PCTY2010

Pulse Comes to You

John C. Frech
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Service Management
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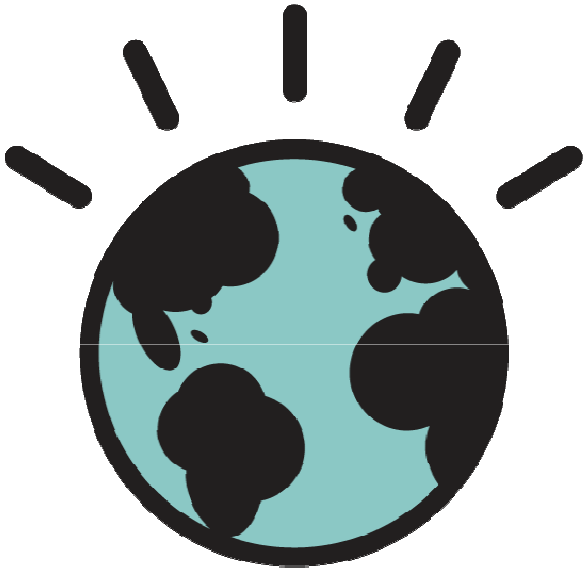
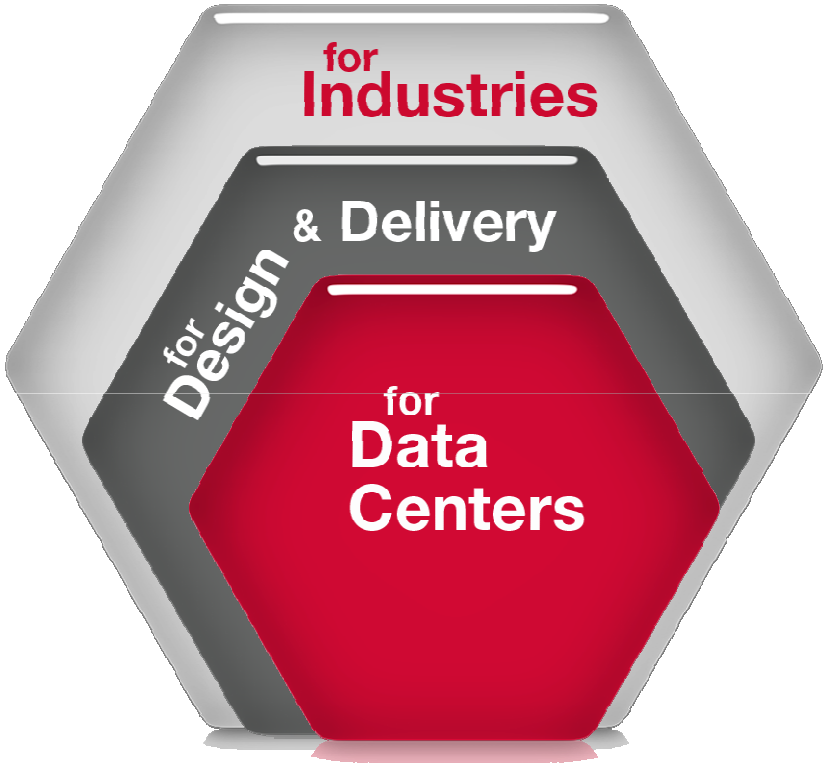


INSTRUMENTED INTERCONNECTED INTELLIGENT

An opportunity to think and act in new ways:

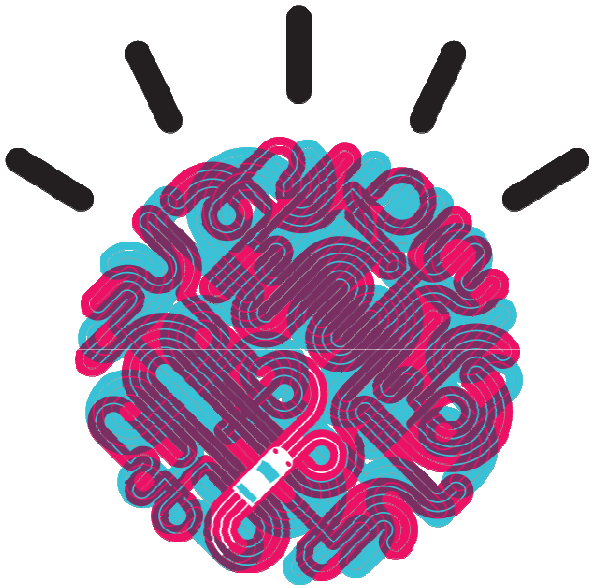
Service Creation
Service Delivery
Service Management



