



# **IBM Service Management Conference :** **Pulse Comes to You 2010**

Tune to the Pulse of a Smarter Planet



# Service Availability and Performance Management

## Pulse2010

The Premier Service Management Event

**Optimizing the World's Infrastructure**

February 21–24 Las Vegas, Nevada

# Disclaimer

Any information on new products or features contained in this presentation is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new products or features is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

Ensure Disclaimer covers Demo as well.

# Integrated Service Management provides Visibility. Control. Automation.™ across business infrastructure ....

## Integrated Service Management

### for Industries

*Industry-unique architectures, capabilities and expertise to assist clients with delivering innovative service to customers through integrated management of the technology infrastructure, including IT.*

### for Design & Delivery

*Expertise and capabilities to assist clients with product and service innovation through the integrated processes of design, delivery and management of software engineered into intelligent devices and services.*

### for Data Centers

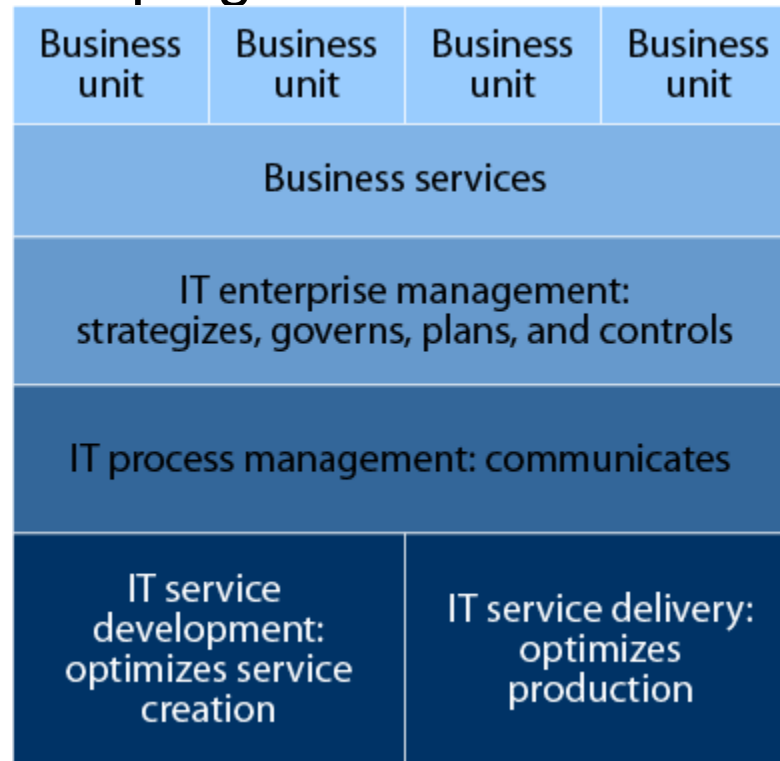
*Expertise and capabilities to assist clients with improving efficiency of IT Operations while improving effectiveness of the business services delivered and managed by IT from the next generation of data centers.*

....to deliver innovative products and services to customers.

# So what do we expect? Structural changes

Organizational changes.

- New organizational model is evolving.
- New roles are developing.



December 2009 “It’s Time For IT Management Software 2.0”

