



ACTIVATE BUSINESS WITH THE POWER OF I.T.™



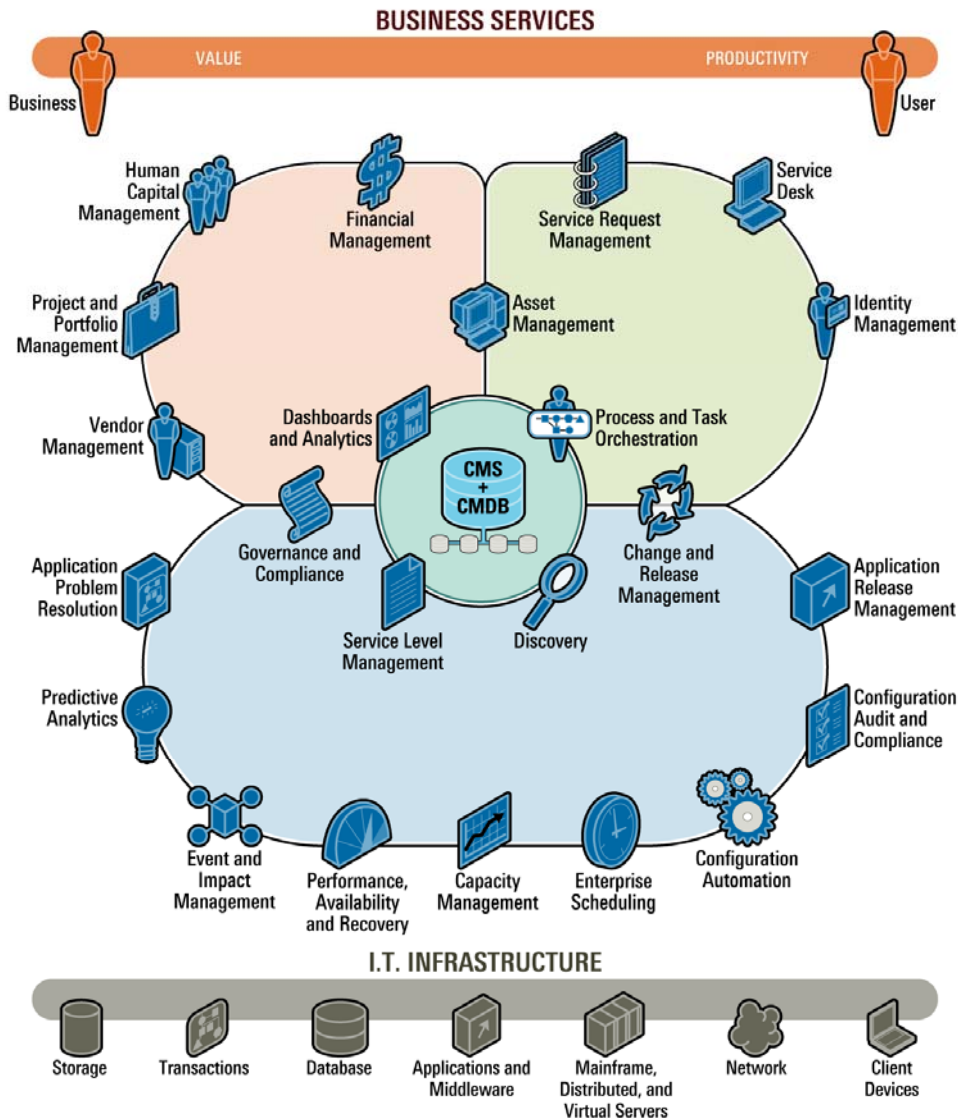
Business Service Management

Cyril Gobrecht – Business Solutions Manager
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17 December 2008

1/12/2009

A unique offering to achieve BSM



BSM from BMC is a comprehensive approach and unified platform for running IT

› Better Decisions

- Unique capability to predict IT issues and identify probable cause
- Cross-platform capacity management to minimize CapEx and plan for the future
- Complete visibility across IT activities and spend

› Unique Architecture and Workflow

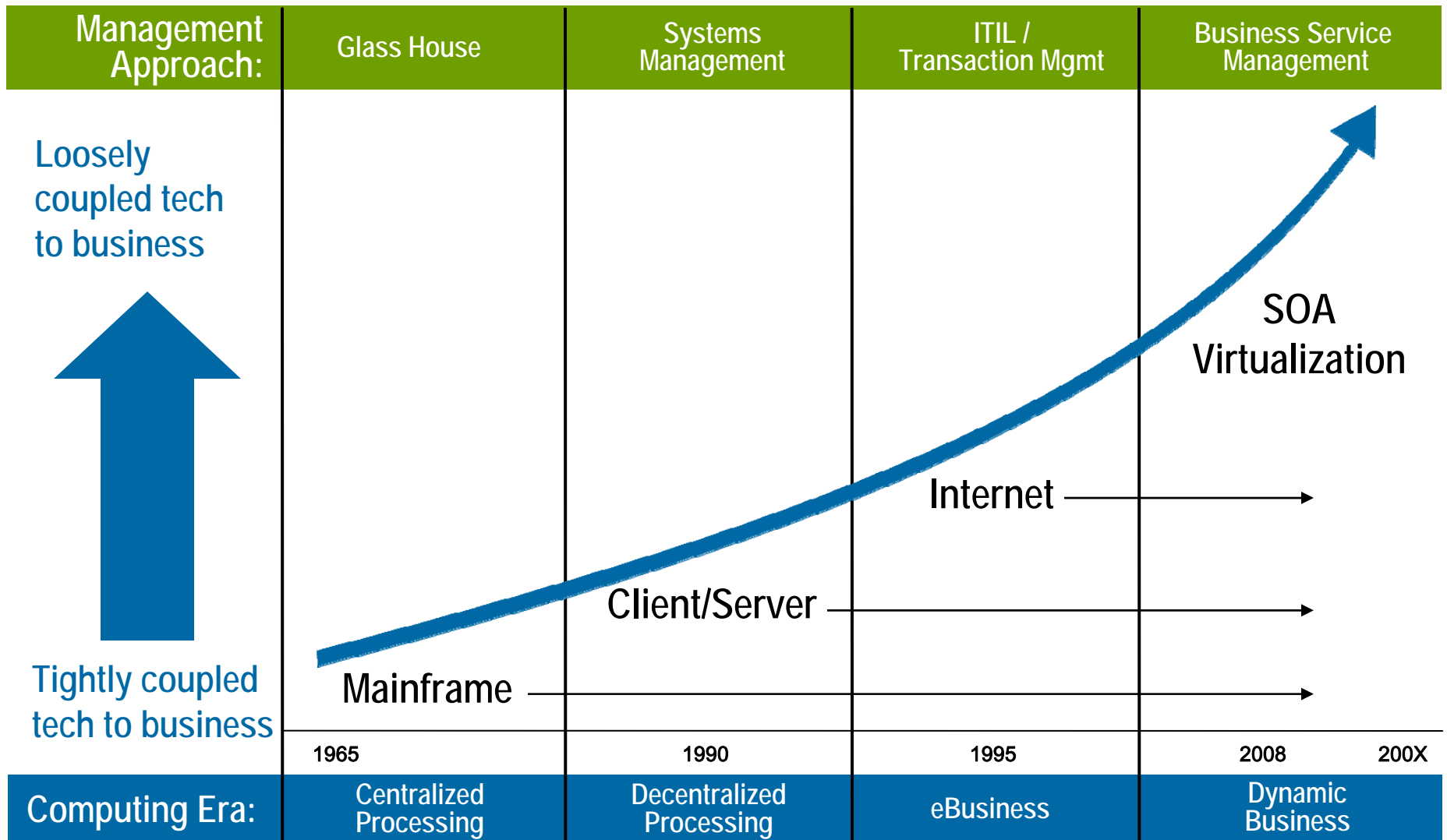
- The most pervasive IT management workflow platform in the industry
- Proven scalability and global language support
- Unified architecture for provisioning and compliance

