



Transforming Data Center Operations into a Business Operations Center.

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Pulse2010

The Premier Service Management Event

Optimizing the World's Infrastructure

Business Leaders Struggle With Issues

Lack of Visibility into Operations Leads to Many Business Problems

Exceptions waste resources and increase costs



Ineffective inventory management leads to lost sales



Poor response time leads to unhappy customers



Poor workload management leads to dissatisfied employees



Paper-intensive and manual processes impede visibility



Supply chain disruptions increase costs

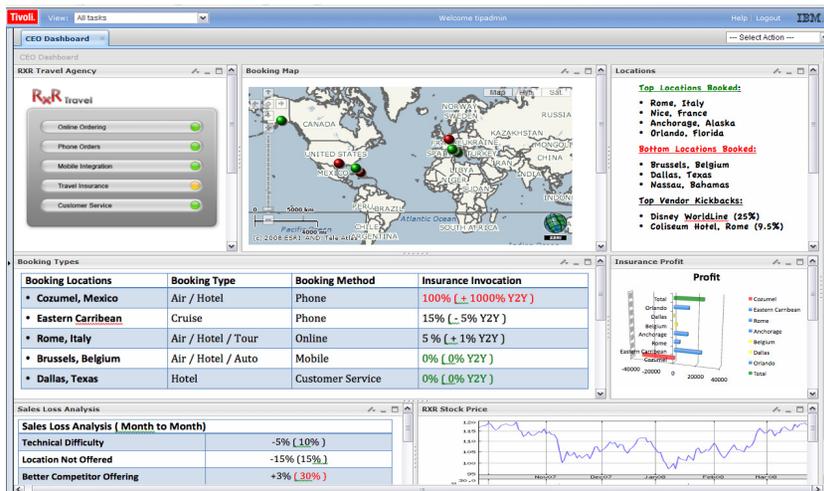
85% of CEOs Require More Insight into their Businesses



Business Service Management (BSM) Provides Process Visibility

Business leaders gain real-time visibility and actionable insight into processes

Real-time information consolidated into customizable dashboards



Business leaders monitor process KPIs and receive alerts



Achieve End-to-End Process Visibility

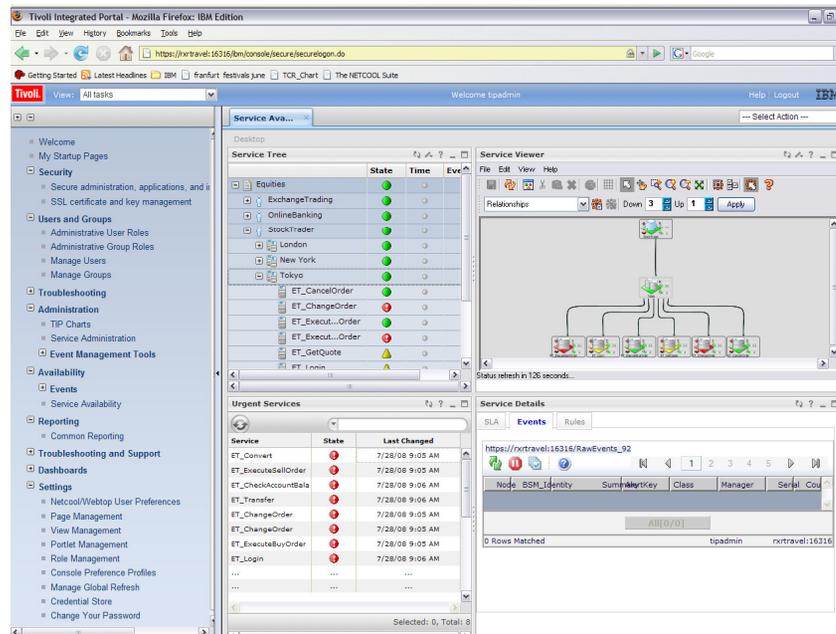
Understand, monitor and explore the state of business operations

External Information

Information affecting business service performance

Collaboration
Share metrics and models with teams to resolve situations

Business Impacting Alerts
Notification of situations that require response



Reports & Analyses
Understanding trends by combining multiple KPI's using historical information



“See and Respond”

Service Visibility Helps Business Leaders Manage & Improve Operations

The screenshot shows the Tivoli Service Availability (Service Availability) interface. The interface is divided into several sections:

- Service Tree:** A hierarchical view of services. The 'ET' (Exchange Trading) services are highlighted, showing their status (green for healthy, red for degraded, yellow for warning).
- Urgent Services:** A table listing services that are in a degraded or warning state.
- Service Details:** A view showing the details of a selected service, including its SLA, Events, and Rules.
- Service Viewer:** A graphical view showing the service's performance and status over time.

Callouts highlight the following features:

- Identify health, events, make smart choices:** Points to the Service Tree and the Urgent Services table.
- Understand up-to-minute business performance by monitoring KPIs:** Points to the Service Viewer.
- Continuously improve key business services:** Points to the Service Viewer.
- Detect, respond rapidly to business impact situations:** Points to the Service Viewer.
- Solve the primary Business Impacts first:** Points to the Urgent Services table.
- Customize dashboards:** Points to the Settings section in the left navigation pane.