INTEGRATED SERVICE MANAGEMENT

14% REDUCTION

CO2 Emission



20% Traffic REDUCTION

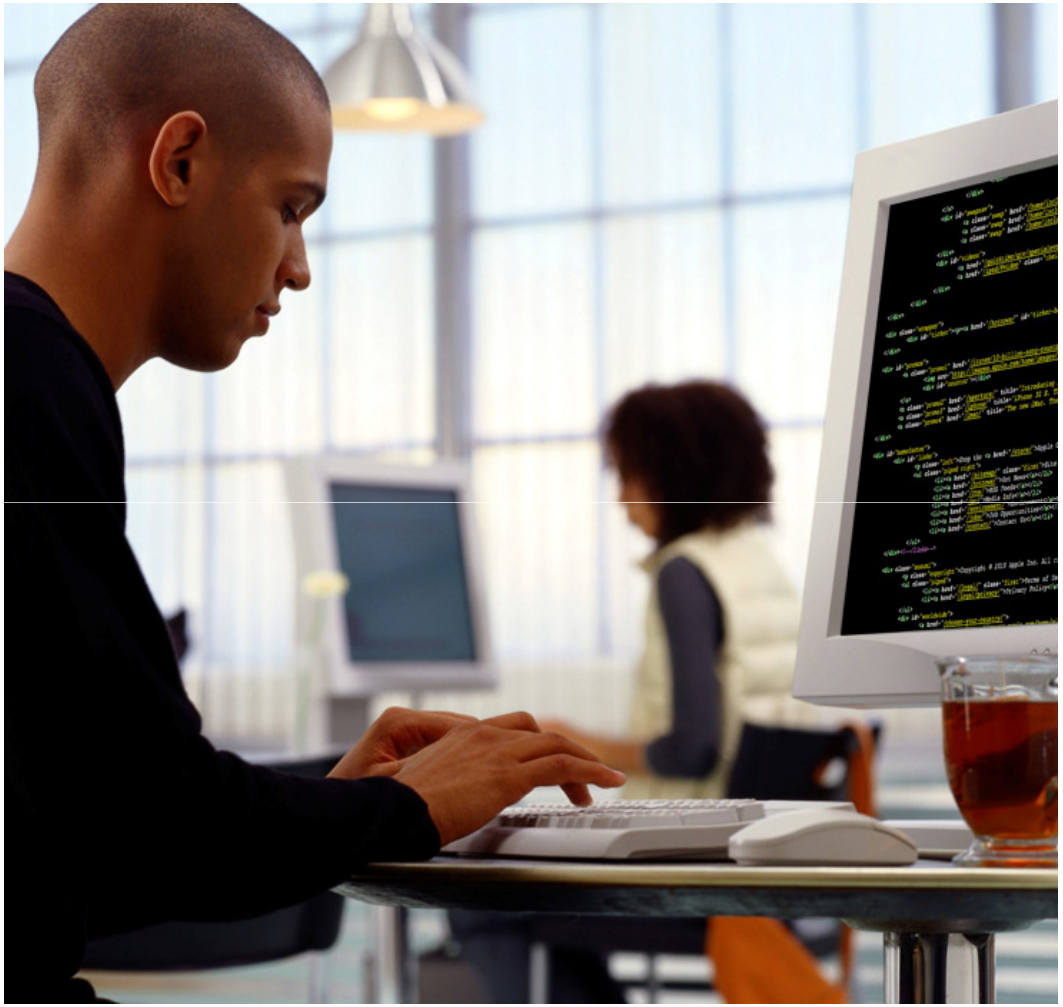
90%

THERAPY COST

REDUCTION

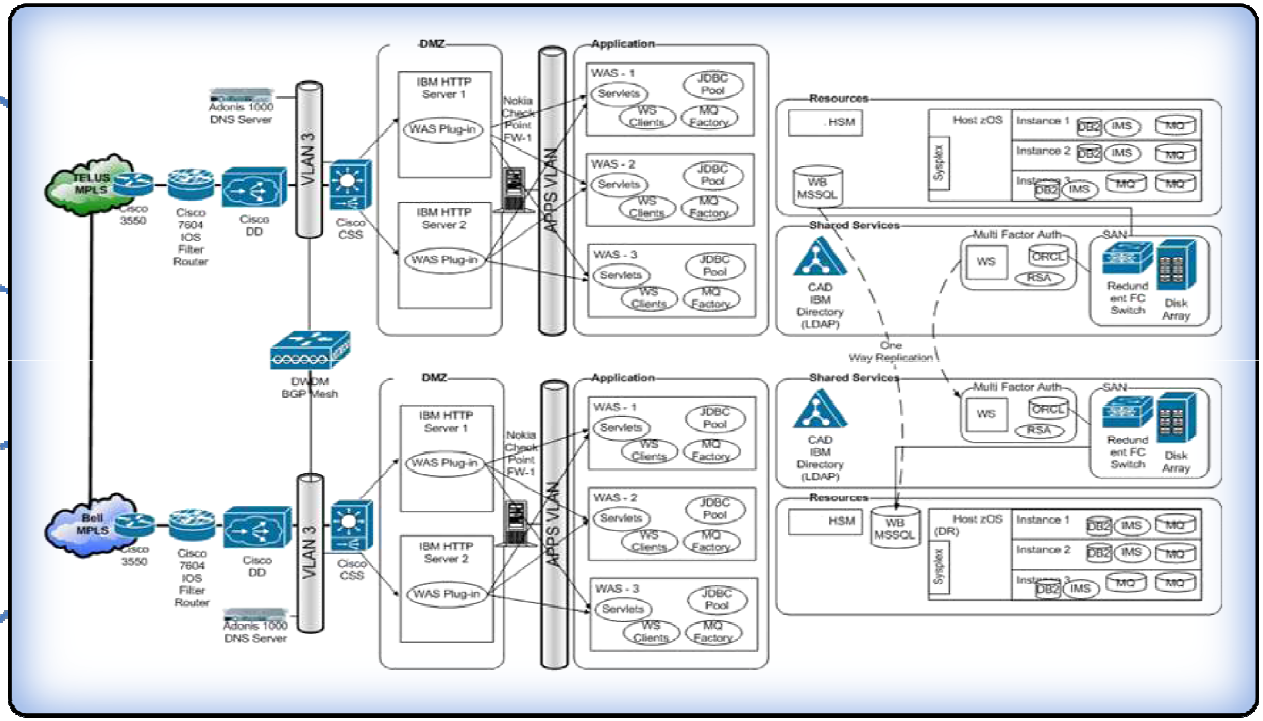
Operations Manager

Infrastructure Manager



Enterprise Architect

IBM
Power your planet

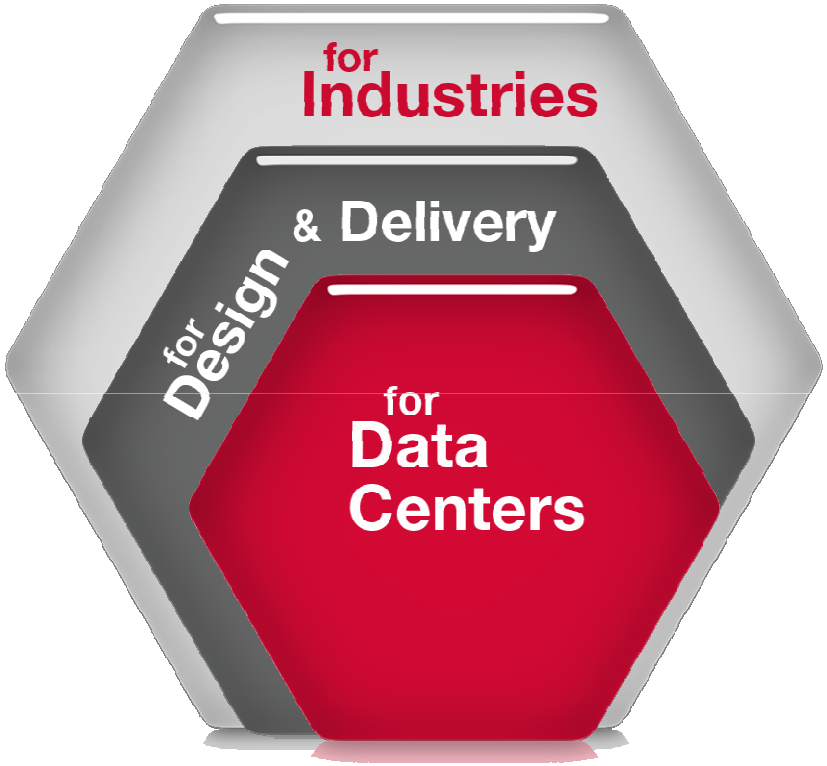

DMZ
Application
Resources
Shared Services
Adonis 1000
DNS Server
VLAN 3
IBM HTTP
Server 1
WAS Plug-in
IBM HTTP
Server 2
WAS Plug-in
Nokia
Check
Point
FW-1
APPS VLAN
WAS - 1
WAS - 2
WAS - 3
Servlets
JDBC
Pool
WS
Clients
MQ
Factory
TELUS
MPLS
Cisco
3550
Cisco
7604
IOS
Filter
Router
Cisco
DD
Cisco
CSS
DWDM
BGP Mesh
Bell
MPLS
HSM
WB
MSSQL
Host zOS
Instance 1
Instance 2
Instance 3
Sysplex
DB2
IMS
MQ
CAD
IBM
Directory
(LDAP)
Multi Factor Auth
WS
ORCL
RSA
SAN
Redund
ent FC
Switch
Disk
Array
One
Way Replication
(DR)

Capital Region of
Denmark

1,500,000,000,
000,000 Bytes
Archived

U.S. AIR FORCE

100 Bases
700,000 Personnel



INTEGRATED SERVICE MANAGEMENT

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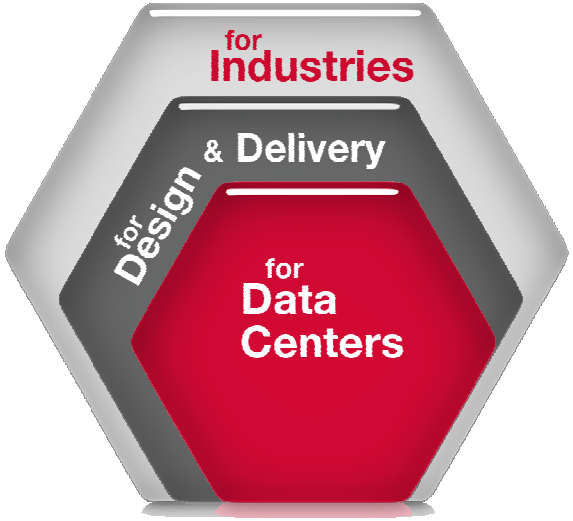
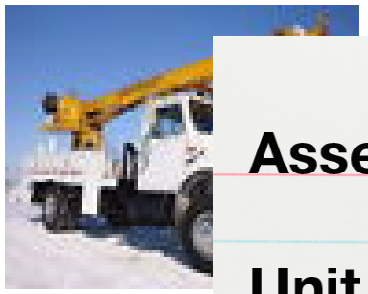
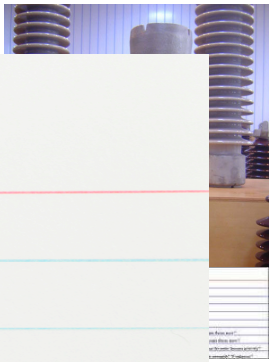
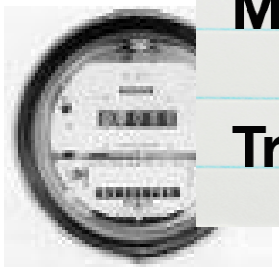


