

Strengthening IT's Business Value With HP OpenView Solutions



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what is IT being
asked to do?



Let's start with what you are being asked to do?
(quickly run through the list)



CIO's top 10 issues for 2002

- cutting/stabilizing costs
- aligning IT investments with business directions
- building strong IT service delivery
- sourcing
- resource management
- security in all its aspects
- enterprise architecture
- integration
- building credibility for the value of IT services
- planning: prioritizing IT investments

Giga Nov 2001

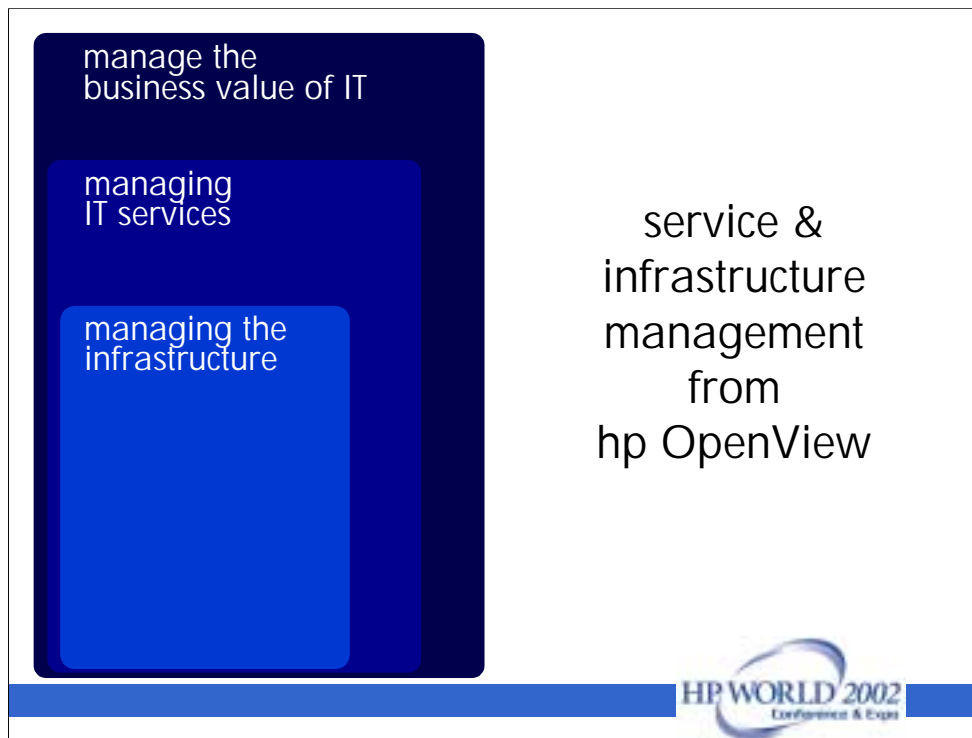


GIGA Top 10 CIO issues

Let's look at what Giga says:

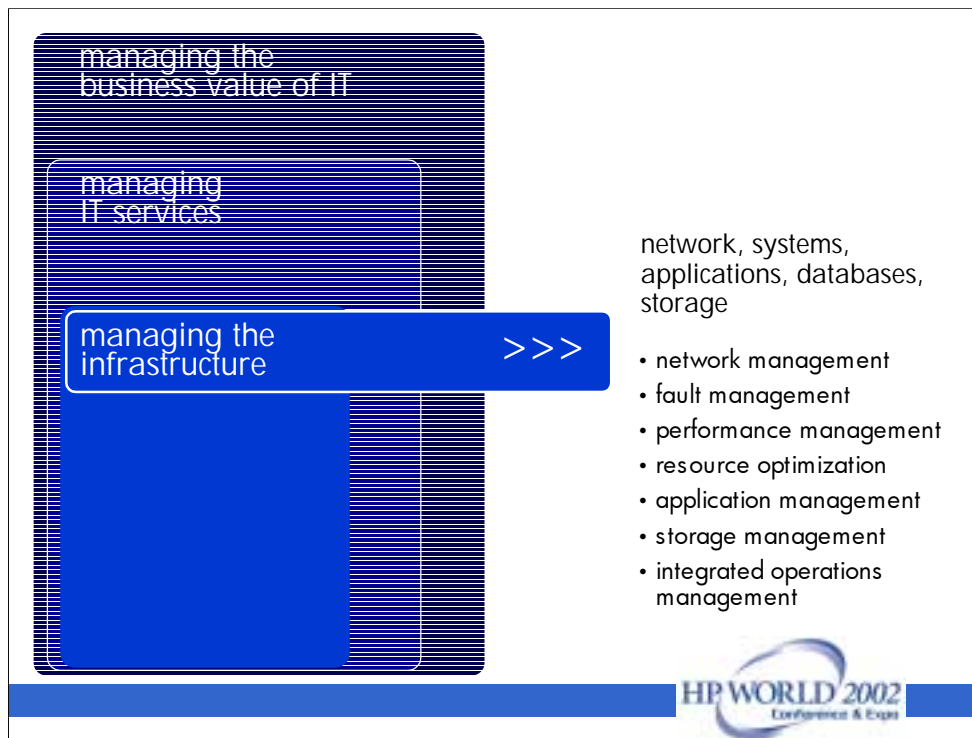
By the way, this was after Sept 11th.