› Superior Coverage

- Always on, mainframe computing
- Physical and virtual environments



Increasing complexity in IT

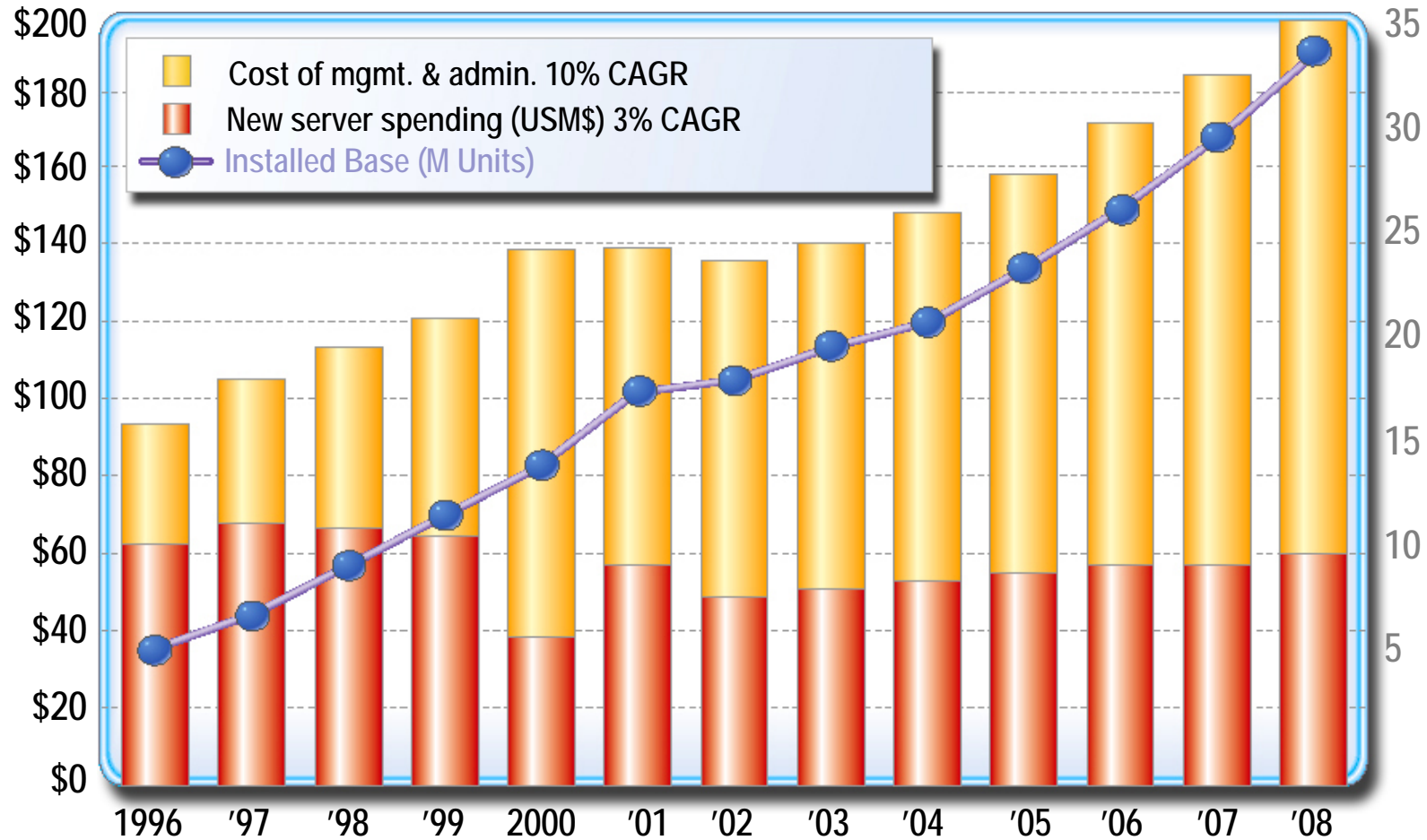


Labor costs overwhelming IT budgets



Spending (USB\$)

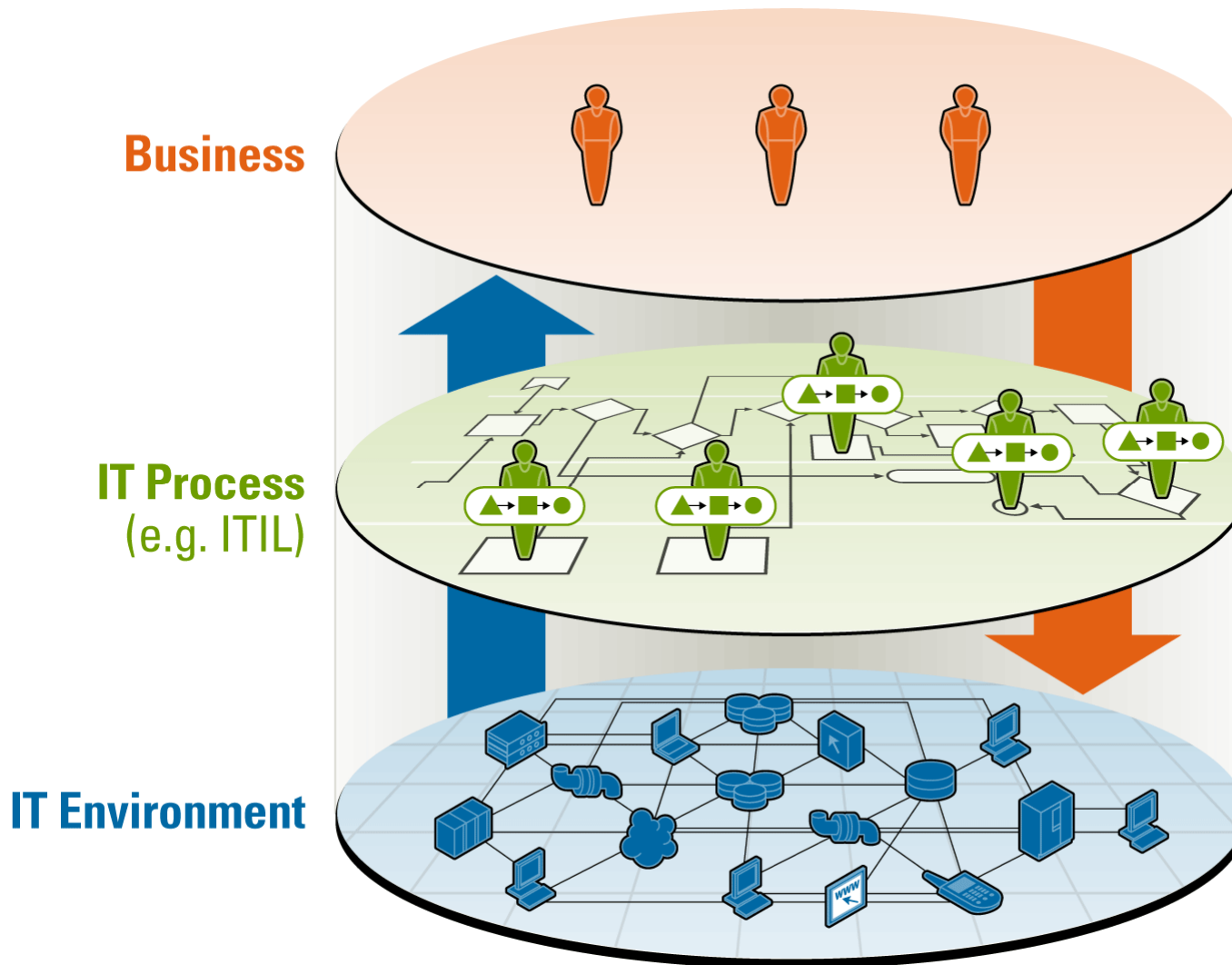
Installed Base (M Units)



