

Understanding and Positioning 007

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Typical Business Challenges

When there's a problem, CIOs need to know impacted customers, users and businesses.



How much is this incident costing the business?

How long has this been happening?

BUSINESS



Are premium customers being well served?

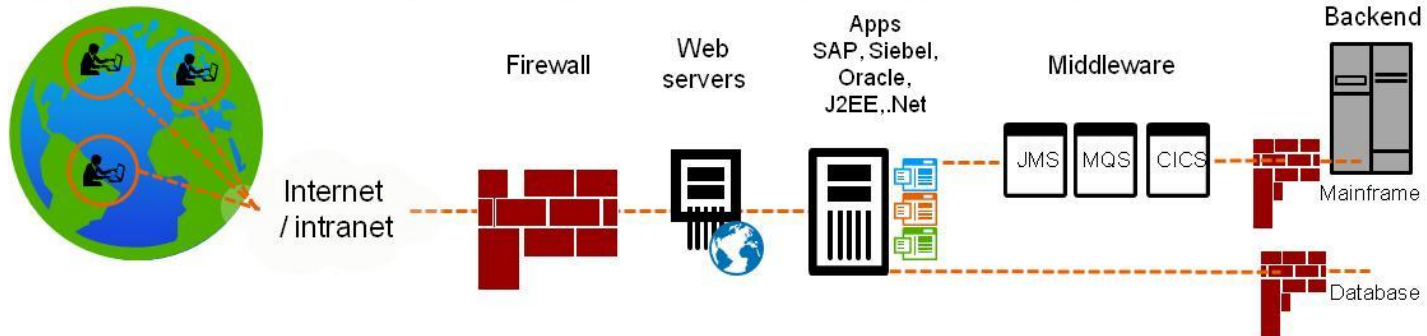
How many customers are active or stopped using services?

CUSTOMERS

Which customers and users were affected?

How many/what transactions succeeded/failed?

What does "slow" mean?



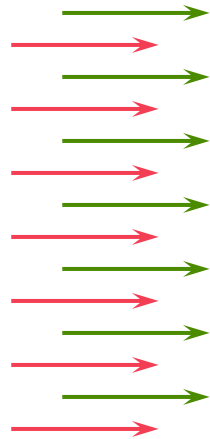
Typical Business Challenges

During incidents and problem resolution, everybody within IT operations seems to be right . This is reflective of the misalignment between business and IT.

“IT Operations”



“My servers are running at five 9s—what is the problem?”



CIO

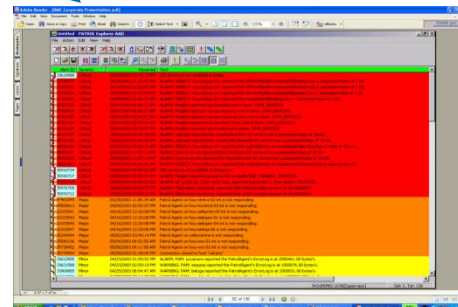
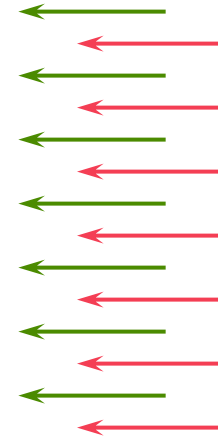


I’m going crazy...nobody gives me a clear picture!
I need to get to 80% first call resolution!

“Line of business”



“Customers are complaining and the CFO is after me because we cannot achieve our revenue goals after all these investments in IT!”



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Typical Business Challenges



“007” in a Nutshell

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Why “007”

007 is the foundation for creating a business and IT alignment blueprint. It is all about the business value of the uCMDB and DDMa.

Business process monitoring
Infrastructure monitoring
Event Management
Impact analysis and correlation
...

Incident Management
Problem Management
Change Management
...