Service	State	Last Changed
ET_Convert	Degraded	7/28/08 9:05 AM
ET_ExecuteSellOrder	Degraded	7/28/08 9:05 AM
ET_CheckAccountBala	Degraded	7/28/08 9:06 AM
ET_Transfer	Degraded	7/28/08 9:06 AM
ET_ChangeOrder	Degraded	7/28/08 9:05 AM
ET_ChangeOrder	Degraded	7/28/08 9:05 AM
ET_ExecuteBuyOrder	Degraded	7/28/08 9:05 AM
ET_Login	Warning	7/28/08 9:06 AM

IBM Tivoli Business Service Management Family

Business Services



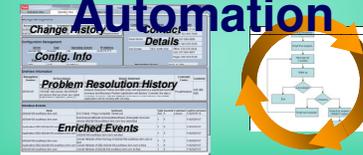
Tivoli Business Service Manager

Customer Experience



Tivoli Netcool Customer Experience Manager

Contextual Correlation, Automation



Tivoli Netcool/Impact

Service Quality Levels



Tivoli Netcool Service Quality Manager

Event Management

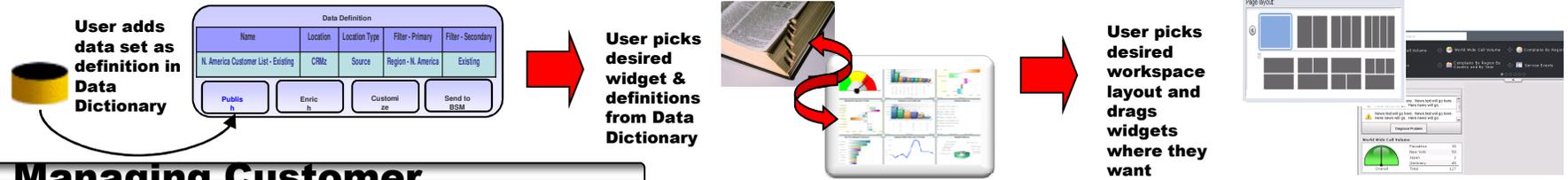
Node	Alert Group	Summary	Last Occurrence	Count	Type
System-001	Status	Node Down	10:42:07 AM	1	Problem
System-002	PROCS	IBM PSF/RE process: IBM/PSF/RE running on	9:30:00 AM	1	Problem
System-003	Interface	IBM/PSF/RE process: IBM/PSF/RE running on	9:30:00 AM	1	Problem
SAP/WE001	Status	Interface 9.27.144.163 down, CRITICAL	10:48:34 AM	1	Problem
IBM/PSF/RE	Status	Interface 9.27.144.163 down, CRITICAL	10:25:04 AM	1	Problem
Node	msg7	problem with line: Physical Message	10:50:15 AM	57	Msg Set

