IBM

Tivoli software

Align IT to your business with IBM IT Service Management.

ON DEMAND BUSINESS™

Contents

Executive summary

When IT provides services efficiently and effectively, the company maximizes its IT investment by being able to rapidly and flexibly change in response to business conditions, improve customer satisfaction and ease compliance with internal policies and external government regulations.

On the one hand, business demands on IT are escalating, with IT expected to be an integral contributor to meeting business objectives and not just a technology provider. Although 78 percent of CEOs surveyed by IBM believe that integrating business and technology is greatly important to business growth, only 45 percent believe that their organizations have successfully integrated business and IT.*

To help companies achieve optimal integration between IT and business, IBM is delivering on a progressive and actionable vision of IT service management — enabling clients to manage the relationships between people, processes, technology and information — to help deliver the following business benefits:

- *Increase business revenues by bringing new and updated applications faster to market.*
- *Reduce costs through more rapid resolution of disruptive business problems.*
- *Improve change management with the ability to predict the impact of changes before they occur.*
- *Support compliance policies with highly detailed IT tracking and auditing tools.*

This document provides an overview of the IT capabilities and business benefits that companies can realize with IBM IT Service Management solutions available today. For more effective and efficient delivery of IT services to the business, an IBM IT Service Management platform offers an open standards–based foundation for integrating and sharing information across IT organization silos.
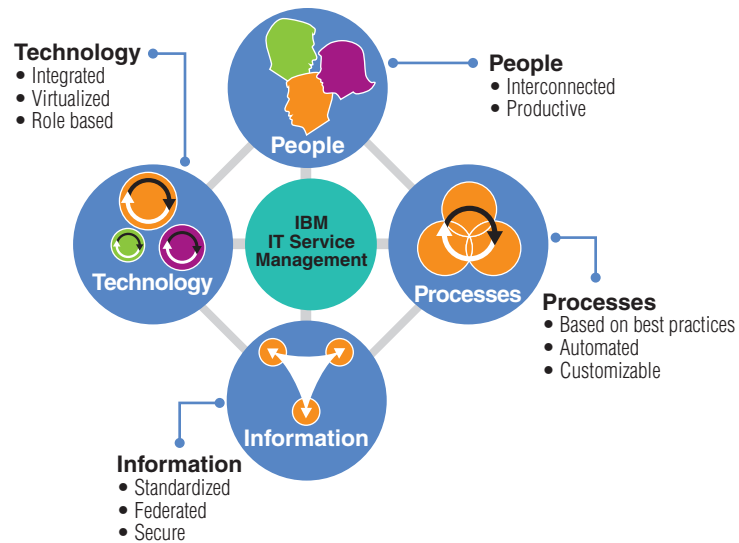
Learn about IBM IT Service Management
IT process challenges stemming from organizational complexity
Since businesses are not created all at one time, it is unlikely that their supporting IT processes are executed consistently and efficiently. Take, for example, the challenge of managing the availability of an e-mail application across the IT server, storage and mainframe administration organizations. These IT silos may well be unable to assess or support IT service levels to the lines of business in a consistent and cost-effective fashion. To respond to rapid change and new opportunities in ways that support business goals and priorities, cross-enterprise IT processes must be integrated and able to take full advantage of automation. IBM understands that to take control over IT process complexity and inconsistencies, an organization must be able to manage the relationships between people, processes, technology and information.

"The IBM approach to IT Service Management is taking Enterprise Systems Management at Ford to a new level. Optimization of both the IT infrastructure and IT processes will help to make ITIL best practices a reality and Ford a more flexible, dynamic organization."

– George Surdu, Director Information Technology Infrastructure,
 Ford Motor Company

Optimizing business processes depends on monitoring and managing the people, technology and information that support the processes — as well as the processes themselves.

IBM IT Service Management solutions

IBM is delivering on its vision of IT service management today. Only IBM IT Service Management can offer a full range of solutions and services to help companies achieve the optimal alignment of IT with business goals. IBM is committed to helping all types of businesses meet their most pressing IT challenges. With IBM IT Service Management, companies can integrate and automate the complete IT management value chain — standardizing processes, sharing information and integrating operational management technologies across existing IT domains.