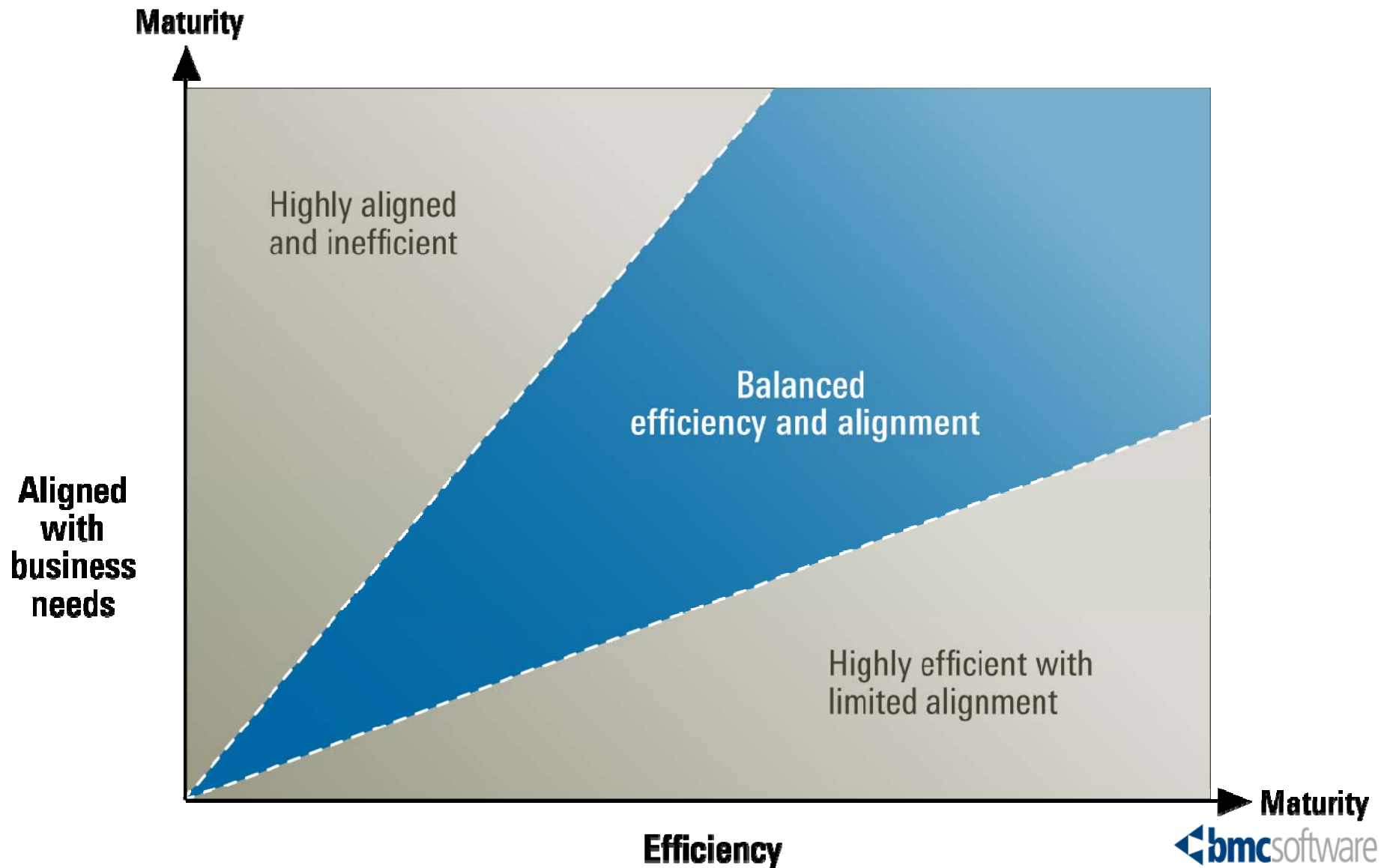
Source: IDC



Optimization by silos



Meeting these expectations requires both alignment and efficiency



Agenda



- › Introduction 10h30 – 10h40
- › Implementing ITIL to improve availability 10h40 – 11h00
 - The problematic
 - How to improve Service Operations
 - Benefits and Key Performance Indicators
- › Implementing ITIL to improve service deployment 11h00 – 11h20
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- › How to succeed in implementing ITIL 11h20 – 11h35
 - Methodology
 - Service Management Process Model
- › Conclusion, discussion and feedback 11h35 – 12h00

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Impact of low availability



- › Loss of data
- › Loss of time - internal to IT
- › Loss of time for users – external to IT
- › Impact on experiments
- › Unsatisfied users
- › Impact on service targets
- › Image of IT
- › High Service Desk call volumes
- › High risk
- › ...

Improve Service Operations – Incident Management



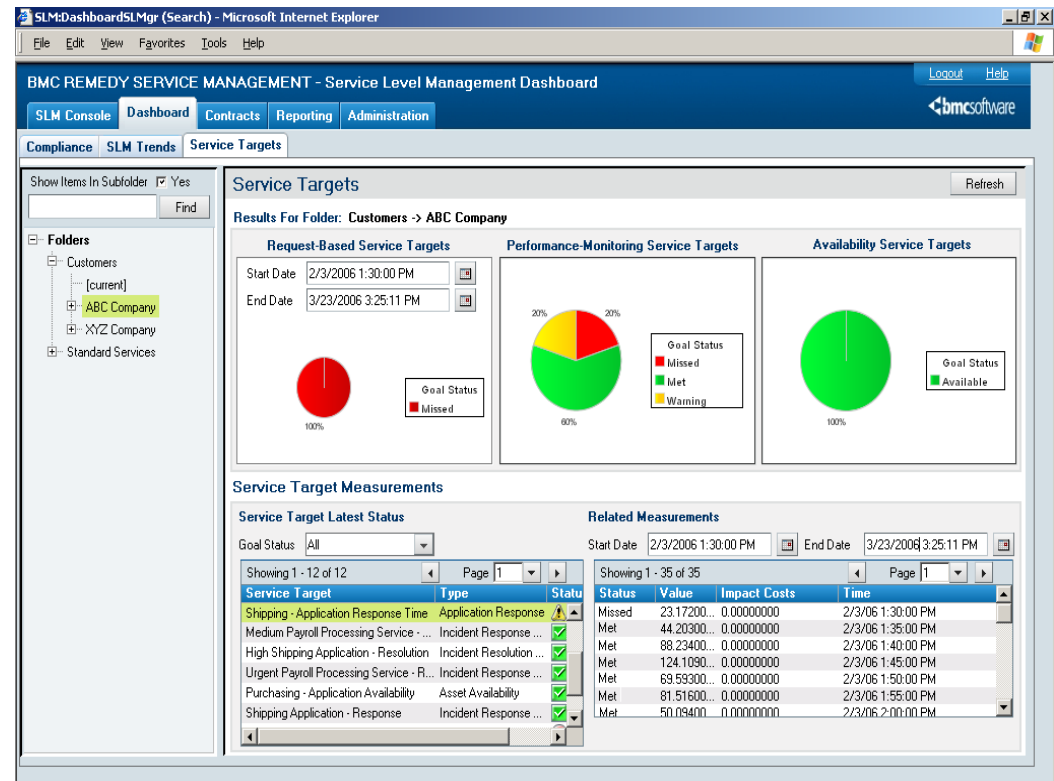
- › Improve effectiveness
 - Standardization – unique point of contact
- › Improve efficiency
 - Automation
 - Information
 - Prioritization
- › Benefits
 - Lower costs
 - User satisfaction
- › Example : South African Bank
 - MTTR comparison reduced >40%
 - 50% incident increase handled with the same staff