<Talk about the top 3 and then cover building credibility for value of IT services>



Now that we have seen the problems that you have....let's see how OV can help you address these issues. We see it as a three tier approach, each step building on the previous:

1. First step in IT manageability is gaining proactive control maximum return – OV is the recognized leader in this area (auto-discovery, etc)
2. The next stage is building your infrastructure capabilities to “managing services” – taking a business prioritized approach to the infrastructure to the discreet services it depends on. What do we mean by the word “services”? Corporate email, mobile professional support, ERP/CRM – key business apps like Oracle, and SAP. These key services cross all boundaries that impact the organization – building upon the elements of the infrastructure.
3. Last issue we will talk about is building credibility of IT – bringing visibility to the value that you are already building or providing today. Who are your stakeholders, what do they need? Letting the people who depend on you, see the value you provide. Also we will show user and customer experience and expectations of IT



Let's start talking about managing the infrastructure. When I say "infrastructure" I mean the network devices, systems, servers, applications & databases, storage devices and even SANs

We will focus on six areas: (see bullet points)

- Infrastructure visibility
- Fault management
- Performance management
- Resource optimization
- Application management
- Integrated operations

managing the infrastructure



network node manager



network management

auto-discovery, mapping, status
– network topology, sub-nets,
servers, storage, applications
display linkages – “draws the
lines” for fast understanding of
what is connected to what
customizable – e.g. all of
particular floor or department;
all of a particular device
root cause analysis of faults

what's there - what's working
what's threatened - what's broken





managing the infrastructure

fault management

centralized fault management

- networks, servers, applications, databases, storage
- policy driven

event monitoring

- availability, failures, warnings, thresholds, message strings

fast problem resolution

- automatic or 1-click operator-initiated actions
- extensive drill-down and problem analysis capabilities

all the elements - always on



Fault management

Many people think OpenView is just network mgmt, because it's so pervasive (over 50% marketshare). OV is more than NNM....another key area is centralized fault management; all the elements

Event monitoring – a change of status; something that you want to be notified of; the availability of resources. Only those things you want to be notified about.

You can set all of this yourself or use the predefined rules and run them either automatic or “one-click”

Not just to notify you of a problem, but to help you fix it quickly

EX.1: Not that something is wrong, but allows the operator to find and resolve the problem with either predefined automatic or “one-click” actions. For example, if a disk is 80% full you get notified to manually take care of the problem, at 90% full, the action goes out and automatically deletes all the temporary files.

EX. 2: If you have virus problems you can launch Norton AntiVirus to go out and run checks or automatically launch itself.

performance management

track, monitor, alarm, & report

- performance of networks, servers, databases, applications, storage

intelligent alarming


- address issues as soon as performance begins to degrade
- alert on threatened service levels

performance data stored for problem analysis and resolution

- pinpoint the time and the source of the problem

fix the bottleneck before the user is impacted

managing the infrastructure



HP WORLD 2002
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It is not just enough to know when something is broken...ideally, you should know when performance is degrading or not meeting expectations.

OpenView tracks performance, monitors the performance for alarm thresholds and stores the performance data for later analysis.

This is another area that OV has pioneered, much like the auto-discovery that we are well known for.

EX. You may not care if your CPU utilization is at 100%, like a spike; but you may care about the duration and how many times the CPU hits the 100% threshold over a period of time.

This data can then be used for later data analysis....EX. why was the order processing so slow last week, you have the data to go back and provide those reports.

This is the area where you can move into PROACTIVE management.

managing the infrastructure

resource optimization

trend analysis

- uses stored resource utilization metrics for quick analysis

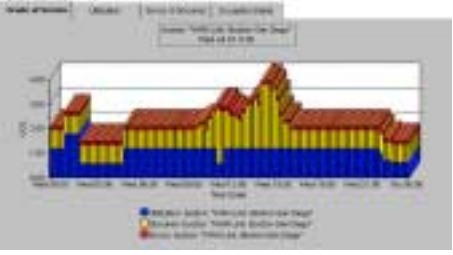
anticipate congestion

- bandwidth-intensive applications, disk space, CPU utilization, etc.

load-balancing

- determine over/underutilized resources

get the most out of your resources



This goes hand in hand with what we call resource management.....

