HP OpenView
Electronic Enterprise

Enabling Business-Centric e-Service Management

HP OpenView

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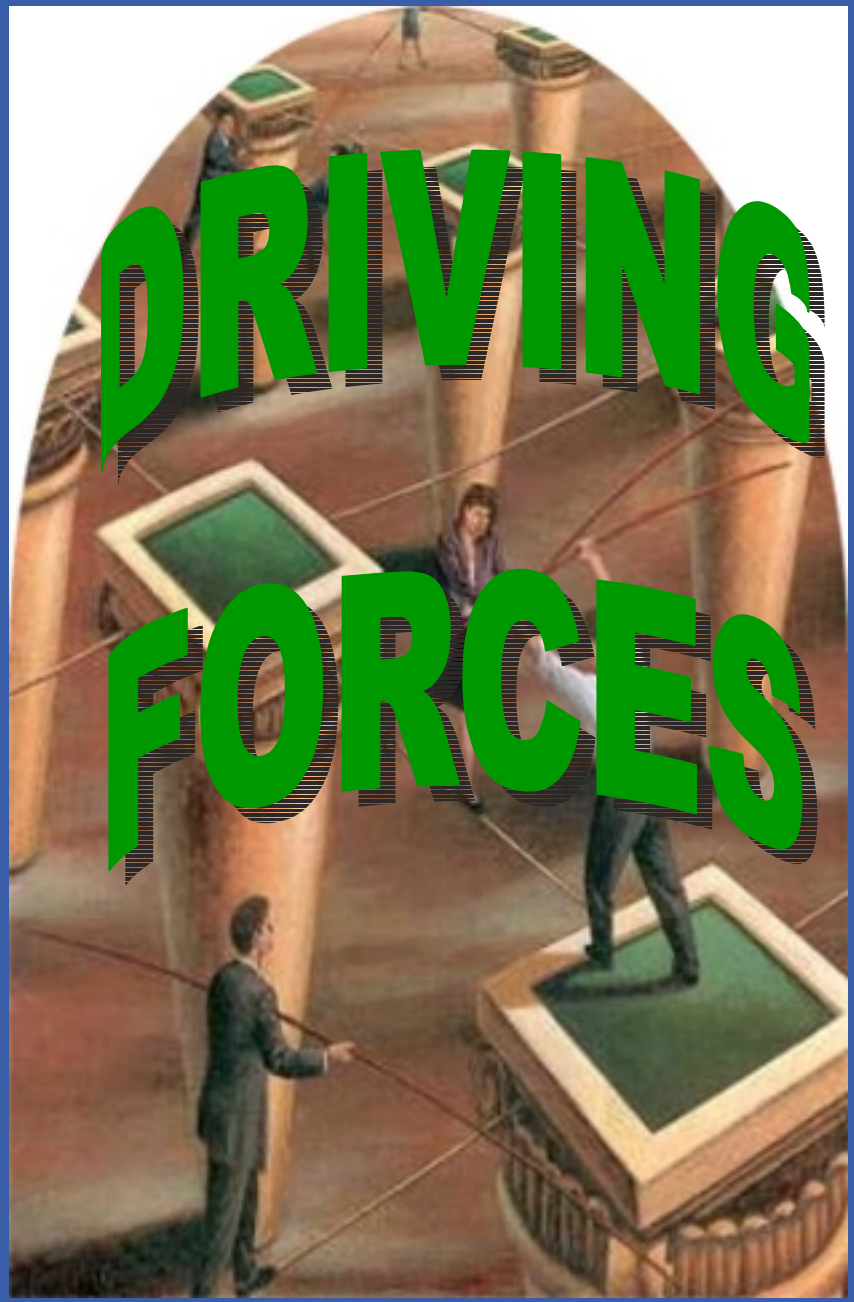