- Service architectures tailored by industry
- Service lifecycle management
- Service dashboards
- Unified management of service requests and incidents
- Asset management
- Automated management







Asset: turbine bucket

Unit cost: $5000

 # in system: 703

Total asset value: $3,515,000

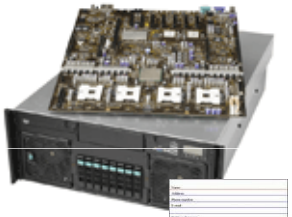
Maintenance: yes - 4,000 & 24,000 fired hours

Tracking System: Microsoft Excel

OVER

1,500,000

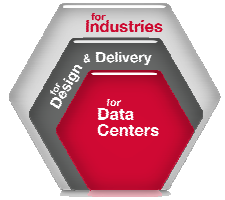
Assets



OVER

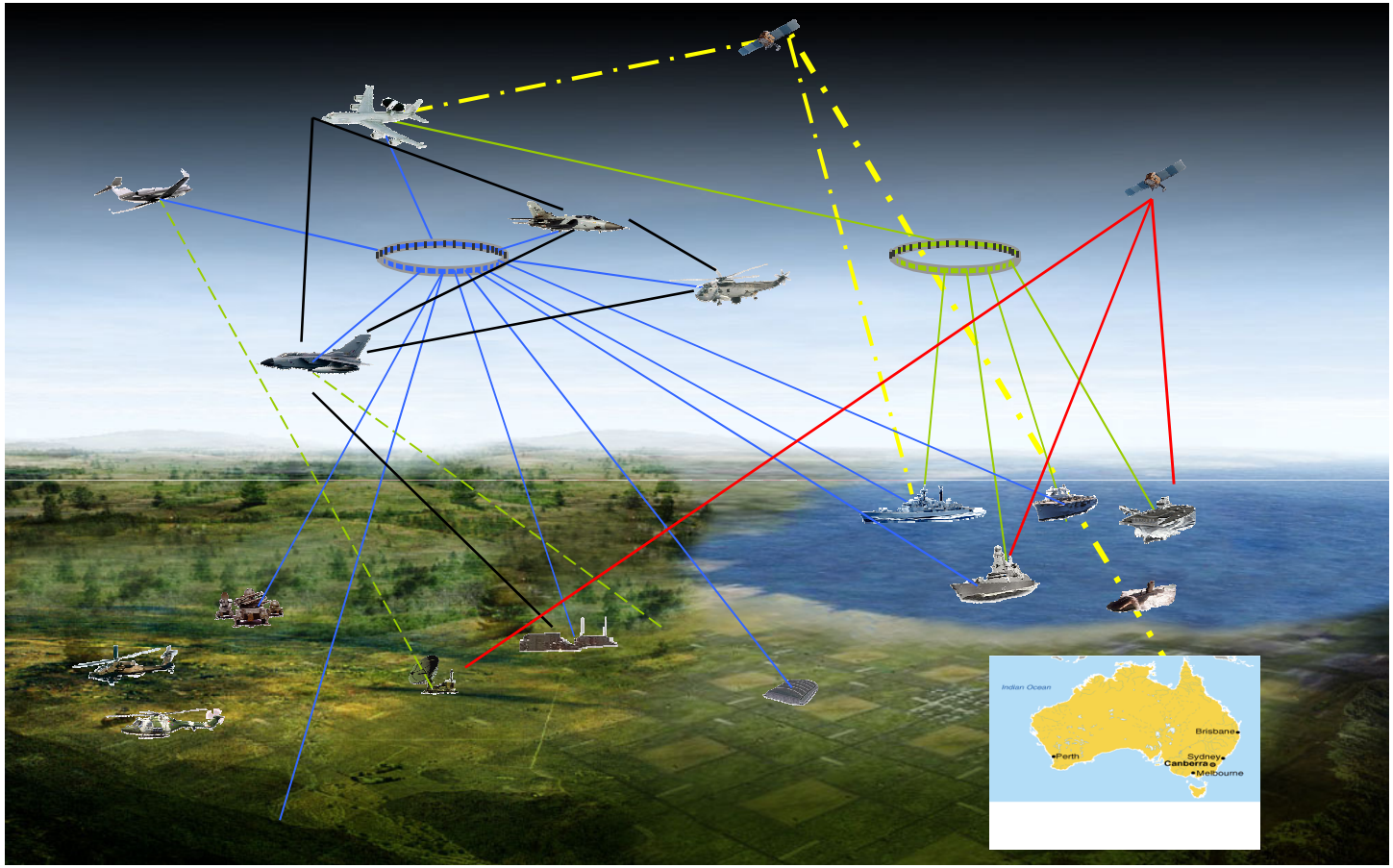
$90,000,000

CapEx

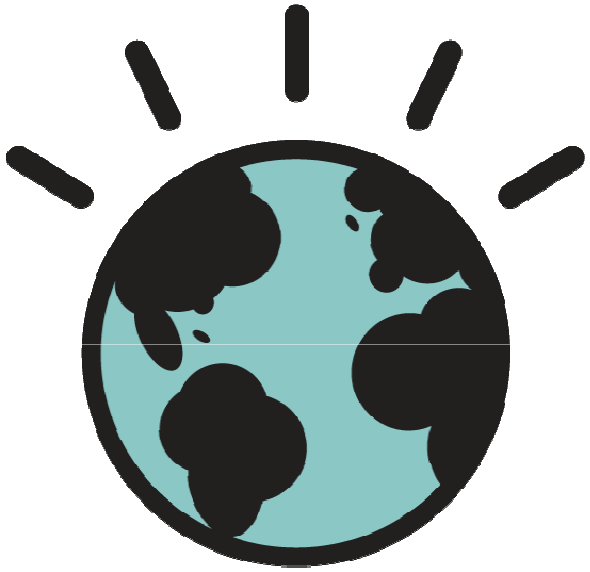


- Created reusable [illegible]oss their lines of busines[illegible]
- Reduced time [illegible] than 85%
- Increased new p[illegible]s from 15% to 75%

NAVY



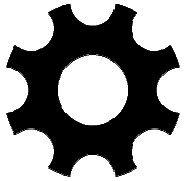
Running Securely and Flawlessly



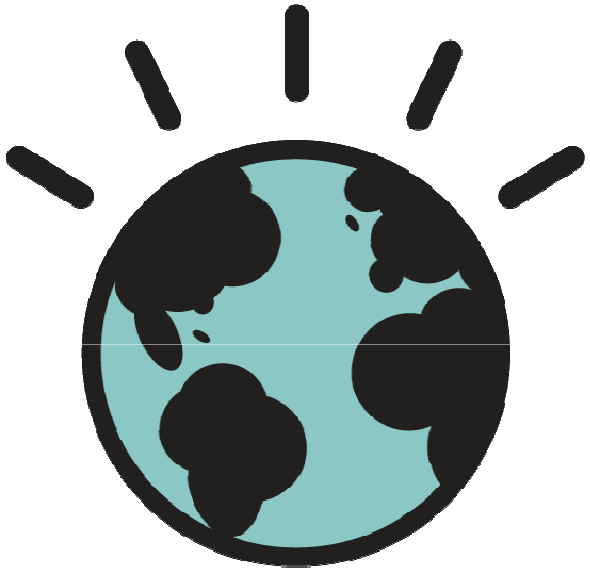
IBM Integrated Service Management

VISIBILITY.