Using performance data you can track and trend problems to head off potential bottlenecks.

EX. You may not have the time or expertise for a complex capacity plan everyday; however, you can provide quick analysis reports

Spots trends and anticipate congestion – are you running out of disk space? Are your CPUs over utilized?

EX. Load balancing – customers are evening flagging systems that are being underused so you can assign additional applications or increase utilization of those systems (Make maximum use of our IT resources).

In today's environment.....you need to make the most of what you have and balance the resources available. This is the area where you are PROACTIVE in managing your infrastructure.

managing the infrastructure



applications management

- auto-discovery of application topology
- availability and component drill-down
- performance monitoring with pre-configured thresholds, instructions and actions
- out-of-box service reports
- integration with application utilities

keep your business-critical applications running smoothly

....(quickly run through the list with examples)

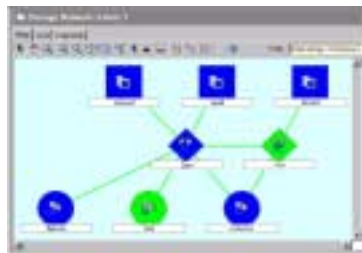
we have the broadest set of application mgt tools available today.

managing the infrastructure

storage management

storage area management

- discovery, topology, events/alerts
- assignment & access control
- performance, thresholds & reporting
- capacity analysis, control, planning
- service levels, metering, charge back



data management

- automated data protection
- backup facility
- media management
- instant recovery
- reduced risk



storage area management bullets are provided by

- storage node manager
- storage allocator
- storage optimizer
- storage builder
- storage accountant

data management bullets provided by

- Omniback II

integrated operations management

useable information, not just data

- event consolidation, message counters, dynamic filtering

events routed to the right person

- operator roles, follow-the-sun, competency center

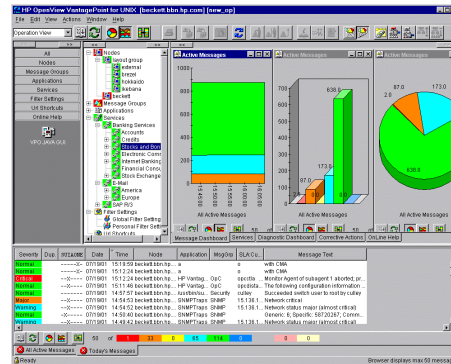
multi-platform support

data transfer through firewalls

open interface to launch third-party & custom tools

manage from a single pane of glass

managing the infrastructure



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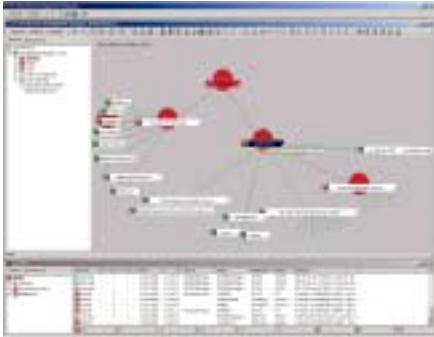
We have told you about a lot of different tools on how to manage your infrastructure (apps, networks, managing 3rd party apps.) The great benefit of OV is that you can manage each of these areas separately or you can manage them in an integrated fashion.

This is being able to manage your entire infrastructure from a single pane of glass. You can manage the way YOU want to...fully customizable. Have notices and alerts sent only to those who are responsible or need the data. Divided by operator role, routed by level of management (critical issues vs details, your help desk).

Besides the single pane of glass, we can consolidate and filter events; so you don't receive a firestorm of messages from all the different tools.

Managing the infrastructure will not go away it is a critical function of your IT environment. The idea is not to spend your life here, make it proactive, productive; but you need the ability to move to managing the services and providing the value of IT. – You don't need to be a fulltime firefighter.

operations management for Windows



manage the entire IT
infrastructure from a single
Windows console

network, systems & applications management

service-driven operations management

- complete offering of Windows-based management products (operations, network, internet, applications)

heterogeneous management from Windows Console

- Win2000, NT, HP-UX, AIX, Tru64, Linux, NetWare

management of key applications:

- .NET, Exchange, SQL, IIS, Oracle, mySAP, BEA, and more

open architecture/integration

- Compaq Insight Mgr, MOM, OpenView

This is what we mean by Service visualization.

OV let's you manage from a service and business perspective by mapping all those elements or stuff into services.

