IBM Service Management for a Smarter Planet
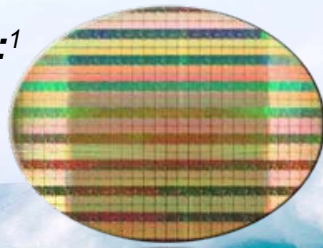
Laura Sanders, Vice President, Tivoli Development

Technology Drives the Changes

Transistors per human:[1]
2001: 60 million
2010: One billion

Global cellular service:[2]
2007: 3.3 billion connections
64% of users are in emerging markets
2010 (Q1): 4 billion connections

Smart Sensors:
"...**nearly half of all sensors** used for critical measurements across transportation, facilities & production equipment are now smart sensors."
ARC Advisory Group

RFID Tags:
Nearly 4 trillion RFID events transmitted each day

Cyber Attacks:[4]
2007: 37k on US government / private sector
158% increase in cyber attacks since 2006

- Manage demand to supply
- Reroute power automatically
- Reduce power lost in grid

- Integrate data stored in silos
- Improve care and cost management
- Better staffing decisions

– Ensure freshness and safety of food
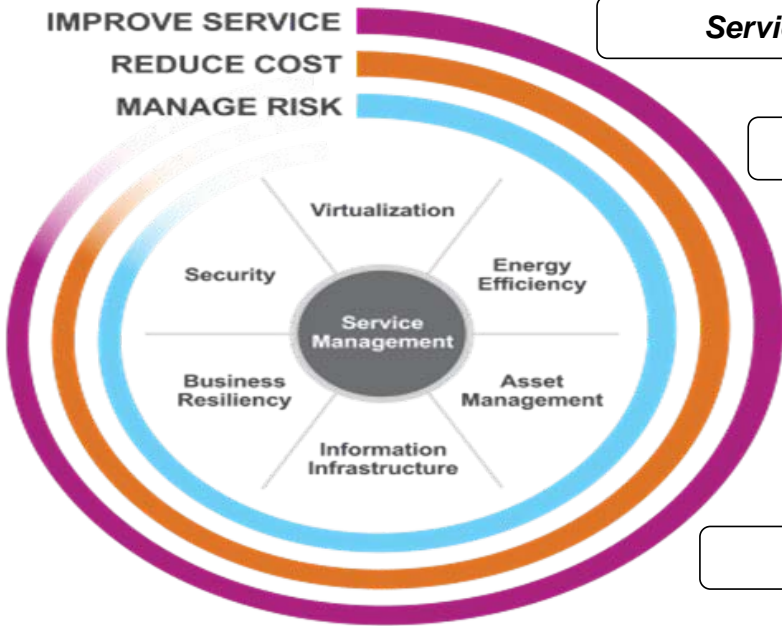– Monitor and control food in transit from farm all the way to market

Silos

Dynamic Infrastructure

•Managing an Intelligent Connection of Operational and IT Assets

The Elements of a Dynamic Infrastructure.

IMPROVE SERVICE
REDUCE COST
MANAGE RISK

Virtualization

Security

Energy Efficiency

Service Management

Business Resiliency

Asset Management

Information Infrastructure

Service Management

Provide visibility, control and automation across all the business and IT assets to deliver higher value services.

Asset Management

Maximizing the value of critical business and IT assets over their lifecycle with industry tailored asset management solutions.

Virtualization

Leadership in virtualization and consolidation solutions that reduce cost, improve asset utilization, and speed provisioning of new services.

Energy Efficiency

Address energy, environment, and sustainability challenges and opportunities across your business and IT infrastructure.

Business Resiliency

Maintaining continuous business and IT operations while rapidly adapting and responding to risks and opportunities.