# So what do we expect? New metrics

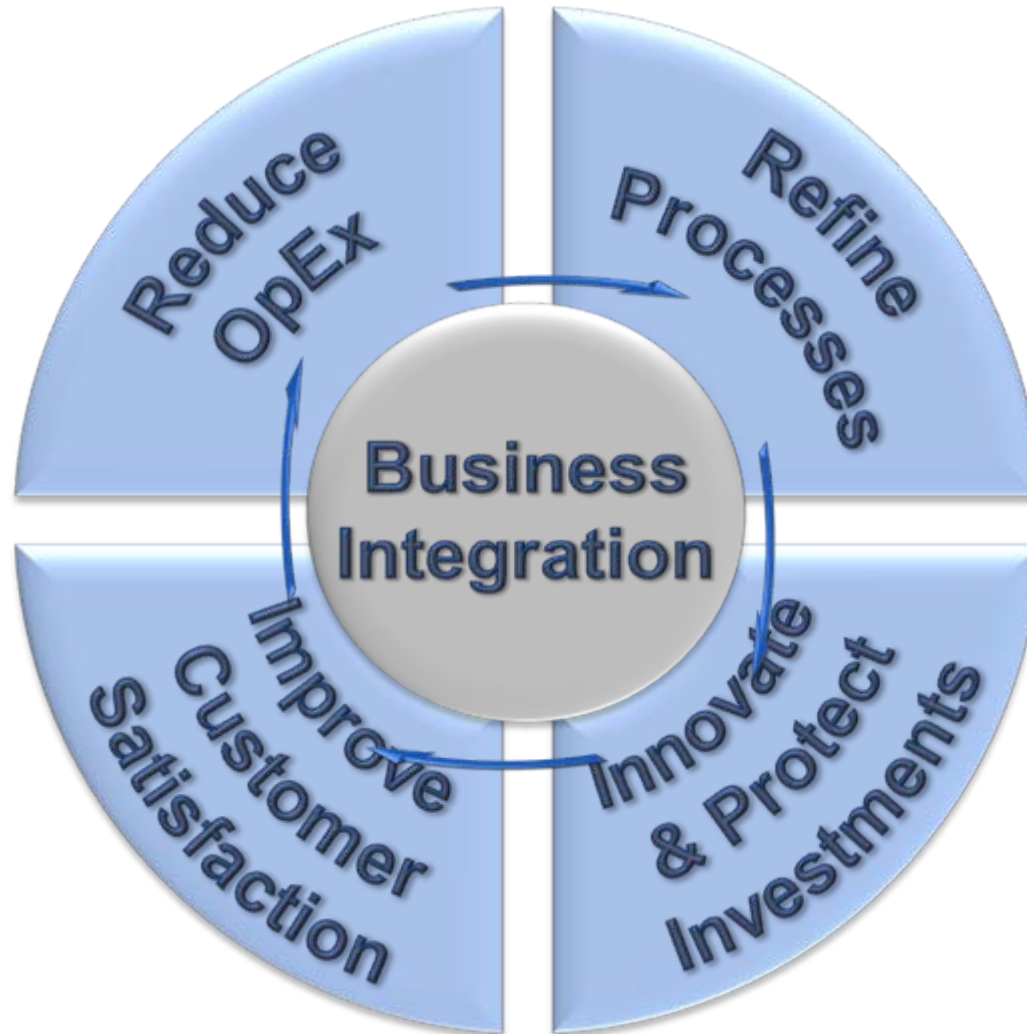
Organizational changes.

- New organizational model is evolving.
- New roles are developing.

<p><b>The value perspective</b></p> <p>Objectives:</p> <ul style="list-style-type: none"><li>• Reduce operational costs</li><li>• Strengthen the business partnership</li></ul>	<p><b>The user orientation perspective</b></p> <p>Objectives:</p> <ul style="list-style-type: none"><li>• Improve customer satisfaction</li><li>• Deliver quality services to customer requirements</li></ul>
<p><b>The operational excellence perspective</b></p> <p>Objectives:</p> <ul style="list-style-type: none"><li>• Achieve process excellence</li><li>• Maintain high levels of responsiveness</li></ul>	<p><b>The future orientation perspective</b></p> <p>Objectives:</p> <ul style="list-style-type: none"><li>• Improve staff effectiveness</li><li>• Become more proactive</li></ul>

October 2009 “**Building The IT Infrastructure And Operations  
Balanced Scorecard**”