We've already explained how OV maps and discovers your infrastructure; what we want to talk about now is building on that and mapping the infrastructure elements to your business critical services.

This allows you to manage from a tops-down, as well as a bottom-up approach. By that I mean, a tops-down approach is being able to view what services are impacted and drill down. Bottoms-up is seeing what services are impacted by problems in the IT Infrastructure. What you need is both approaches.

We provide pre-configured templates out of the box so that you can see how you can map the services view quickly. Moreover, you can customize these service views to meet your specific needs.

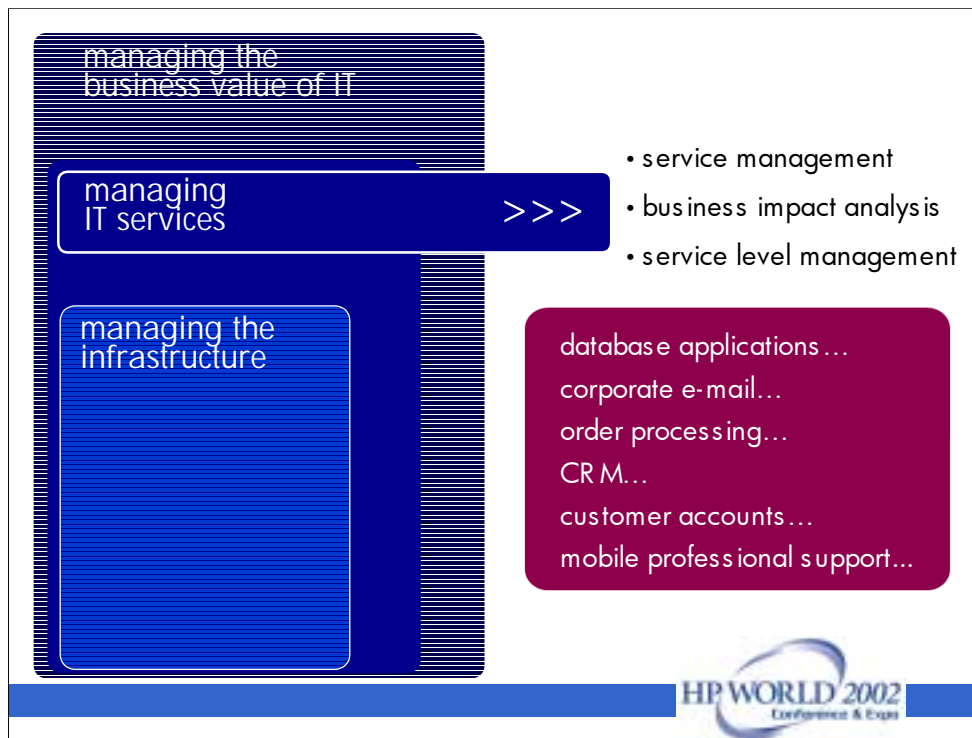
We are helping you visualize all these different elements from the view of the business/service by providing you a clear understanding of what is happening.



what do OpenView
users say?

KinderCare






We've talk about managing infrastructure, let's talk about managing the services. Let's review what we mean by services. <talk about the lower box>

All the stuff in your environment rolls up into a service...if you are providing email this is a service. If you are providing an account mgt solution for your sales staff this is a service.

Whether you are an "official" service provider or not; IT org need to take a service delivery approach to IT management. You are providing services to internal customers as well as your external customers. For example your web operations is a service you are providing to your external customers, but your email is an internal service.


Specifically we will be talking about visualizing the services, how services are impacted by things going up or down in the environment, and finally how to manage those services effectively.



"With a service orientation.. the IT operations group can contribute significant savings to the bottom line while preserving project capabilities"

december 14, 2001

Gartner's enterprise management technology issues in 2002



Gartner statement:

We want to talk how OV can help you take a service management orientation in your IT environment.

Gartner is saying that taking a service mgt or service level view of IT services, allows IT to contribute savings WHILE preserving your current projects and expectations. It is the WHILE, the balance of doing both things; that is the secret to the success of a service approach.

Once again a direction post 9-11 from an industry analyst.

service management

manage technology elements from a business-services perspective.



- maps technology elements to the service(s) they are a part of
- tops down AND Bottoms up
- pre-configured for selected applications and internet services

customized "role-based" service views

- by job function, organization, geography, etc.

clear understanding of business critical services

managing IT services

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managing IT services



business impact analysis

operators can instantly see

- what services are impacted by technology faults
- which problem to address first

“why is this service red?”

- show root cause maps the problem directly to it’s source

“who else is affected?”

- “show impacted services” displays all services affected

what’s the impact?
what are the priorities?

Business impact analysis allows you to see what services are affected by problems that may be in the environment. With a click of a button we can show the root cause of the service being affected.

