



Jumpstart On Service Management with IBM Tivoli Foundations

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IBM Software

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Pulse Comes to You

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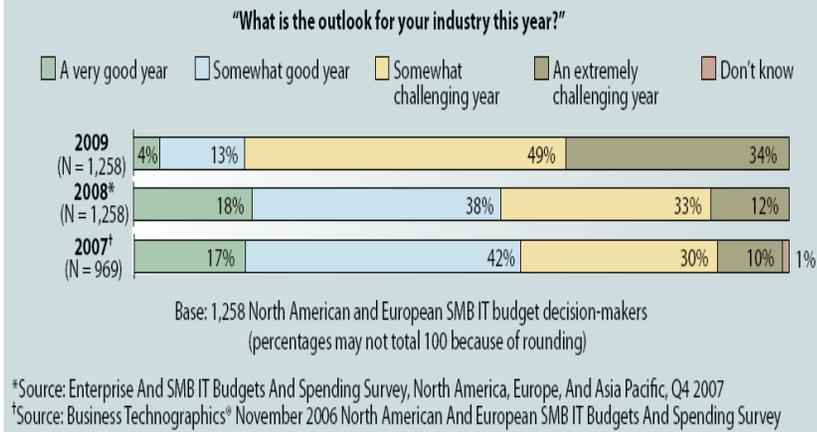
Agenda

- Customer challenges
- Understanding your needs
- Market Dynamics: “Service Management on a Budget”
- Introducing IBM Tivoli Foundations
- Benefits to the customer
- Q & A

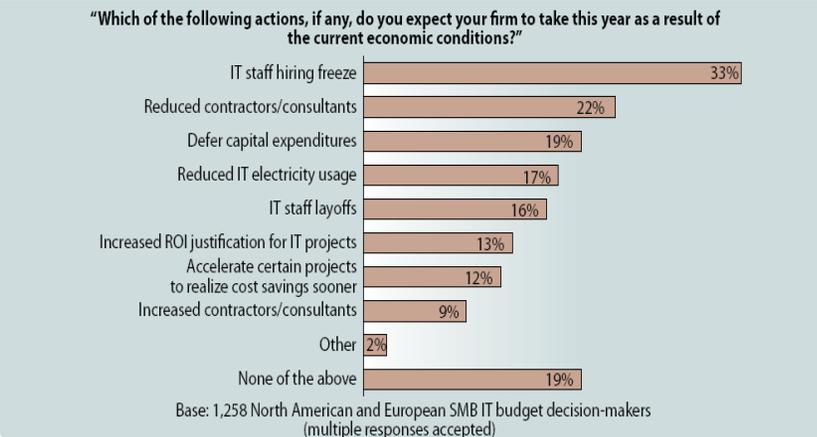


We are familiar with the challenges:

2-1 Most SMBs Expect A Challenging Year Ahead; Only 17% Anticipate A Good Year



2-3 SMBs Reduce Expenses And Defer Purchases In Response To Economic Conditions



- Global recession is driving cost reductions in Mid-market:

IT staff headcount is suffering cuts and 16% are implementing lay-offs

17% of companies are reducing energy usage

- Tough economic times demands increased ROI justification for IT projects

Constriction of credits and customers ability to pay bills is fostering conservatism and stifling investments



We understand your concerns:

- You have to lower costs – must spend on business first and not on IT or IT staffing

40% expect to cut budgets by about 10% due to the economy

- Act with speed and urgency – business cannot wait thru long deployment cycles with no ROI

12% of need to accelerate projects to realize cost savings sooner

- Maintain and improve service – if not, customers leave and go to competitors

38% of customers are very concerned about availability of service and support.





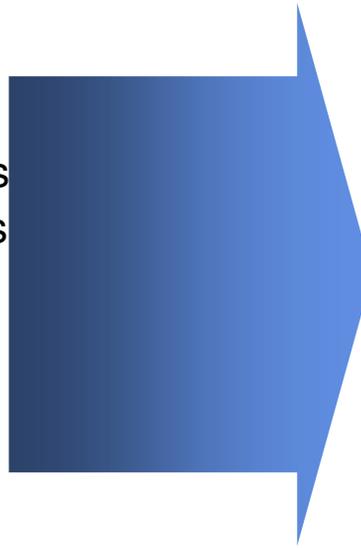
Today's IT solutions must meet the market demand

Tactical solutions that yield *immediate* cost savings to the business.