BSM

ITSM



“007”

“007” Benefits



Improved Internal Processes

- Automate the discovery of all IT elements across OSI layers resulting in a higher quality of support services
- Improved knowledge base for First Level support and higher end-user satisfaction
- Better Root– Cause analysis resulting in shorter MTTR
- Provide impact analysis capabilities prior to deploying changes
- Reduce IT and business operations risks resulting from unapproved changes
- Support business cases like data center consolidation.

“007” Execution Strategy

POC duration:

- The project will be delivered within 7 days.
- The 7 days represent real execution and briefing time.
- Prior to project begin, the team will engage the customer to gather requirements, define success criteria and share items needed for execution readiness.



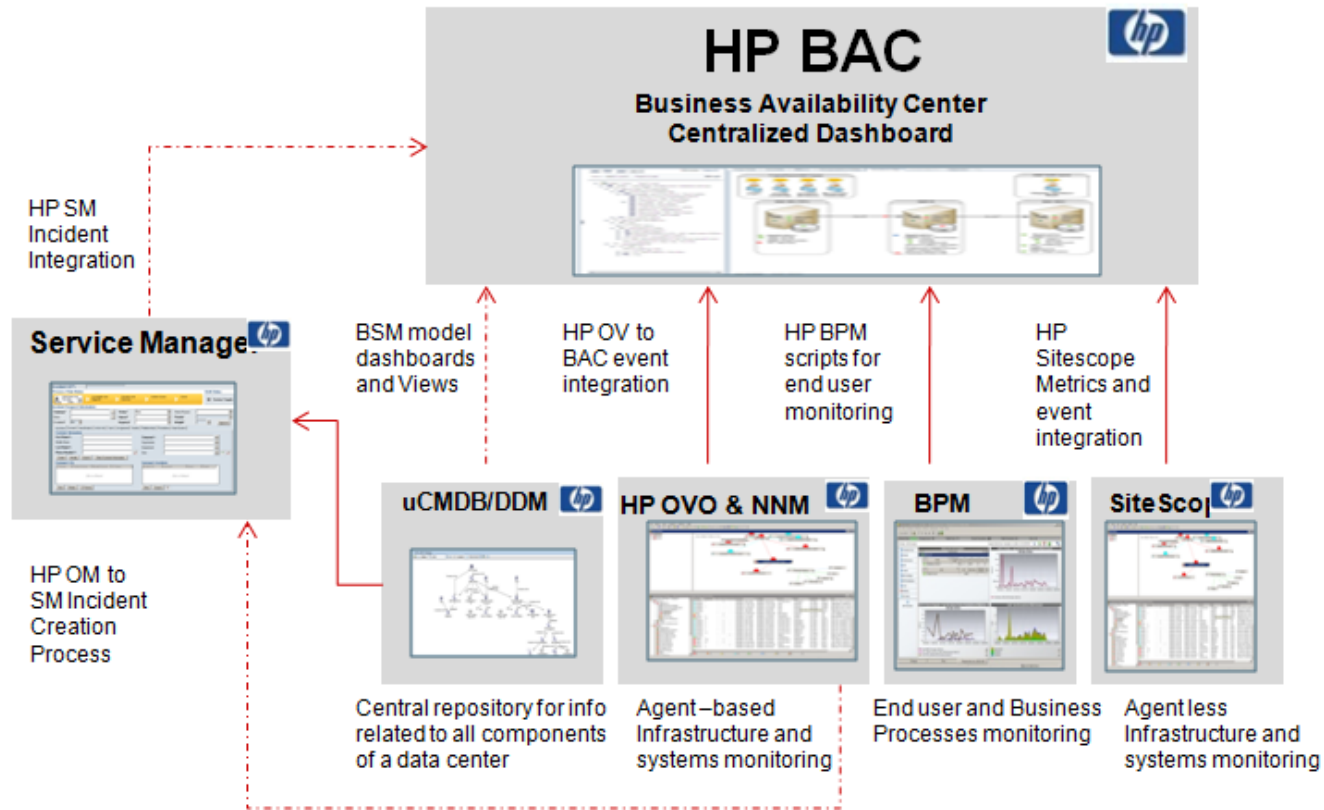
Scope of discovery

- The POC will focus on one simple application with high-visibility preferably hosted within the same subnet (to reduce security, network and other groups involvement)