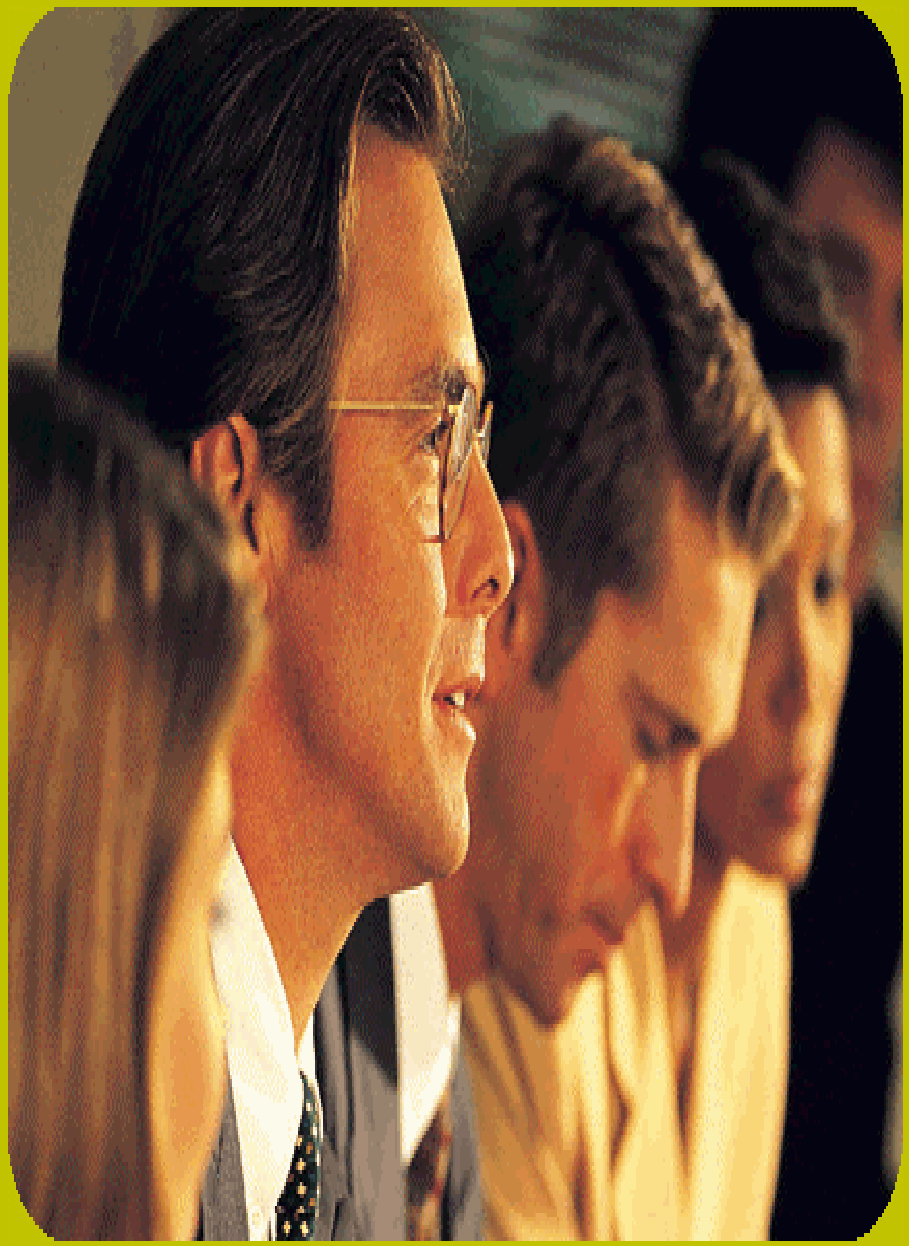
- Managing across boundaries
- Service level and business measures
- Pressure for accountability
- End-to End responsiveness
- Lack of skilled resources
- Vastly changing technologies

Value Proposition

Business-driven approach to achieving rapid control of E-Services and an optimal encounter for end-users

