

# Business Service Management 9

## Point of View/CFD

HP Software and Solutions



# HP Software: IT for the Future

THE BUSINESS

IT

Governance, Strategy, and Planning

**BUILD**  
*Faster*

**OPERATE**  
*Simply*

**SECURE**

**STORE**  
*Efficiently*

**ANALYZE**  
*Real-time*

Software Solutions to  
**SIMPLIFY, AUTOMATE, and SECURE**  
*IT for business*



# Operate **Simply**

HP HYBRID  
DELIVERY

Enables you to run your business  
on traditional, or public and private cloud

*We unify, simplify and automate IT management  
for business applications and cloud services.*

BUSINESS SERVICE  
MANAGEMENT

IT SERVICE  
MANAGEMENT

BUSINESS SERVICE  
AUTOMATION

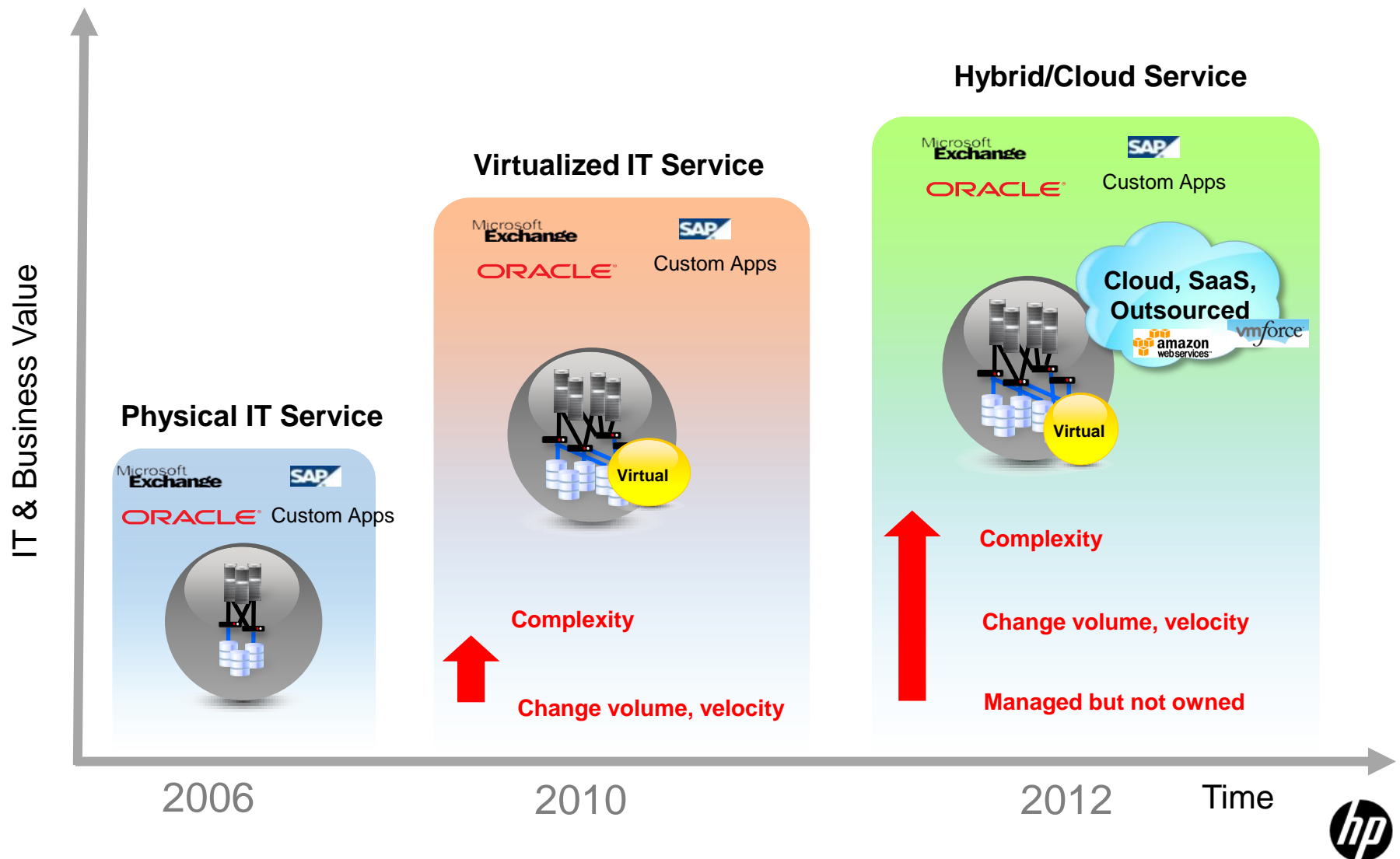
- **#1** market share in distributed systems management
- **80%** of the **Fortune 500** use HP Operations Software to manage their IT
- **2x** market-leading in **quadrants** and **waves** (Gartner, Forrester)

# HP Business Services Management: Next Generation IT Operations Management



# IT Apps/Services are evolving

Virtualization & Cloud is increasing IT Service complexity



# Traditional IT operations not business aligned

## Infrastructure monitoring

99% server, network, web, storage availability\*



## IT Service performance mgmt

82% IT service availability\*

Large Healthcare Enterprise\*



**LOB:** Manage & report IT application performance to SLA's



**App Support:** App issue?  
DB issue? Server issue?  
Network issue?

**IT Operations:** Prioritize events based on business impact & efficiently resolve



# IT Service Operations Challenges

Real World Impact



## Industrial manufacturer

**\$80** labor cost per incident

**20** Ops personnel to troubleshoot incidents



## Financial service provider

**50%** virtualized, moving to private cloud

Reactive - **74%** of problems detected by end customers



## Health Insurance provider

**900** changes/month,

**8 hours** to troubleshoot app

Virtualization & cloud increase operations challenges



# Requirements for an IT Operations solution

What is need to manage (dynamic) IT services effectively?

## End to end service management

- Complete Infrastructure & Application performance management
- Full support for dynamic virtualized/Cloud services

## Business-aligned operations

- Measure, report, optimize to business SLA's & impact

## Automation everywhere

## Right data, right team, right context

Extend current  
solutions &  
maximize  
existing  
investments





# HP Business Services Management

Next-gen IT operations to manage dynamic virtualized & cloud services

## Comprehensive IT service performance management

- Infrastructure and application management integrated on Run-time Service Model
- Business-SLA aligned IT service management

## Consolidated & automated operations management

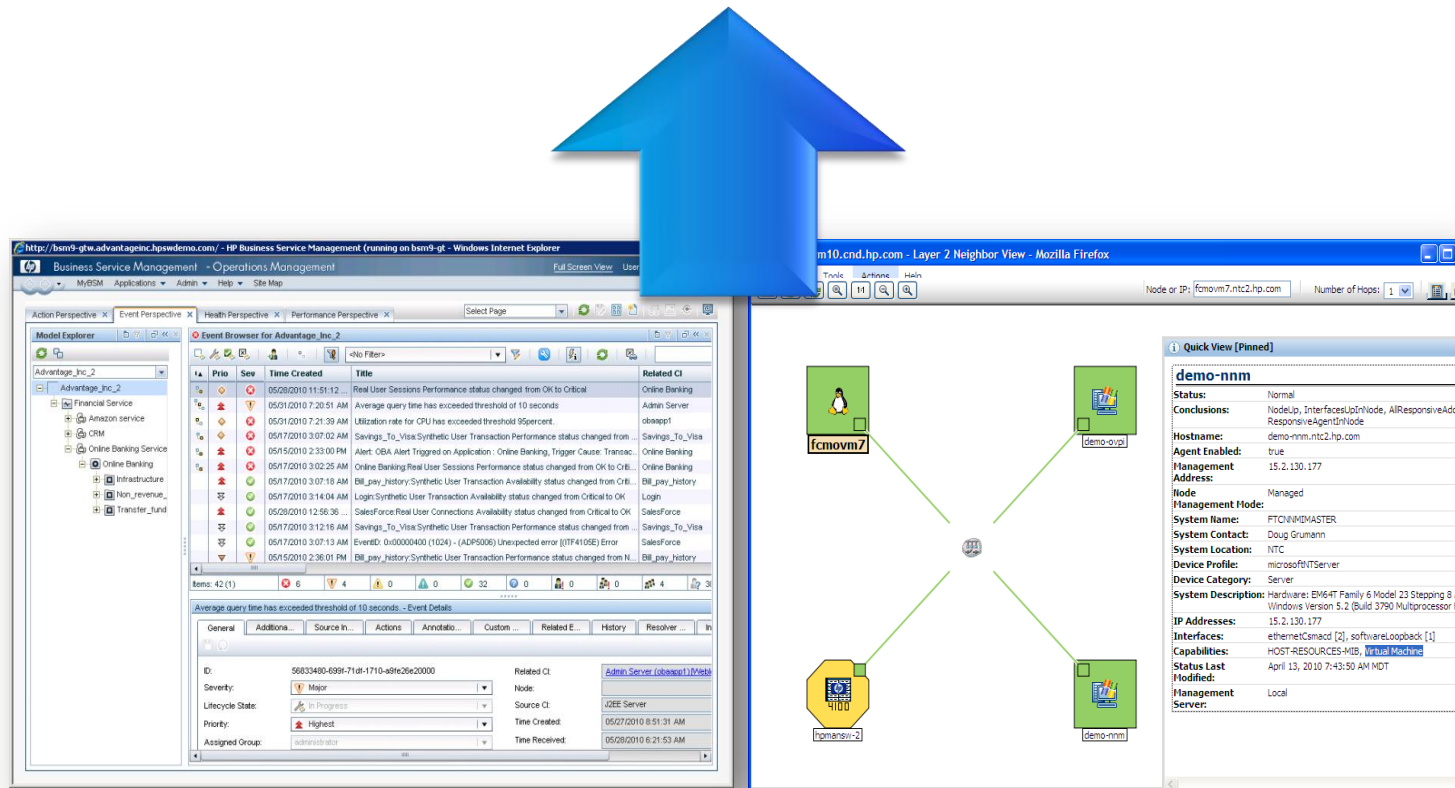
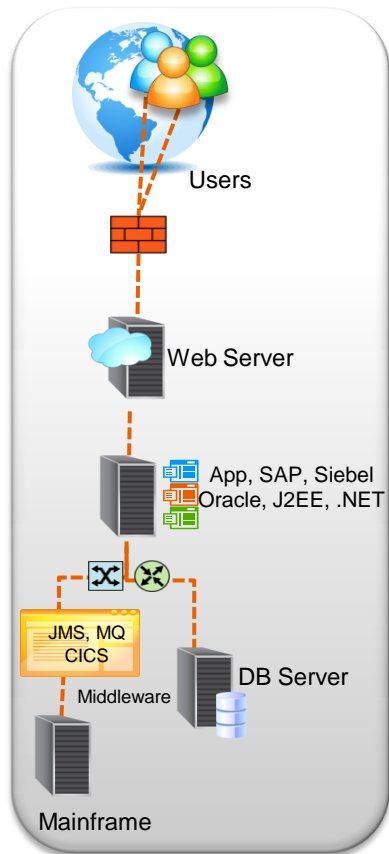
## Collaborative platform to improve team efficiencies