If there is only one thing that is wrong it is easy to prioritize; in a complex environment with many issues/services, you need to understand what is critical and prioritize by business impacts. Address the important concerns first. You also can show what other services are also impacted by the problem.

EX. If you have a small database that you are delivery services for a small R&D team and you have corporate email – both being affected by a certain network problem; what are you going fix first? Where are your priorities? If the service affects the CEO or CIO, then we all know where our priorities are! Your external web site is a critical area – you want to make sure that your site is up 24x7 – it is not just good enough to know that you have a network problem today; you need to know how that problem affects your business.

This solution allows IT to demonstrate and act in alignment with current business plans and priorities.

service level management

implementing SLM

- helps define and track service objectives
- associates the elements to the objective
- monitors and reports compliance

unified support processes

- call management
- incident tracking
- automated compliance monitoring for internet services

set expectations

manage expectations

meet expectations

managing IT services



Some companies have gone to formal SLA's some have gone to SLO's; others have just set expectations for specific projects. The point is that OV has tools that will help you make managing the service easy, controllable, and repeatable. This is the ultimate proactive step. You are held accountable for you objectives these days. This allows you to set, manage, meet and to know that you met those expectations

OV allows to set up formal service level definitions and associate technology elements. This means that you have visibility from the infrastructure failure to the service level being threatened.

OV unifies the "whole ball of wax" – OV integrates the help desk function to the IT elements to the service level objectives.

< Run through bullets and relate back to set manage and meet.>

When you have OV managing your infrastructure, you can implement service level management to whatever degree is needed.

OV gives you the ability to know day or night whether you are meeting the expectations of those agreements.



"(IT departments need to...) ... guide strategic investments in IT... to make actual returns visible... and to focus on investment return for IT"

december 14, 2001

Gartner's
enterprise management
technology issues
in 2002



Gartner comment/statement:

Here's Gartner's take on IT's business value.....

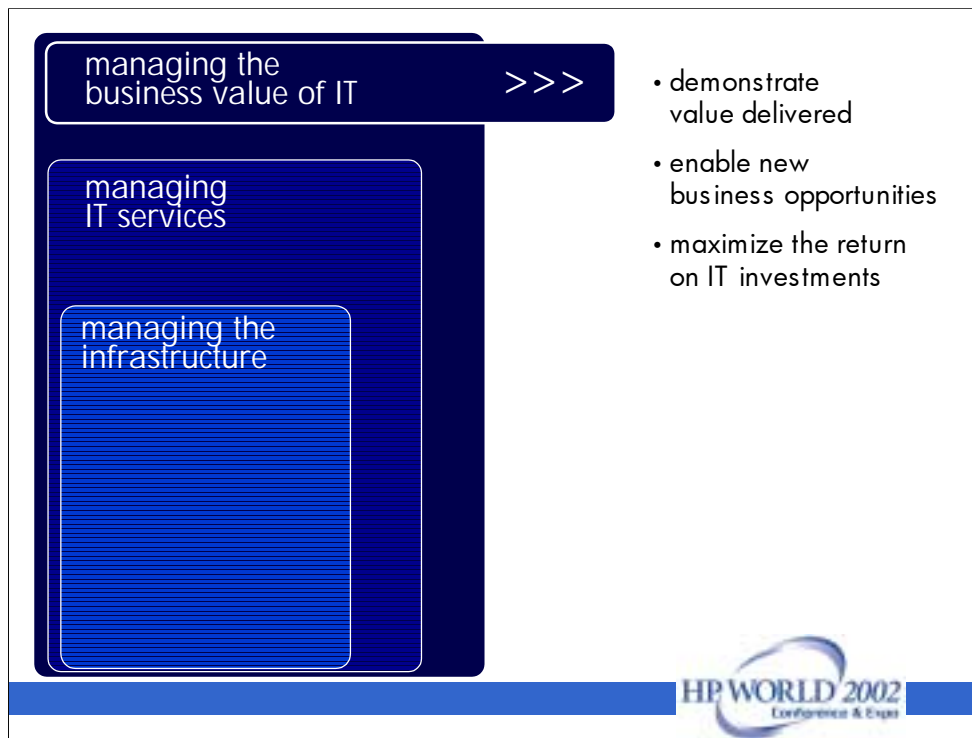
If you are competently managing the infrastructure, proactively managing services according to business priorities, you then gain the credibility to be in the boardroom and help guide strategic technology investments for the business.

Ex. A competitor took 6 months to bring a web portal – yet you can do the same within 3 months. How fast can you integrate new acquisitions? How fast can you get the business up and running?