Security

End to end industry customized governance, risk management and compliance solutions.
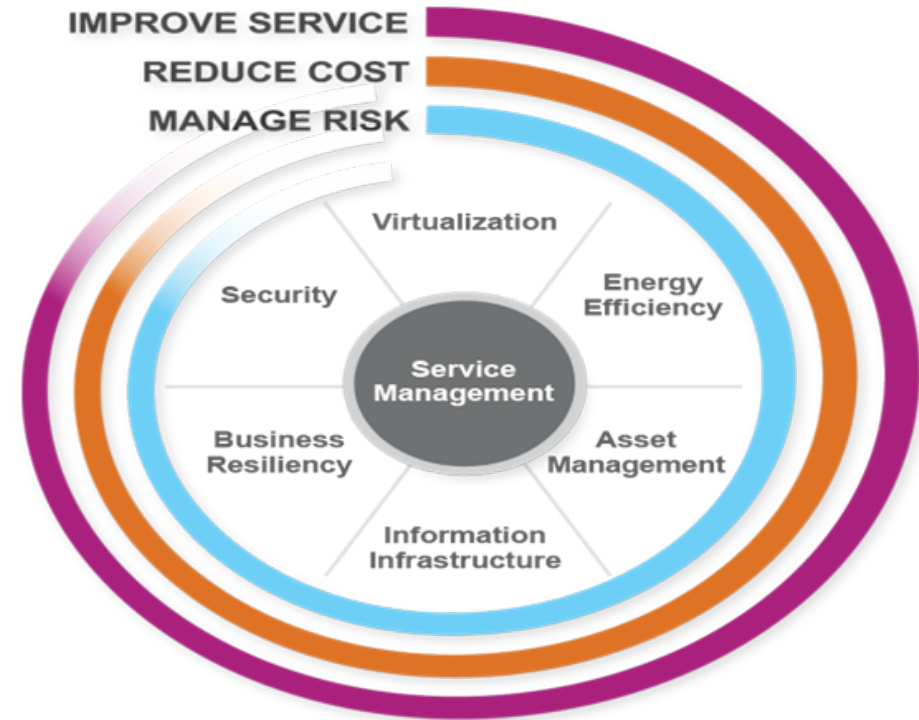
Information Infrastructure

Helping businesses achieve information compliance, availability, retention, and security objectives.

IBM Service Management Enables Dynamic Infrastructure

IBM Service Management:
connects all elements of Dynamic
Infrastructure to help organizations
harness their business and IT assets for
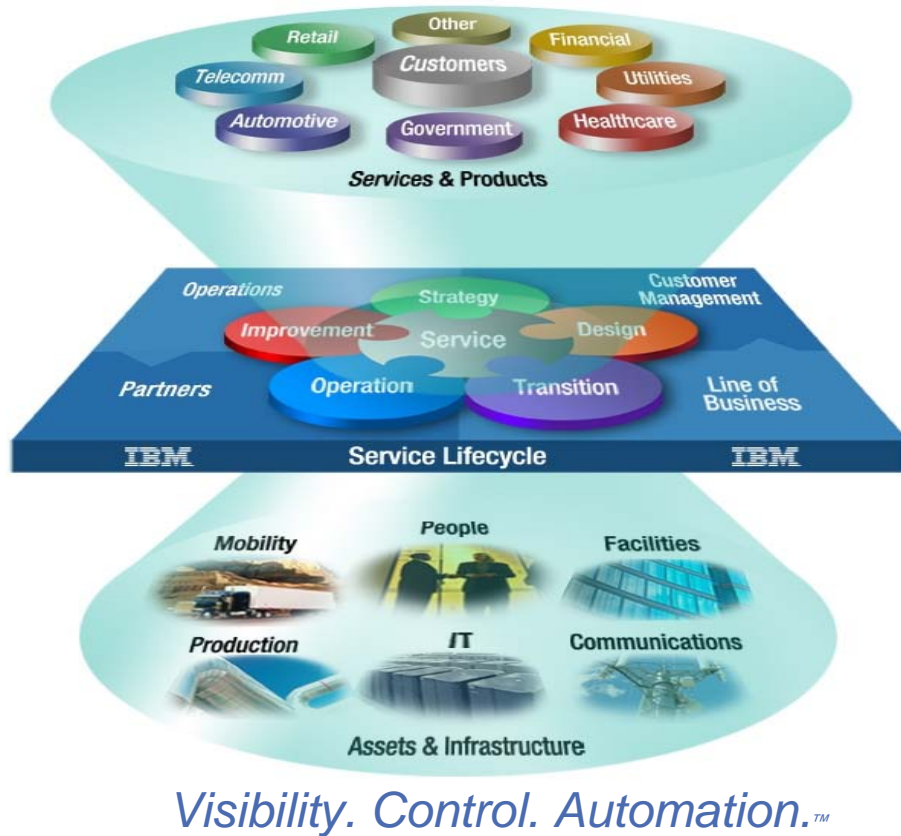**superior, cost-effective service delivery**