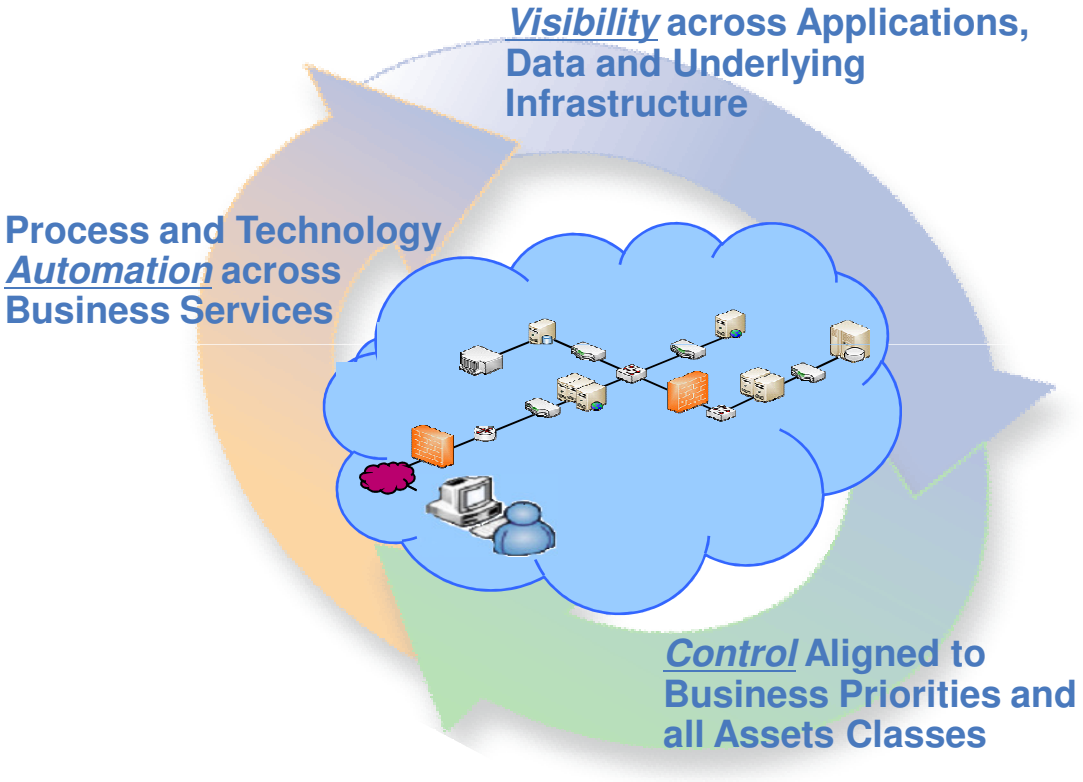
CONTROL.



AUTOMATION.

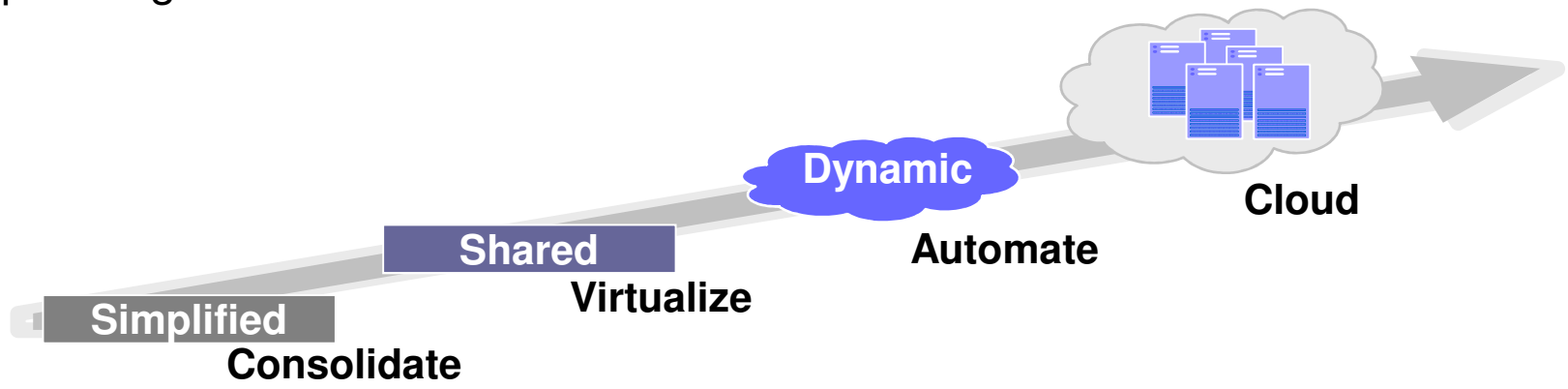


IBM Integrated Service Management



IBM Integrated Service Management

IBM Service Management helps organizations leverage service management principles through tailored combinations of **hardware, software, best practices and consulting** to create best business value in each unique industry. Across the board, IBM Service Management offers exceptional value for customers planning the transformation of their business.

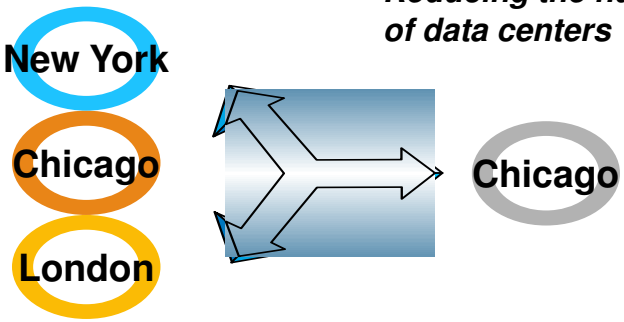


Successful transformations require a secure, consistent and embedded Service Management platform as the foundation

Consolidation

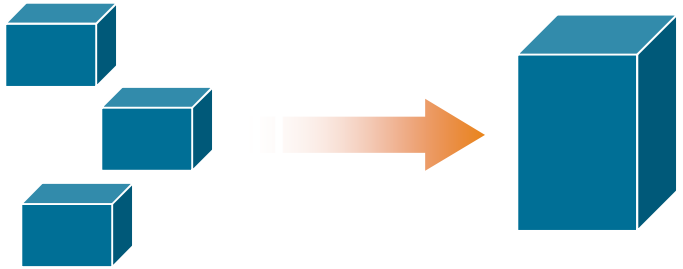
Centralization

Reducing the number of data centers



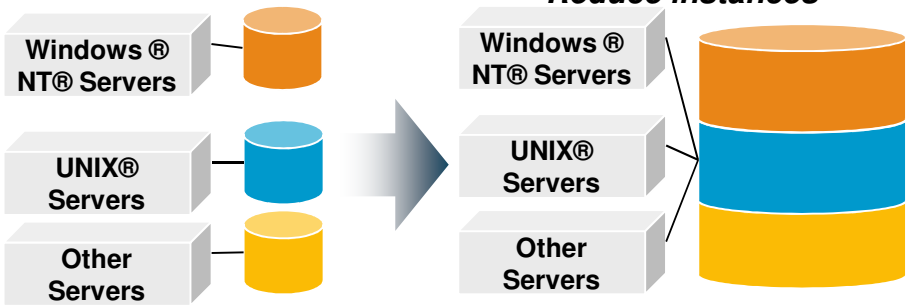
Physical Consolidation (e.g. by Virtualization)