If IT is competently delivery services and managing the infrastructure, IT raises itself to a strategic position within the organization and bringing credibility

This is where you are helping the boardroom make technology investments and where technology is and advantage to the business.

A quote we like to say: "What your boss doesn't know didn't happen...."



So, let's move onto to talk about IT's business value.....

Managing the perception of IT within the organization is a difficult job at best. Do you know how your IT dept is perceived within your organization?

We like to suggest that there are three ways where OV can help you maximize and increase your perceived value within the rest of the organization. By having the right data and reporting to help you and the organization aware of the return from their IT investments.

- hp's tool can help you demonstrate the value that you are already delivering in your corporation
- you can show that IT dept is an enabler of new business and provide credibility and recognition for your strategic contribution to the business.
- the final area of managing the perception of IT, is that you can manage not just technology side of the equation, but the financial side as well.

With OV you can build upon the steps and solutions that we have already spoken about and makes this transition easy.

Using a the comprehensive tool set from OV keeps you in a proactive mode, allows you the time and luxury to focus on this third area.

demonstrate value delivered

reports show actual quality of service delivered

- resource utilization by department
- user experience data
- service level compliance
- out of the box or customized
- automatic or on-demand

web-based
service information portal

**business managers can
see for themselves...
anytime, anyplace**

managing the business value of IT



One of the ways that OV helps you demonstrate the value that IT is demonstrating are web-based reports that are automatically generated; either customizable or out of the box; there are over 150+ reports – such as what’s the performance of a given service, what actions have been processed. You can aggregate these reports, how you performed against service agreements, you can put these reports out on a web site every night so that the business managers check every morning. They won’t be bugging you for this information; you will have hard data automatically collected by OV available to whomever who wish.

Another tool that OV has to help you demonstrate the value that you are providing is a web based service portal; which allows you to show the status of all your IT services.

This allows the LOB mgrs or other stakeholders to see at anytime, the status of their particular services.

Additionally, this portal can be customized for the individual depts, businesses, divisions for the information that they need to see. Very customizable, it is not just for the LOB areas, but can also be customized for each individual operator based on their areas of responsibility and their needs.

Geography, dept, business focus, and so forth.

Another key benefit it is web-based; meaning that it is available anytime anywhere. There is even a mobile interface –

<<SHOWJORNADA>>>

enable new business opportunities

swiftly align resources to new initiatives

- based on tracked availability and usage data
- complete, up to date understanding of current resources

faster roll-out of new services

- automated delivery processes
- software process automation
- mobile/wireless
- billing for IT and storage resources within the corporation

support business goals and new initiatives



managing the business value of IT

Leading enterprises understand that their business initiatives have real infrastructure capability implications.

Gaps in infrastructure capabilities hinder business initiatives.

Gartner EXP , nov. 2001

Enabling business opportunities

We want to show how IT can enable new business opportunities:

<Read Gartner quote>

Meaning that if there are gaps, then this will hinder the business opportunity. Having good control of your service allows you to know where you can move and how to move quickly. Where you are 'maxed' out and where you can maneuver. How you start with a new acquisition or a new business. You can swiftly align your resources within your IT to a new business initiative....

Providing a time to market advantage for your company.

You know what you have, how it's being used, and a clear understanding of the delta to implement a new business opportunity.

You will be able to roll out new services faster using things not only like OV to enable the applications, but also hp's java application server – total eServer to help you in rolling out new business applications.

We have a number of different tools that help you automate business processes such as hp Process Manager and hp Chai.

Because applications are built with platform independent tools, like Java and Chai, this enables you easily to roll out mobile and wireless services.

Another use for the application server is in app integration work – to provide a web-based front end for legacy applications that still have business value in the organization.

If you can quickly react to new business initiatives; not only providing for the current business plan; but support new business goals and initiatives, then you have enormously increased IT's business value and credibility with the LOBs.

managing the business value of IT

get the most from the technology

- deploy/scale quickly
- maximize uptime
- minimize response time
- provide new, better services and support
- support next-generation initiatives
- hold the line on operational costs

increase the effectiveness of the IT staff

- greater breadth of management coverage; greater depth of capability
- proactive management capabilities reduce costly failures
- exception-based management utilizes the experts for tasks they are really needed for

maximize the value of IT assets



(start on right side of slide) -- This slide really summarizes the value OpenView can bring to your organization.

We've been talking about many OV capabilities today – capabilities which will help you get most out of your technology, things like maximizing uptime, heading off problems before users are impacted, rolling out new services quickly, etc.

All these things inherently improve the productivity of your IT staff – things like automatic actions, pre-defined responses, centralized console, problems routed to the right expert, etc. increase both the breadth of capability each staff member can address, and also the depth of expertise they can provide.