Tivoli Netcool/OMNibus

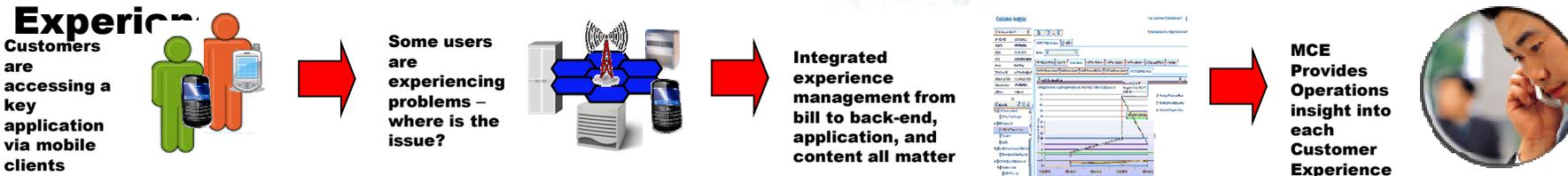


Current Trends towards Business Operations Center

Dashboard Builder



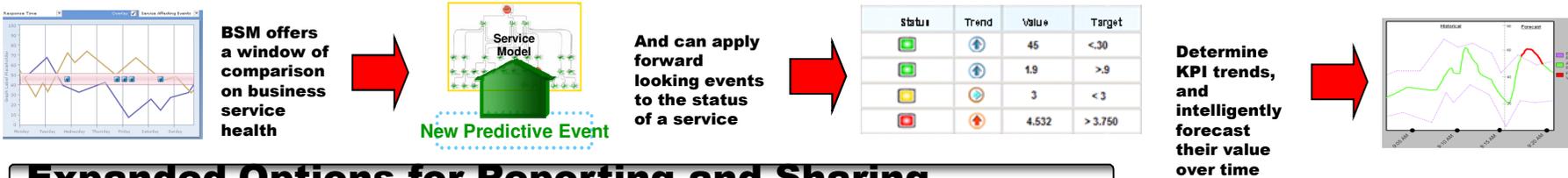
Managing Customer Experience



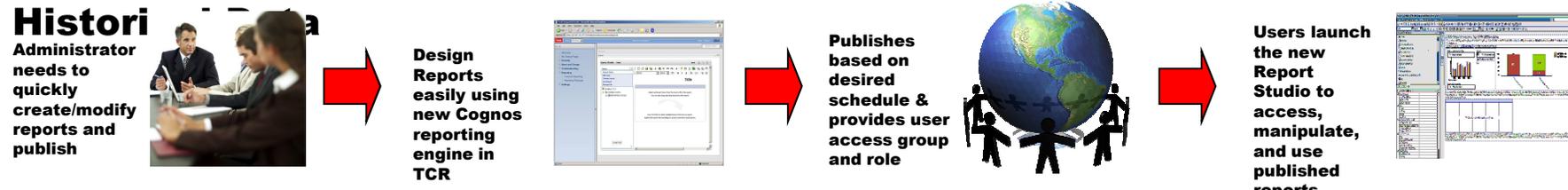
Improving Administration and Access



Analytics for Proactive Service Response

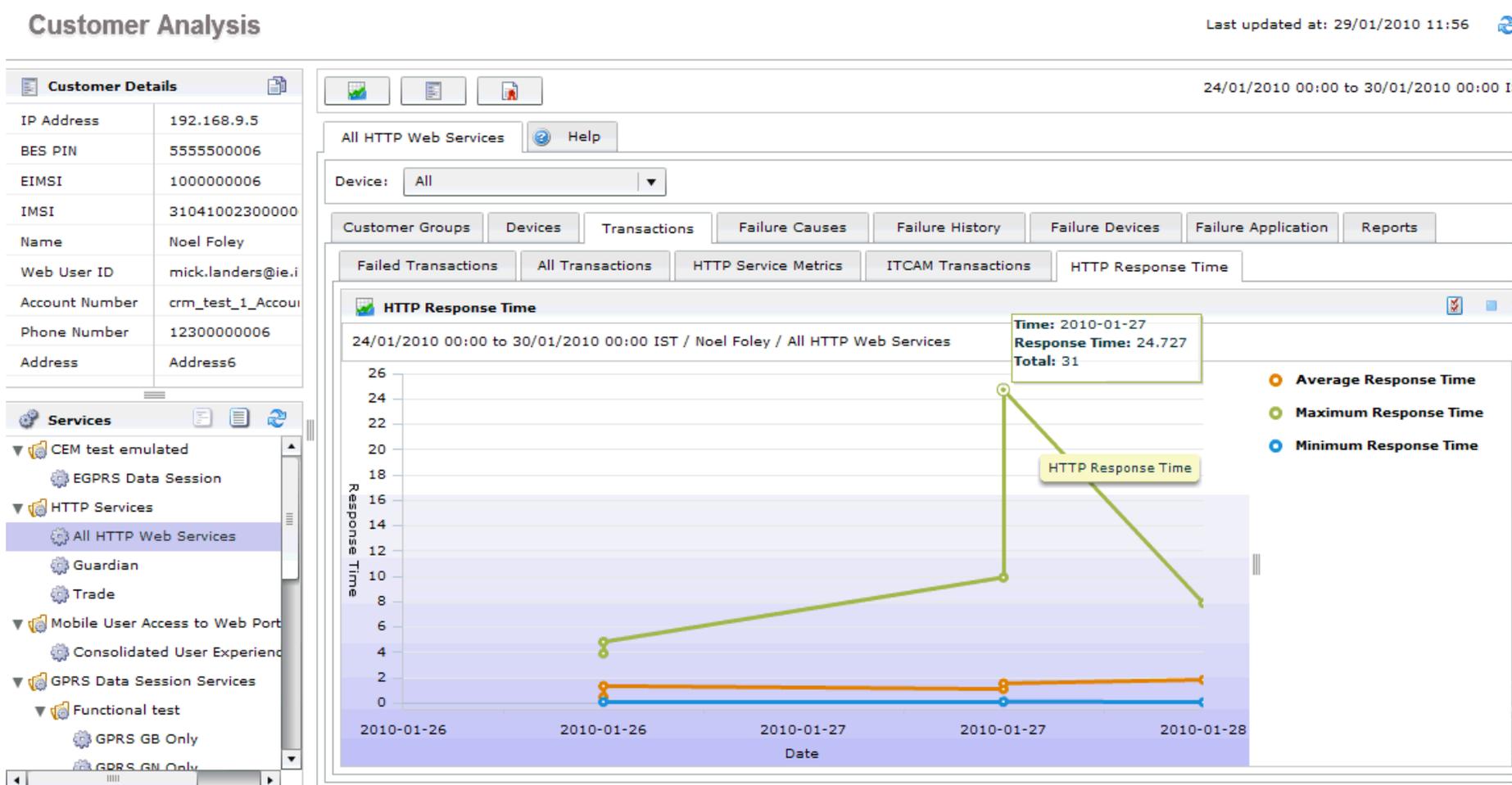


Expanded Options for Reporting and Sharing



Transforming Trends: Managing Customer Experience from Mobile to Back-end

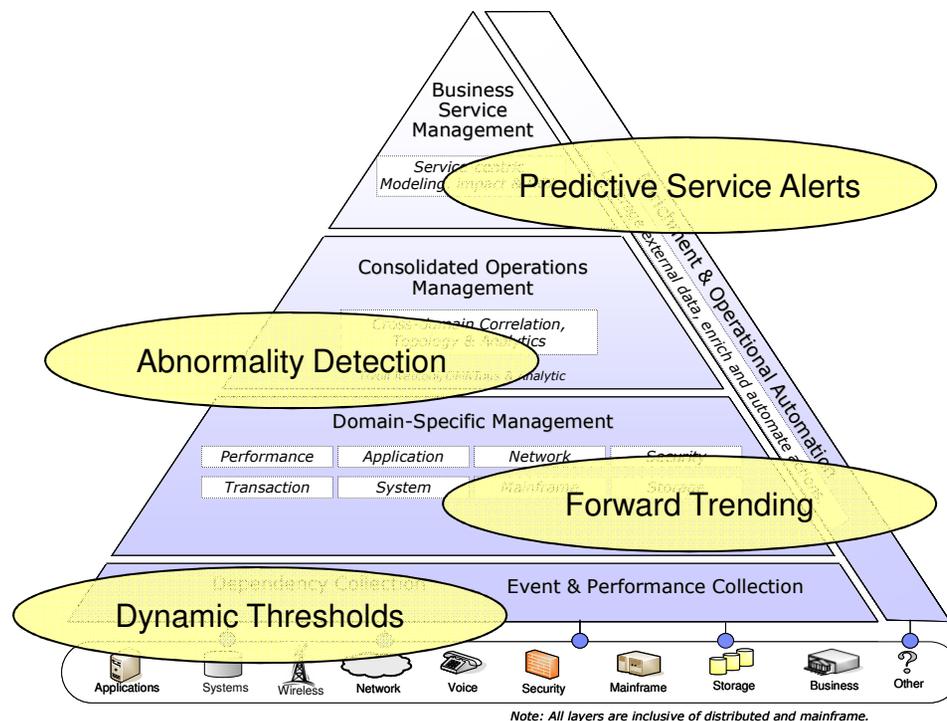
Max, Min & Avg Response times for Web Transactions aggregated over 15 minutes



Transforming Trends: Analytics built *into* the Solution, not *onto*

Tivoli Solution

- ✓ **Predictive Analytics across all layers:** Built-in PAM span all levels of technology stack!
- ✓ **Broad collection/integration:** Largest available experience library of collectors, integrations, and run-books!
- ✓ **Robust domain experience:** We're investing more intelligence up-front!
- ✓ **Efficient & scalable:** We collect the right data, not just lots of data!
- ✓ **Robust visibility:** Get the metrics that matter most, more frequently!
- ✓ **Maximum intelligence:** Nimble approach to collecting & storing data for maxim intel



Add Predictive Capabilities into the data you are already collecting, distributed across the solution to provide maximum value with minimum extra effort



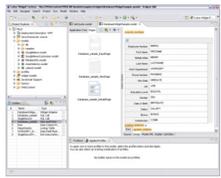
Evolving Trends towards Business Operations Center

Full Self-Service Dashboard

Rapidly assemble & publish dashboards without coding



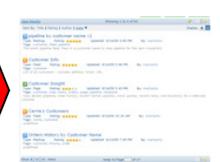