IMPROVE SERVICE
REDUCE COST
MANAGE RISK

Virtualization
Security
Energy Efficiency
Service Management
Business Resiliency
Asset Management
Information Infrastructure

http://www-01.ibm.com/software/tivoli/governance/servicemanagement/

IBM Service Management

•IBM Manages the World's Infrastructure

Automation

Control

Visibility

The Value of IBM Service Management

Visibility. Control. Automation.™

Only IBM Service Management:

- *Brings the in-depth industry knowledge needed to help you deliver differentiated services and products for improved customer satisfaction and retention.*

- *Offers a comprehensive, and modular service lifecycle approach that helps you integrate service delivery across organizational boundaries for improved time to market and reduced costs and risk.*

- *Helps you leverage and transform your business and IT assets and infrastructure into high quality services & products for improved return on investment.*

Comprehensive Capabilities, Built on Best Practices
ISM Delivers Visibility, Control and Automation Across the Business

IBM Service Management

Best Practices, Methodologies, and Services

Service Management Platform

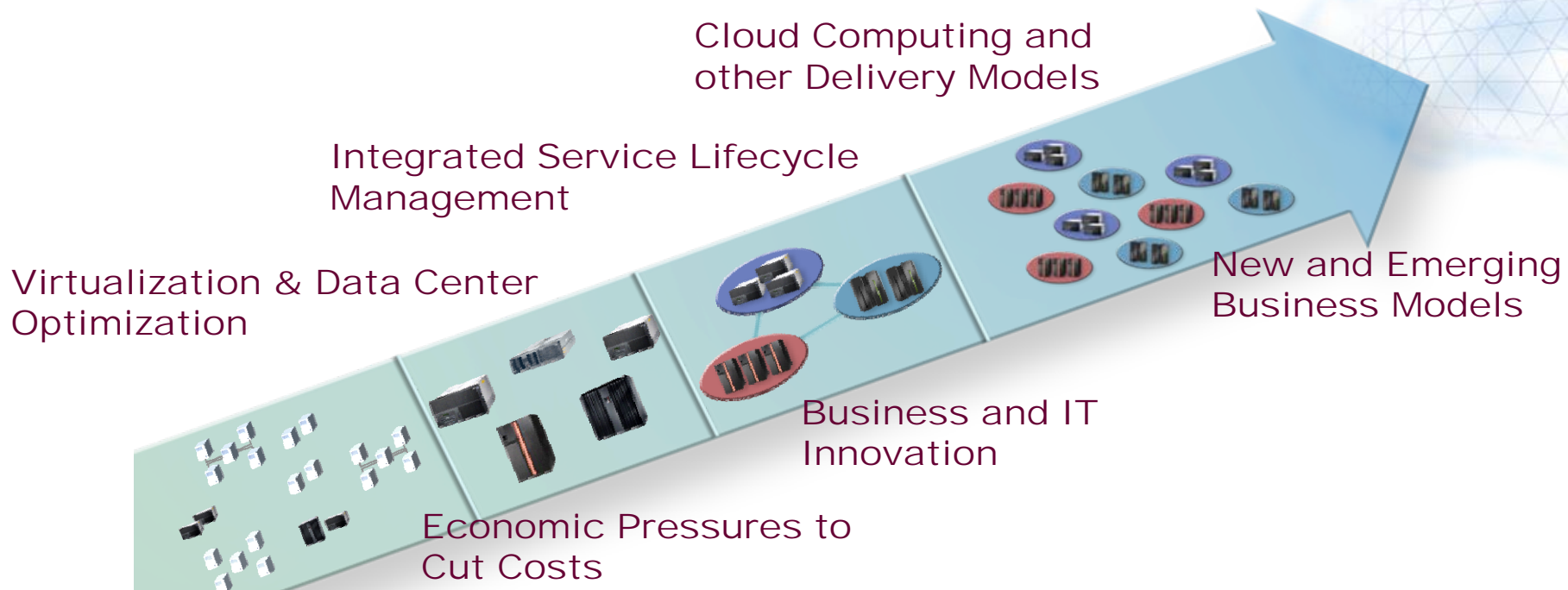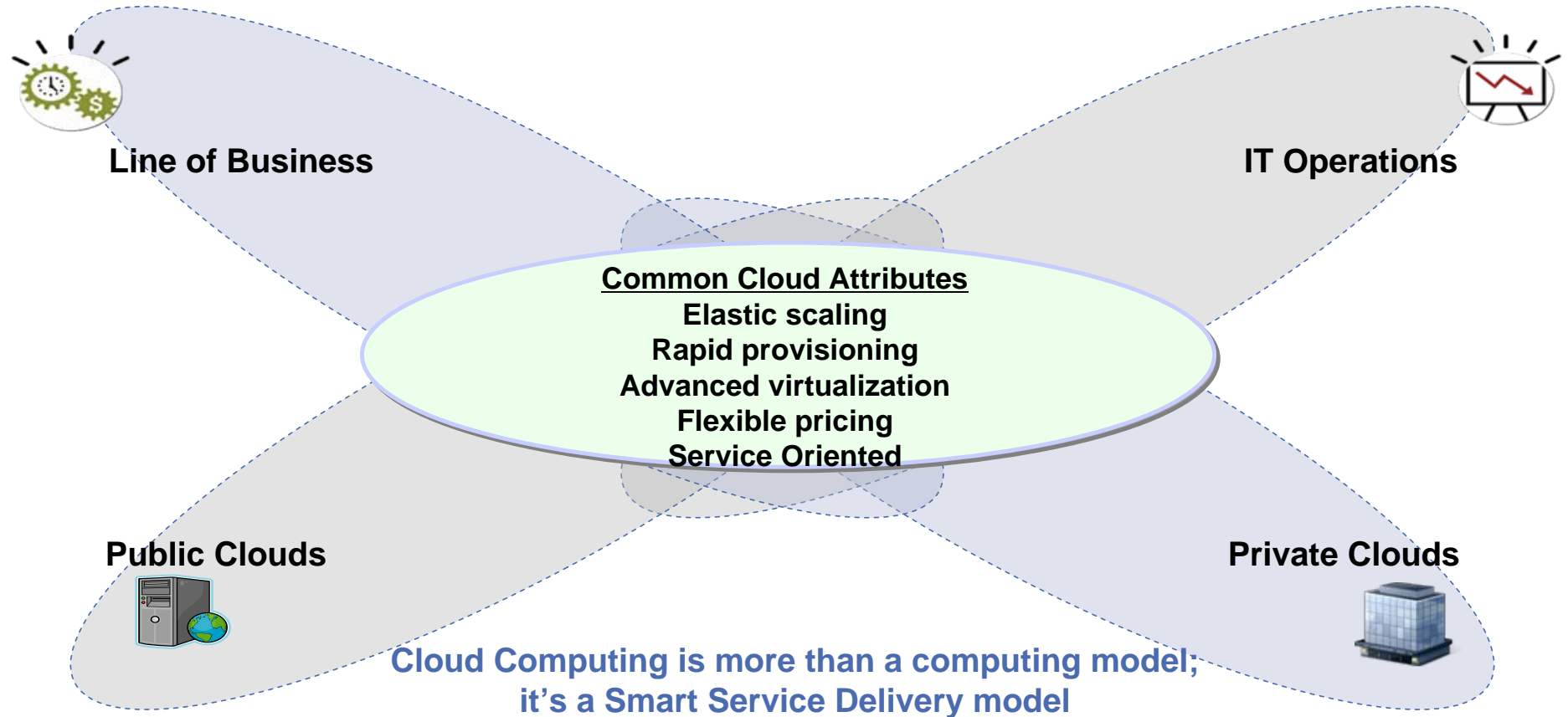| Service Delivery & Process Automation	Service Availability & Performance Management	Storage Management	Security, Risk & Compliance	Datacenter Transformation	Asset Management	Network & Service Assurance

Visibility	Control	Automation

Multiple Aspects of Cloud Transformation

Line of Business

IT Operations

Common Cloud Attributes
Elastic scaling
Rapid provisioning
Advanced virtualization
Flexible pricing
Service Oriented

Public Clouds

Private Clouds

Cloud Computing is more than a computing model; it's a Smart Service Delivery model