## Unified on-premise, Cloud/SaaS service operations

Industry leading solutions with over 40k+ customers



# Bottom-up Infrastructure Management

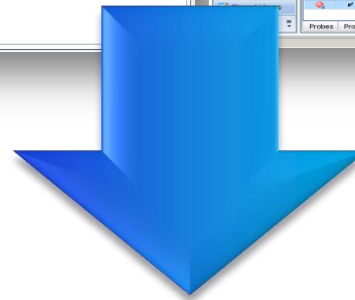
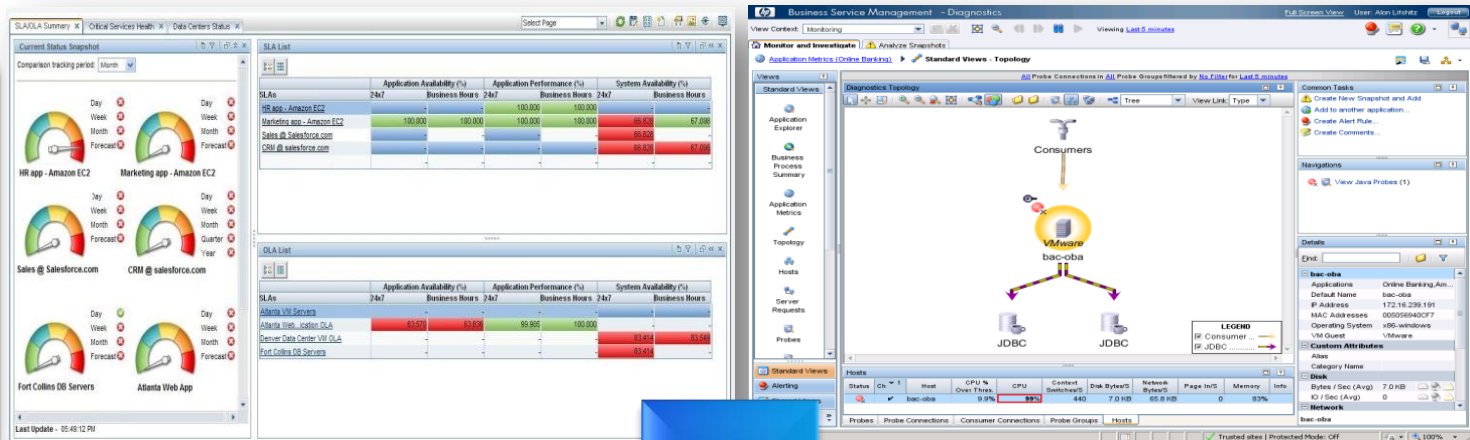
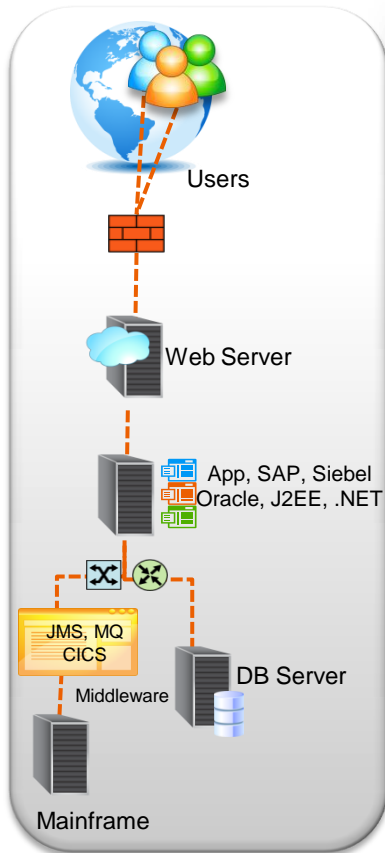


- App, server, network, storage monitoring & management
- 100s of out of the box infrastructure support
- Integrated Availability & performance mgmt
- Flexible Agent/agentless deployment

Proven solution with thousands of customers



# Top-Down App Performance Management



- Synthetic and Real-user monitoring, SLA management, deep application diagnostics & end to end Transaction mgmt
- Out of the box support for packaged applications (SQL, Oracle, SAP, Siebel)
- Flexible SaaS deployment

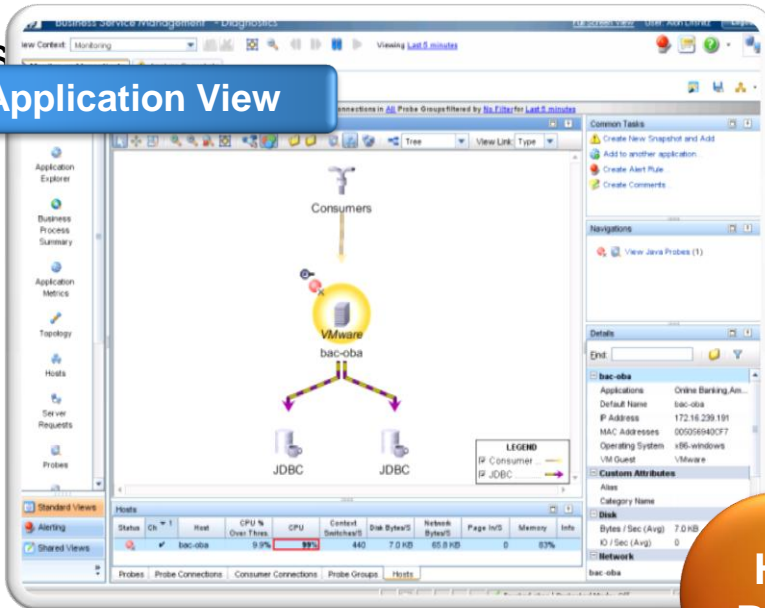
Proven solution with thousands of customers



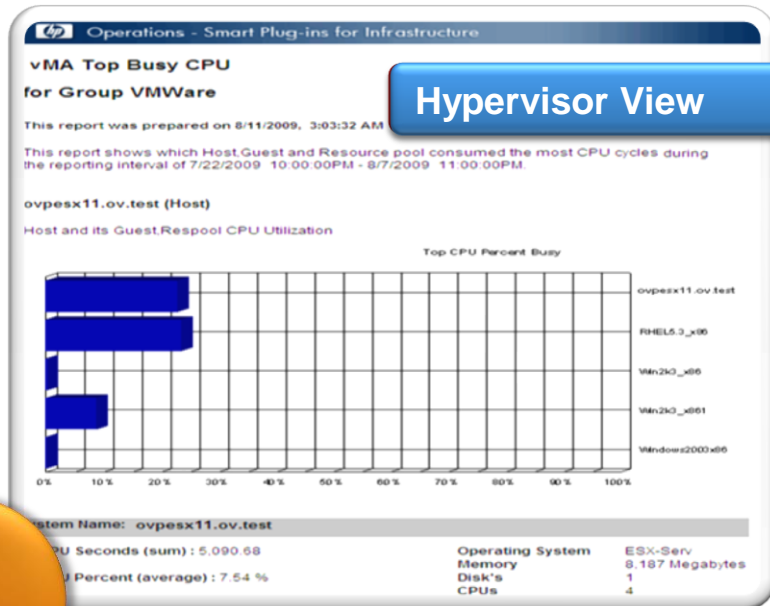
# Complete support for virtualized infrastructure/service