Add new feeds from variety of data sources and create new dynamic widgets



Remix & Transform information into new feeds



Reuse & share mashups, metrics, and visual content

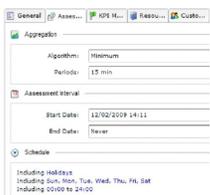


Define & Measure SLAs

SLA is agreed to with a customer you're providing services to



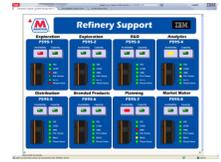
The SLA is entered into the BSM Family for tracking



BSM Family tracks the many dimensions of the SLA

SLD Name	SLD State	SLD Name	SLD State
test device 179	Attach Counts	test 12 min	Attach Counts
test 12 min	Attach Counts	test 15 min	Attach Counts
Period: hourly	Attach Counts	Period: Daily	Attach Counts
Period: Weekly	Attach Counts		

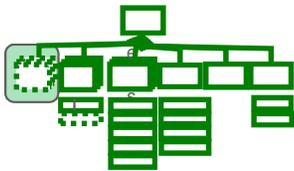
The dashboard tracks the SLA for key stakeholders to view and be alerted on



Manage New Services End to End

Customer needs to track new Service Model

COTS Model is available in Library

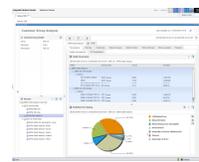


COTS Model is deployed in BSM Family

Customer fine tunes for his environment



User has dashboard, reports and analytics available



Service-based Correlation and Control

Customer gets a major outage on a service

Impact correlates Omnibus events with CDM linking TADDM change data assets



User gets correlated operational context before & after changes

Event	Current	Previous	Current	Previous
Batman			NIC 1235	NIC 934
Robin			JVM 1.6	JVM 1.5
Joker			Joker:80	Joker:80
Riddler			4GB	2GB

User takes appropriate next step or hand-off



Optimized Task Based Administration

Administrator needs to create/modify a user and his ability to work with the BSM family



Defines the user once into the BSM family of products.