The screenshot displays the BMC Remedy IT Service Management interface for incident management. The browser window title is 'Analisi problema (Modifica) - Microsoft Internet Explorer'. The address bar shows the URL: <http://rom-vni-itsm/arsys/forms/rom-vni-itsm/PBM%3AProblem+Investigation/Default+User+View/?cacheid=d7ce5224>. The page header includes 'BMC REMEDY IT SERVICE MANAGEMENT - Gestione incidenti' and the BMC Software logo. The main content area is titled 'Analisi problema' and shows the 'ID problema*' as 'PBI000000000017'. A process flow diagram at the top indicates the current stage is 'Analisi', with previous stages being 'Identificazione e classificazione', 'Revisione', and 'Fase successiva'. The 'Informazioni principali' section includes fields for 'Riepilogo*' (Order Processing Service), 'Note' (Email response time slow), 'Rischiede' (Classification, Info lavoro, Atti), 'Richiedente' (Società richiedente: Calbro Financial Services, Nome: Bob, Cognome: Backline, etc.), and 'Informazioni località problema' (Società: Calbro Financial Services, Regione, Gruppo sedi, Sede: New York, Indirizzo: 1 Main St, New York, New York, 10001, United States). The interface also features a left sidebar with navigation options like 'Collegamenti', 'Assegnazione personale', and 'Funzioni avanzate'. At the bottom, there are buttons for 'Salva', 'Stampa', and 'Chiudi'.

Improve Service Operations – Service Level Management



- › Align IT infrastructure and operations to business priorities
 - Which IT components are critical
 - Which incidents are critical
- › Allows you to
 - Monitor
 - Manage
 - Report
 - Act
- › Benefits
 - Better prioritization
 - Customer satisfaction



Improve Service Operations – Knowledge Management



- › Provide ways to find solutions
 - To solve incidents
- › Benefits
 - Reduce mean time to repair
 - More incidents solved in first line of support
- › Example
 - A customer evaluated saving \$60,000 per year due to more cohesive information sharing between the Service Desk and Operations for locating appropriate Level 2 and 3 support

The screenshot displays the BMC Remedy IT Service Management - Incident Management interface. The main window is titled "Incident (New)" and "Incident Request". The interface includes a navigation pane on the left with sections like "Quick Links", "Functions", "Advanced Functions", "Create Other Requests", and "Consoles". The main content area shows the "Incident ID*" as "INC000000000032" and a "Process Flow Status" bar with stages: Identification and Recording, Investigation and Diagnosis, Resolution and Recovery, Incident Closure, and Closed. Below this, the "Incident Request Information" section contains fields for Summary, Notes, Escalated?, Status, Impact, Urgency, Priority, and Weight. A search bar is visible with the text "Search Knowledge Base" and "Resolution Check List". The search results are displayed in a table with columns for Score, Title, Category, Visibility Groups, and Source.

Score	Title	Category	Visibility Groups	Source
100	How do I Stop and Start Hard Drives in Windows 2000	Hardware/Component/Hard Drive	Internal, Self-Help	Publis
80	install hard drive on laptop	Hardware/Personal Computer/Desktop/Dimension/Dell Computer Corporation	Internal, Self-Help	Publis
38	How do I install a second, third, or fourth hard drive?	Software/Application/Third	Internal, Self-Help	Publis

Improve Service Operations – Problem Management



- › Analyze / Understand problems
 - To reduce the number incidents
 - To feed the knowledge base
- › Benefits
 - Prevent recurring incidents
 - Minimize impact of incidents
- › Example : Insurance company
 - \$180,000 annual savings by identifying and eliminating the root cause of 50% of calls related to Lotus

BMC Remedy User - [Investigation des problèmes (Modify)]

Investigation des problèmes PBI000000000037 (Modify)

BMC REMEDY IT SERVICE MANAGEMENT - Gestion des problèmes

Investigation des problèmes

Liens rapides

- Affecter à moi
- Sélect. catég. op.
- Sélectionner un produit
- Afficher les diffusions

Fonctions

- Fonctions avancées
- Créer autres demandes
- Consoles

ID du problème*+ PBI000000000037

Etat du flux de processus

Identification et classification → Vérification → Investigation et diagnostics → Résolution et récupération → Clos

Etape suivante

- Générer une erreur connue
- Générer une solution/cause fondamentale
- Générer des tâches
- Entrée en attente
- Aide (clear)

Informations principales

Résumé* Email Passw

Remarques

Demandeur | Classification | Infos de travail | Tâches | Affectation | Distributeur | Relations | Données financières | Date/système

Demandeur

Société demandeuse+ Calbro Financial Services

Prénom+ France

Deuxième prénom

Nom+ Frontline

N° de téléphone+ ###

Entité de support* IT Support

Nom du groupe de support* Internal Support

Informations d'emplacement de problème

Société*+ Calbro Financial Services

Région

Groupe du site

Site+ Ile de France

Adresse

Paris, France

Number 1 of 1 Bob itsm7rtm

Improve Service Operations – Configuration Management



› Link Infrastructure and Services to

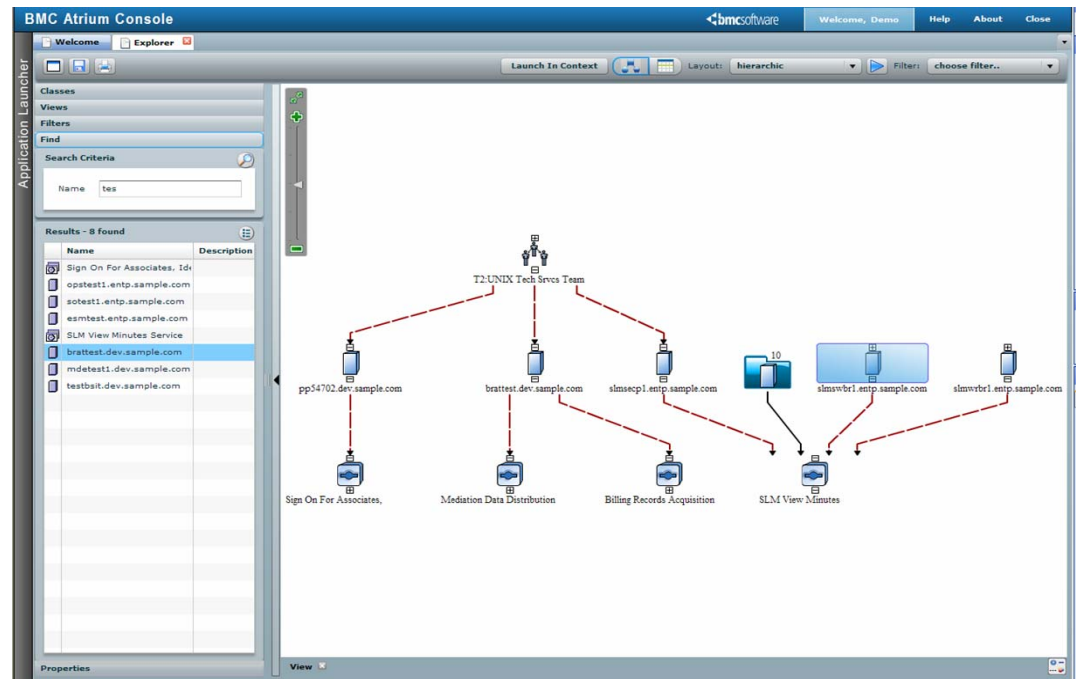
- Incidents
- Problems
- Service Level Agreements