IBM IT Service Management
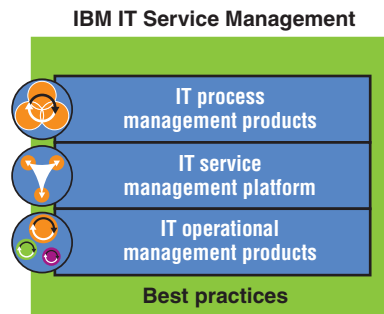
The architecture of IBM IT Service Management

Building on its early leadership in promoting the IT Infrastructure Library® (ITIL®), IBM has defined a vision for IT service management. As a result of aggressively executing on its strategy, IBM delivers products and solutions today in each IT service management discipline: IT process management products, IT service management platform and IT operational management products.

IT process management products

The IBM commitment to developing and leveraging autonomic self-managing technology — which has long been a key part of IBM operational management products — now extends to the "out-of-the-box" automated workflows in IBM Tivoli® Process Managers. In conjunction with IBM Tivoli Change and Configuration Management Database and the IBM operational management products, the innovative Tivoli Process Managers drive responsiveness and flexibility by automating IT management processes within silos and coordinating processes across silos. They integrate with an organization's existing products to implement predefined, customizable processes that enable businesses to optimize customer service and facilitate rapid response to change and new opportunities.

IT service management platform

The new Tivoli Change and Configuration Management Database — which is at the heart of IBM IT Service Management — provides a single point of integration for a company's IT processes and data. Unlike inventory or asset databases that vendors attempt to reposition as configuration management databases, Tivoli Change and Configuration Management Database is uniquely designed to leverage open standards that enable customers to leverage information from all their existing management tools, including existing configuration management databases.

IT operational management products

An IT organization can leverage the unsurpassed range of IBM operational management products to take back control over every facet of its IT environment. Even before IBM defined its IT service management vision, it developed best-of-breed tools for business application management; server, network and device management; storage management; and security management to help organizations manage heterogeneous environments and derive greater value from existing management tool investments. Additionally, IBM tools leverage open standards and integrate with Tivoli Change and Configuration Management Database.

"IT Service Management is a never-ending story, and while implementing ITIL best practices has value, they are only part of the story. The IBM IT Service Management strategy promises to provide greater value through enhanced process integration and visualization."

– Yves Vlamijnck, Team Manager Network & IT Monitoring, Belgacom

IBM Tivoli Unified Process

This unique online tool enables organizations to quickly and easily document the relationships between all key IT service management elements so they can better plan and implement their IT service management initiatives. It provides IT managers with an enterprise view of roles, process workflows, and the input and output of work products for each step of the process. Tivoli Unified Process is an essential online tool for successfully implementing ITIL best practices and improving the quality of IT service management.

Best practices and consultative services

IBM is not only a leader in developing and contributing to standards such as ITIL — which encapsulates best practices for IT management — but also a leader in making these proven best practices actionable in customer environments and helping customize them to customers' own processes and environments. IBM shares its thought leadership in making best practices actionable by offering the industry's first navigational tool — IBM Tivoli Unified Process — and providing a consistent way to document processes and put them into action through the new fee-based IBM Tivoli Unified Process Composer. IBM ITIL Consulting Services help businesses assess their present systems management capabilities to define a benchmark of the "as is" situation, then identify the areas that most need improvement to realize management goals and business objectives. In addition, IBM IT Service Management Implementation Services help speed up production rollout for IT service management solutions, helping optimize time to value and implementation costs.

How a business benefits from IBM IT Service Management
Increased business revenues

Getting new and updated applications to market quickly is key to driving revenue, especially for businesses in highly competitive industries where opportunities come and go quickly. To rapidly roll out production applications, businesses can use IBM Tivoli Release Process Manager, which represents the most complete implementation of ITIL release management that is currently available, in conjunction with Tivoli Change and Configuration Management Database. Together, these offerings allow businesses to automatically provision resources to support the rollout, understand the impact of each stage, verify that the intended results of the next stage actually come to pass and resolve any problems or discrepancies proactively and quickly — avoiding major delays that could cost the business missed revenues.

Reduced costs

IBM IT Service Management helps organizations reduce the amount of time it takes to resolve problems that disrupt service to the business, the costs of lost service and the costs associated with inefficient, manual problem resolution. When a problem occurs, service desk administrators can launch IBM Tivoli Availability Process Manager to gather relevant information, evaluate the business impact of the problem and properly prioritize it. Then subject matter experts use IBM Tivoli Enterprise Portal and information from Tivoli Change and Configuration Management Database to isolate the source of the problem, identify the root cause, resolve it and restore service to any impacted areas of the infrastructure. IT staff spend less time collecting information and diverging from the organization's best practices for problem resolution — so problems are resolved quickly and thoroughly.

