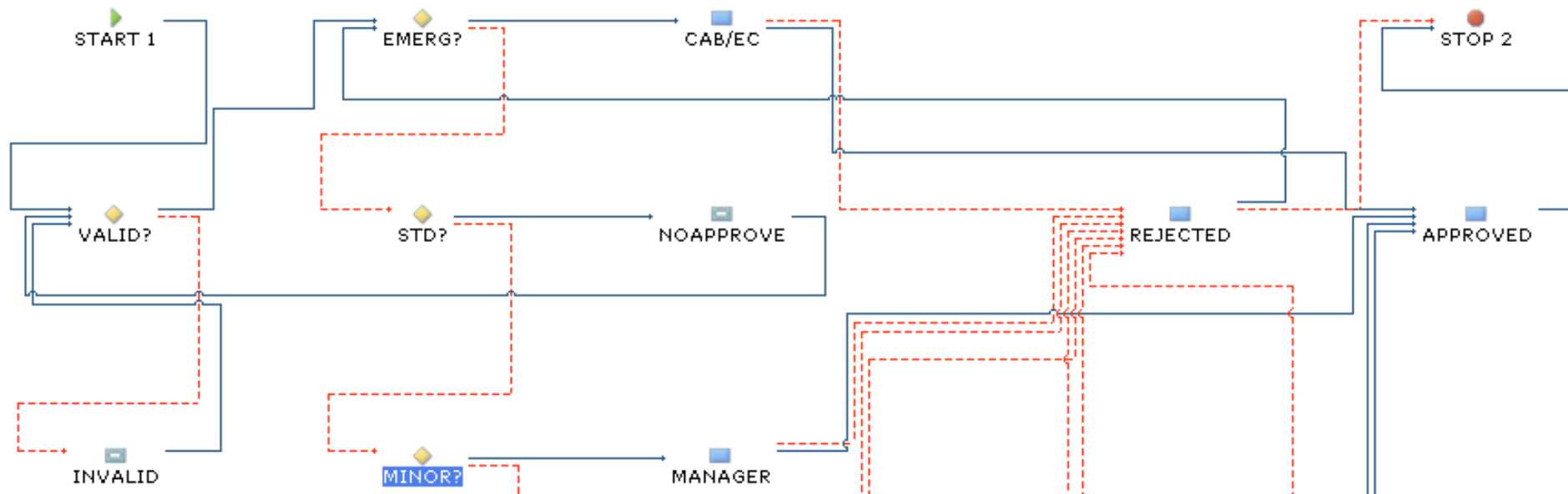
Workflow Designer

Process: CHANGE Change Approval Process Changed By: WILSON Enabled?

Object: WOCHANGE Changed Date: 1/11/06 1:27 PM Active?

Process Revision: 2 Interactive Initiate?

75%



tabgroup... | List | Asset | Spare Parts | Safety | Meters | Specifications

section... | section... | section... | section... | Site: xxxxxxxx

Subassemblies | Filter | Download

label...	Asset	Description	Location	Description	label...
...No rows to display...					

Details

Asset | Location

buttongroup...

Spare Parts | Filter

label...	Item	Description	Quantity
...No rows to display...			

Details

Item | Quantity | Remarks

buttongroup...

Control Palette

Control Properties

Controls

Labels: Hide Show

- Link
- AppBar
- Attachments
- Blank Line
- Button Group
- Checkbox
- ComboBox
- Data Source
- Default Value
- Help Grid
- HyperLink
- Image
- Include
- Listbox
- Menubar
- Multiline Textbox
- Multipart Textbox
- Parameter Value
- Parameter Values
- Pushbutton
- Radio Button
- Section
- Section Column
- Section Header
- Section Row
- Static Text
- Tab
- Tabgroup
- Table
- Table Column
- Textbox
- Tree
- Tree Attribute
- Tree Node

Multipart Textbox Properties

Control ID: sparepartsform_grid1_1

Default Label: Asset

Label:

Attribute: ASSETNUM

Menu Type:

Lookup:

Input Mode: READONLY

Change Event:

Turn Smart Fill Off?:

GOTO Application:

Move To Data Source ID:

Attribute for Part 2: DESCRIPTION

Lookup for Part 2:

Input Mode for Part 2: READONLY

Long Description Input Mode:

Data Source ID: MAINRECORD

Configurable App UI

IBM SCCD Achieves Gold Level certification ITIL V3 Compliance

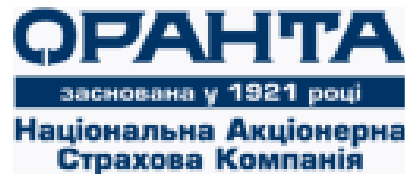
Awarded Gold Level ITIL V3 Certification for Incident, Problem, and Request Fulfillment Management by the United Kingdom Office of Government Commerce (OGC). This is the organization that originated and owns ITIL, and they gave our solution highest level of certification achievable.