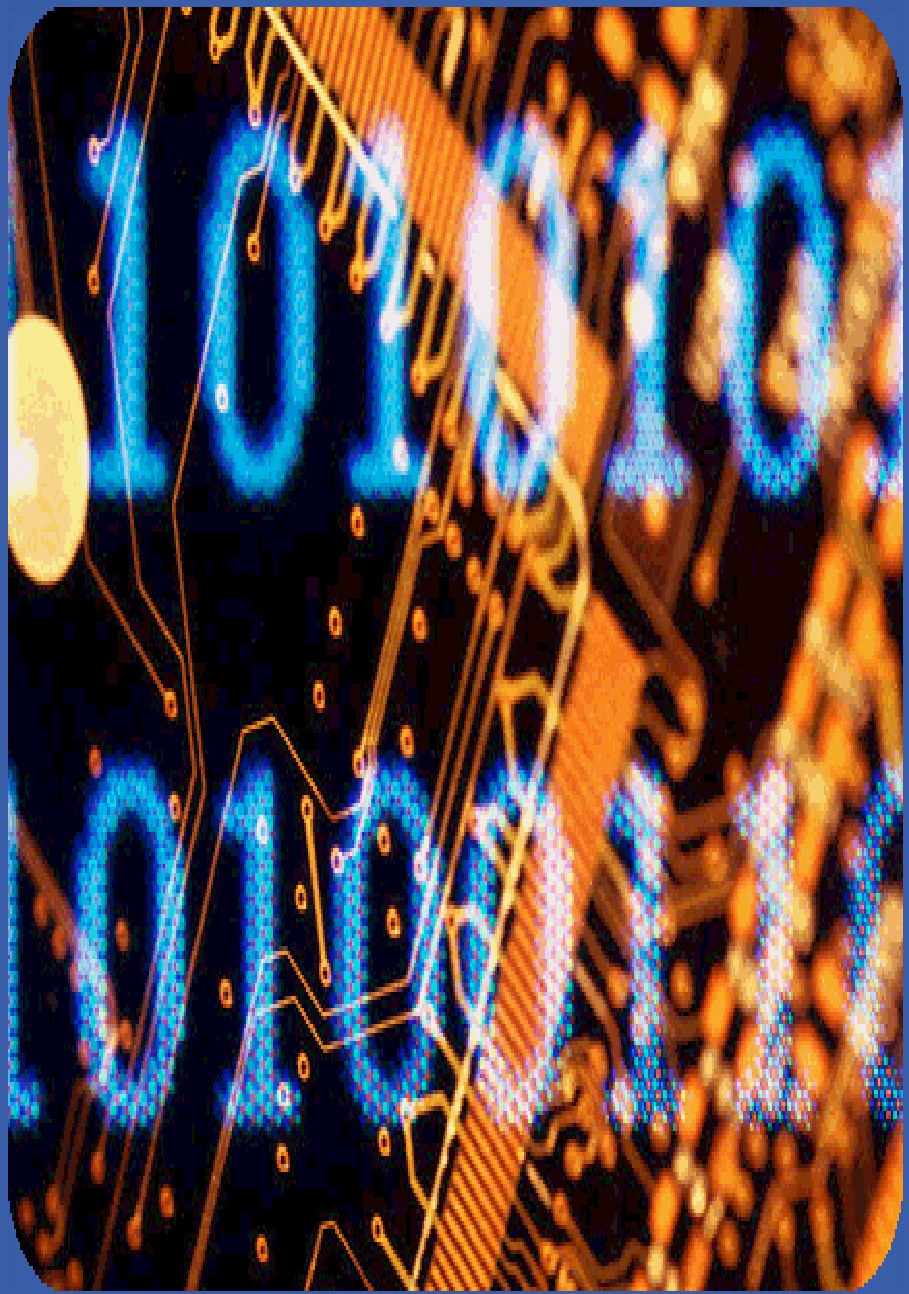
Differentiators

- ***business-driven intelligence***
  (see the business impact)
- ***instant intelligence***
  (get results immediately)
- ***active intelligence***
  (respond to the unexpected)