Optimized implementation of changes

One of the biggest challenges related to change is understanding the impact that a business request will have on systems and processes throughout the enterprise. When an organization uses Tivoli Change and Configuration Management Database, it can predict the impact of a change before it occurs — and act appropriately. For example, the person in charge of change management might use the product to evaluate the

"IBM is a leader in providing business process–based solutions that help companies reduce IT costs and improve efficiency. IBM IT Service Management solutions help us implement ITIL recommendations to drive a successful service-oriented model."

– Jeff Stoddard, CEO and President, Advanced Integrated Solutions

impact of a request to reallocate customer applications across multiple host regions. If the change does not negatively impact other applications, he can use best practices included with Tivoli Change and Configuration Management Database to rapidly implement the change.

Support for compliance efforts

IBM IT Service Management helps a business deploy a unified strategy for dealing with any number of compliance efforts. For example, an organization can use Tivoli security management software in conjunction with Tivoli Change and Configuration Management Database to enforce consistent security configurations across the IT environment. Whenever changes are made to the IT environment, they can be tracked and audited, or even rejected and the attempted violation audited and recorded. By standardizing compliance management processes, the business can track, measure, audit and report on its efforts, cutting the cost of manually demonstrating compliance every time an internal or external audit is requested.

Get started with IBM IT Service Management

IBM believes that since one of the ultimate goals of IT service management is to make businesses more flexible, the solutions should also be flexible enough that every business can benefit from them — at every stage of IT service management, in every industry and of every size. Depending on an organization's business priorities, the scope of its initiative and its level of comfort, it can begin deploying IBM IT Service Management in a number of ways:

- *Download the free Tivoli Unified Process tool, which helps make ITIL actionable for your business.*
- *Take advantage of IBM ITIL Consulting Services to start planning for effective IT service management and develop a prioritized strategy for implementing IBM IT Service Management solutions, or use IBM IT Service Management Implementation Services to implement IT service management solutions in your business.*
- *Implement Tivoli Change and Configuration Management Database to discover and map critical business services — and deploy the IT service management platform needed going forward.*

As businesses are ready to expand their level of automation, IBM solutions enable them to move at their own pace. And because IBM IT Service Management is built on modular tools, a company can extend its investment in ways that capture additional value from previously deployed components.
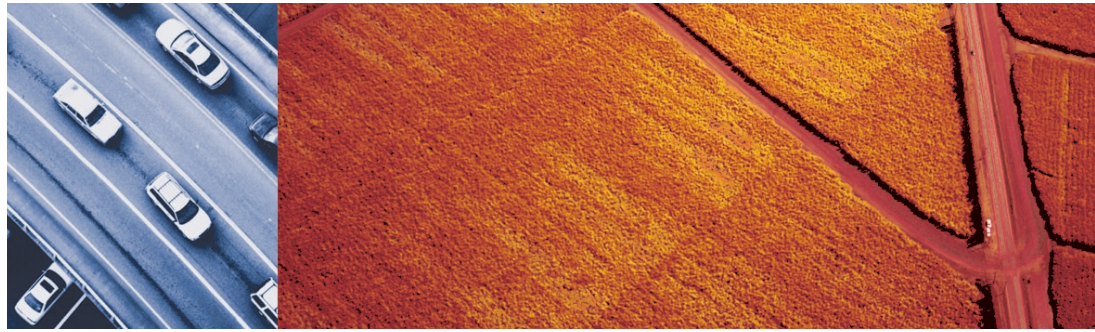
For industries, IBM leverages its experience from client engagements around the world to design industry-specific offerings. For example, IBM IT Service Management solutions are helping telecommunication providers bridge the gap between traditional and next-generation content-driven services. IBM offers comprehensive support for IT-based and network-based infrastructures and systems to help telecommunication companies manage the transformation of their existing systems while continuing to deliver the same quality of service their customers expect.

For departments and small to midsize businesses, IBM delivers the IBM Express Portfolio™ — robust IT service management tools that are specifically engineered and affordably priced to meet their needs.

For more information

To learn more about how you can get started with IBM IT Service Management — especially with Tivoli Change and Configuration Management Database — please contact your IBM representative or IBM Business Partner, or visit **ibm.com**/tivoli/features/it-serv-mgmt. From this Web site, you can also access the free Tivoli Unified Process tool or download the IBM IT Service Management white paper.

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