› Benefits

- Operational efficiency

› Yphise study

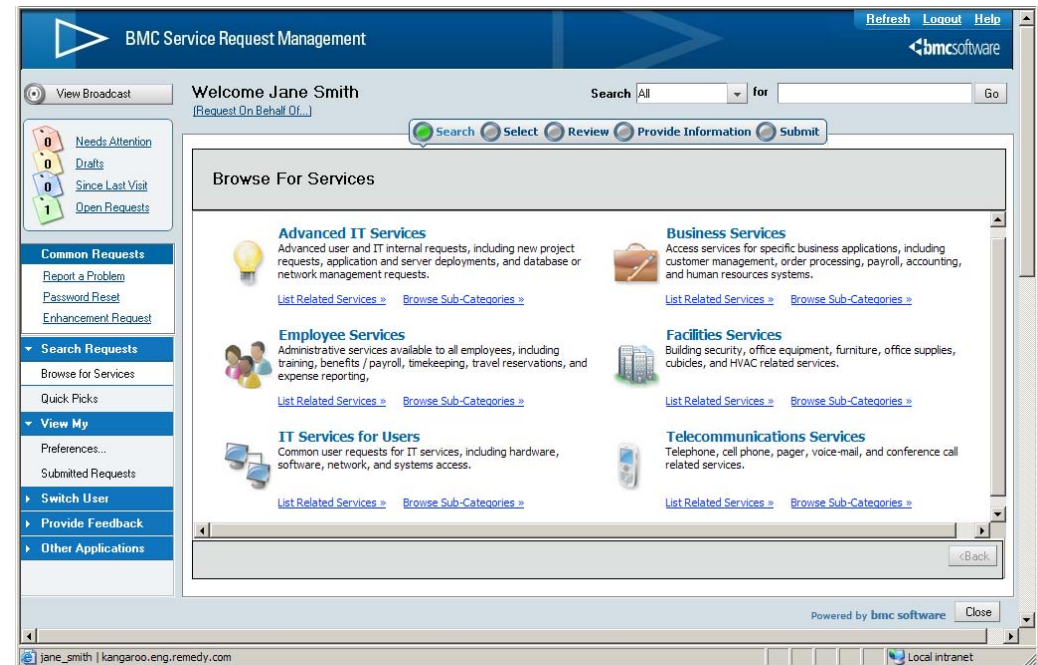
- Atrium CMDB recognized as the most efficient Configuration Management System



Improve Service Operations – Self Service



- › Provide a end-user interface
 - To open cases
 - Self-resolution of incidents
 - Track evolution
 - Handle other requests
- › Benefits
 - Rapid resolution for customers
 - Increased level 1 efficiency
- › Example : French Telecom Company
 - 20 % incidents opened through self service after 1 year



Improve Service Operations – Identity and Access Management



› Automate the management of

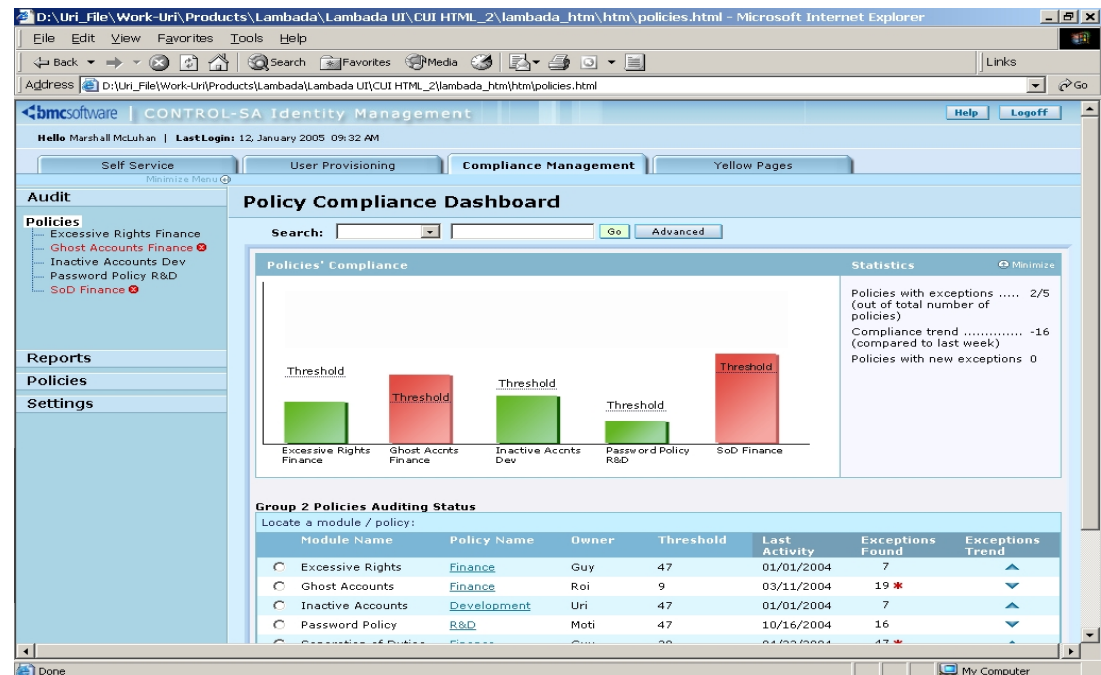
- Roles
- Identities
- Access

› Benefits

- Operational efficiency

› Example : Financial institution

- 70 % password resets done automatically



Improve Service Operations – Monitoring and Transaction Management



- › Proactively detect incidents
 - From the infrastructure
 - From transactions
- › Benefits
 - Avoid service disruption
- › Example : French Insurance company
 - Increased availability of services above 99.8 %

The image displays two overlapping screenshots from BMC software. The top screenshot is the BMC Portal, showing the status of the 'fd-bemsim' system. It includes a search bar, a navigation menu, and a detailed view of the system's status and parameters, such as 'Operating Systems' (Windows 2003) and 'Process and Services' (Windows Process: HPMA Cleanup). The bottom screenshot is the BMC TM Root Cause Analysis 1.1 tool, showing an analysis of a transaction. It includes a table of invocation data and a performance breakdown chart.

Component	Invocation	Start Time	Alerts	Duration	Performance Break...
action	/IdentifyTrader/accountSum...	01/17/07 21:05:08	Maximum invocation durati...	2.29s	
action	/IdentifyTrader/accountSum...	01/17/07 21:09:35	No Alerts	90ms	
action	/IdentifyTrader/accountSum...	01/17/07 21:08:13	No Alerts	80ms	
action	/IdentifyTrader/accountSum...	01/17/07 21:08:59	No Alerts	30ms	

Selected Invocation: action

- Web: action
 - EJB: AccountFacadeBean.getBalanceByUserD...
 - JDBC: Queries and Updates
 - JDBC: Queries and Updates
 - JDBC: Queries and Updates
 - JDBC: Queries and Updates
 - Web: AccountSummary
 - Web: t_head
 - Web: t_begin
 - Web: t_end

Legend: Web (blue), EJB (orange), Custom Component (green), JDBC (red), JNDI (purple), JCA (yellow), Client Socket (pink), JMS (grey), JTA (light blue)

Management Server: http://tzahic:8080

Improve Service Operations – Event and Service Impact Management



- › Automatically handle events
 - To keep only technically meaningful events
- › Calculate the Impact on the Services
 - To prioritize the correct events
- › Benefits
 - Avoid Service disruption
 - Detect, analyze and repair more quickly down services
 - Operational efficiency