Dis

## Application View

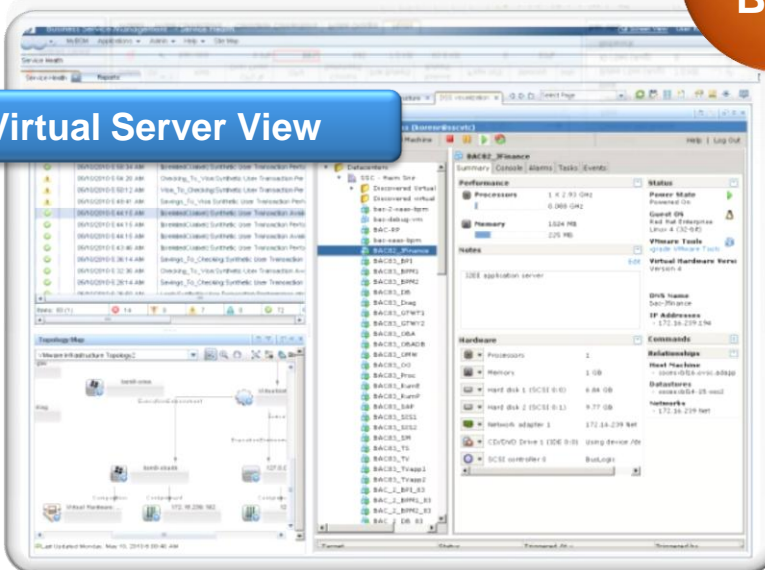


## Hypervisor View

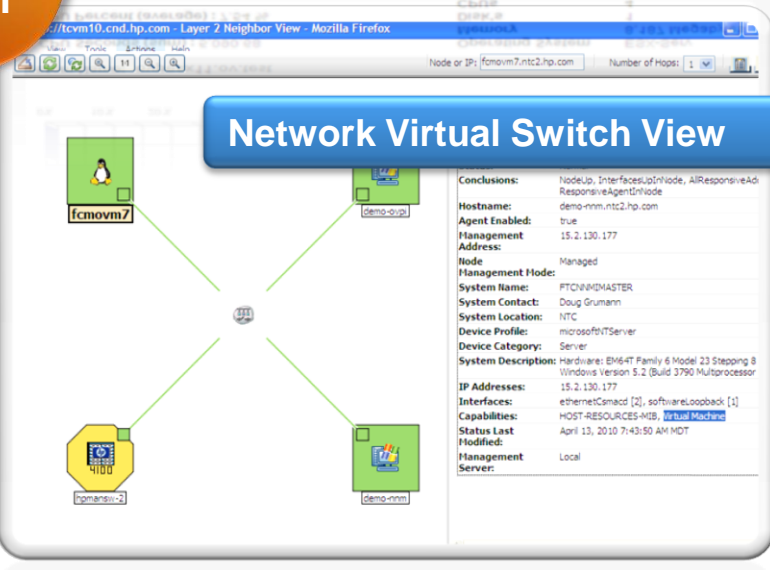


HP  
BSM

## Virtual Server View

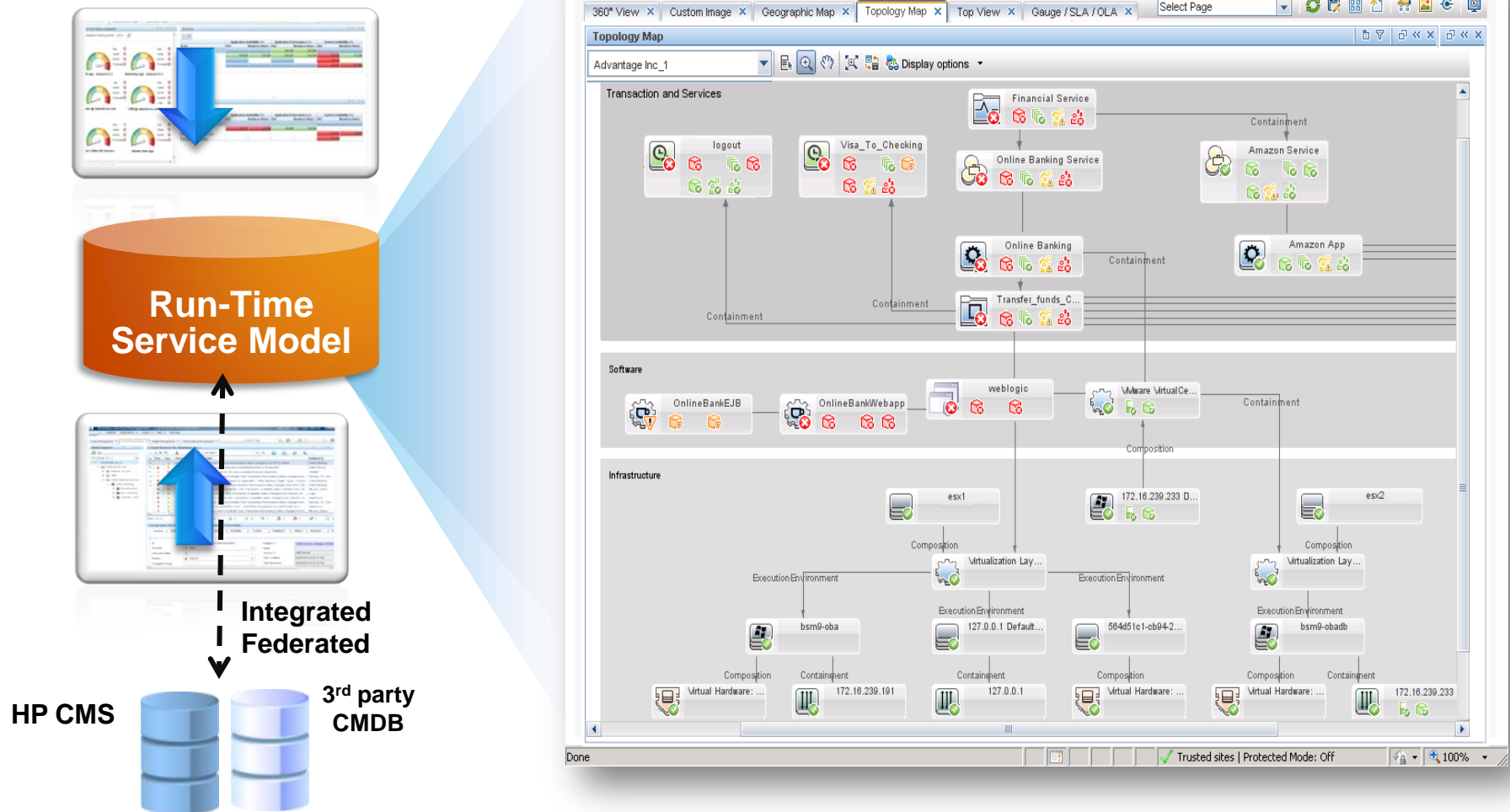


## Network Virtual Switch View



# Run-Time Service Model

Comprehensive, automated and up-to-date model for dynamic services



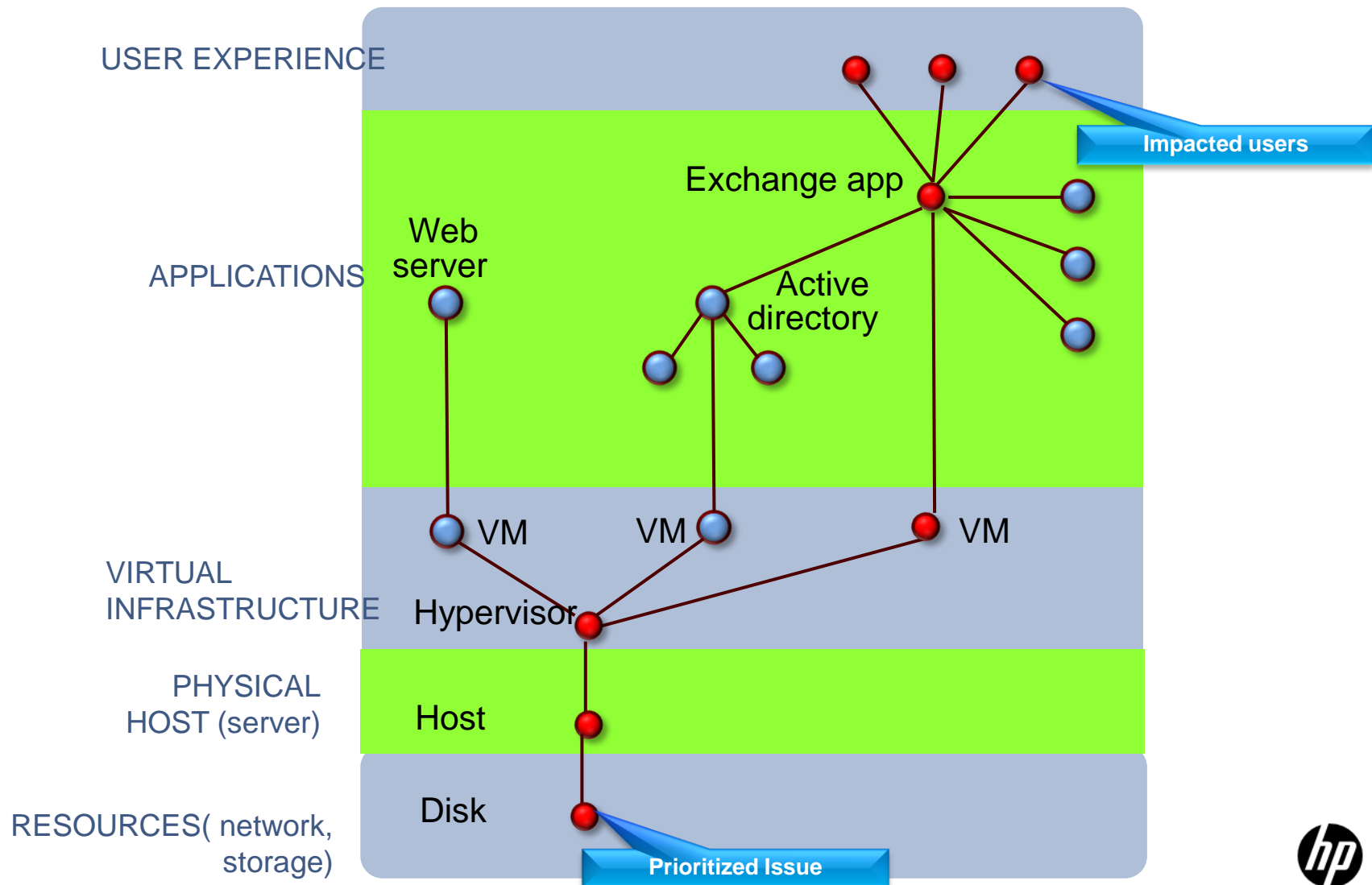
Create & maintain service Map : 1 week+ (Manual)