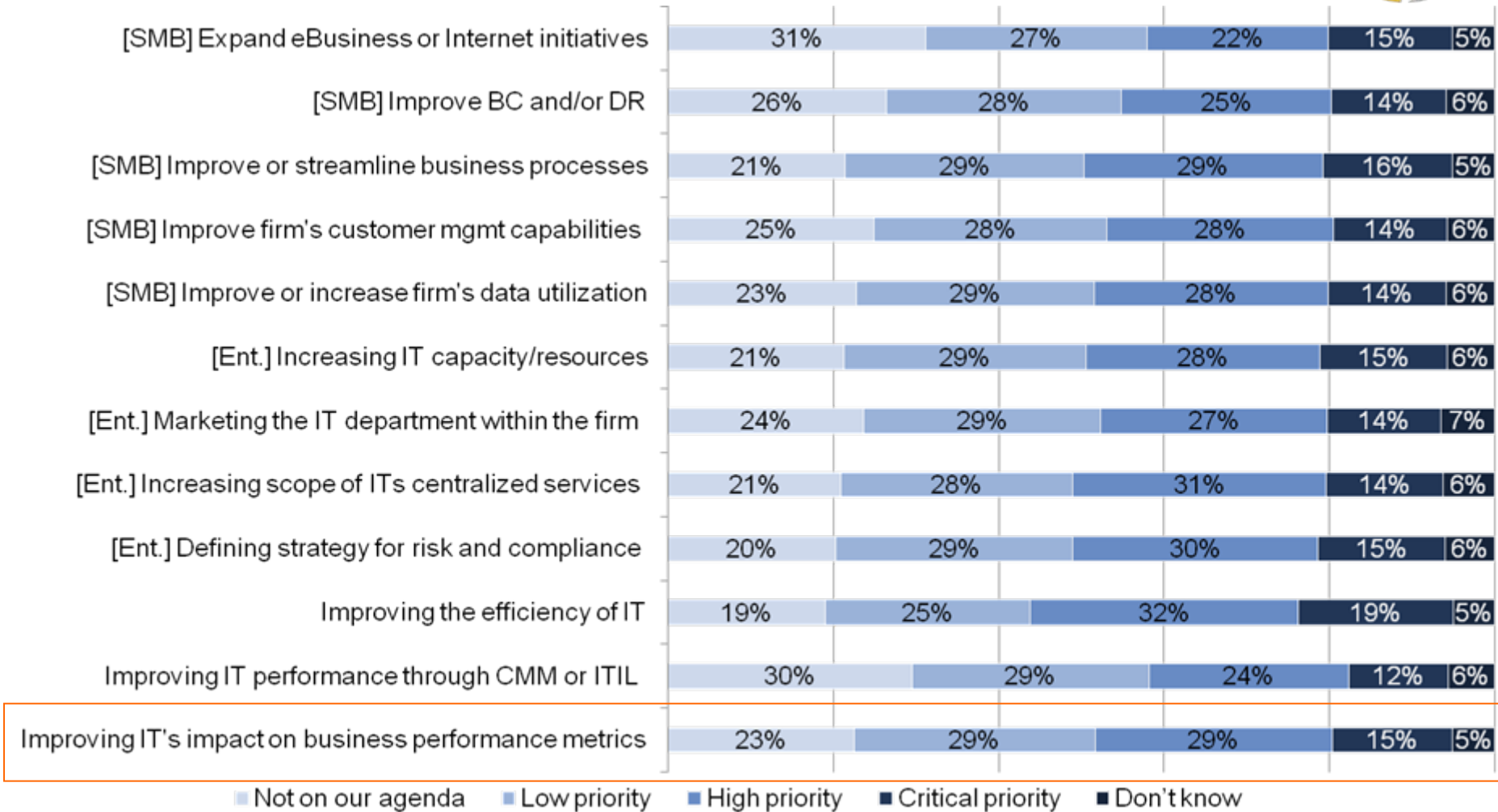
# The five changes in IT



# Improvement in customer satisfaction



“Which of the following initiatives are likely to be your IT organization’s major management themes for 2009?”



Base: 2239 and 1258 enterprise and SMB decision-makers, respectively (total base: 3497)  
 Forrester Enterprise And SMB Global IT Budgets And Spending Survey, Q2 2009



# Four lessons for you

1. Act strategically. This means embrace change; don't ignore it. The former will ensure success; the latter will guarantee failure.
2. Act tactically. Don't put off to tomorrow what you should do today. Rethink or re-evaluate your key processes: how mature are they?
3. Think holistically about your services — name them, map them, monitor and manage them to align yourself with the business.
4. Is your MOOSE too high? Rethink how you use your management technology? If you are stable — have you automated?



# Analyst and Customer Accolades



**Gartner**

LEADER in Gartner's Magic Quadrants for Event Correlation & Analysis, Security Information & Event Management



**HEAVY  
READING**  
REAL WORLD RESEARCH

#1 OSS VENDOR in Heavy Reading's annual survey of leading service providers worldwide



**analysys  
mason**

"UNDISPUTED LEADER in IP fault and event management,"

**"As our business grows, we must deal with increasing complexity while delivering high-quality IT services to our business users. The combined Netcool and Tivoli suite will help us meet the challenge."**

*— Mr. Yuan Jun De,  
Deputy General  
Manager, Bank of  
China Information  
Center*

**"We rely on Netcool to help us assure the services, end-to-end, that we deliver to our customers. We look forward to continued innovation from IBM as we tackle next generation service assurance challenges."**

*— Peter Hascher,  
Head of Development  
at BT*

**"We are excited about the opportunity for increased synergy between the Tivoli and Netcool suites. The combined IBM solution is an important foundation for our IT & network service assurance management roadmap."**

*— Yves Vlamijnck,  
Team Mgr, Network  
and IT Monitoring,  
Belgacom*

# Count on Tivoli to help you Navigate the Changing Operations Landscape



**Improve  
Service**



**Reduce  
Cost**



**Manage  
Risk**

- Production Applications are the Face of your Business and IT provides a key value differentiator
- Dynamic Infrastructure and Cloud Computing offer significant savings but add management complexity
- Tivoli Solutions Flexibly Adapt to the increasing and changing demands placed on IT Operations
- See how your Peers are delivering real solutions Today
- Have Fun at Pulse!