Assigns the user into a group and role - for the family



Maps those groups onto pages, roles, views, data across the integrated products



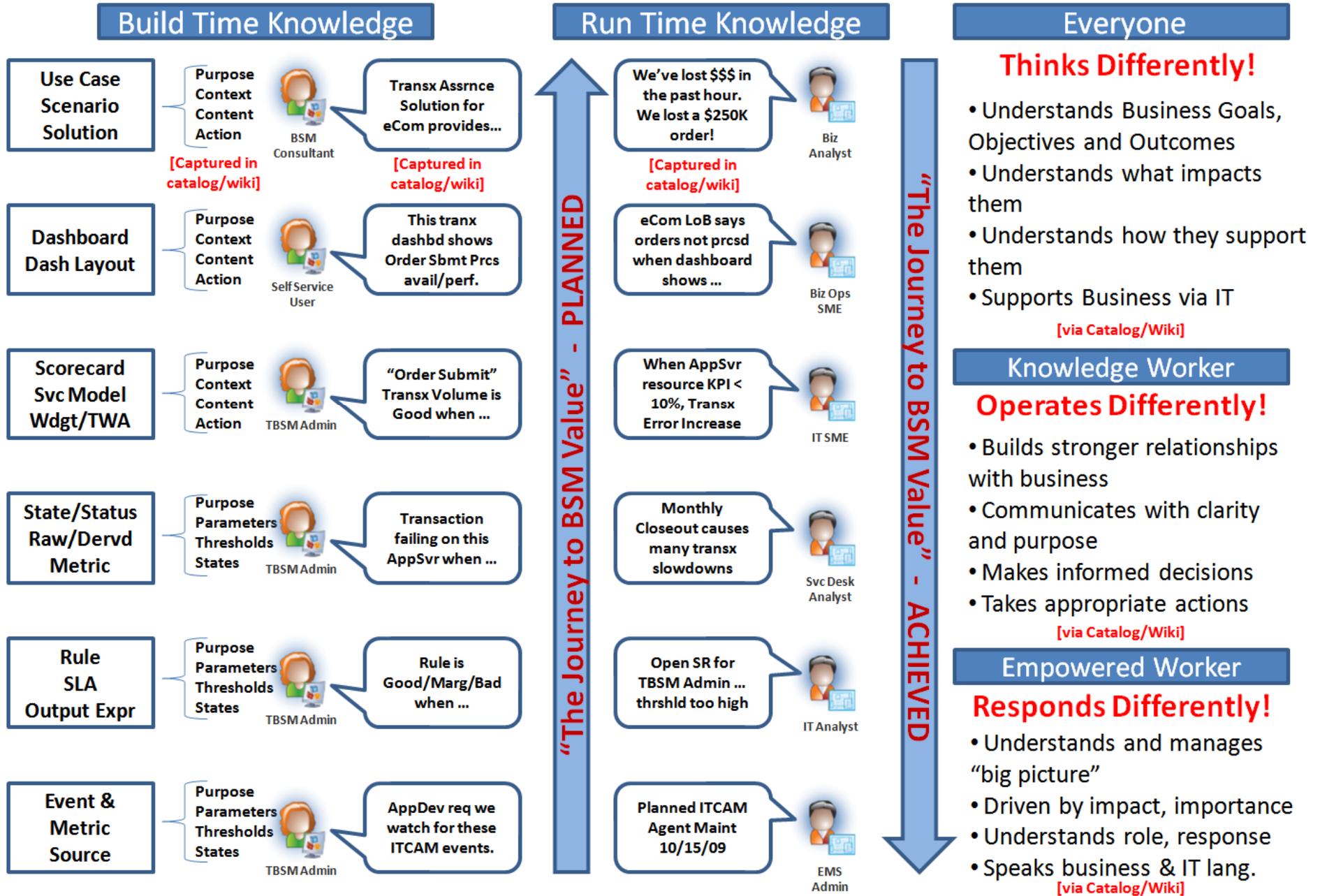
Transforming Trends: Breaking down the walls between business and IT

- The need for transparency is pervasive!
- Business and IT collectively need:
 - Greater accountability, visibility, communications, and knowledge from the people, resources and processes responsible for service management
 - To elevate the interaction and involvement of both parties in the delivery of services
 - To leverage and align operations around new tools that empower all end users to become “knowledge workers”

Self Service capabilities and Social Networks are delivering this to the world today – why not to YOUR business?