Lower up front investment for solution that can scale with a growing business

Flexible solutions that provide basic level functionality with a small investment now with room for upgrades in functionality and scalability later

"Good enough" software requires simplicity and ease-of-use



*"While **IT solutions that provide cost savings or enable business process improvements** might be appealing, during difficult economic times, you are looking for **IT solutions that help lower business transaction costs** to help increase*

Service Management delivers these solutions.



Service Management

Service Management provides the methods and software needed to assure quality service delivery and reduce infrastructure costs

Service Management Benefits

- **Improved service quality**
- **Seamless Integrated processes across the business**
- **Faster, more reliable service delivery**
- **Improved efficiency and staff productivity**
- **Minimized operational risk and exposure**
- **Reduced costs**



IBM Service Management Delivers...

- **Visibility**
 - The ability to see everything that's going on across the infrastructure
- **Control**
 - The ability to keep the infrastructure in its desired state by enforcing policies
- **Automation**
 - The ability to manage huge and growing infrastructures while controlling cost and quality.



Introducing Tivoli Foundations

Designed and priced for your growing needs

IBM Service Management offerings that are:

- **Comprehensive functionality** for mid-sized organizations that more quickly and easily allow you to provide higher quality service at lower cost
- **Fully integrated** solutions that install and configure easily and quickly with minimal human interaction or IT staff required to deploy or maintain
- **Flexible and scalable** solutions, that allow you to grow and scale operations without the need rip and replace and start all over



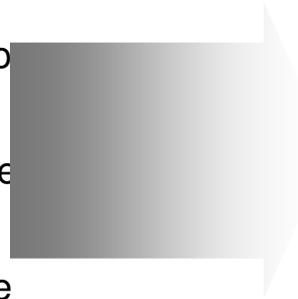


Tivoli Foundations Application Manager

Application Management for Growing Needs

Problems

- Poor visibility of IT environment allows problems to go unseen
- Manual monitoring of systems is error prone and time consuming
- Ineffective tracking and monitoring hurt service delivery
- Configuration and integration takes is time consuming and costly



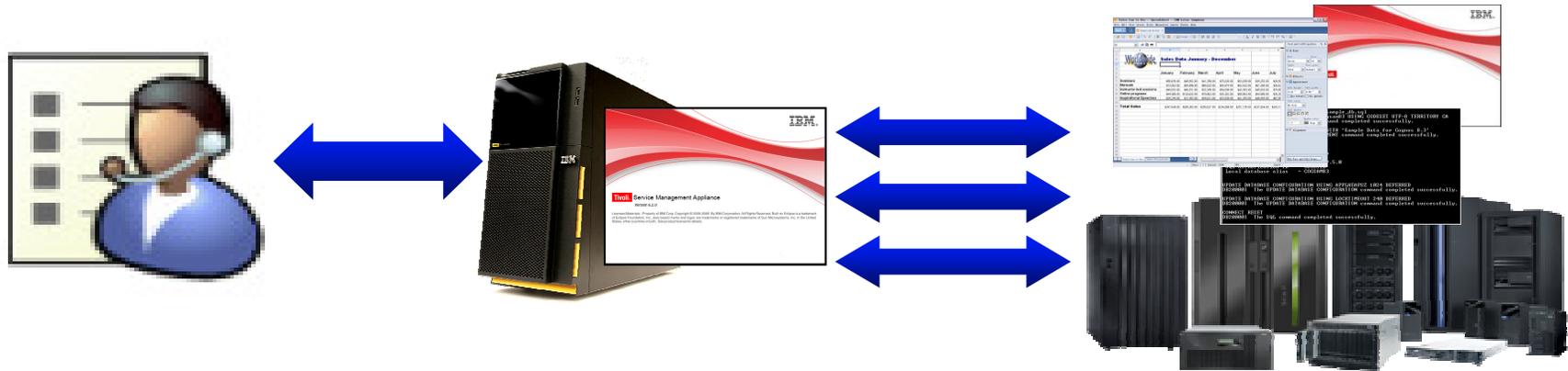
Needs

- Discovery and centralized visibility into IT resources
- Event alerts and reports for efficient problem diagnosis and resolution
- Real-time and historical views to optimize resource and reduce IT costs
- Comprehensive monitoring capabilities delivered in a very consumable solution: ***Simple, easy to deploy, one vendor interface for the entire solution.***