Reducing storage/servers with fewer more powerful systems



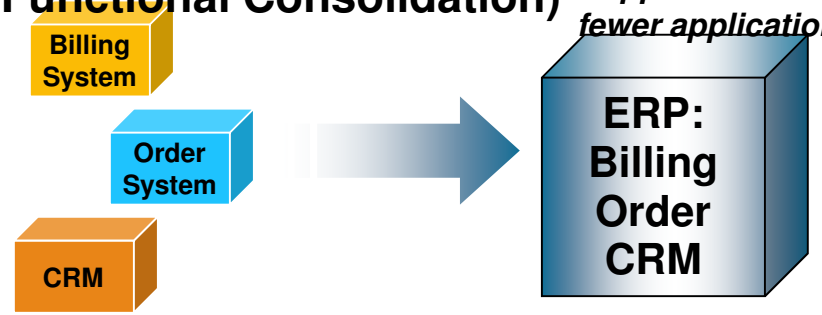
Data Consolidation & Integration

Centralizes data from different sources. Reduce instances



Application Integration (= Functional Consolidation)

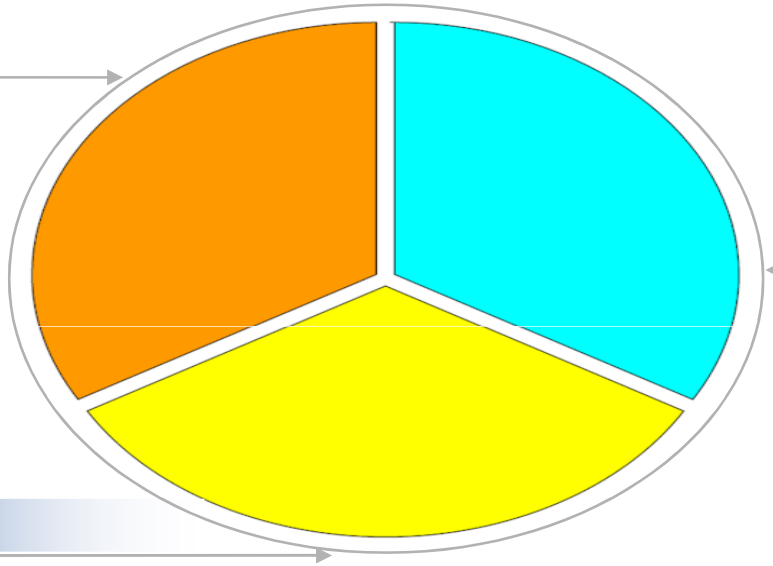
Migrates several applications into fewer applications



Virtualization
Makes the best use of resources.

Servers

Reduce hardware acquisition and management costs



Storage

Reduce the complexity and cost of managing SAN-based storage

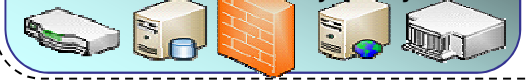
Application

Run mixed application types and workload patterns to optimize resource utilization and management while enhancing quality of service

Automation

Change, Provision, & Automate

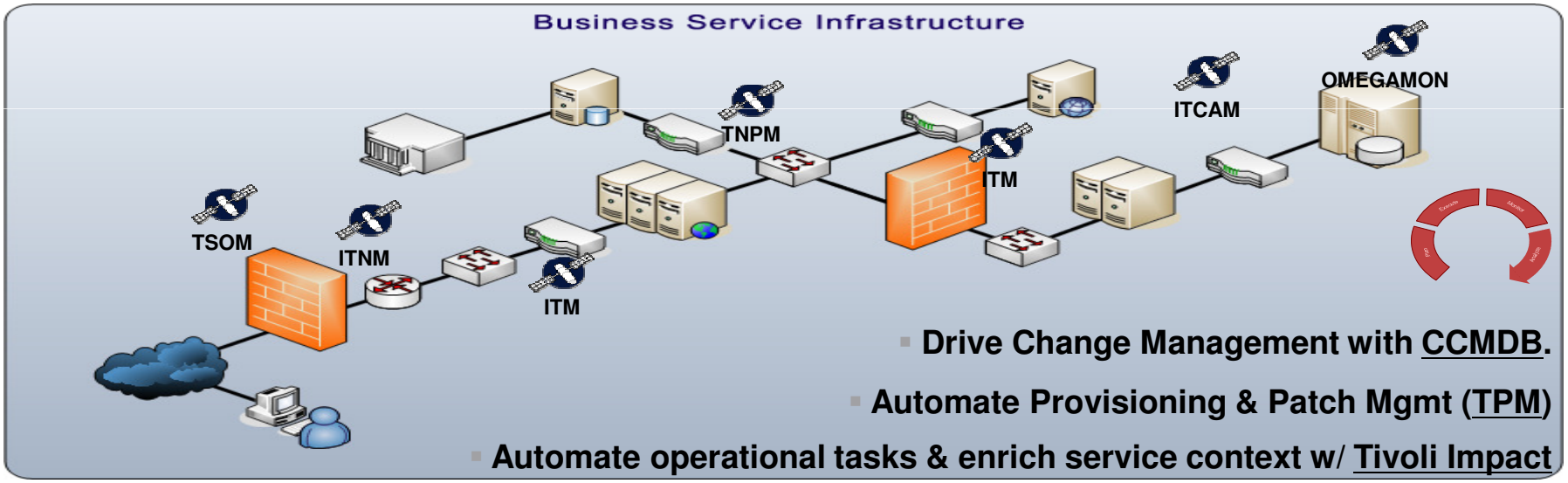
- Shorten Mean-Time to Repair (MTTR)
- Reduce capital and labor costs
- Setup time reduced to hours vs. days
- Increase service delivery quality



Resource Pool

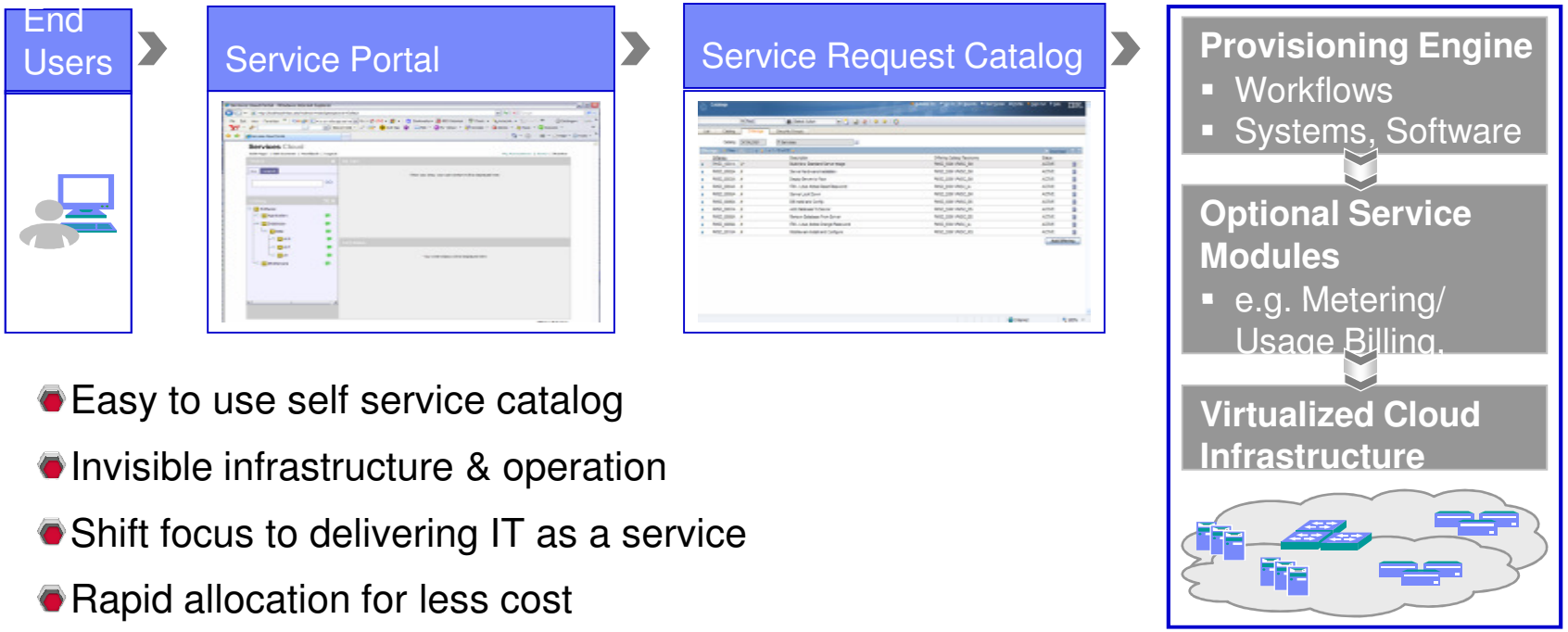
Actions

- *Increase Server capacity*
- *Add Redundant Database*
- *Need WebServer to meet demand*
- *Manage new resources*