There's Value in Breaking Down these Walls



So what is a Self-Service Dashboard

- ***A self-service dashboard is a user-friendly way for a greater community of users to easily access, extend, and use the data they need, creating the desired views by themselves, and sharing/socializing their contributions without the need to involve IT or power users.***
 - offers the benefit of streamlining the reporting/viewing process
 - increases speed of decision-making process, removing IT work
 - frees up IT personnel from building dashboards
- Dashboard content becomes a simplified set of catalogs for metrics, events, sources, and visualizations
- Dashboard assembly becomes a streamlined action of assembling/sharing a workspace filled with content that is fully interlinked, relevant, and easy to understand



Self Service Dashboard capabilities brought forward with IBM Mashup Center

- ✓ Out of box Widgets for creating Mashups to access data



Develop & Unlock



- ✓ Broad range of Enterprise, Personal, and multi-media Mashup sources

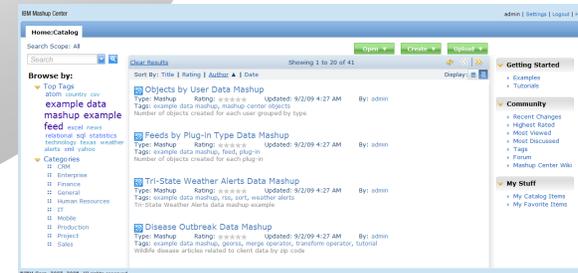
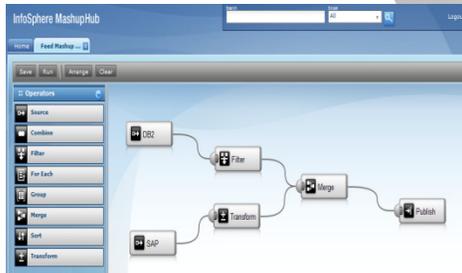
- ✓ Governance and Security for feeds & Mashups

Assemble

Discover

- ✓ End user focused catalog with integrated social features for both Mashups and Mashable assets