OpenView enterprise IT management key ROI findings

IDC study, May 2002

- ROI of 1,296% on investment in OpenView tools
payback in 63 days
- 79% reduction in server downtime
- 49% reduction in the time to identify & fix downtime incidents
- 99.889% availability after installing OpenView
- IT efficiency improved 26%
- IT productivity improved 54%
- 31% increase in user productivity (downtime related)





service-driven management

- ▶ connect business goals to IT and link the BSS to the OSS, by managing services top-down from the business' or customers' perspective
- ▶ align people, processes, and technology
- ▶ manage across the breadth of the service lifecycle: creation, delivery, assurance, and usage

automation and intelligence

- ▶ increase operational effectiveness and lower costs from OpenView's captured intelligence and applied integration across your processes and infrastructure

end-to-end breadth

- ▶ Complete services lifecycle coverage: creation, provisioning, assurance, and usage

a modular and open design

- ▶ achieve step-by-step quick TTV
- ▶ adapt to and grow with your changing environment, protecting your investment

community

- ▶ receive the best support in the industry
- ▶ choose from a broad group of solutions and integrators from the OpenView partner eco-system
- ▶ network with and learn from your peers in the independent OpenView user community
- ▶ comfortably do business with HP



why
service & infrastructure
management
from hp OpenView ?

- OpenView manages 100% of the Fortune 50
- OpenView manages 50% of the Business Week International 100
- 4 million online trading and bank accounts
- over 35 response centers worldwide, staffed with a dedicated team of over 500 hp OpenView support engineers, providing support in local languages



Speak to the points on the slide validation and proof-point

service & infrastructure management from hp OpenView



managing the business value of IT

service information portal
reporter

managing the services

service navigator
internet services
service desk

storage area manager
storage allocator
storage builder
storage accountant

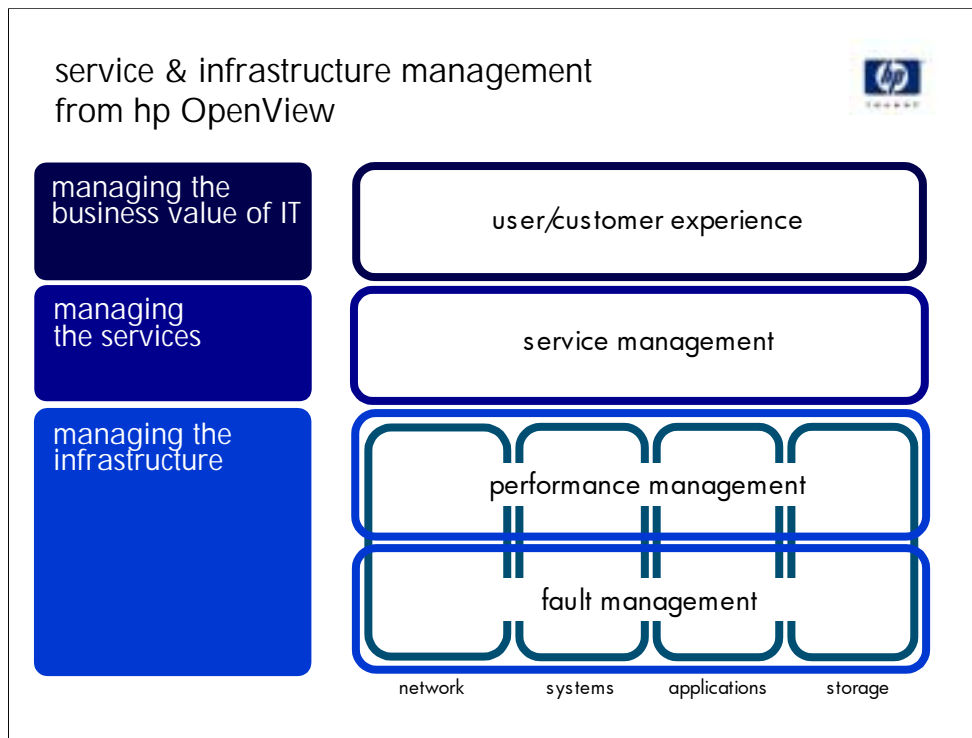
managing the infrastructure

OV operations
network node manager
problem diagnosis
application & database
smart plug-ins
omniback II