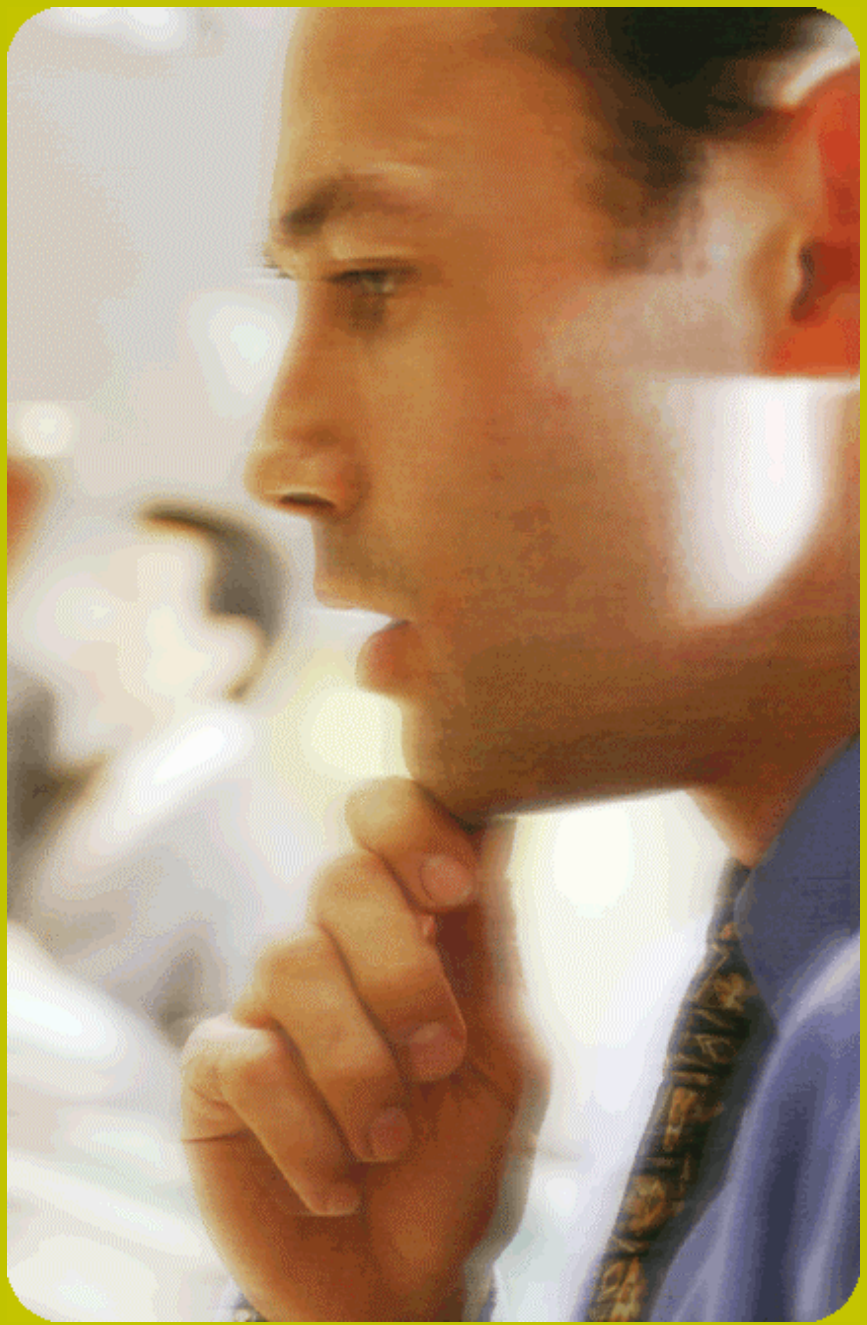
business driven intelligence

- **Business transaction Insight**
- **Context-driven**
- **Business-centric views**



instant intelligence

- **Service discovery**
- **Policy deployment**
- **Application knowledge**
- **Business/IT knowledge captured**



active intelligence

- **Dynamic measurement**
- **Guided root-cause analysis**
- **Automatic correction**
- **Adaptive thresholding**