Create & maintain service Map : Near-real time (BSM)



# Run-time service model

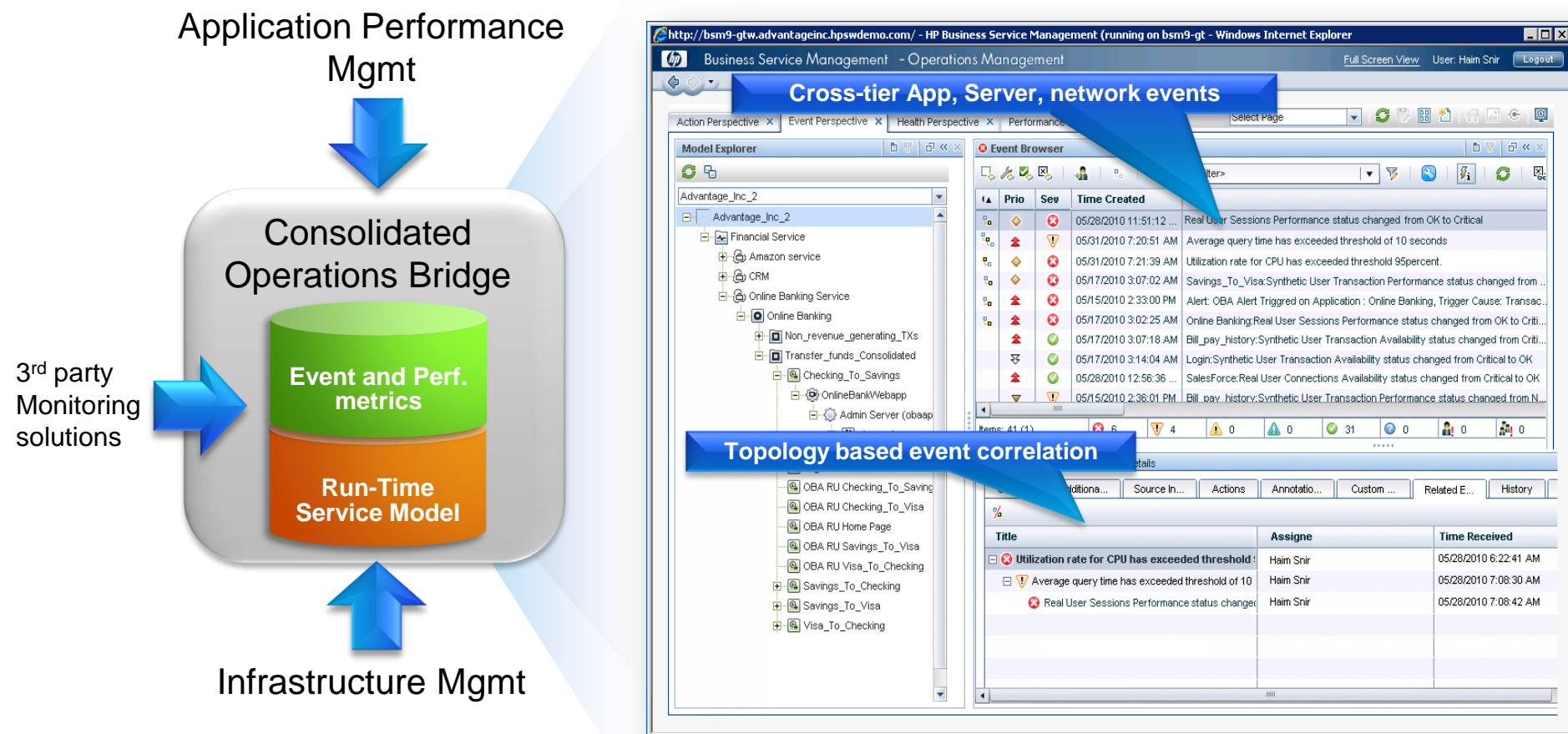
Identify, Prioritize, Analyze, Resolve events and incidents faster





# Consolidated Operations Bridge

Integrated operations leveraging the **Run-time Service Model**



- Efficient use of IT ops – SME's focus on critical issues
- Enhanced cross-tier troubleshooting (topology based correlation)
- Consistent & automated processes



# Business Aligned Service Management



- Real time and historical application SLA views
- Customizable and sharable business centric dashboards
- Enables operations prioritization by business impact

# Fully automated operations

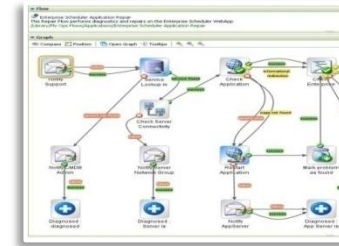
Automate event detect-troubleshoot -resolve process



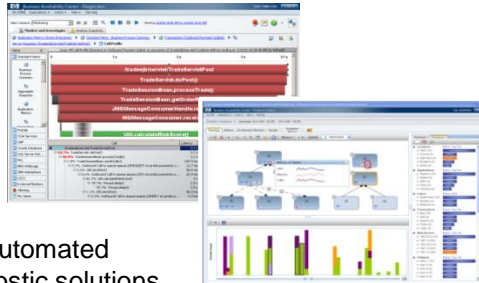
Integrated to Incident/change mgmt process  
RBA driven auto-remediation



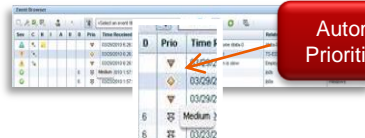
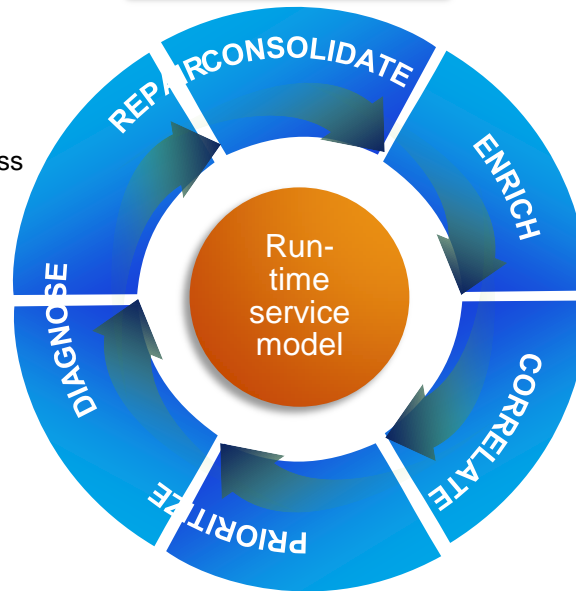
Consolidated Service  
Event and performance  
view