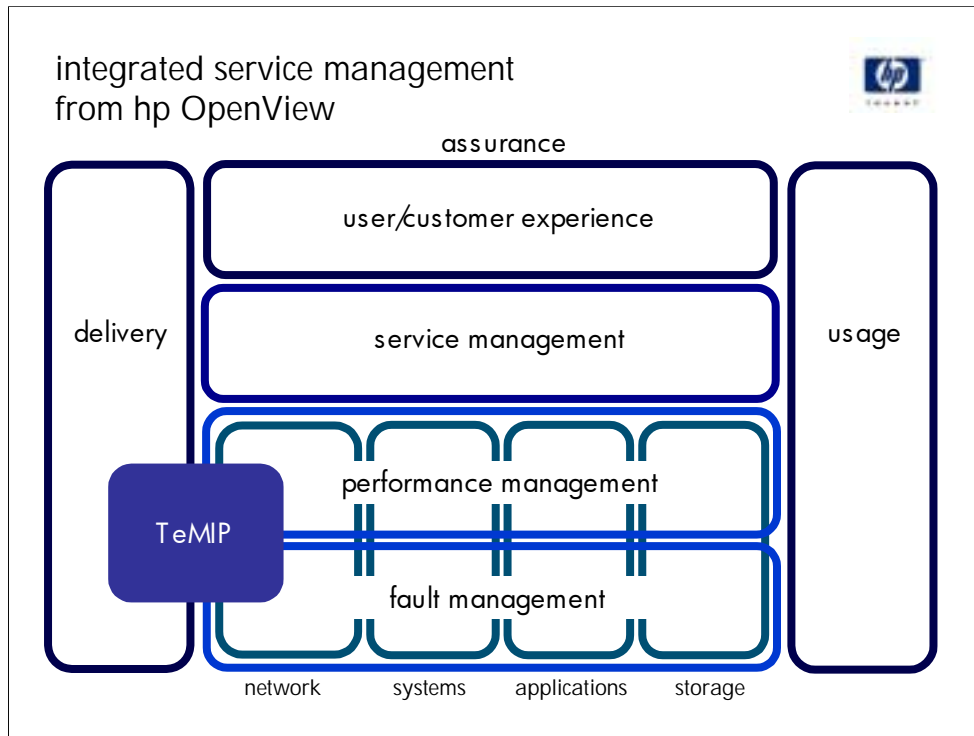
OV performance
trend performance mgr
performance insight
glanceplus
storage optimizer
storage node manager

These OpenView capabilities are real and here today, and working in thousands of companies around the world. Building Block approach: unlike some competitive products, OpenView lets you implement whatever modules you need to address your biggest pain points, YET still lets you integrate data and services for a more comprehensive implementation.

NEXT CLICK: The complete OpenView solution that we've been talking about today is called integrated service assurance.



And here is a diagram show how the products are structured together. But remember, with hp's Building Block approach, OpenView lets you implement modules in the order you determine to address the areas of most pressing concern, providing incremental return each step of the way.



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enterprise customers

Daimler-Benz	Proctor & Gamble	Hitachi
Ameritech	Johnson & Johnson	Abbott Labs
Verizon	Sakura Bank	Chevron
Mitsubishi	Nestle	Comcast
SmithKline B.	Mobil	Comsat
Sony	Glaxo-Wellcome	Ford
Citicorp	Exxon	Siemens
EDS	General Motors	Union Bank of Switzerland
Kodak	Unilever	Deutsche Telekom
Boeing	Dupont	Fuji Bank
Qwest	Motorola	Roche Holdings
Home Depot	Amoco	Merck
Fujitsu	Bristol-Meyers	Airtouch Paging
AOL	Squibb	Microsoft
NTT	AT&T	Alcatel
Shell	Mitsubishi Bank	Sears
General Electric	Matsushita Electric	

Examples of several dozen Enterprise customers of OpenView

nsp customers

Aerial	Empresa brasil	Shanghai On-line	China.com
AOL Time Warner	Vexlink	PCCW	Singtel
Verizon	Nortel Networks	Korea Telecom	Telecom New Zealand
Charles Schwab	Primus	Tom.com	Telekom Malaysia
Comcast	Telecom Argentina	Hanaro Telecom	Telkomsel
Consonus	Teligent	Optus	PSINet
e*trade	Worldcom	NTT	Taiwan Cellular
Albacom	Tim	LG Telecom	Telstra
Castel	Tele2	Helsinki Telephone	Telecom Namibia
Finnet	Telecom Egypt	MMT	VIAG
GDC	Telecom Italia	Portugal Telecom	Verio
		Swisscom	Vodacom

SP OV customers

To reiterate HP's leadership position in managing large wireline, wireless, and converged network environments, this slide lists of number of locations where OVCSA, OpenCall, traditional OpenView and other HP software solutions have been deployed.

Customers listed may use a variety of HP software solutions to manage different parts of their IT infrastructure.



what do OpenView
users say?

Atmos Energy





questions?





i n v e n t