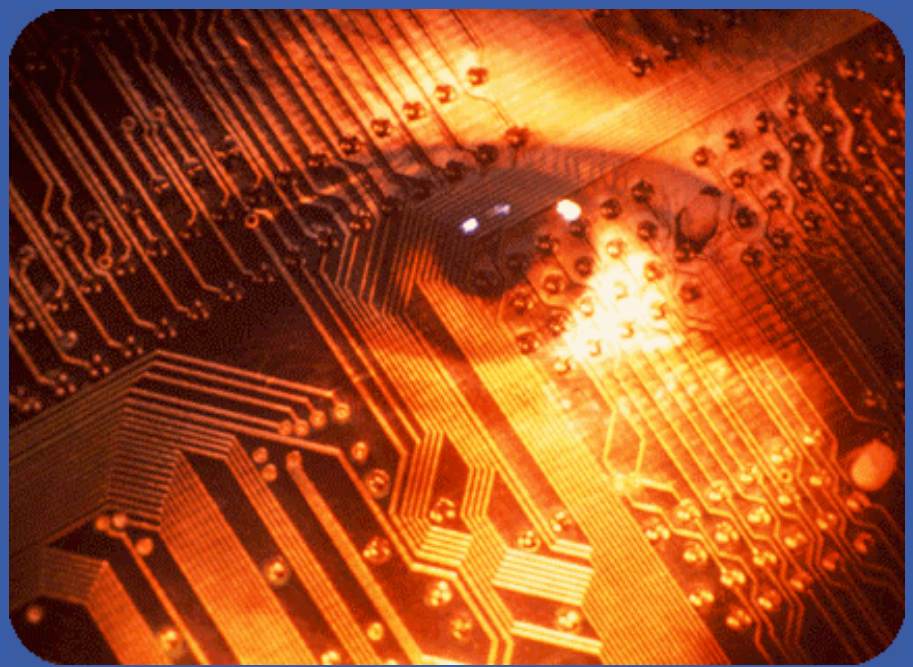
e- Transaction Management

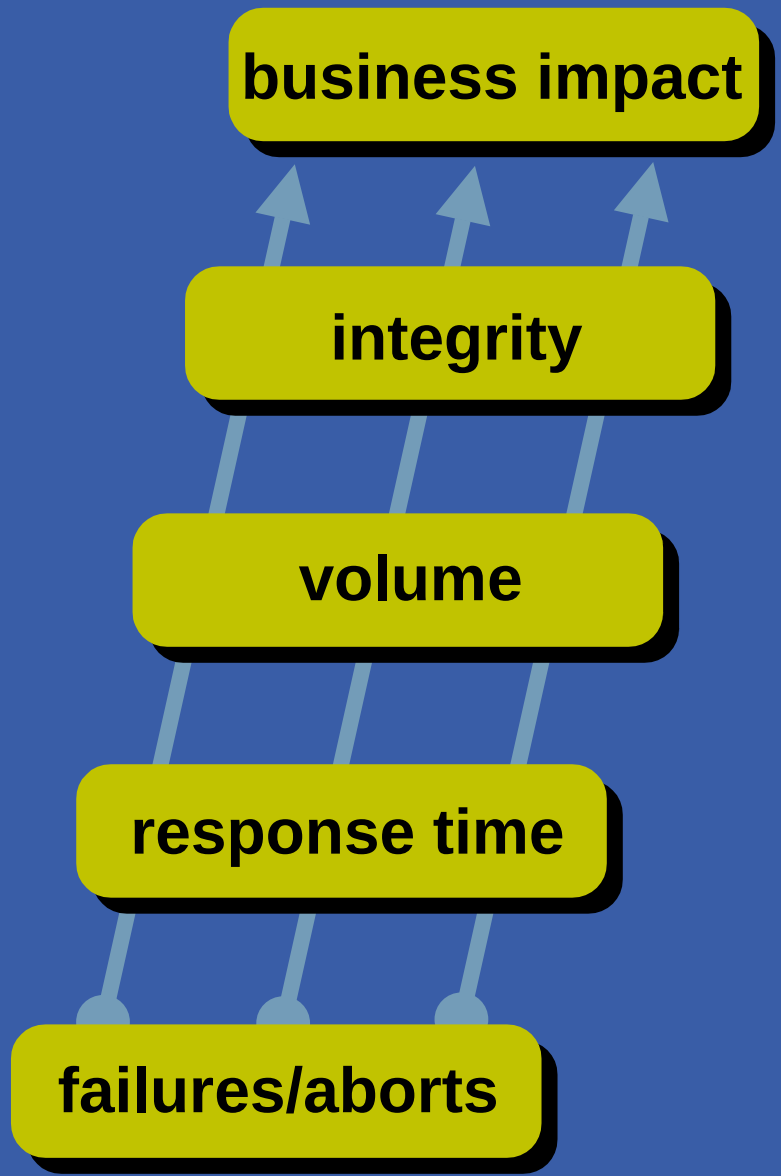
Closed-loop Service Management

Trusted Management Fabric

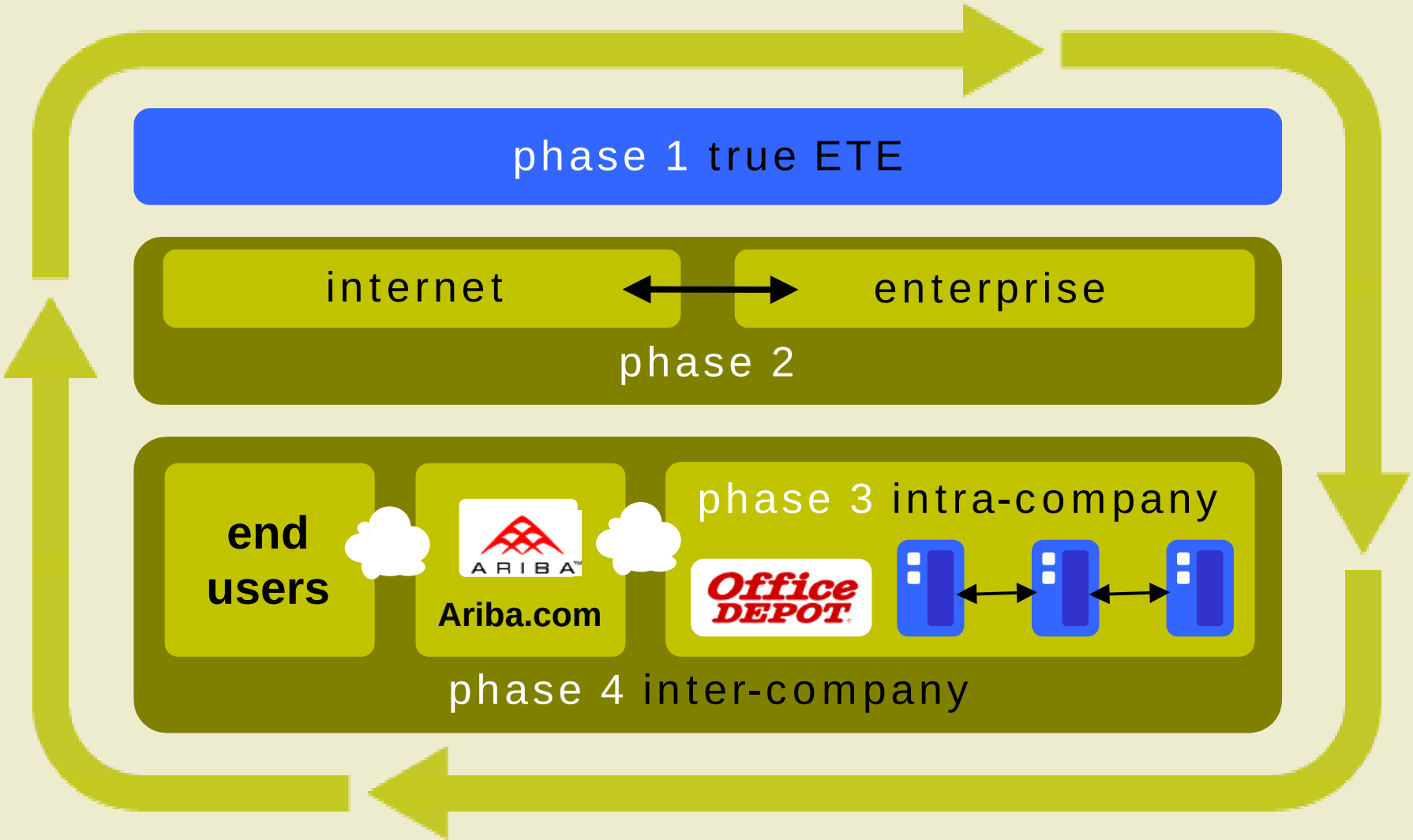
Solution Simplification

e-transaction management vision – objective

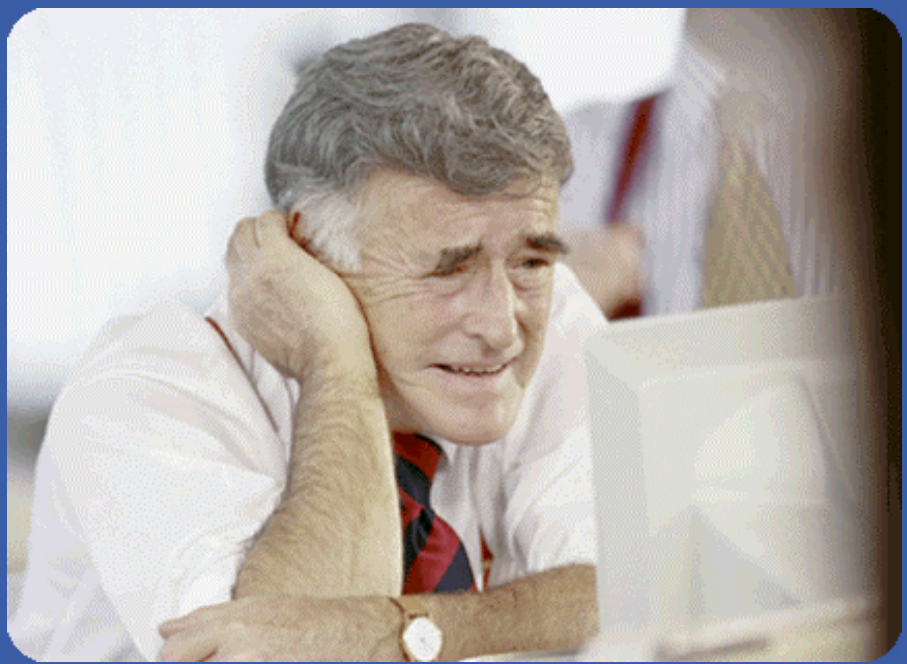




e-transaction management vision – boundaries



expose source of customers' frustration with world wide wait



Source of internet delays

Actual end-users (VP WTO)

Simulated from edge of enterprise (VP Internet Services)

IT infrastructure information (VP Operations & Performance)