Admin@127.0.0.1:3084 - BMC Impact Explorer

File Edit View Server Help

MyGroup

- bsmsrv1
 - OpsView1 - 459
 - Internal Events - 370
 - Alerts by Origin - 89
 - Factory_Detroit_MI - 4
 - HeadQuarters_Detroit_MI - 7
 - Sales-Office_Dallas,TX - 18
 - Sales-Office_London - 28
 - Sales-Office_Sydney - 32
 - OpsView2 - 89
 - Alerts by Management Plan - 89
 - Applications - 11
 - Business Automation - 71
 - IT Jobs - 4
 - Security - 1
 - Systems - 2

tt_ha	status	CLASS	msg
372	ACK	SCHED_WINDOW_CLOSE	Business Status: Active --> Inactive, 3-PO
373	ACK	SCHED_WINDOW_CLOSE	Business Status: Active --> Inactive, 2-PO
374	ACK	SCHED_WINDOW_CLOSE	Business Status: Active --> Inactive, 1-PO
375	ACK	SCHED_WINDOW_CLOSE	Business Status: Active --> Inactive, PO Pr
401	OPEN	LF_BACKUP_START	Incremental backup started on database
402	OPEN	LF_BACKUP_START	Incremental backup started on database
404	OPEN	PATROL_EVENT	Average disk IO operations out of range
407	OPEN	PATROL_EVENT	Average disk IO operations out of range
410	OPEN	LF_END_OF_BACKUP	Incremental backup completed successf
411	OPEN	LF_END_OF_BACKUP	Incremental backup completed successf
465	OPEN	SCHED_WINDOW_OPEN	Business Status: Inactive --> Active, 3-Ret
466	OPEN	SCHED_WINDOW_OPEN	Business Status: Inactive --> Active, 2-Put

user@bmcsm.bmc.com:3084 - BMC Impact Explorer

File Edit View Tools Server Help

Dashboard: Main Services

Dashboard Events Services Administration

Component Name	Component Type	Component ID
Payroll Service	BMC_BusinessService	RE0050560c63f2hnrRA70e...
Car Insurance	BMC_BusinessService	05-7589FF05789B483CAF3...
Accident&Health	BMC_BusinessService	05-8925D84778E54DEA526...
Life Insurance	BMC_BusinessService	05-E5982538D3E74981AD0...
Pizza Ordering	BMC_BusinessService	05-281C497F57D7488EA2A...
Employee Directory	BMC_BusinessService	05-69E4659E73AB42D28E82...
SiebelApplications	BMC_BusinessService	05-68EC12FBFB094C4C9A...

Graph for: Car Insurance

100%

Automated Bill Pay, SAP App Auto, Branch Account..., SAP App Auto, CI Online Quotation, SAP App Auto, Web Front End, Dealer Locator, Web Front End, Online Accident Statement, Web Front End, Tier2 Acct Managers, CarSure brokers, Tier1 Acct Managers

Improve Service Operations – Key Performance Indicators



- › Services availability
- › Number of incidents
- › Mean Time to Repair
 - by criticality
 - by Service
- › Cost per incidents
- › Number of incidents opened / resolved through self service
- › Number of incidents solved by Level 1 support



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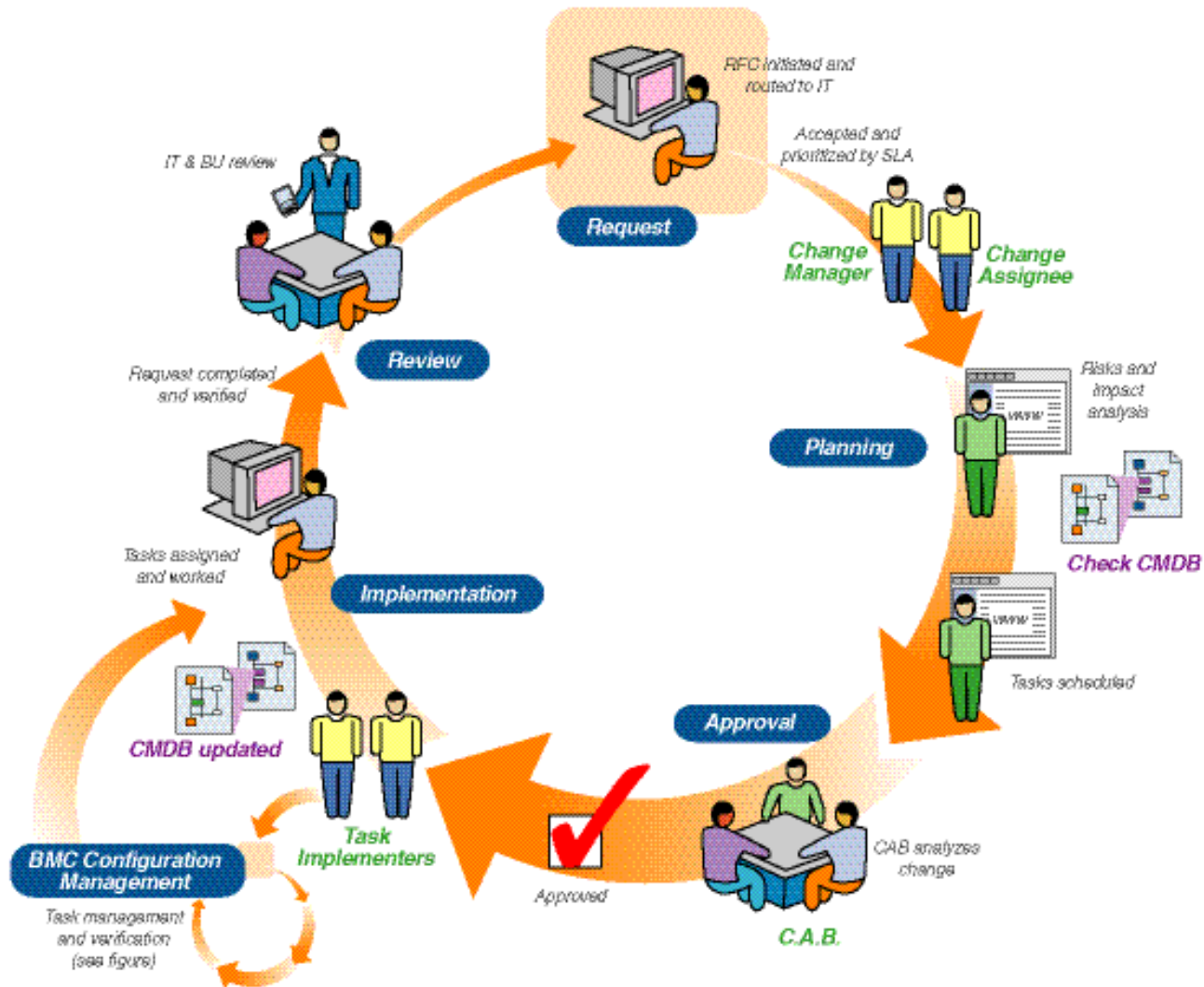
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Impact of poor change management / service deployment



- › Incidents / Service disruption from changes
- › Delayed deployments
- › Poor quality of deployed services
- › No tracking of changes
- › Important number of rollbacks
- › Difficulty to do rollbacks
- › IT perceived as hindrance to the business

Improve Service Transition – the change management cycle



Improve Service Transition – Request / Plan / Approve



The screenshot displays the BMC Remedy IT Service Management interface. The top navigation bar includes 'Manager Console' and 'Support Console'. The main content area shows a 'Task Flow' for 'New employee' and a 'Change Calendar' window. A 'Change Risk Report' window is open, displaying a table of questions, derived factors, and an aggregate risk value.