Smarter Energy Utilization with Green IT

smart IT
optimized property

Green Business Services

Optimize Assets by Energy Usage

Tivoli Monitoring for Energy Management

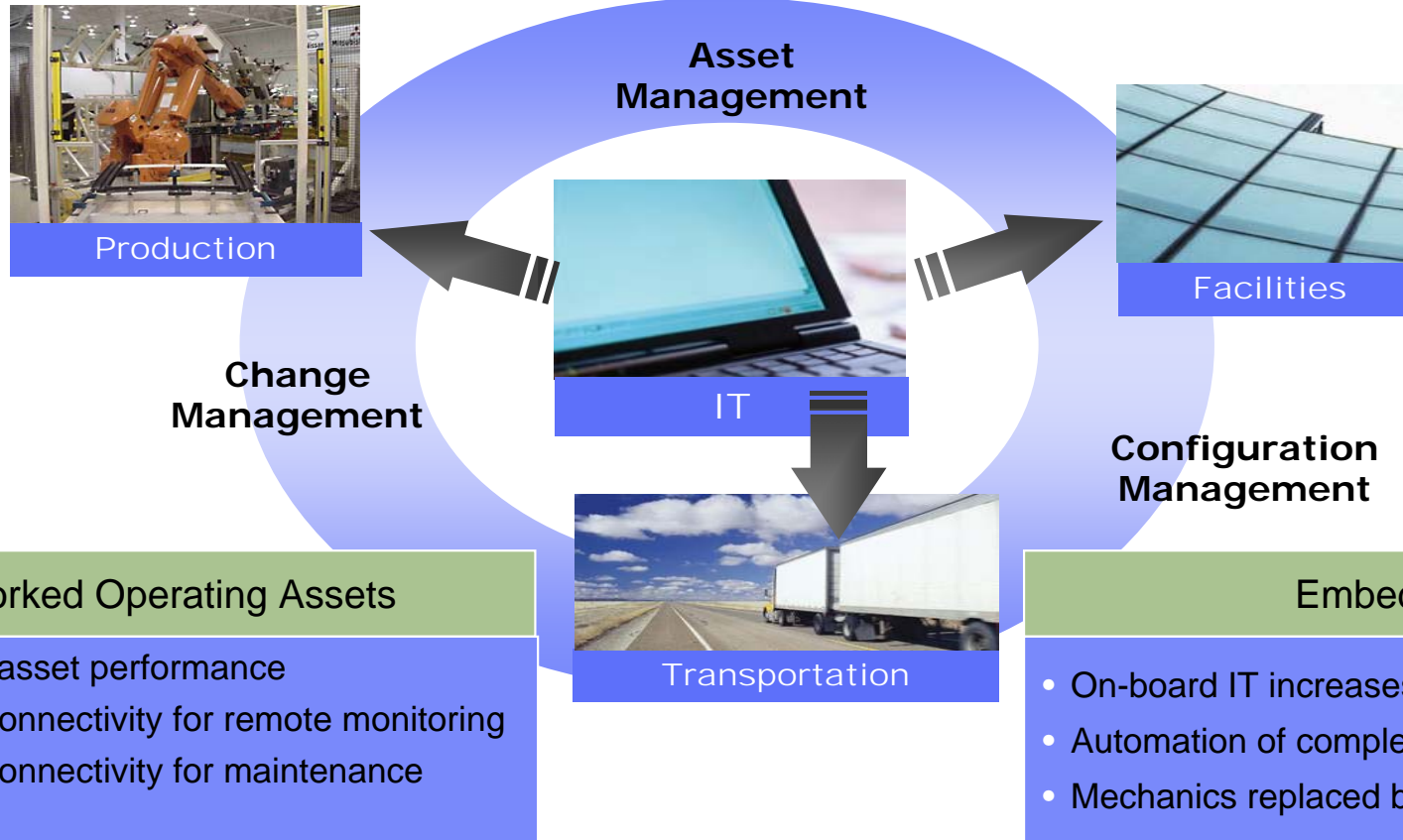**Intelligent Chargeback**

Energy Aware Provisioning
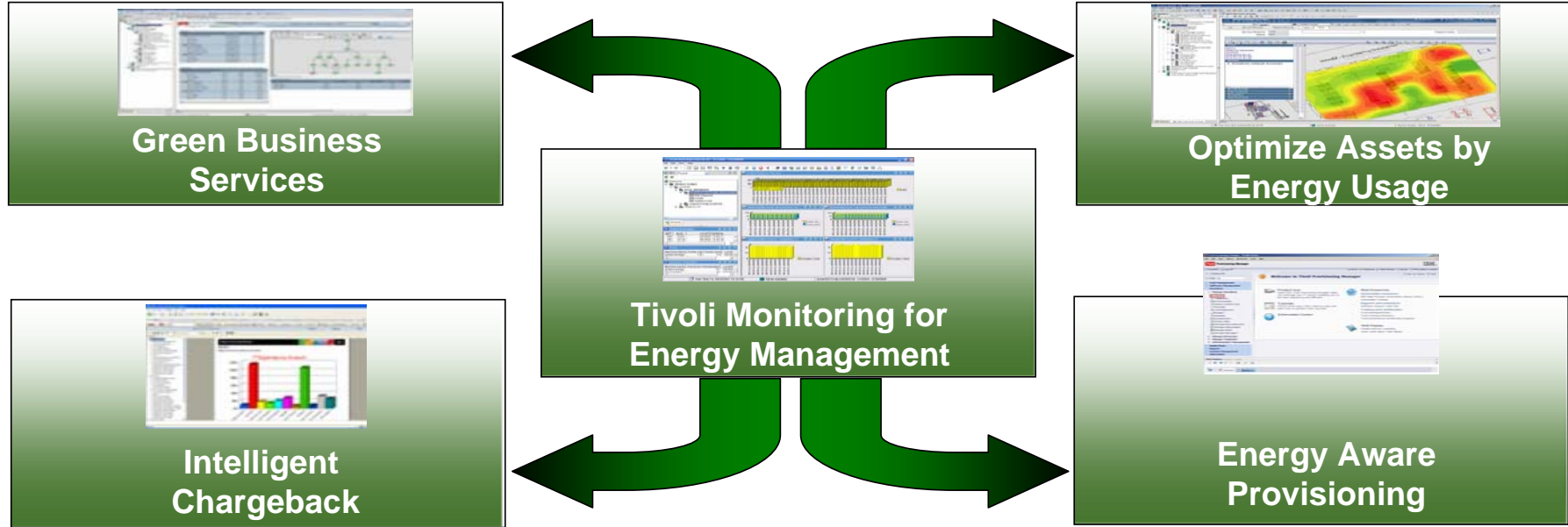
Drive immediate energy and infrastructure cost savings

Rational. software   Lotus. software
Information Management Tivoli. software   WebSphere. software

Extending Service Management to All Assets

Asset Management

Production

Facilities

Change Management

IT

Configuration Management

Transportation

Networked Operating Assets

- IT improves asset performance
- Networked connectivity for remote monitoring
- Networked connectivity for maintenance automation

Embedded IT

- On-board IT increases asset sophistication
- Automation of complex tasks
- Mechanics replaced by electronics

DTE Energy®

- Standardized processes across 200 units
- Single consolidated business platform
- Project savings of US $75M a year
- Enterprisewide access to inventory

- Cut capital & operating expenses by $30M
- 150% increase in processing capacity
- 40% reduction in IT floor space
- 67% reduction in servers

- RFID-based asset management
- Expanded reach to small and mid-market clients
- New revenue stream
- Higher average revenue per user