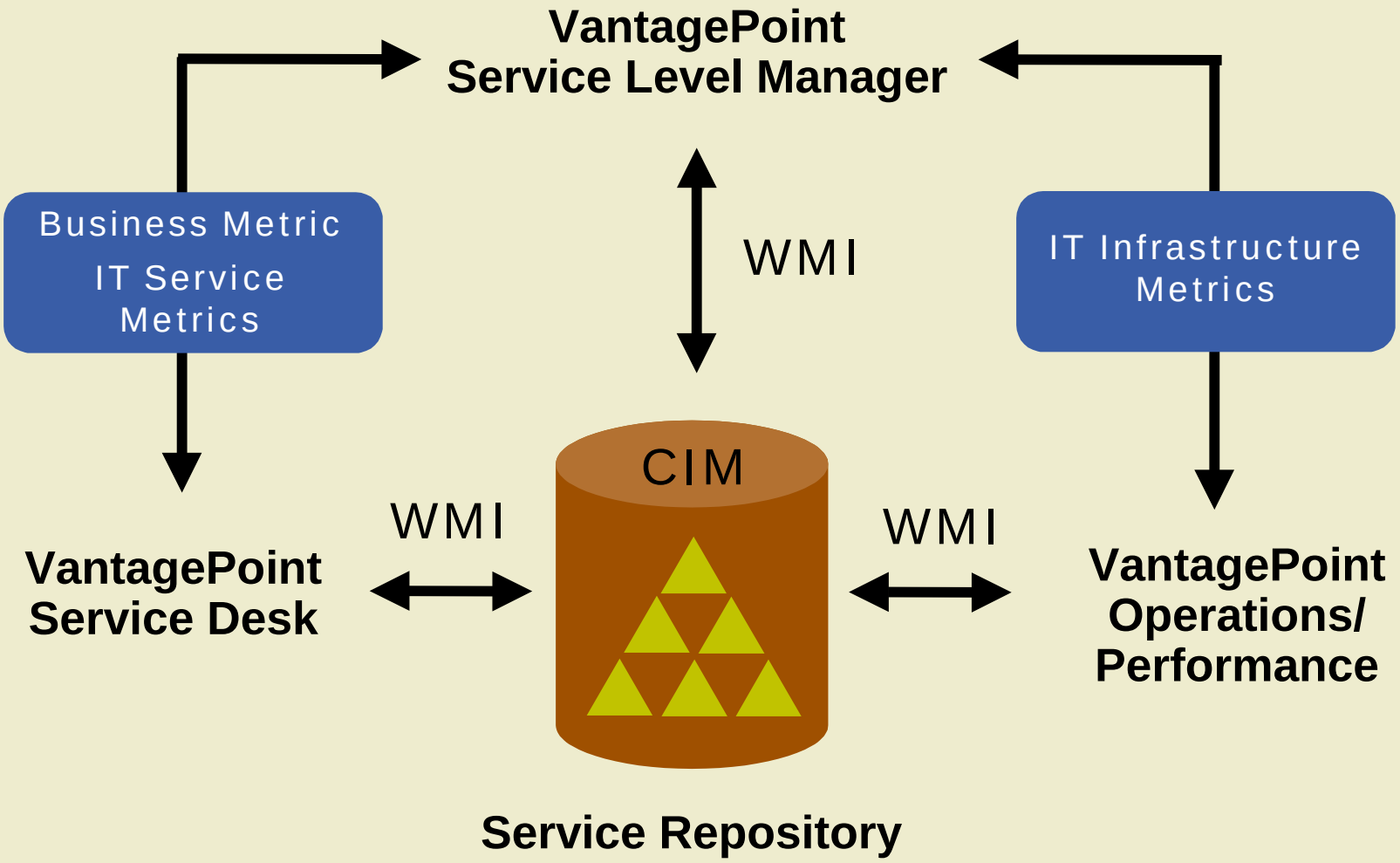
Simulated from major backbone providers (Keynote Perspective)

Transaction Management Quartet

closed-loop service management roadmap

- unified creation and tracking of SLAs
- alignment of objectives
- communication among entities

closed-loop service management vision



Time to Value – Even more:

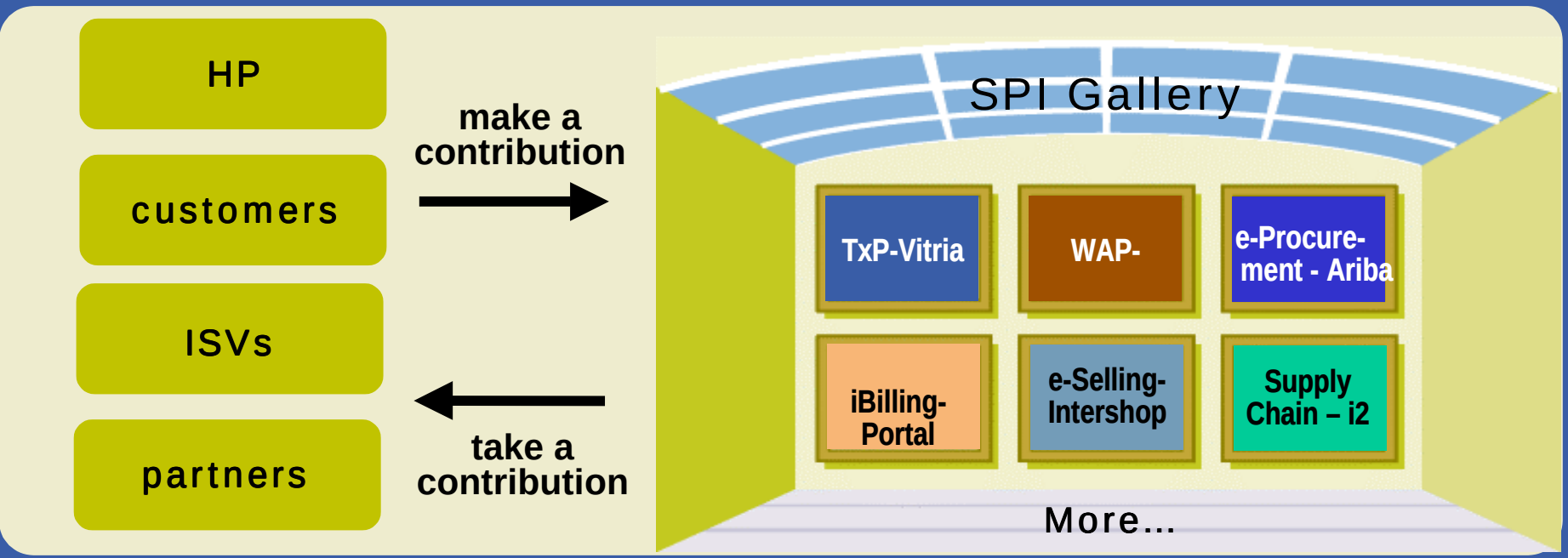
- Consistent & rapid deployment
- Out-of-the-box intelligence
- Solution integration

Total customer experience:

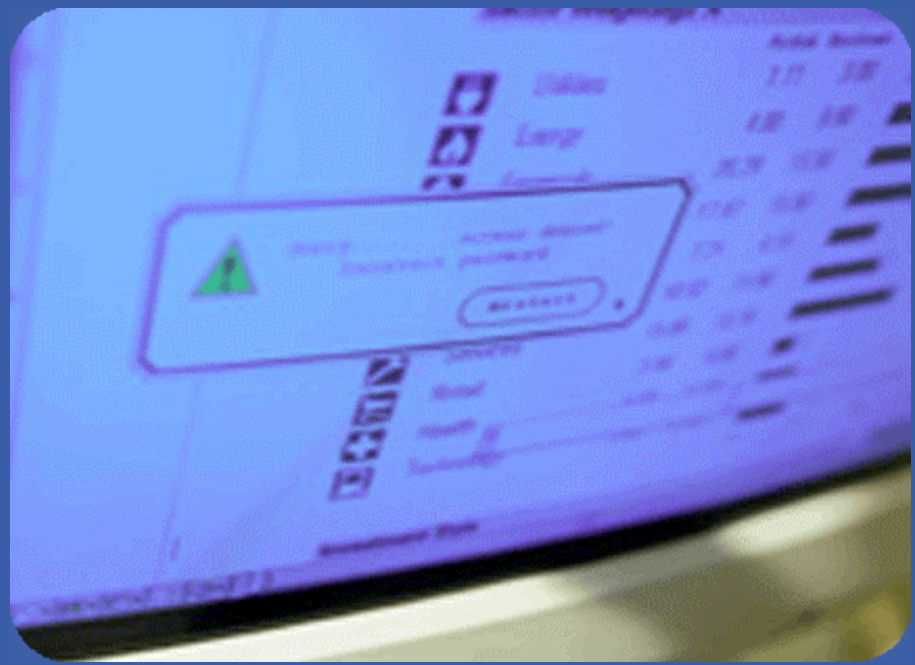
- Simplified solution acquisition
- Robust delivery chain
- Best practices, best results

Online community for application management software

- **Out-of-the-box solution for top e-business related application categories**
- **Jointly developed at ISV site**
- **Available free**
- **Customer and partner contribution capability soon**



trusted management fabric



ensuring the integrity of the management solution itself

- **Inter-operative “with” existing security infrastructure**
- **Functional “on” secure objects**
- **Effective across boundaries**
- **Unique considerations for B2B vs. B2C**

Closing Summary

- ***business-driven*** *intelligence*

  (see the business impact)

- ***instant*** *intelligence*

  (get results immediately)

- ***active*** *intelligence*

  (respond to the unexpected)

- ***trusted*** *management fabric*

  (protects management data)

hp invent

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