Main deliverables:

- A demonstration of the uCMDB/DDMA value as foundation for BSM and ITSM within the customer environment
- Showcase integration capabilities with other tools i.e., SM, BMC Atrium CMDB,
- A blueprint for production deployment.

“007” Sample Blueprint Deliverable



BAC allows NOC operators to take preemptive measures to provide seamless uptime for business critical services.

“007” Execution Timeline



Task	Duration	Comments
Configuration and setup	Day 1-2	Remote
Map 1 application	Day 2-3	Remote
Demo, Executive presentation and Blueprint	Day 4-7	Combination of On site and Offsite activities.

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Typical Business Challenges

“007” in a Nutshell



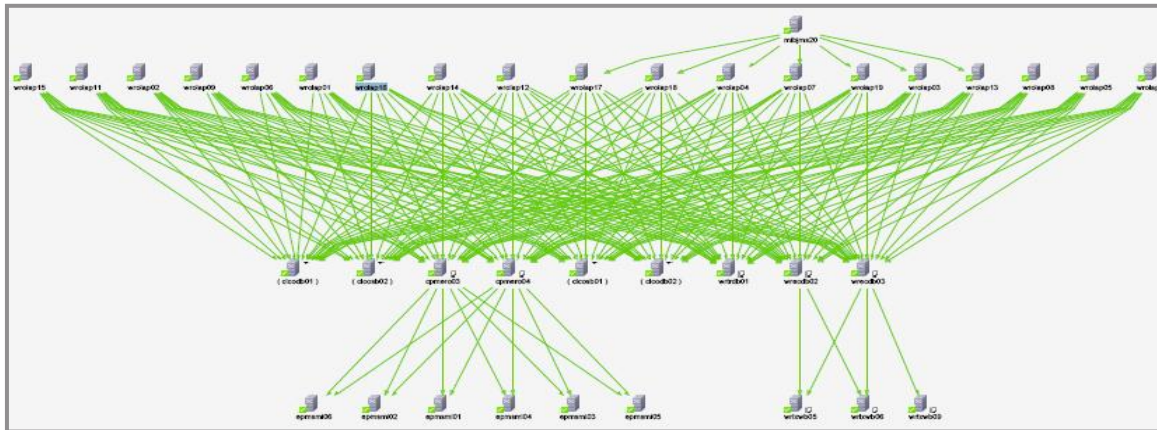
Business Cases

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Customer Business Cases

Business Challenge

FedEx was in the process of planning for future data center consolidation efforts. As part of that planning process, FedEx needed tools and a strategy to confirm the infrastructure inventory and clearly reflect dependencies to better support ongoing planning efforts. To achieve its goal, FedEx asked HP Software to assist with developing a data center inventory using HP's Discovery & Dependency Mapping (DDM) application.



Technical Challenge

A critical data center had become vulnerable due to the age and the physical condition of its location. The organization had a limited time window to address the issue. Key was to make sure the tool being leveraged can discover the infrastructure, deployed applications (COTS and homegrown) and map relationships across the board. The goal was to provide a clear view of existing dependencies and also enough data to support decisions around consolidation and modernization efforts i.e., Virtualization, harmonization of HW and SW platform...

MW2 Solution Methodology

Through a 4 weeks project, the team was able to:

1. Uncover key systems and applications in the selected data centers
2. Discover and illustrate existing dependencies (>=1.5million CIs) for both COTS and custom applications
3. Provide an analysis of all applications and existing relationships across data centers
4. Create a strategy for leveraging DDM to plan and execute the data center move.