Change Risk Report

Questions

Question	Response	Risk Value
Does this change need to be done during business hours ?	No	5
Can this change be rolled back easily ?	Yes	5
What is the estimated Financial Impact of this change on the business ?	Less than \$100,000	5
How soon will I need to update my Resume if this change fails ?	< 1 Week	3

Derived Factors

Risk Factor	Derived Value	Risk Value
CI WTS	2	2
CI WTS	5	5
Maximum priority of related CIs	3	3
Maximum priority of related CIs	5	5
Maximum priority of related CIs	3	3

Aggregate Risk Value:

Legend

Aggregate Risk Value	Risk Level
1	Extreme
2	High
3	Medium

Request

Plan tasks

Schedule

Approve

Improve Service Transition – Configuration Management



BMC Remedy User - [AIS:Main3 (Search)]

File Edit View Tools Actions Window Help

BMC Atrium Impact Simulator

CI for Simulation

Include?	Class Name	Description	Name	ImpactStatus	Default Priority
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Add CI
Remove CI
Simulate Impact

Results in Topology Results in Table

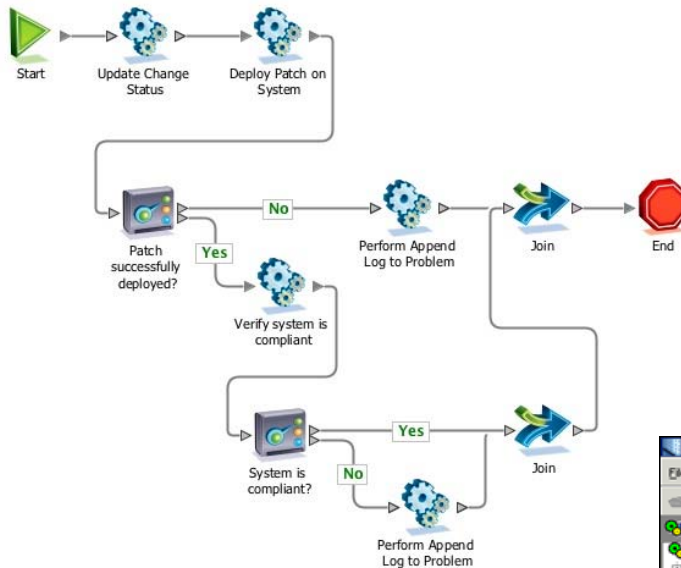
Change Columns
Show Only Services
View in Large Table
Reset Results

Save Analysis ... Load Analysis ... Close

Relate to new

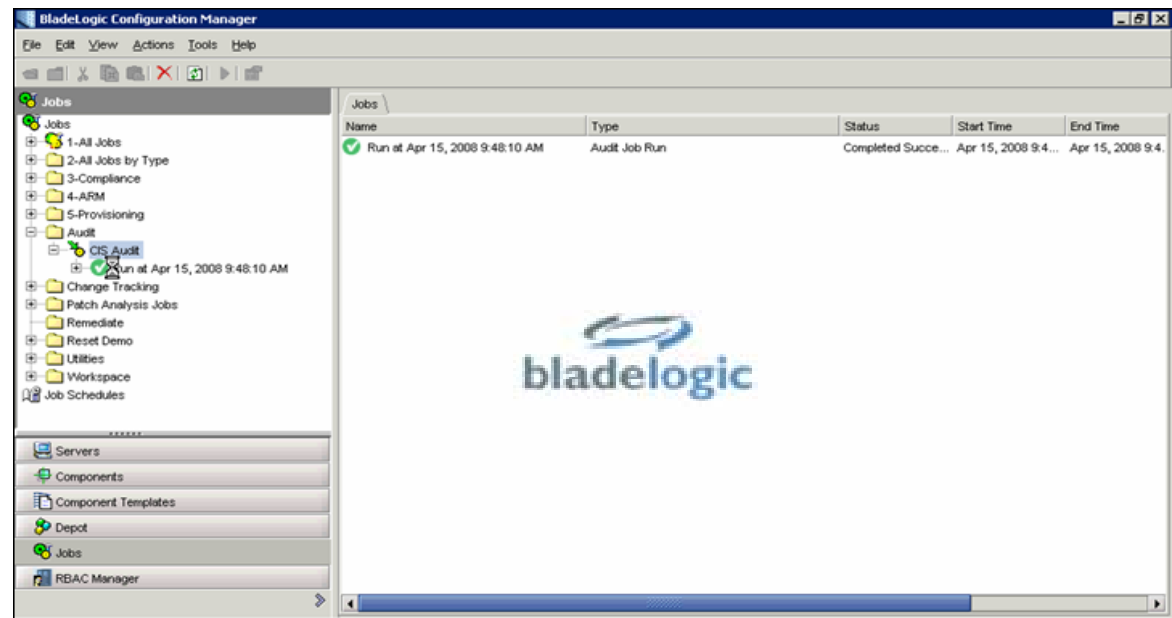
Ready Demo rh40as-atrium-vm1

Improve Service Transition – Implementation



BMC Atrium Orchestrator automates tasks and processes to reduce IT labor costs, eliminate operator errors, and speed the execution of complex IT workflows.

BMC Bladelogic Operation Manager ensures all changes meet security, operational, or regulatory policies, reduce risk of change increases staff productivity and speed the delivery of new applications and business services



Benefits & Examples



Benefits

- › Better quality of deployed services
- › Less Service disruption
- › Projects are more delivered on time
- › Ability to deliver more changes
- › IT perceived as a business enabler

Examples

- › 95 % application deployment success rate (Mutual Fund)
- › From 120 to 1300 changes a week with same staff (CME)

Improve Service Transition – Key Performance Indicators



- › Changes by Impacted Area or Business Reason
- › Incidents and Problems Associated with Changes by Company Structure, Impacted Area, or Business Reason
- › Percentage of Changes Resolved based on Service Target
- › Summary of Incidents Caused by Changes