Integrated RBA  
Enrichment

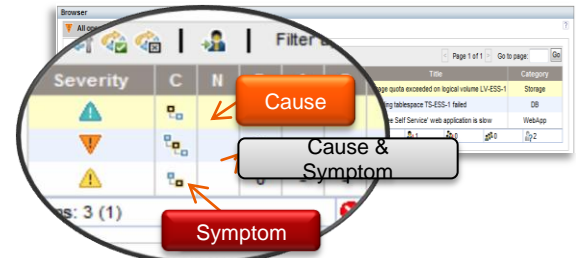


Automated  
diagnostic solutions



Business Impact  
driven prioritization

Automatic  
Prioritization



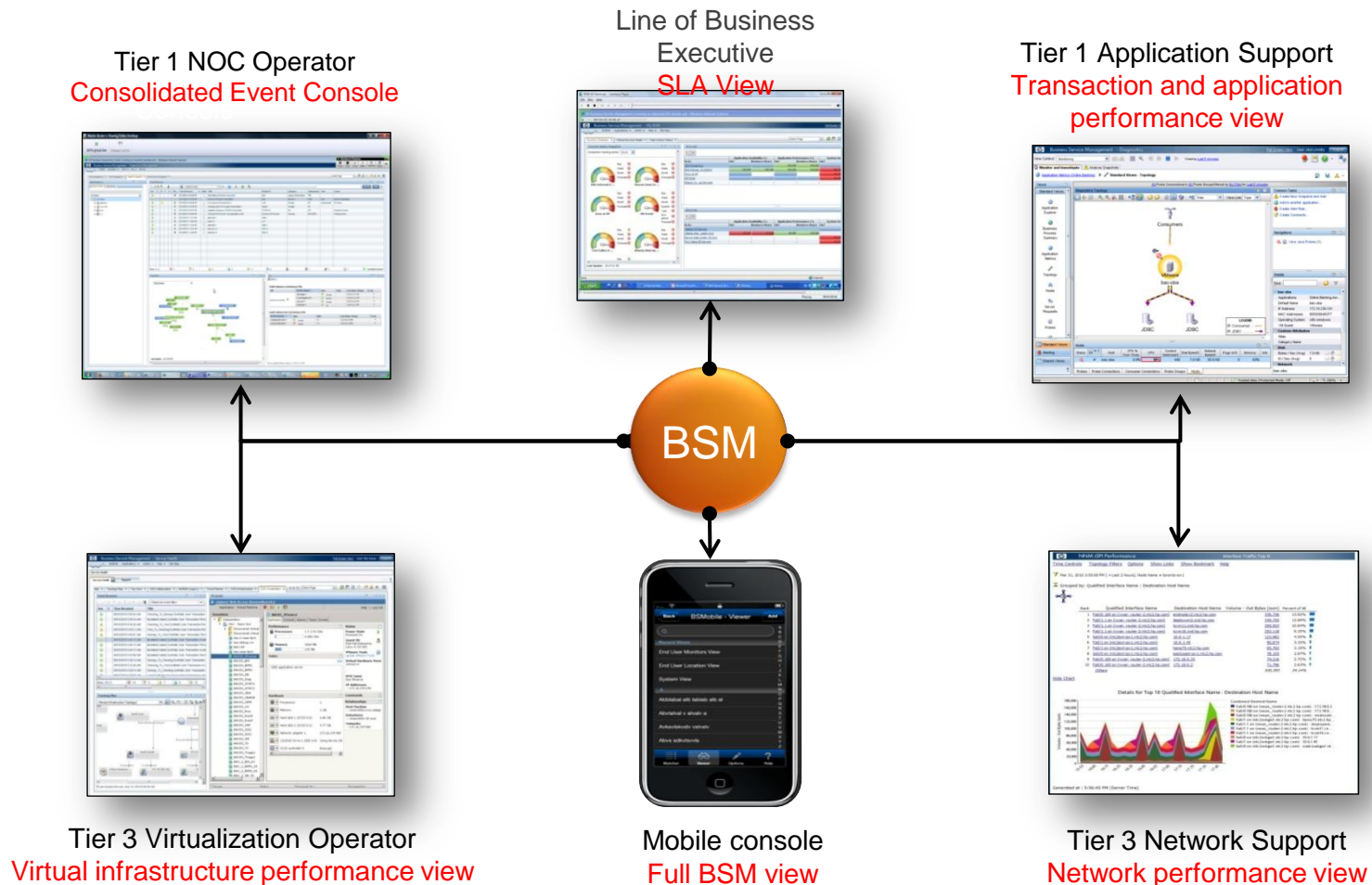
Topology based correlation

MTTR: 10+ hrs ➔ 1hr



# Collaborative platform

Personalized views built on a single source of truth



IT Operation personnel/incident: 20+ ➔ 4





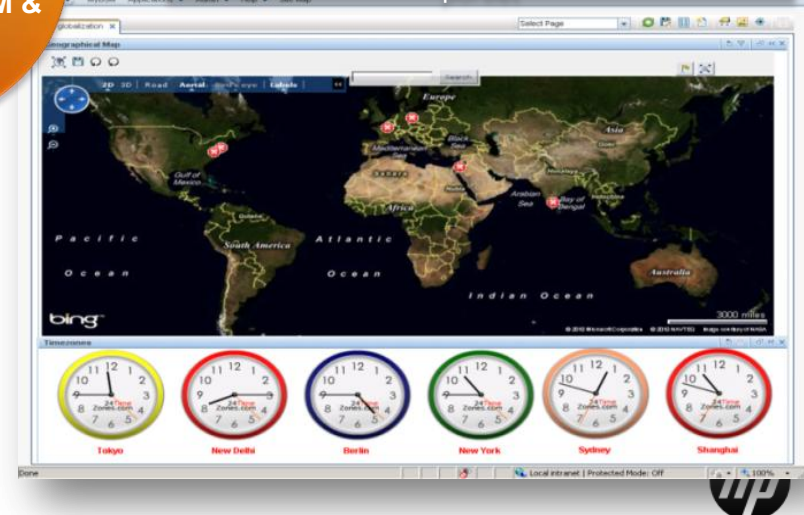
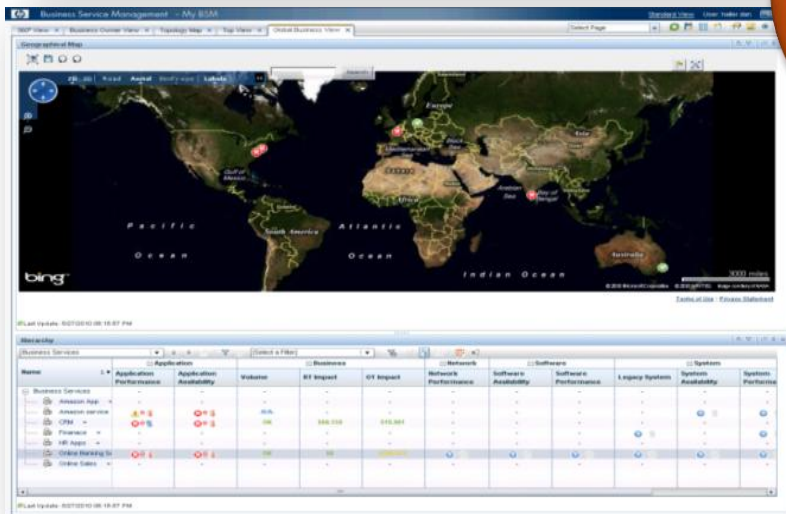
## Web 2.0 dashboards facilitates contextual collaboration

## Web 2.0 dashboards facilitates contextual collaboration



## Minutes to create views

## Integrate HP BSM & 3<sup>rd</sup> party data



# Proven customer success

## Application performance Management



### Customer Challenges

#### Technology

Isolated data points

Un-integrated management tools

#### Process

Reactive, slow root cause analysis

In-optimal support process

#### People

Unhappy customers & business stakeholders

Blame Game

**Major App Performance Problems.**

### BSM ROI

(BAC)

**\$879K/yr**

Reduced IT Operations costs

**Low ➔ 99.8% (SLA)**

Increased availability

**MTTR 10hr ➔ 1hr**

**Detect time 1 hr ➔ 10mins**

**Net: Proactive performance  
management with high SLA's**





# Proven customer success

Large Healthcare Company

## Infrastructure and event/incident management

### Customer Challenges

Business Issue: Application availability & performance issues

- 1 hour outage cost \$1 million USD
- Response time > 8 seconds, customers re-directed to a competitor site!

Corporate IT was struggling with IBM Tivoli

- Tivoli did not meet the evolving needs
- Does not scale well to customer environment
- Does not provide good task automation
- Does not provide business impact of infrastructure issues

### BSM (OM, BAC) ROI

Project ROI

- Improved event consolidation, correlation and automation
  - **5FTE (\$500K) savings**
- Improve end to end incident and problem management
  - **11FTE (\$1.1M) savings**
- Improved & integrated config mgmt and operations mgmt
  - **23FTE (\$1.8M savings)**

**Net: Lower cost & improved SLA**



# Proven customer success

## Network Management

### Customer Challenges

- Better visibility and detail into the cause of network faults
- Allow geographically distributed teams to identify and react faster to network issues
- Reduce MTTR for network outages
- Reduce IT staff duplication of effort

### BSM (NNMi) ROI

#### Annual benefits:

- **75%** ➔ **1%** Reduction of escalated incidents
- **36%** reduction in support calls
- **60%** reduction in hardware/software costs

#### Cumulative benefits (3 years)

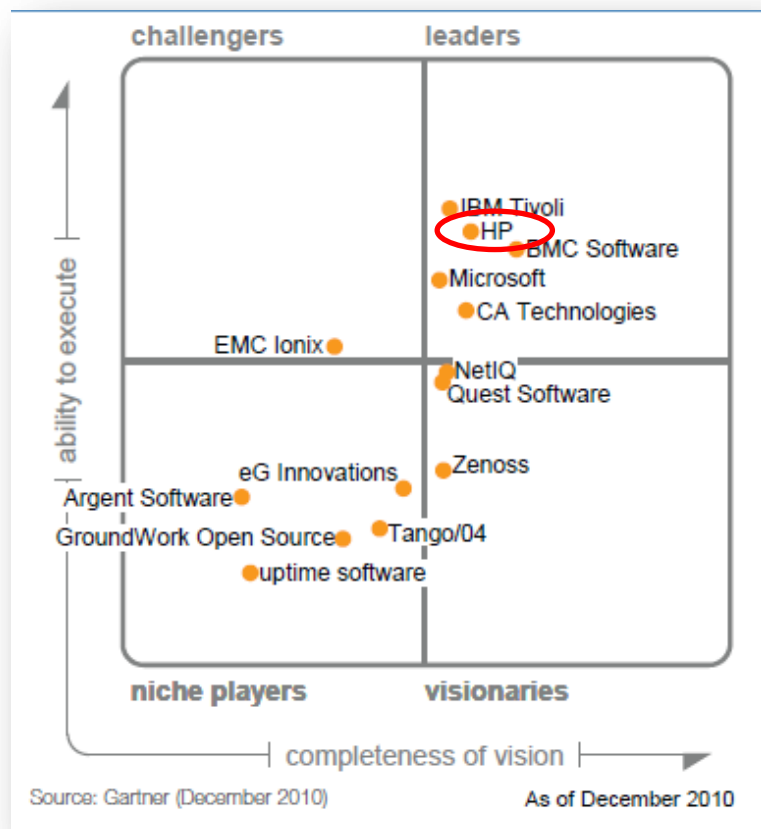
- **\$1.4M** savings
- ROI of **265%**
- Payback in **5.8 months**