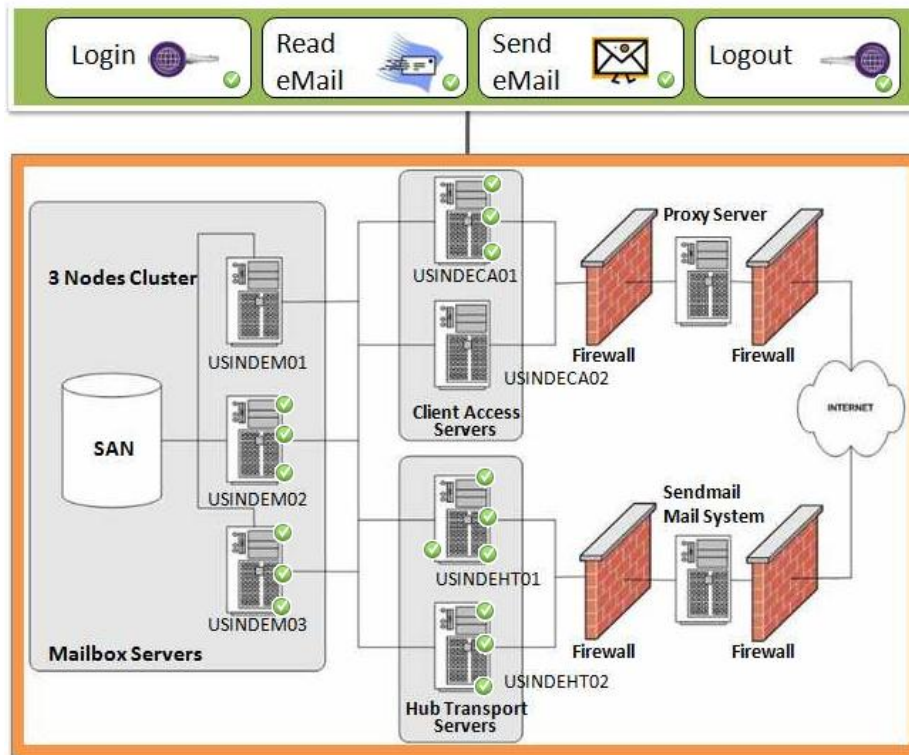
Server Count per location		
Annapolis:	Lisbon (LIS):	Memphis - WTC:
Colorado Springs:	Location:	Memphis Call Center:
Dresden (DRS):	Los Angeles:	Mississauga (YYZ):
Everett (PAE):	Memphis :	Mobile (BFM):
Greensboro (GSO):	Memphis - AOC:	Newark - ROC:
IME - Memphis Hub:	Memphis - CTC:	Orlando:
Indianapolis - ROC:	Memphis - ESP:	Oakland (OAK):
Lake Chas (CWF):	Memphis - TAB:	Taiwan (TPE):

Customer Business Cases

Business Challenge

Hitachi owns and has deployed the uCMDB and DDMA to discover and map its key applications and integrate with Service Manager for improved incident and change management processes. However initial deployment attempts did not yield expected results.

HITACHI
Inspire the Next



Technical Challenge

- No real end to end map of critical business applications
- No automated discovery process to feed SM with CI, business service maps and underlying relationship
- Existing HP tools have not been sufficiently leveraged to provide a true BSM experience and show the value of IT investments to business.

MW2 Solution Methodology

Through a 6 weeks project, the team was able to:

- Review the uCMDB/DDMa deployment
- Redeployed the uCMDB/DDMa and BAC
- Discovered and mapped the email service
- Integrated BPM, SiS to provide a real monitoring experience
- Perform discovery of all hosts in the DC to reduce tribal knowledge based management of IT infrastructure
- Created a HP portfolio adoption blueprint .

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Next Steps

**Let's execute and drive Software and
Delivery \$\$\$\$ in Q4.**

**... For a Bahama 2010 for all in
November.**