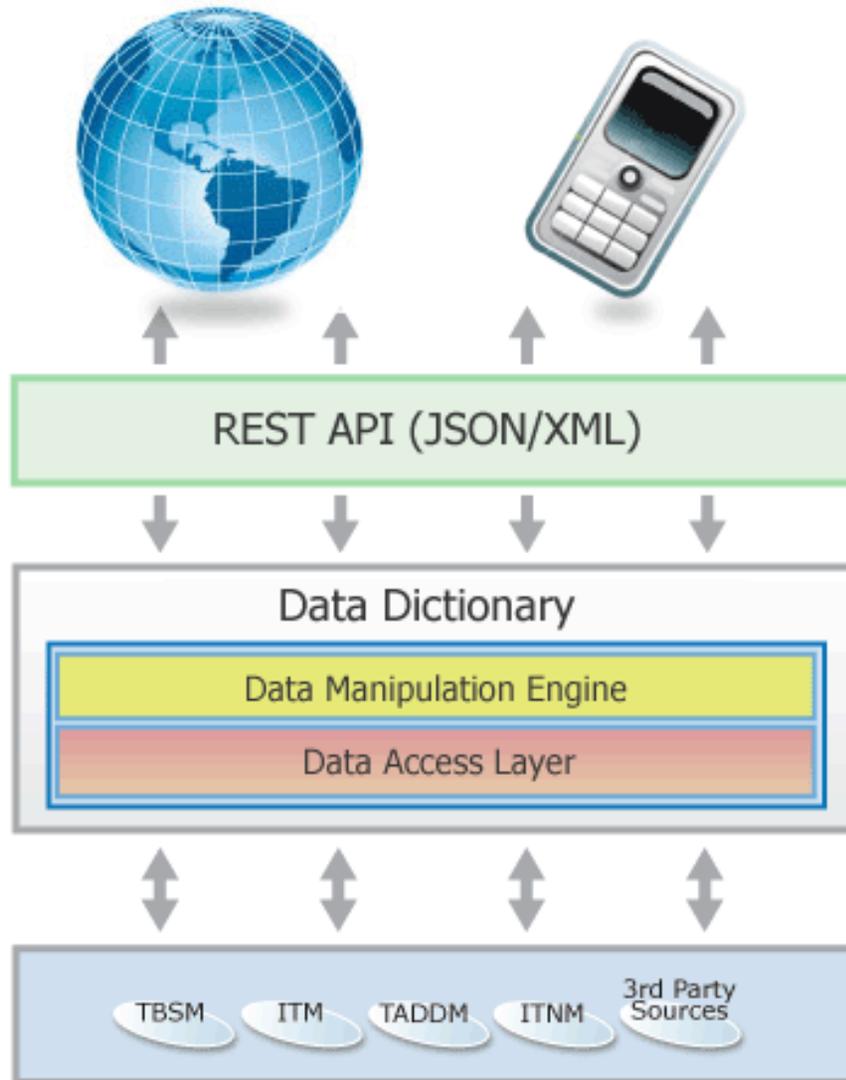
Transform



Reuse existing assets in new combinations



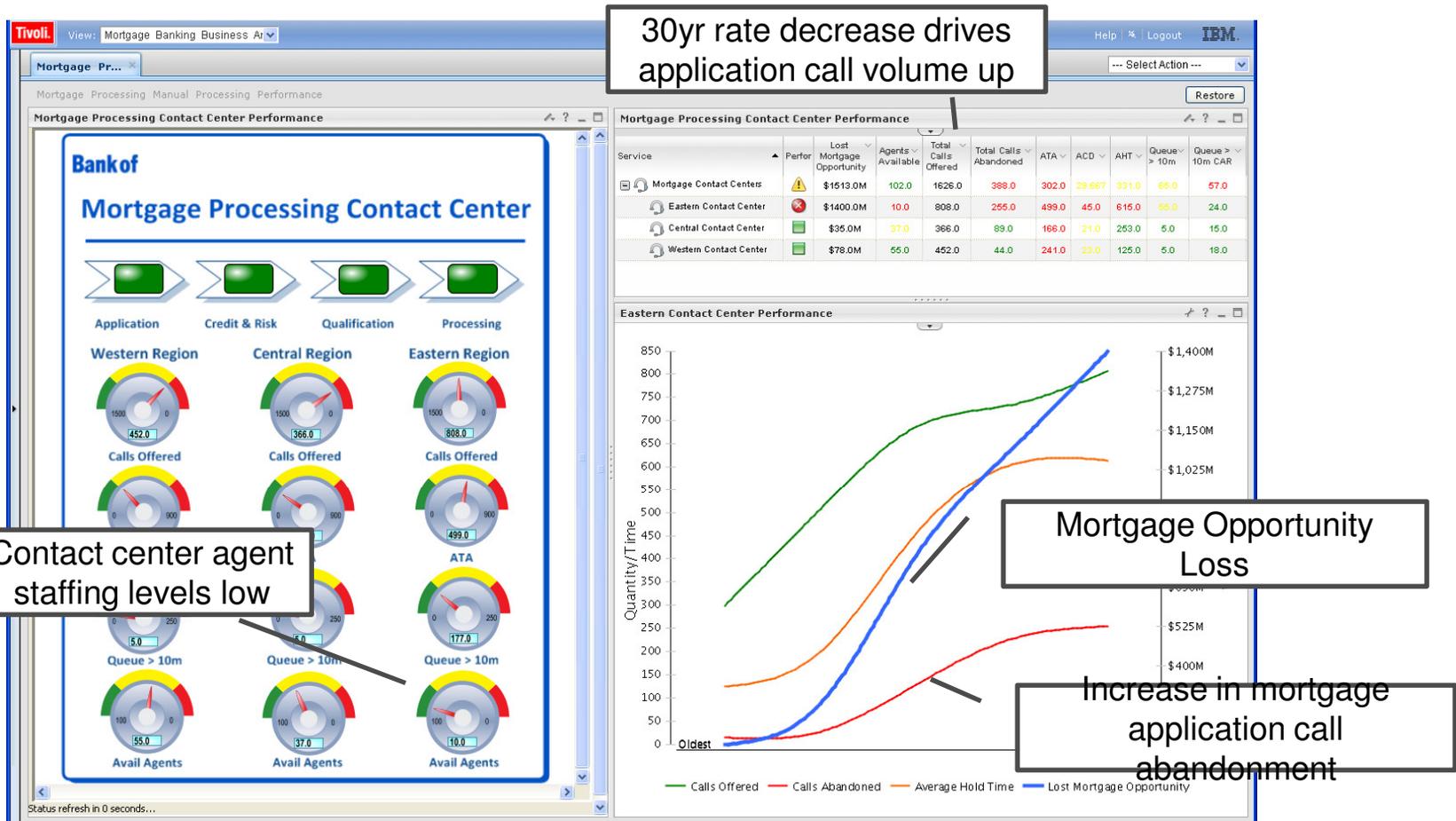
What does the Data Dictionary and REST service bring?



- Focus on creating views based on role and responsibility instead of product specific (treat products as data feeds)
- Completely decouple systems management data from UI to enable mashups
- Leverage Data Integration Services (CDM and the Common Data Model (CDM) and further normalize data
- Allow for quick data integration that can be visualized across a common set of widgets
- 3rd party sources easily integrated (just another data feed)
- Utilize iWidgets to create new visualizations to enhance the look and feel and user experience across multiple products
- Mobile clients and other technology based clients will be able to take advantage of this service