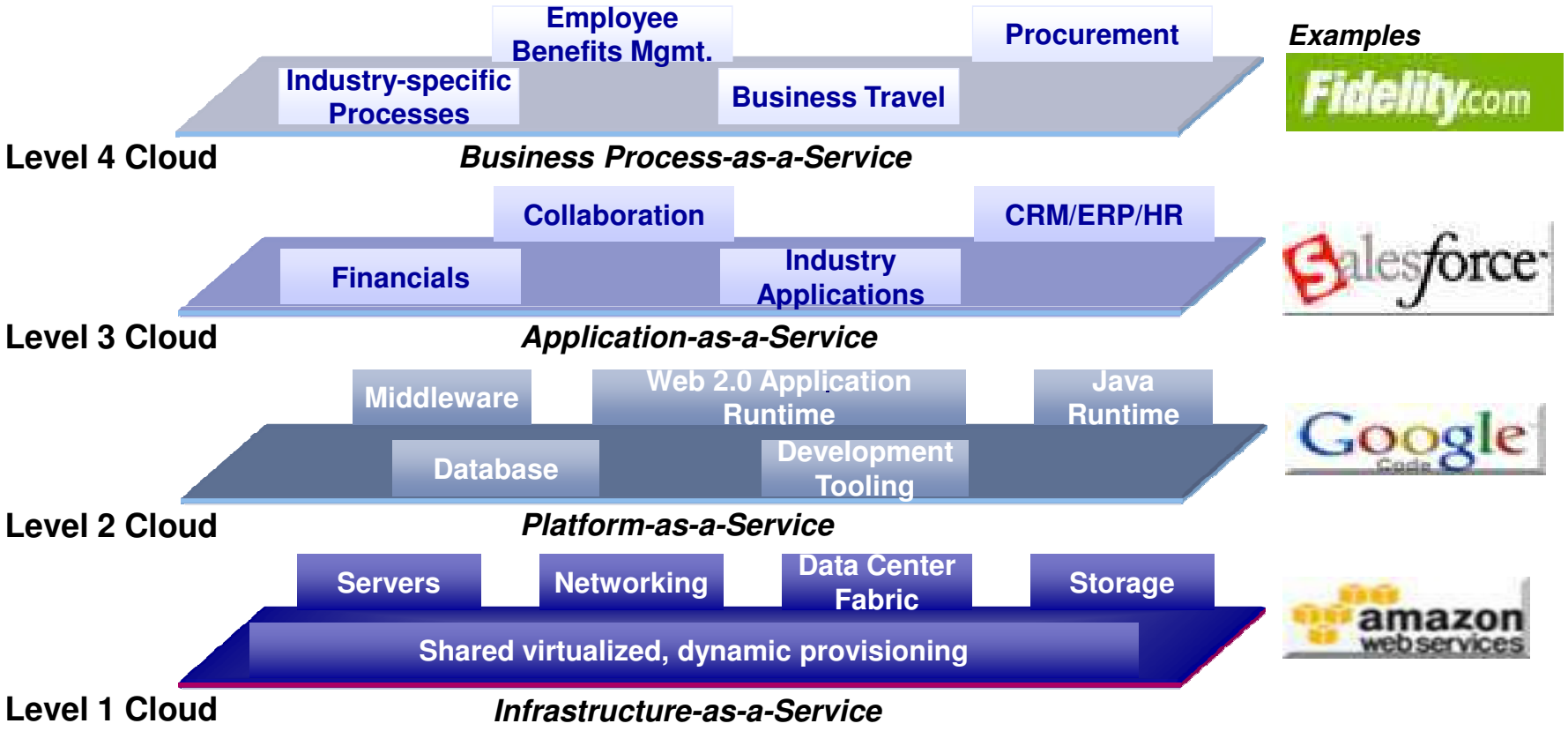
- Drive Change Management with CCMDB.
- Automate Provisioning & Patch Mgmt (TPM)
- Automate operational tasks & enrich service context w/ Tivoli Impact

Service Management of the Cloud



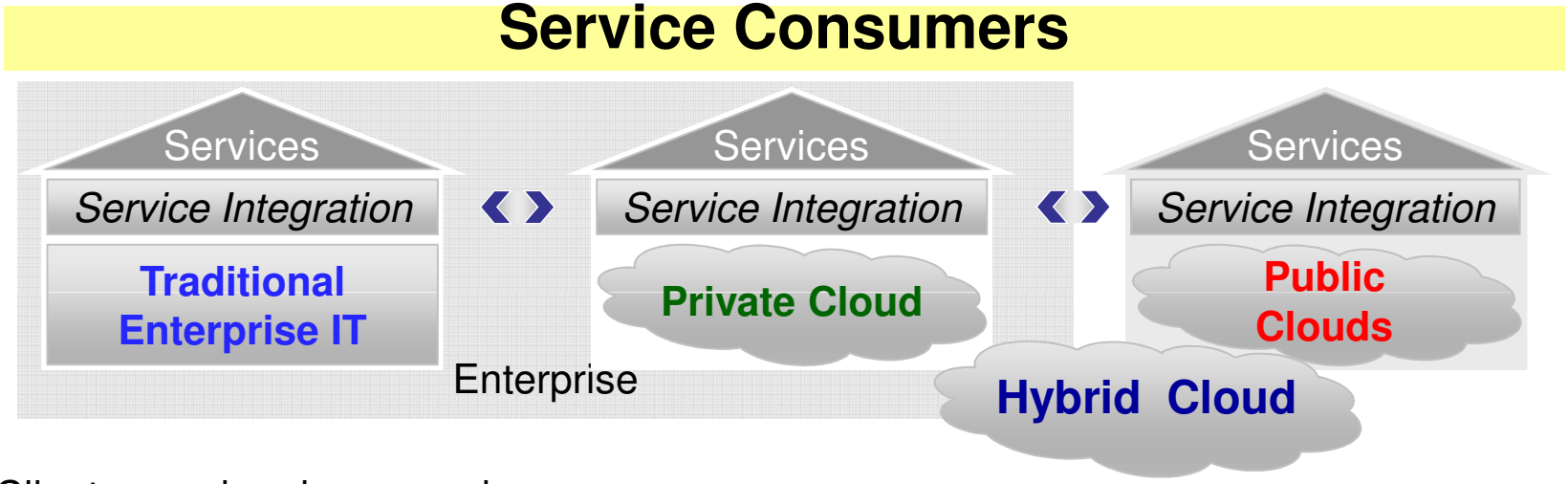
- Easy to use self service catalog
- Invisible infrastructure & operation
- Shift focus to delivering IT as a service
- Rapid allocation for less cost
- Services which can be metered and billed

Four Major Categories of Cloud Computing Services
Are Emerging



Cloud Computing Services are Being Delivered

Using Three Coexisting Delivery Models



Client owned and managed.

Access defined by client.

.... Customization, efficiency, resiliency, security and privacy

Service provider owned and managed.