**Net: Lower cost & improved network performance**

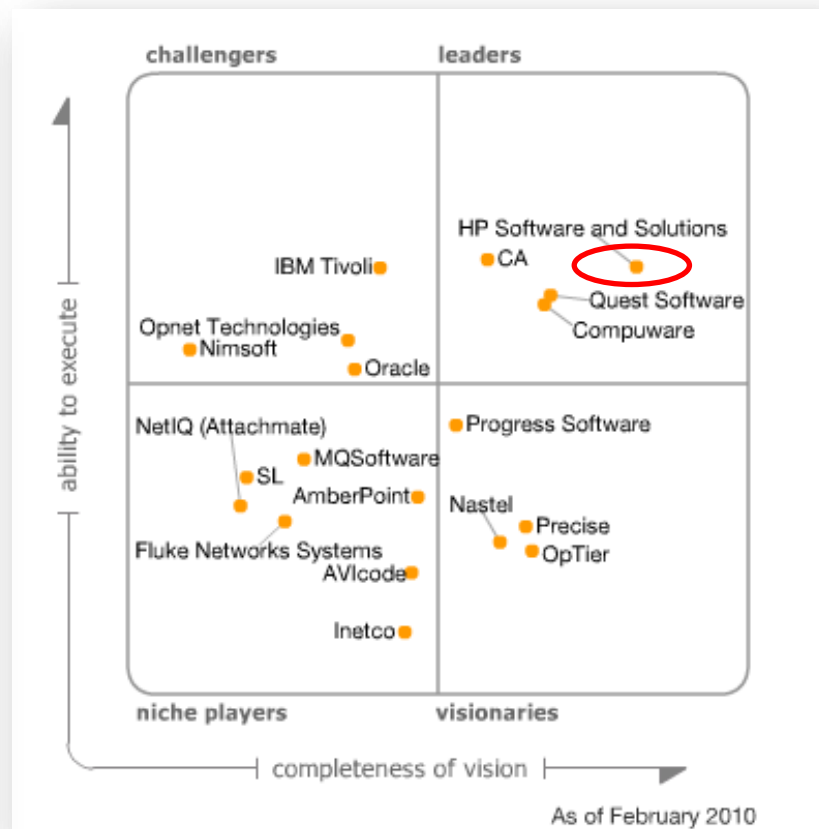


# BSM: Winning solutions

## Event Correlation & Analysis Gartner MQ 2010/2011



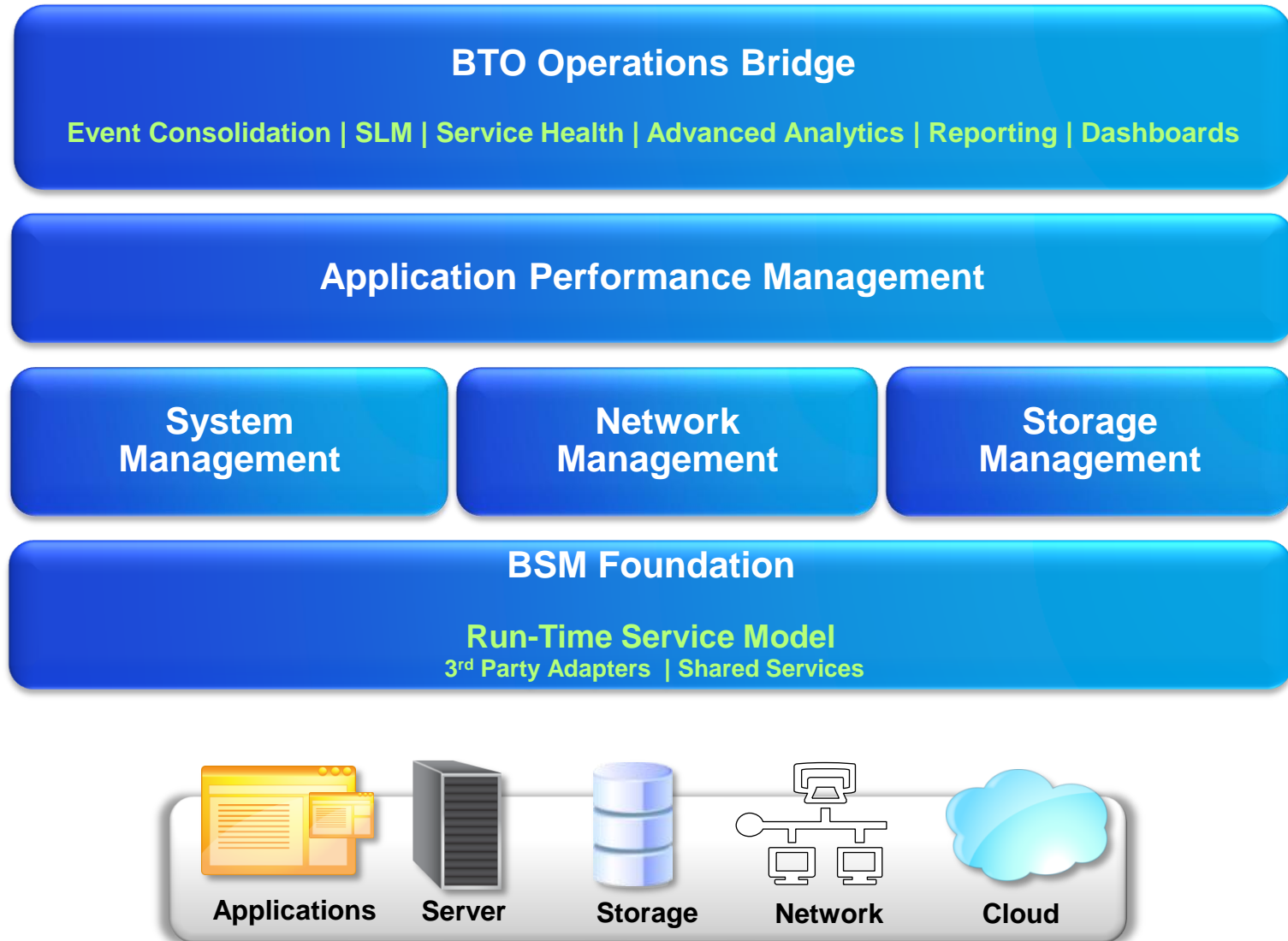
## Application Performance Mgmt Gartner MQ 2010



NMC : 10K+ customers; NA Gartner Marketscope Leader winner 2010



# HP Business Services Management Architecture

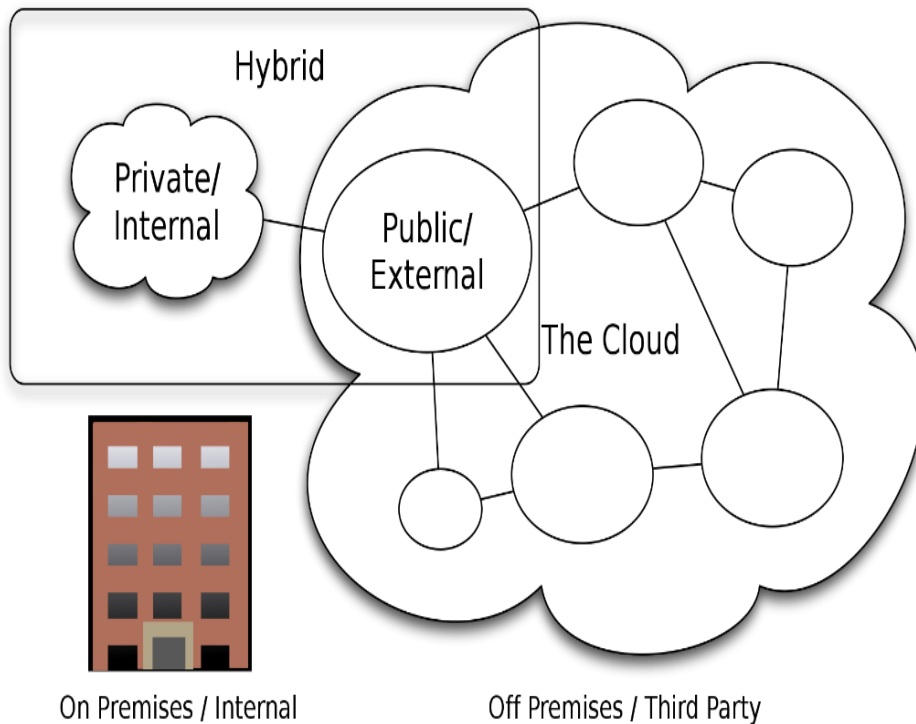


# HP Business Services Management

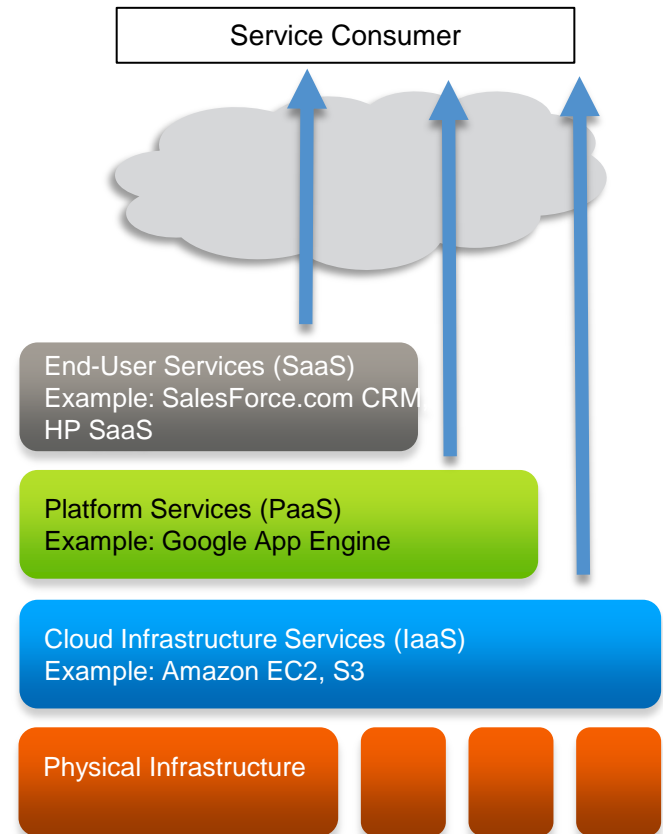
Extending IT Operations to the Cloud

# Cloud computing types

Many delivery modes & usage requires next-gen operations solution



How is it used?