IBM Smart Cloud Control Desk - Customer References

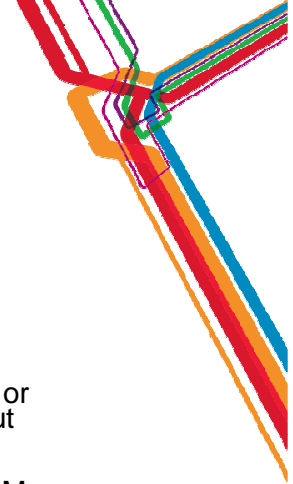


Bank of Tokyo-Mitsubishi UFJ



Zaufanie to podstawa

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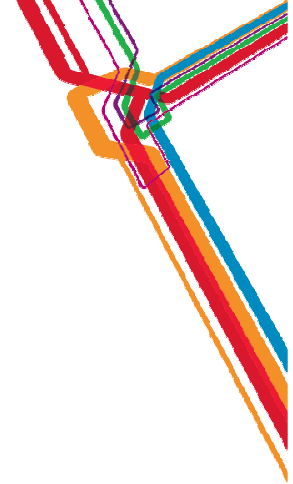
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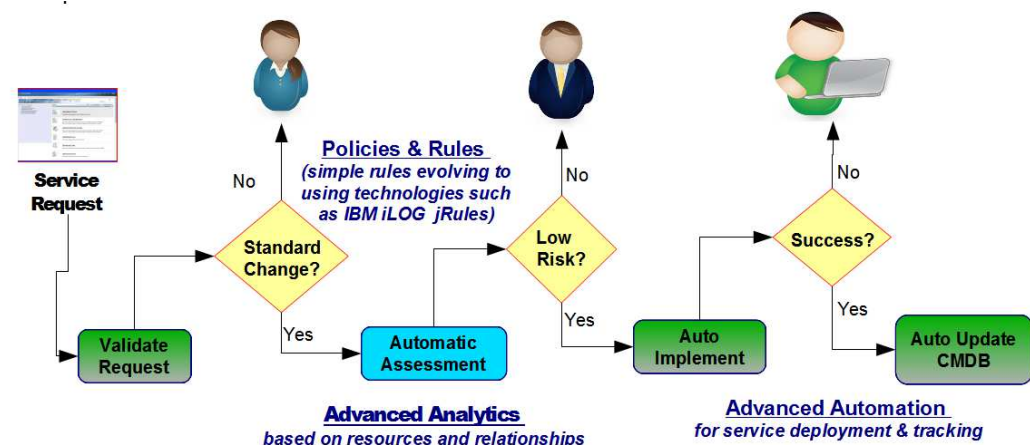
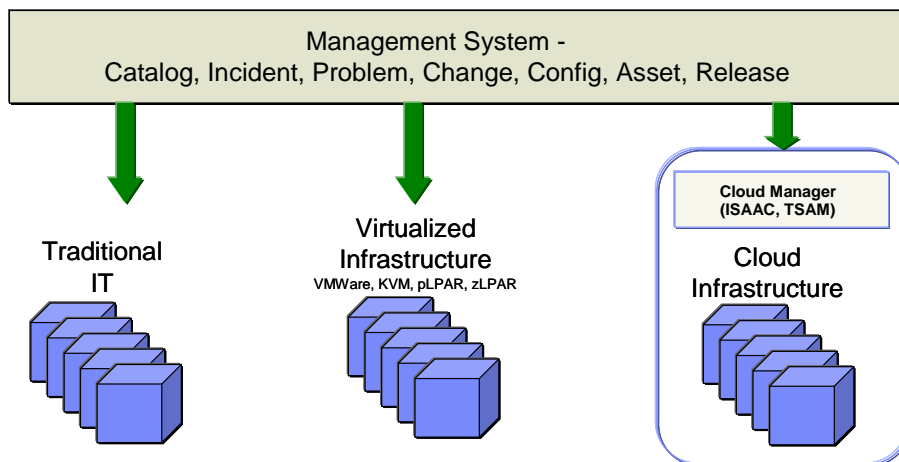
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Use Case 1 - Cloud-ready Service Management

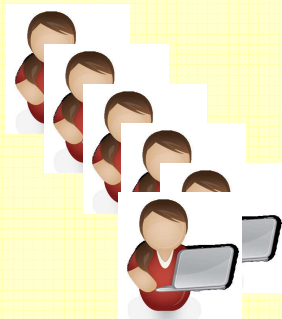
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Use Case 2 - Unified Asset and Change Management Processes

- **Problem:** Asset and Change management have traditionally been run out of parallel organizations. Overlap of processes and responsibilities adds cost. Customers spend time and money building homegrown connections between the two process streams for even the most simple processes (ex. “new server acquisition”)
- **Solution:** Redundant processes should be eliminated to save time and money, and automation should extend to capture the entire workflow surrounding the action. Customers should be able to manage the asset and change components of an activity in one system.
- **Customer applicability:** All Customers
- **Smart Cloud Control Desk** reduces the number of steps in common processes by unifying asset and change management. SCCD provides a single solution that manages everything from request to fulfillment to managing change and entitlement on a device.

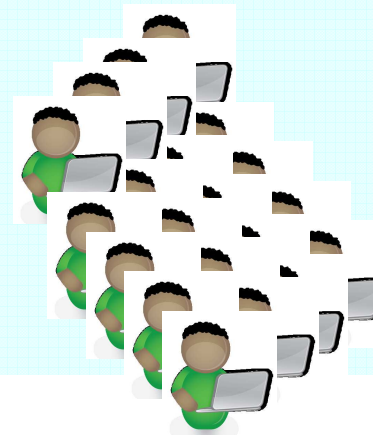
Asset Management



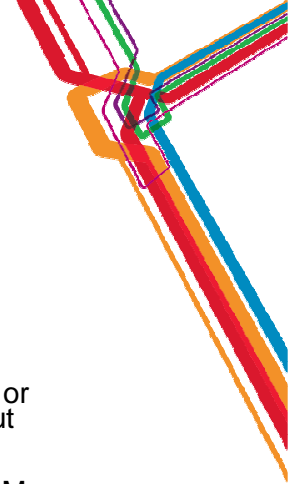
*Redundant
processes or
“Roll your Own”
integrations*



Change Management



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