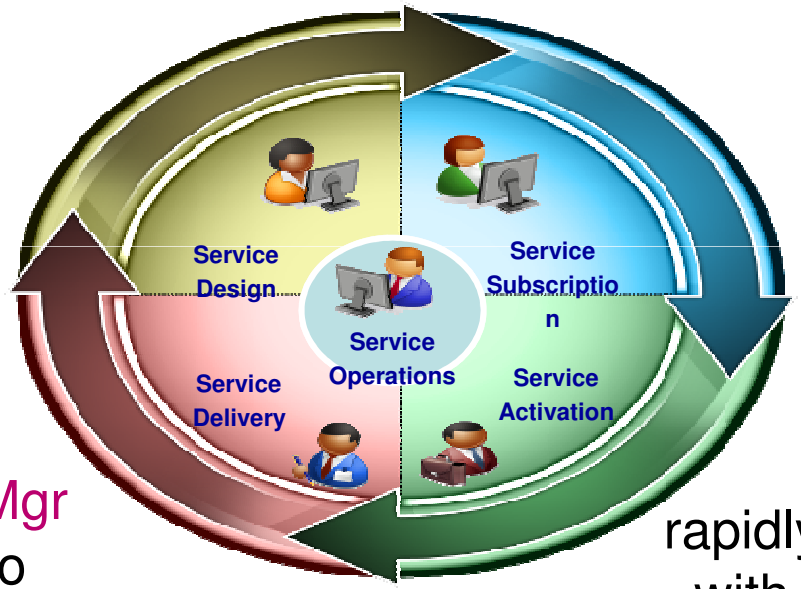
Access by subscription.

....Standardization, capital preservation, flexibility and time-to-deploy

Sample Cloud offerings from Tivoli

IBM Service Management

For clients seeking to design **highly customized** cloud services



IBM Tivoli Service Automation Mgr

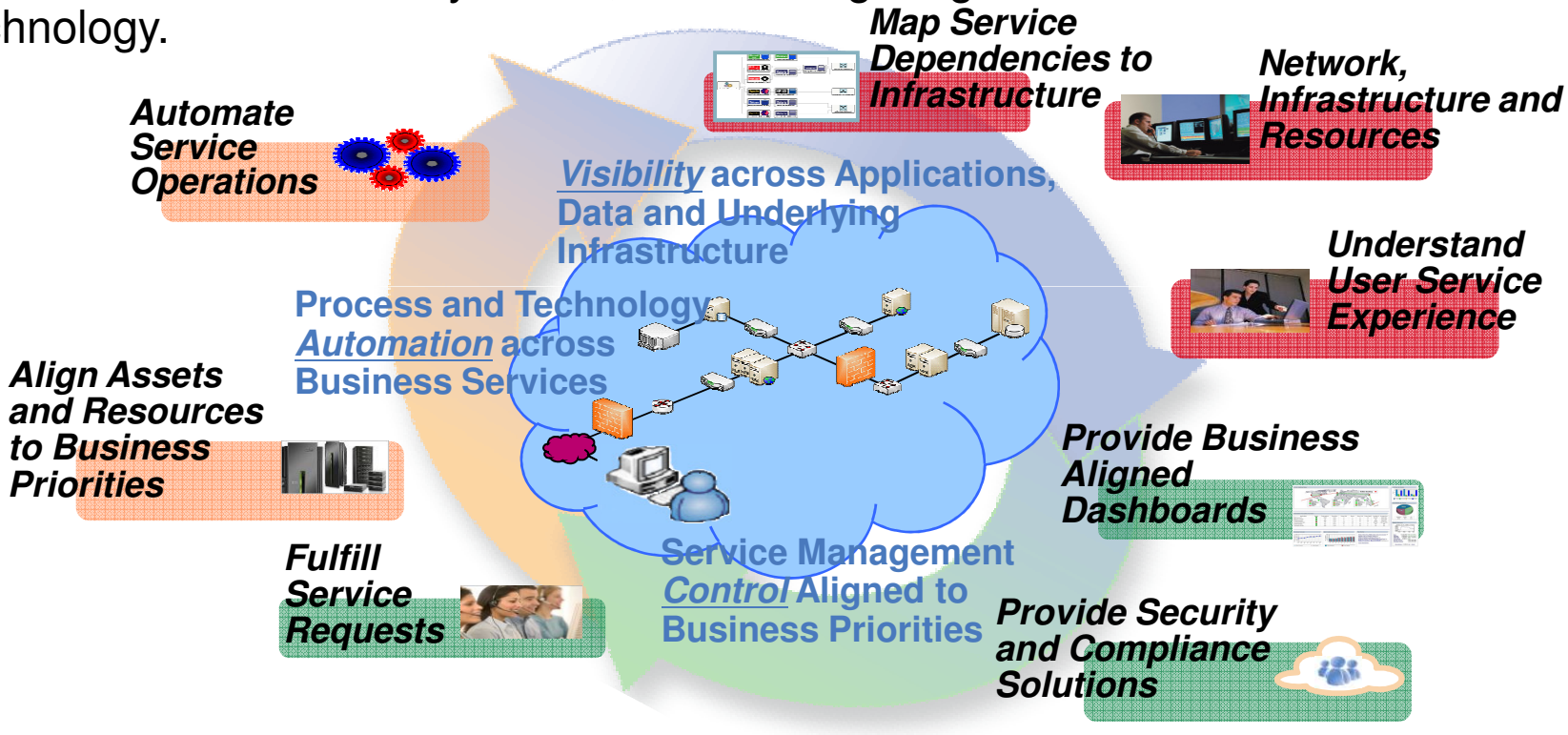
For clients seeking to deliver cloud services with **more platform and virtualization options**