# Pulse2010

The Premier Service Management Event

## Don't miss these valuable opportunities

### Hands-on Labs

Hands-on labs provide an excellent opportunity to gain first-hand technical experience with Tivoli products and solutions.

Room 119,  
Conference Center, Level 1

#### Hands-on Lab Schedule

Sun.	10:30 a.m. – 5:00 p.m.
Mon.	10:30 a.m. – 6:00 p.m.
Tue.	10:30 a.m. – 6:00 p.m.
Wed.	8:30 a.m. – 6:00 p.m.
Thur.	8:30 a.m. – 6:00 p.m.

### Technical Product Certification

Technical product certification lays the groundwork to help you become a world-class resource to your clients, colleagues, and company.

Rooms 301 and 302,  
Conference Center, Level 3

#### Certification Schedule

Sun.	10:30 a.m. – 5:00 p.m.
Mon.	10:30 a.m. – 6:00 p.m.
Tues.	10:30 a.m. – 6:00 p.m.
Wed.	8:00 a.m. – 6:00 p.m.

### Post-Conference Education

#### Two-Day Tivoli Workshops

Rooms 101-109,  
Conference Center, Level 1

Thur.	8:00 a.m. – 5:00 p.m.
Fri.	8:00 a.m. – 5:00 p.m.

#### One-Day Asset Management Workshops

Rooms 121-122,  
Conference Center, Level 1

Thur.	8:30 a.m. – 3:30 p.m.
-------	-----------------------

### Solution Expo

IBM & Partner Exhibits, Theater Presentations, Meet the Experts, Client Hospitality Lounge, User Group Networking, Business Partner Cafe and Client Reference Lounge

#### Expo Hours

Sun.	6:30 p.m. – 9:00 p.m.
Mon.	12:00 p.m. – 8:00 p.m.
Tue.	12:00 p.m. – 6:00 p.m.
Wed.	12:00 p.m. – 4:00 p.m.

Receptions will be held Sunday and Monday nights.

# PCTY2010

Pulse Comes to You

Pulse Comes to You 2010 will bring the excitement, education, and experience of the global Pulse conference to a location near you. For more details go to

[ibm.com/pulsecomestoyou](http://ibm.com/pulsecomestoyou)

# Trademarks and disclaimers

Intel, Intel logo, Intel Inside, Intel Inside logo, Intel Centrino, Intel Centrino logo, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries./ Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both. Microsoft, Windows, Windows NT, and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both. IT Infrastructure Library is a registered trademark of the Central Computer and Telecommunications Agency which is now part of the Office of Government Commerce. ITIL is a registered trademark, and a registered community trademark of the Office of Government Commerce, and is registered in the U.S. Patent and Trademark Office. UNIX is a registered trademark of The Open Group in the United States and other countries. Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both. Other company, product, or service names may be trademarks or service marks of others. Information is provided "AS IS" without warranty of any kind.

The customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

Information concerning non-IBM products was obtained from a supplier of these products, published announcement material, or other publicly available sources and does not constitute an endorsement of such products by IBM. Sources for non-IBM list prices and performance numbers are taken from publicly available information, including vendor announcements and vendor worldwide homepages. IBM has not tested these products and cannot confirm the accuracy of performance, capability, or any other claims related to non-IBM products. Questions on the capability of non-IBM products should be addressed to the supplier of those products.

All statements regarding IBM future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Some information addresses anticipated future capabilities. Such information is not intended as a definitive statement of a commitment to specific levels of performance, function or delivery schedules with respect to any future products. Such commitments are only made in IBM product announcements. The information is presented here to communicate IBM's current investment and development activities as a good faith effort to help with our customers' future planning.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput or performance improvements equivalent to the ratios stated here.

Prices are suggested U.S. list prices and are subject to change without notice. Starting price may not include a hard drive, operating system or other features. Contact your IBM representative or Business Partner for the most current pricing in your geography.

Photographs shown may be engineering prototypes. Changes may be incorporated in production models.

© IBM Corporation 1994-2010. All rights reserved.

References in this document to IBM products or services do not imply that IBM intends to make them available in every country.

Trademarks of International Business Machines Corporation in the United States, other countries, or both can be found on the World Wide Web at <http://www.ibm.com/legal/copytrade.shtml>.