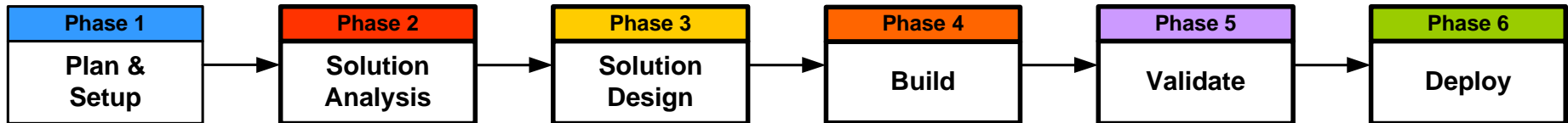


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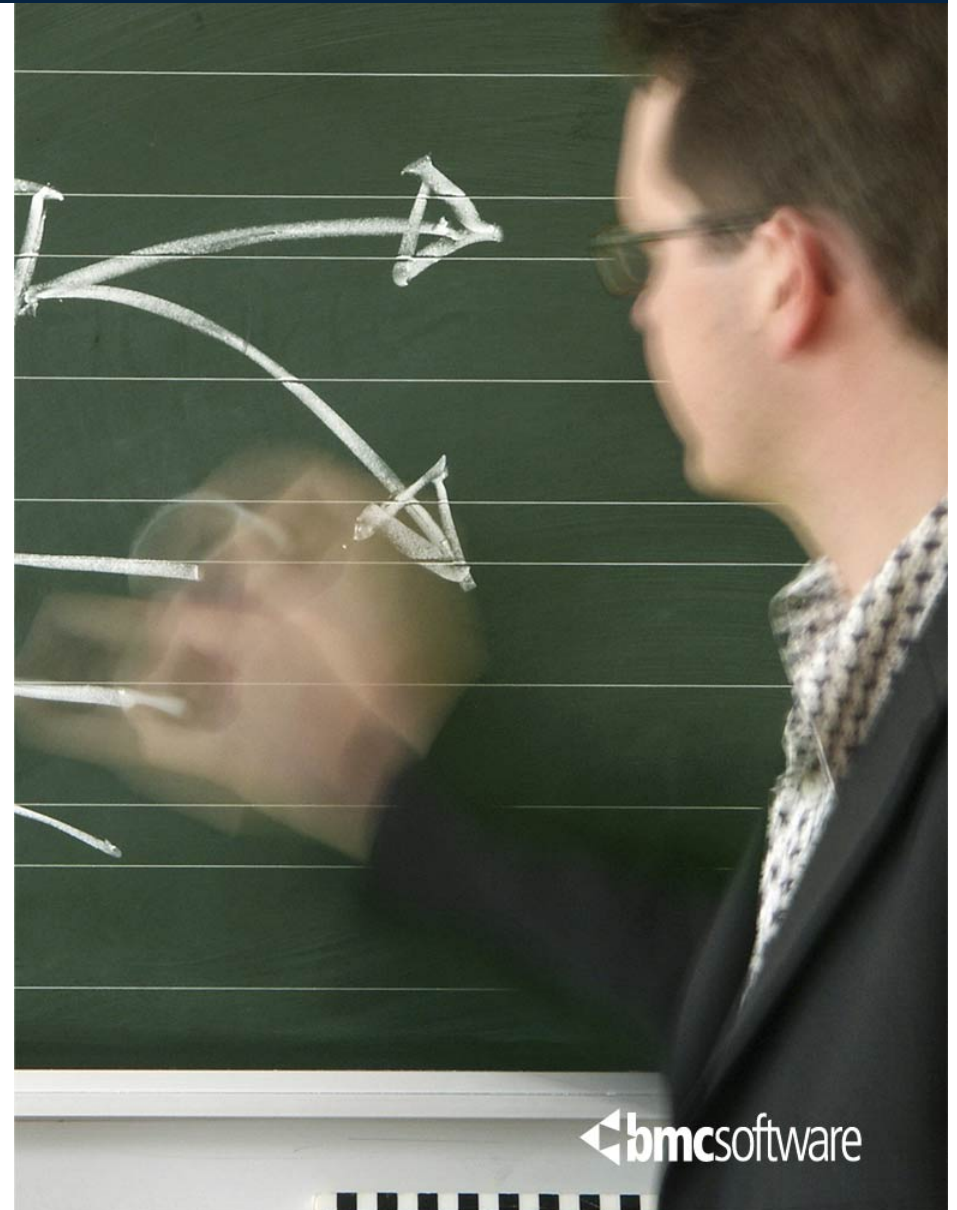
Methodology



A proven track record to help you get started

BMC offers a range of assessment services to help you plan your BSM program

- 1-day initial assessment
- In-depth maturity and capability assessments
- ITIL education and process consulting
- Customized BSM project and maturity roadmaps
- Business case development



Service Management Process Model

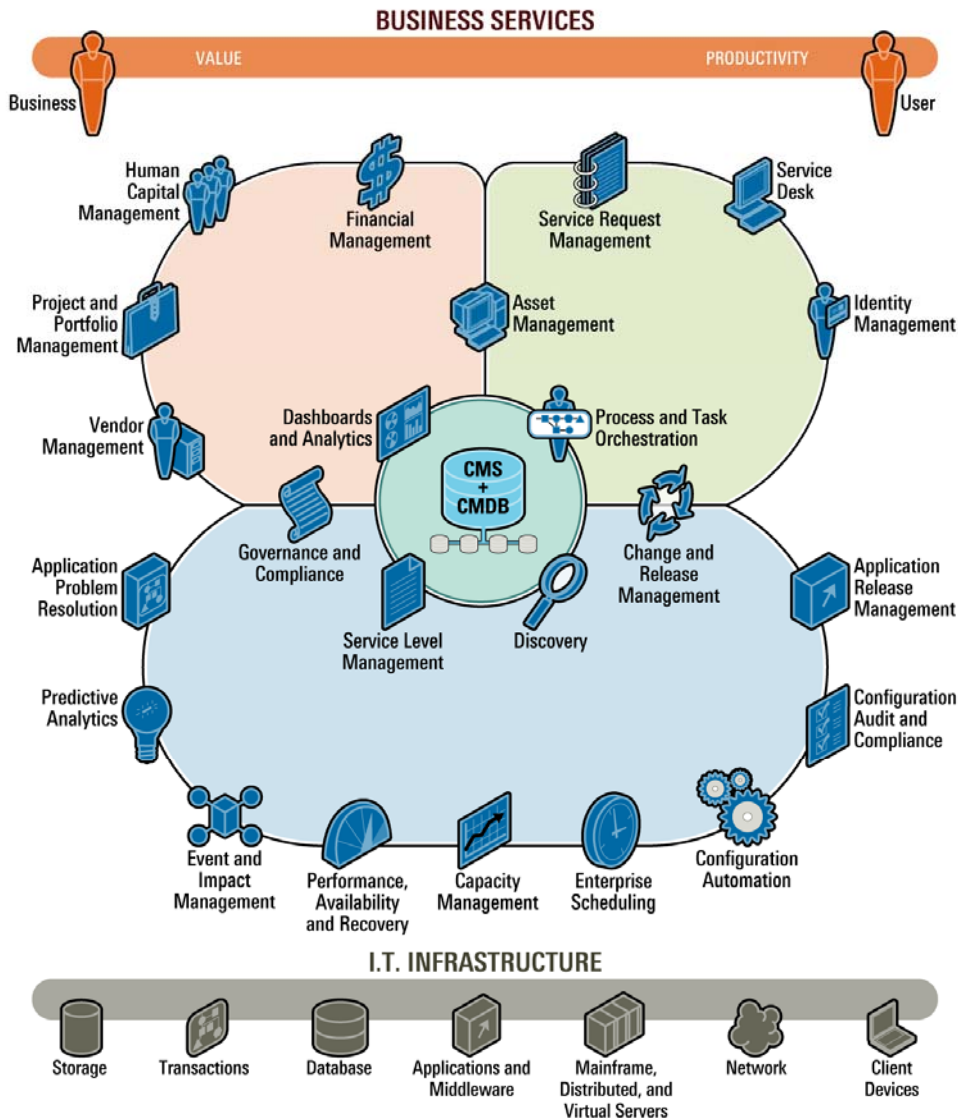


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› Unique Architecture and Workflow

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Benefits of BSM



Reduce IT Costs

30% increase in staff efficiency
Reduce support costs by 25%

Increase Business Impact

50% faster delivery of IT services

Improve Quality of Service

Reduce downtime by 75%
70% faster MTTR

Manage Risk

Time for audit tasks reduced from months to minutes
Reduce the cost of compliance by 30%

Provide Transparency

100% visibility to IT spend and activity





ACTIVATE BUSINESS WITH THE POWER OF I.T.™



Thank you!

1/12/2009

Business runs on IT. IT runs on BMC Software.

› Strength

- Founded in 1980
- 9th largest independent software company
- Solid balance sheet
- 15,000 customers in 116 countries
- Member of S&P 500 Index; listed on NYSE: BMC

› Innovation and vision

- Established and enhanced concept of BSM
- Invested over \$1 billion in strategic acquisitions in the past year
- Support for mainframe, distributed, physical, and virtual environments
- Proven implementations
- Patented BSM technology

› Comprehensive approach and unified platform for running IT through BSM

- Reduce IT costs
- Increase business impact
- Improve service quality
- Manage risk
- Provide transparency