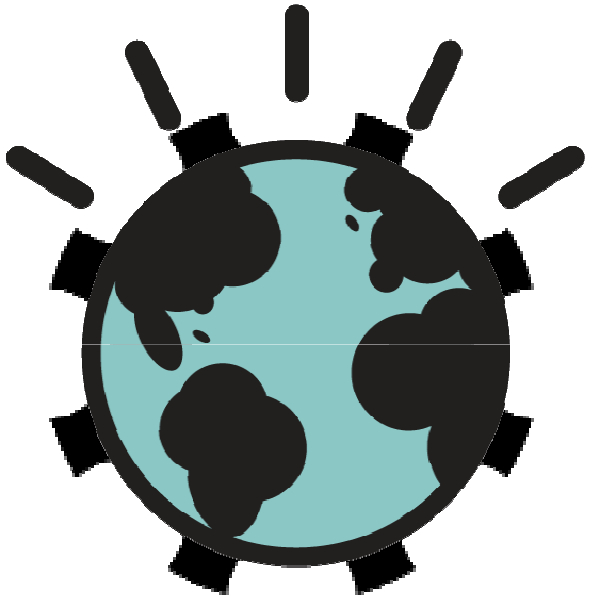
IBM CloudBurst

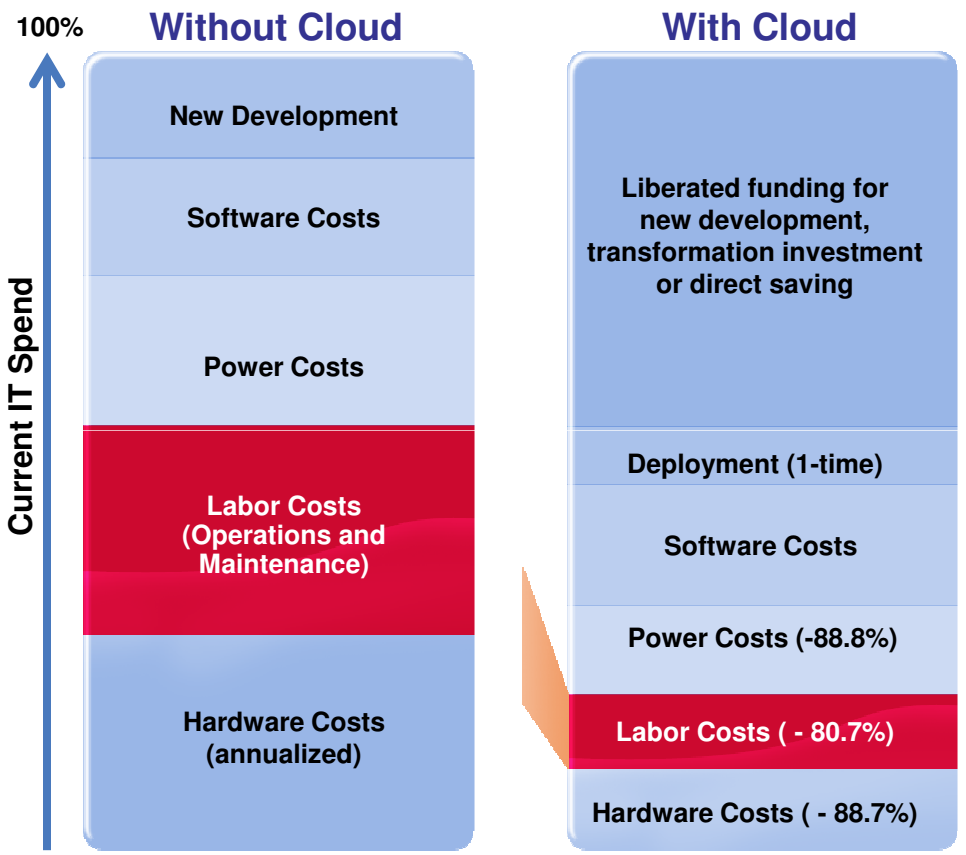
For clients seeking to rapidly active cloud services with a **fixed configuration**

Cloud – Why Tivoli

IBM Tivoli offers the solutions and expertise to transform the world's intelligent global infrastructure to accelerate innovation, connect people, provide an effective & creative service delivery model, and leverage a global network of skills and technology.





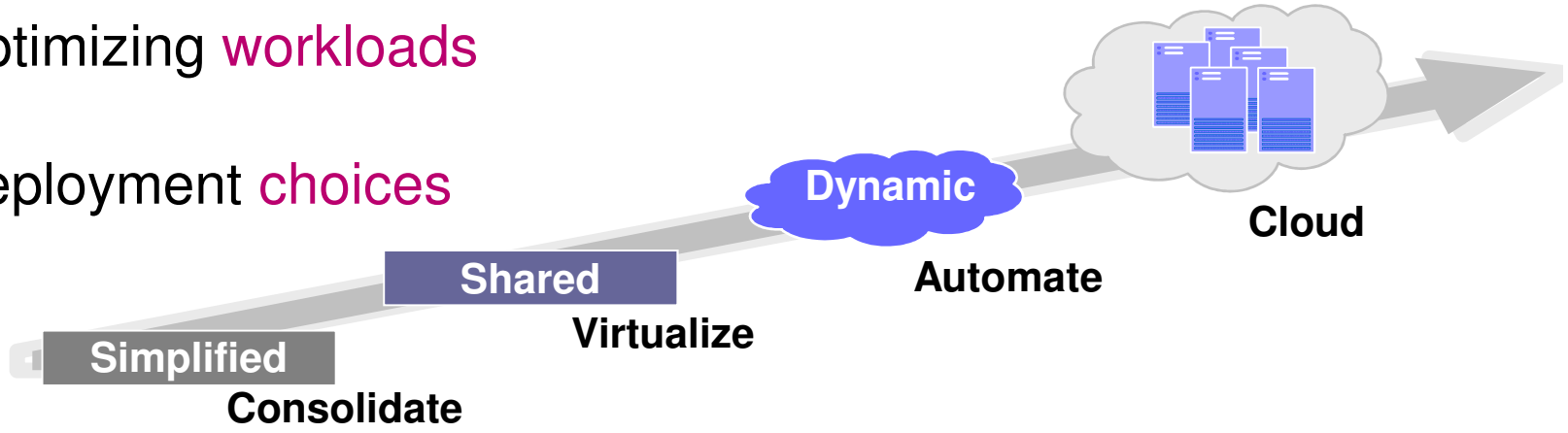

100%
Current IT Spend
Without Cloud
New Development
Software Costs
Power Costs
Labor Costs (Operations and Maintenance)
Hardware Costs (annualized)
With Cloud
Liberated funding for new development, transformation investment or direct saving
Deployment (1-time)
Software Costs
Power Costs (-88.8%)
Labor Costs (- 80.7%)
Hardware Costs (- 88.7%)

IBM Today is …

… about delivering service management

… about optimizing workloads

… about deployment choices



Analytics

Collaboration

Development and Test

Desktop and Devices

Infrastructure

Business Services

for Industries
for Design & Delivery
for Data Centers
Just Announced!
1,800
Tivoli
Extensions

INTELIDEN®

Acquisition

An IBM Company

Gartner Magic Quadrants

2009 Leader in Event Correlation & Analysis

2009 Leader in User Provisioning

2009 Leader in SRM / SAN Management

2009 Leader in Enterprise Asset Management

(Transmission & Distribution, Power Generation, Manufacturing)

analysys mason

#1 Service Assurance

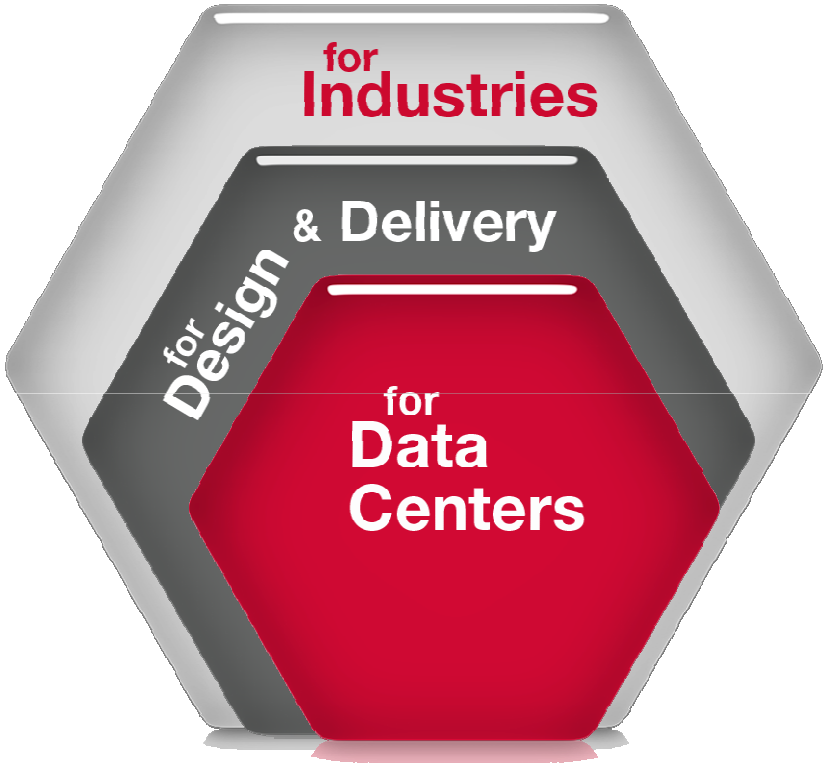
#1 Fault, Performance and Service Management

Gartner

#1 Network Management
#1 Availability and Performance
#1 Event, Fault and Log Management
#1 IT Operations Management
#1 Web Access Management
#1 Security Information & Event Management

IDC
Analyze the Future

#1 Overall Availability & Performance Management
#1 WW Systems and Network Management
#1 Performance Management
#1 Event Automation
#1 Network Management
#1 Identity and Access Management
#1 Security & Vulnerability Management
#1 Enterprise Asset Management
#1 Archiving
#1 Output Management



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PCTY2010

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