In the Last 5 years, IBM Has Invested Over $50 Billion to Advance Service Management

Investment in our People
- Service management excellence programs to improve understanding and skills
- More than 38,000 customers in 170 countries
- Training and education of over 7,000 practitioners
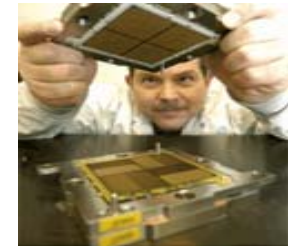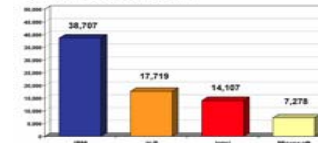
Investment in Service Management Technology
- $29Billion, 5-year research and development investment
- $20Billion in acquisitions of over 60 companies
- 15 consecutive years of patent leadership

Investment in Service Management Best Practices
- Development, Contribution or Support for best practices and standards—ITIL, COBIT, VAL-IT, eTOM
- Establish robust portfolio shared, collaboratively developed, service management IC assets
- Drive service science into the public sector and academia – improve professional qualifications for service management
- Publish more intellectual capital & open standards
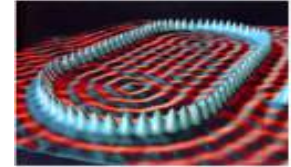
U.S. Patents: IBM vs. the competition 1993-2007
IBM #1 for 15 Consecutive Years

We're Building a Smarter Planet

Every human being, company, organization, city, nation, natural system, and man-made system is becoming

interconnected, instrumented and intelligent.

This is leading to new savings and efficiency—but perhaps as important, new possibilities for progress.