Managing Performance and Availability to Increase Efficiency



“Application Monitoring for Mid Market” that is operational in hours

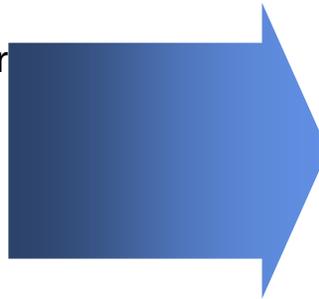
- Performance & availability monitoring.
- Agent-less monitoring for quick and simple server and network monitoring
- Server and Network Discovery.
- Operating Systems, Email Servers, Databases, Virtual Servers, and Network Elements
- Intuitive Reporting for both Real-time and Historical Performance
- Automatic Problem Resolution
- **Integration with Service Manager Appliance - Operational in an hour!**



Tivoli Foundations Service Manager Service Desk for Your Growing Needs

Problems

- Manual management of incidents and service problems jeopardizes problem resolution – it is time consuming and error prone
- Ineffective tracking and reporting jeopardizes compliance and ability to deliver effective services to customers
- Troublesome equipment causes business too much time and money in problem resolution



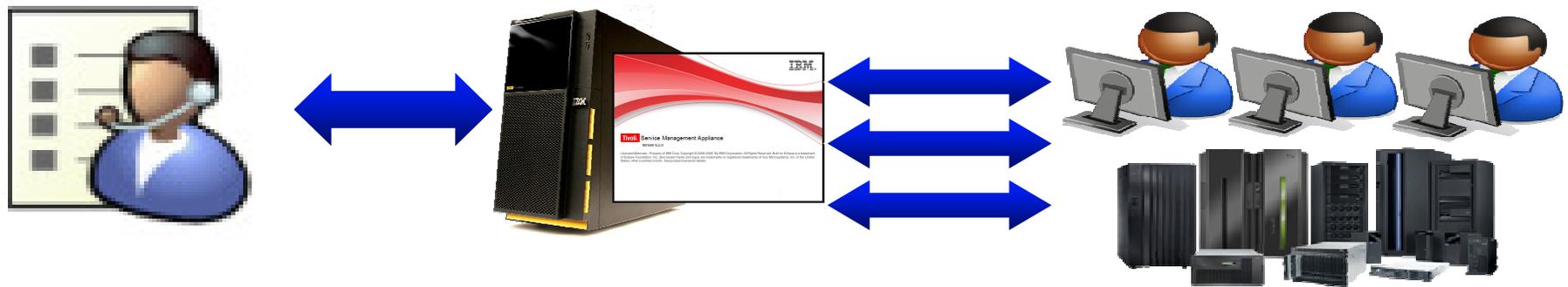
Needs

- Single point of contact to automate and report on incident and problem management.
- Streamline service desk functions that provides prioritization, escalation and quick problem resolution
- Cost effective solution that does not require high involvement of IT staff





Optimize and Automate Your Business Processes



“Service Desk for Mid Market” that is operational in hours

- Service request, incident, and problem management
- Best Practice Workflows - SMB workflows for optimized experience
- Single Interface to support service request, problem, and incident management
- Links changes in assets to incidents
- “Self Service” knowledge base available for optimized problem resolutions.
- Remote Diagnostics Tooling, Intuitive Reporting. Extends beyond IT services
- **Integration with Application Manager Appliance - Operational in an hour!**



Tivoli Foundations has the right answers to your problems

Challenges

- ✓ *Reduce costs in challenging economic times*
- ✓ *Justify investments in technology that show quick results and increased profits*
- ✓ *Increase competitiveness by continuing to innovate and deliver high quality of service*

Benefits

- ✓ *Save money while investing in solutions that deliver the functionality you need*
- ✓ *Realize business benefit quickly*
- ✓ *Improve your response to customers by delivering better services than your competition*



Getting Started

For more information on Tivoli Foundations or to access the resources below visit: <http://www-01.ibm.com/software/tivoli/features/foundations/>



Get the Facts Straight

Download Tivoli Foundations Data Sheets on the product webpage to learn more about each solution's features and benefits



Featured Articles

Read what experts are saying about Tivoli Foundations in prominent newsletters, community forums and blogs:

Service Management in Action: <http://www01.ibm.com/software/tivoli/governance/action/08202009.html>

infoBOOM!: <http://www.theinfoboom.com/pov/expert/lowering-software-deployment-barriers#comments>



Contact your IBM Business Partner for a Free Demo

See how easy and simple it is to run Tivoli Foundations in your environment.

Tivoli Business Partners: <http://www-01.ibm.com/software/tivoli/solutions/smb/finder/#Automation>



Questions?



**Thank
You!**