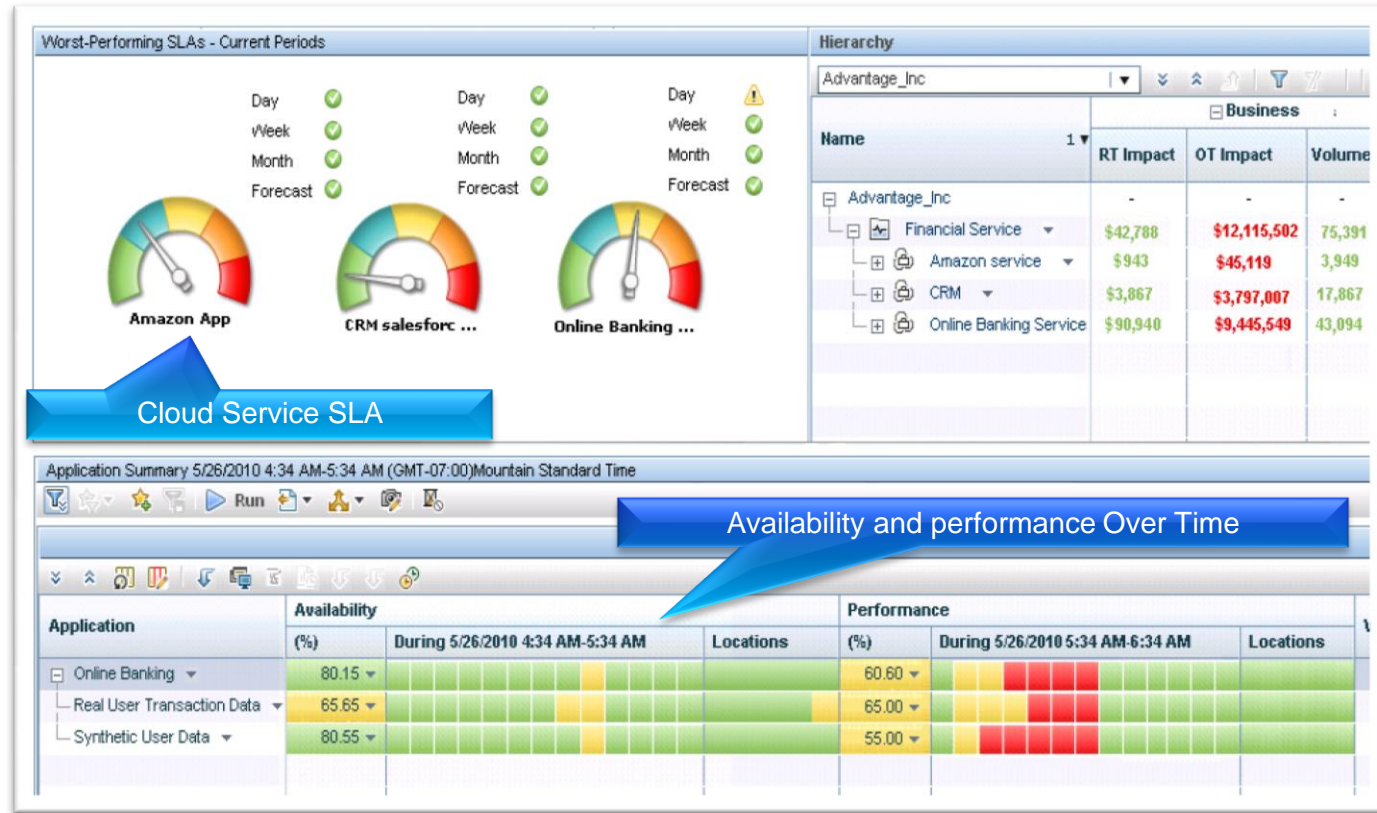
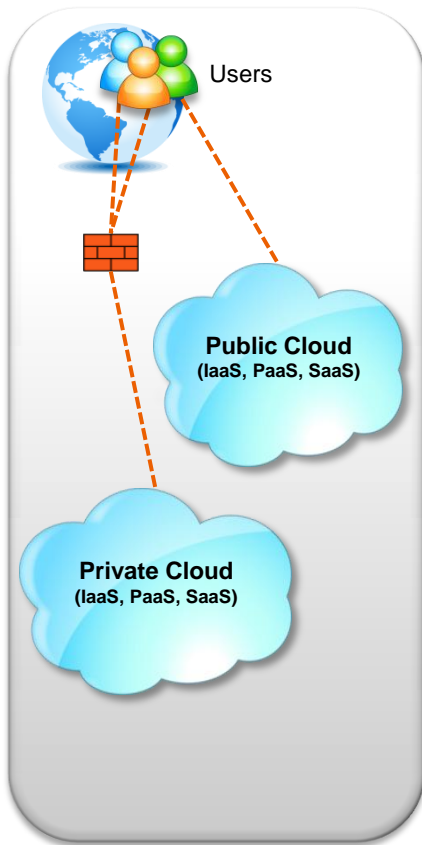


What is delivered?



# HP BSM: “Black-box” cloud service mgmt

End-user experience and SLA mgmt for “black box” cloud service



Infrastructure agnostic  
service performance monitoring

Real time and historical  
SLA management

Seamless private & public cloud  
service mgmt



# HP BSM: Deep Cloud Service Management

Seamless hybrid cloud (on-premise, off-premise) management

Enterprise Deployment

HP BSM

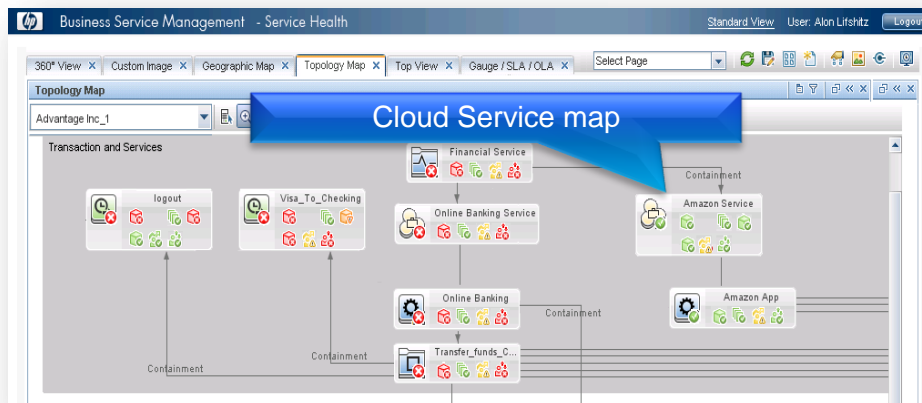
Secure, firewall friendly communication

Agent/Agentless management  
Cloud vendor API integration

End-User Experience  
Transaction management  
App management  
Infrastructure management

Public Cloud

- SaaS Applications
- Web Server, App/DB server
- Compute, Storage infrastructure



The screenshot displays the HP Business Service Management (BSM) console interface. A blue arrow points to a table titled "Server hosted in cloud". The table lists various systems and their status.

| Name                     | System Availability | Unassigned Events | Unresolved Events | Ack |
|--------------------------|---------------------|-------------------|-------------------|-----|
| OprSample                |                     |                   |                   |     |
| Gold ESS                 | ⚠️                  | ✅                 | ✅                 | ⋮   |
| srv0 (AWS EC2 - US West) | ✅                   | ✅                 | ✅                 | ⋮   |
| Silver MSS               | ✅                   | -                 | -                 | ⋮   |
| srv1 (AWS EC2 - US East) | ✅                   | ✅                 | ✅                 | ⋮   |