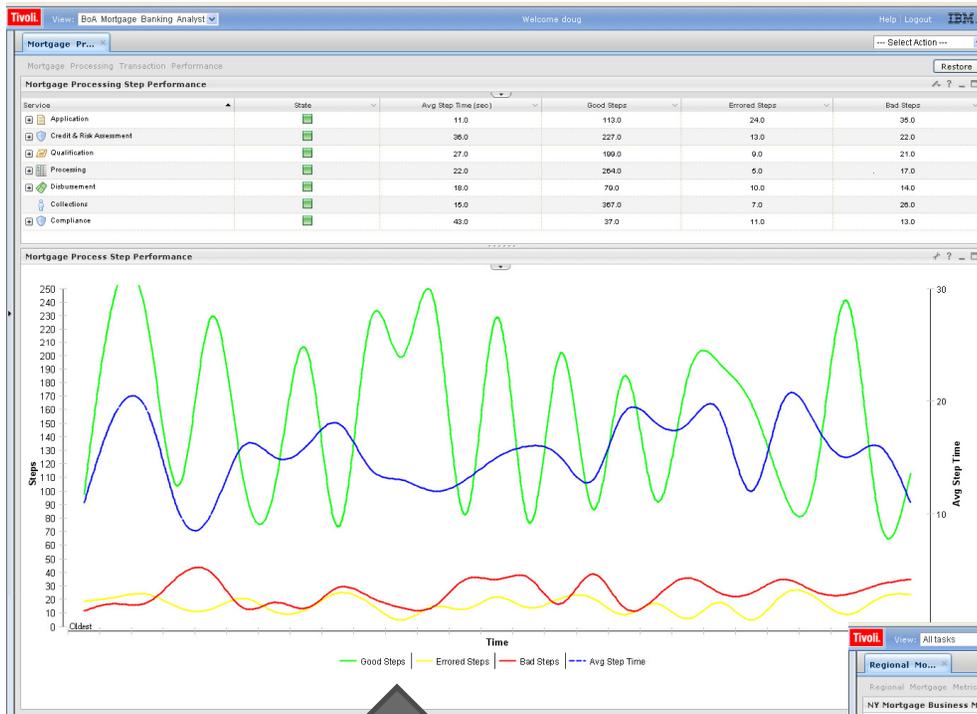


Example: End-to-End Business Operations Visibility



- Business process execution involves automated and manual (human) interactions
- Visibility into contact center operations helps pinpoint process execution issues due to low staffing levels, long calls, etc.

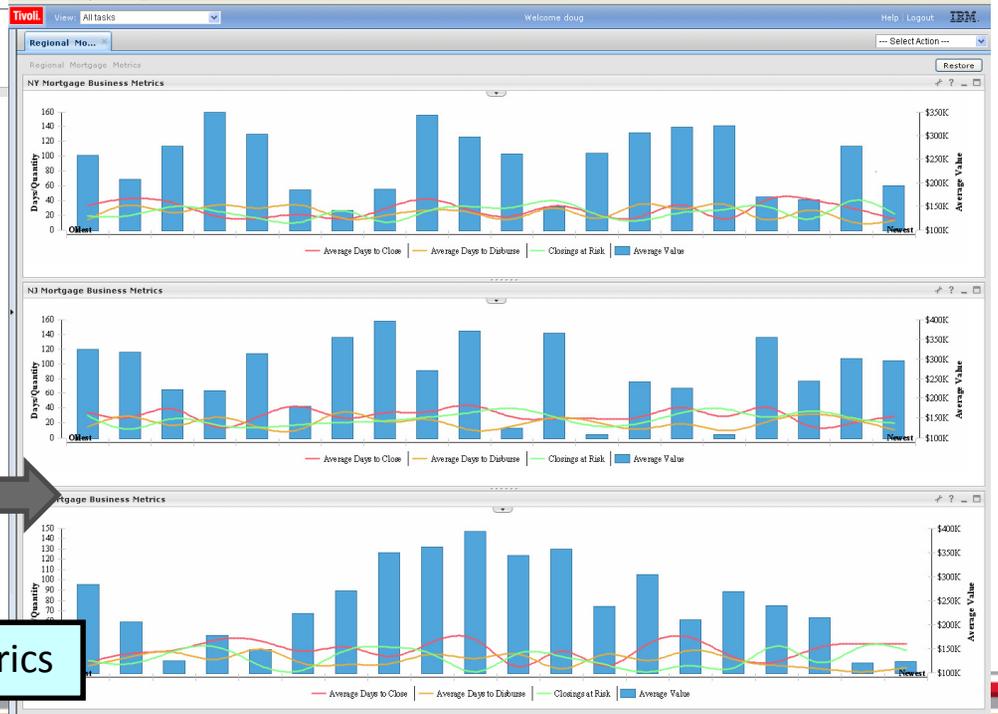




Business Process Execution Step Performance

- Use real time scorecards and charting to provide “**quick, at a glance**” insight into performance trends.
- Chart complements the scorecard and **provides historical context** to interpret the real time scorecard information.

- **Assessing mortgage process execution:** Good Process Steps, Errored Process Steps, Bad Process Steps, Avg Step Time
- **Assessing mortgage closings:** Avg Days to Close, Avg Days to Disburse, Closings at Risk, Avg Mortgage Value



Mortgage Processing Business Performance Metrics



Q & A

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THANK YOU!

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