# HP BSM: Unified On-prem & Cloud Operations

One solution to manage all services – Enterprise, private & public Cloud

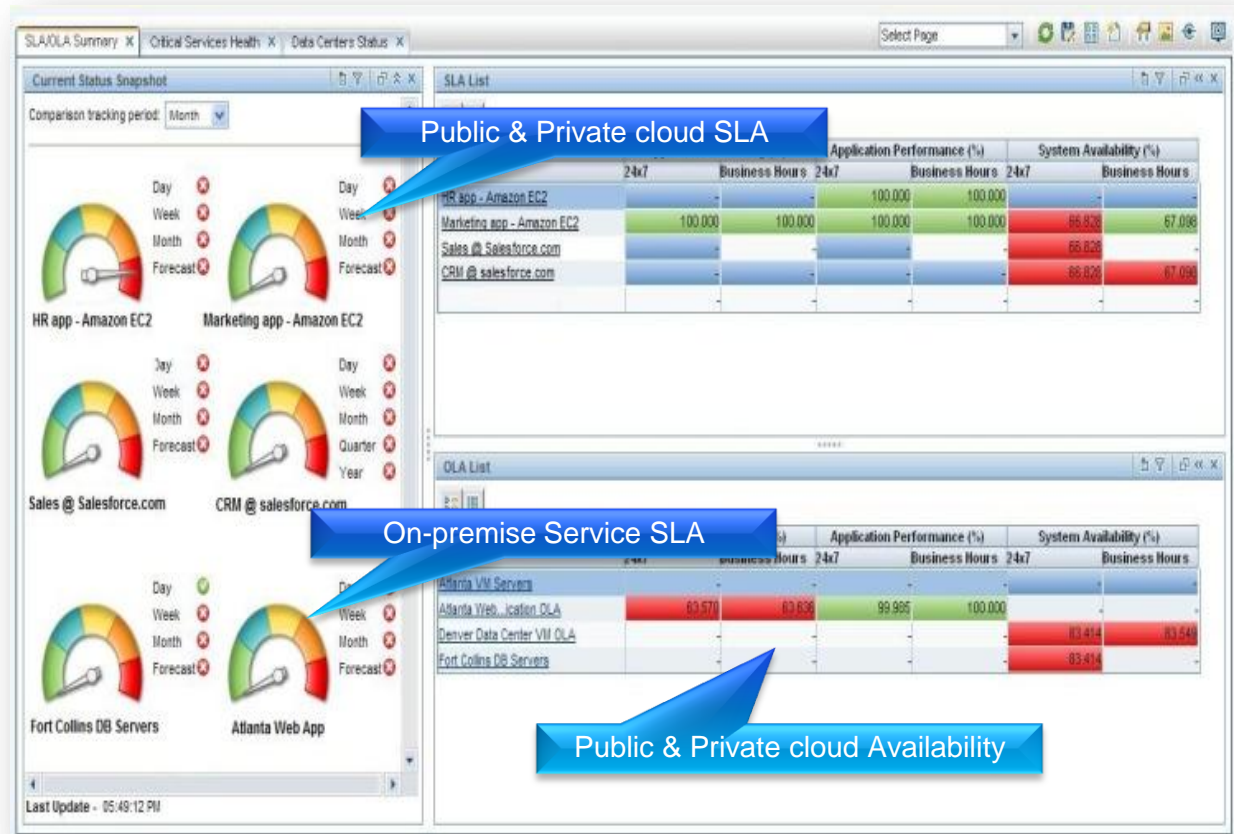
HP BSM

On-Premise services

Private Cloud

Public cloud

Virtual



Public & Private cloud SLA

On-premise Service SLA

Public & Private cloud Availability

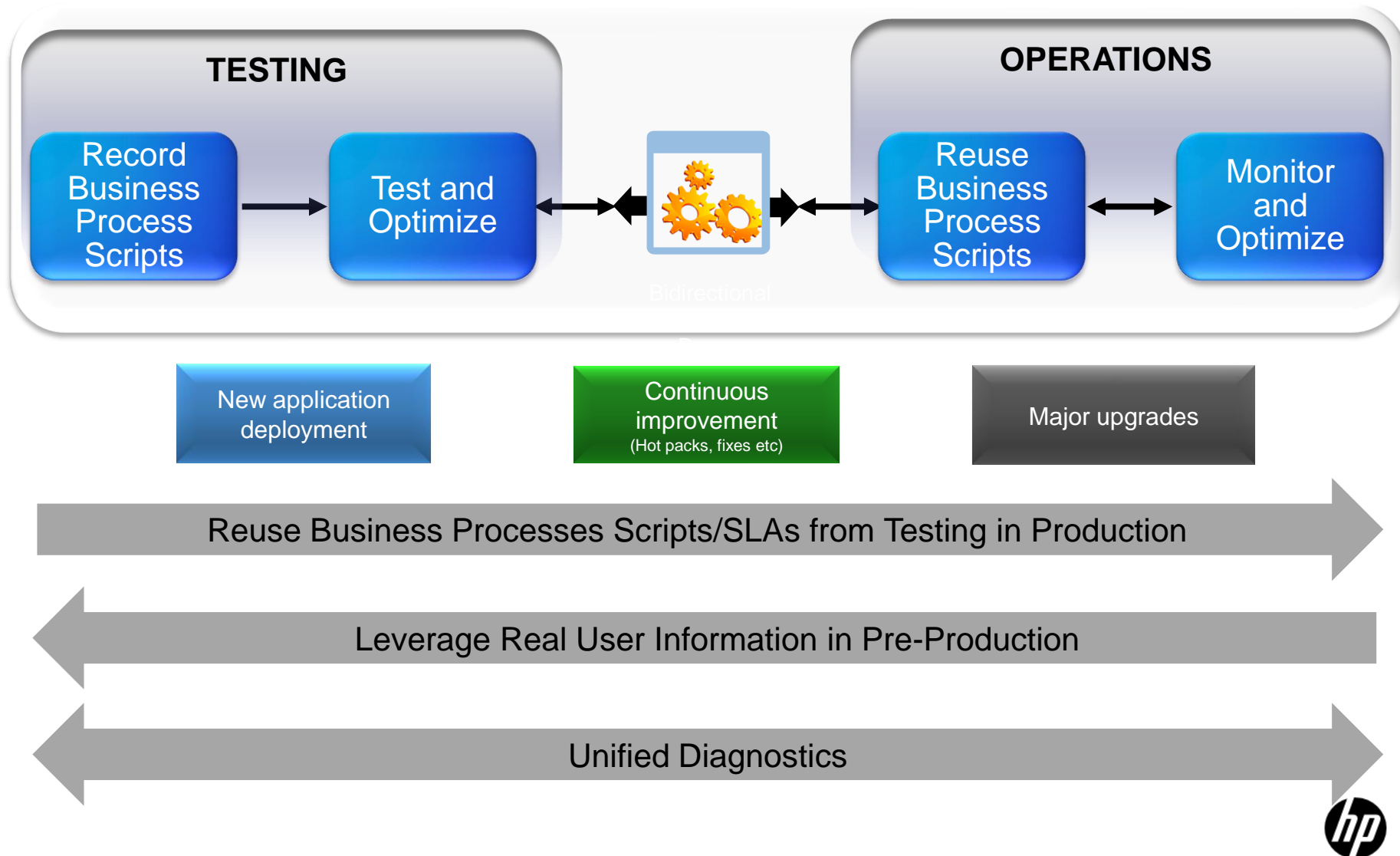
# HP BSM

## Key Integrations



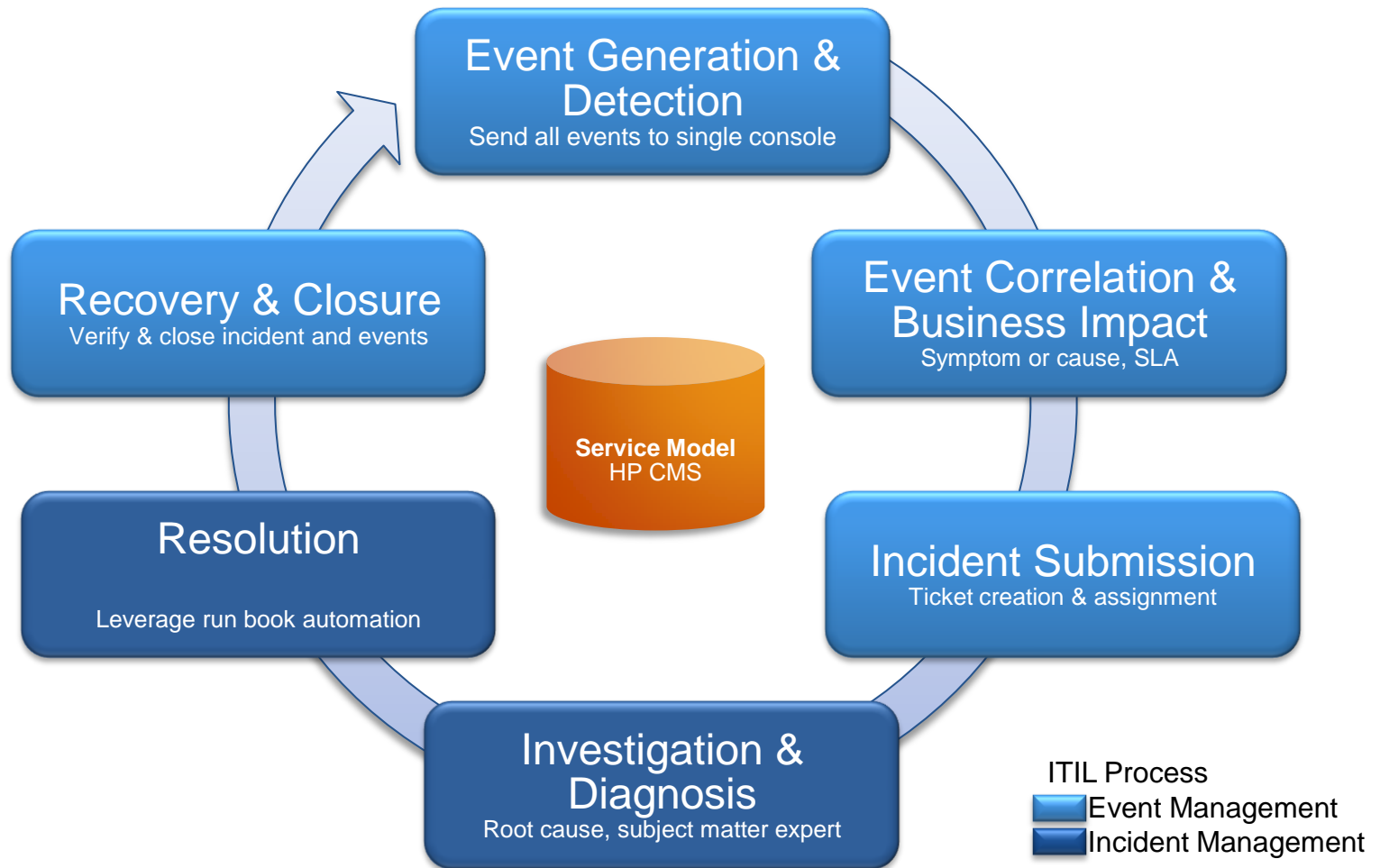
# HP BSM Integrations

Performance and Availability Lifecycle



# HP BSM Integrations

Closed Loop Incident process for ITIL Event & Incident Management





Outcomes that matter.