HP WORLD 2004
Solutions and Technology Conference & Expo

Business Service Management:

What Does It Look Like for My Customers?

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Agenda

Why is BSM needed?

The OpenView BSM solution

The benefits of Business Service Management

Demo

Summary

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# CIOs, VPs of applications and Business Process owners want ....

- How well are we enacting business processes ?

- To understand, at a high level, the health of the front-end experience, the applications and IT infrastructure on which business processes depend.

- If there is an application or IT infrastructure problem, what is the business impact of that problem – dollars impacted, customers impacted, urgent orders impacted, and so on.

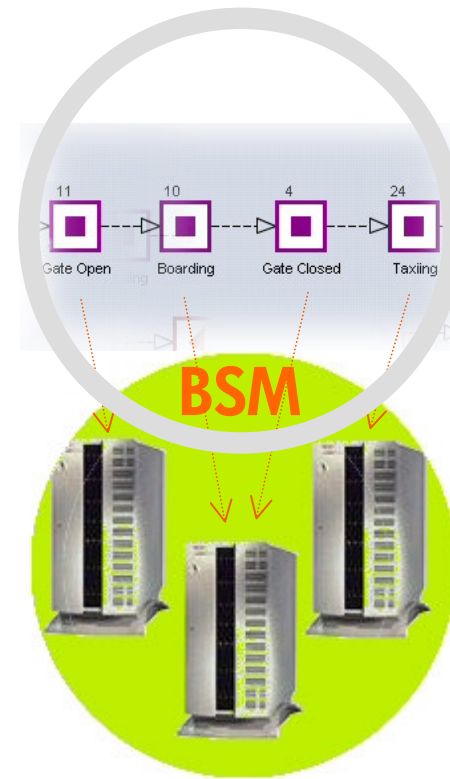- This information to "come into their world" in a format they can deal with

Move from being the cause of lost customers to the source of better customer services and increased sales

The BSM solution

Business Processes

Applications and Infrastructure
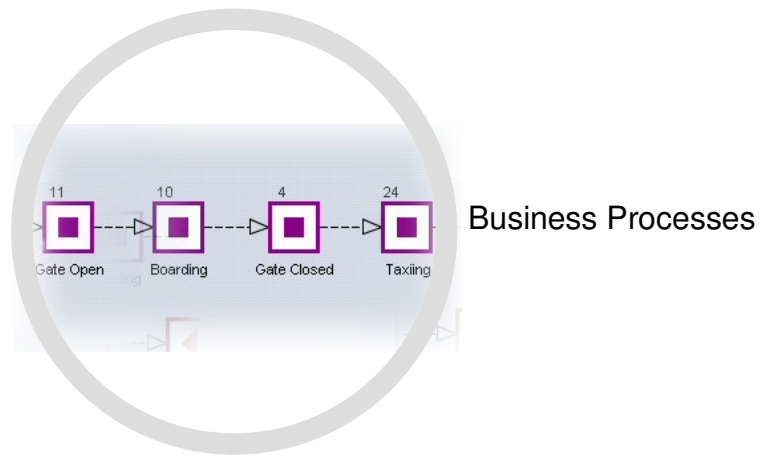
Without BSM

With BSM

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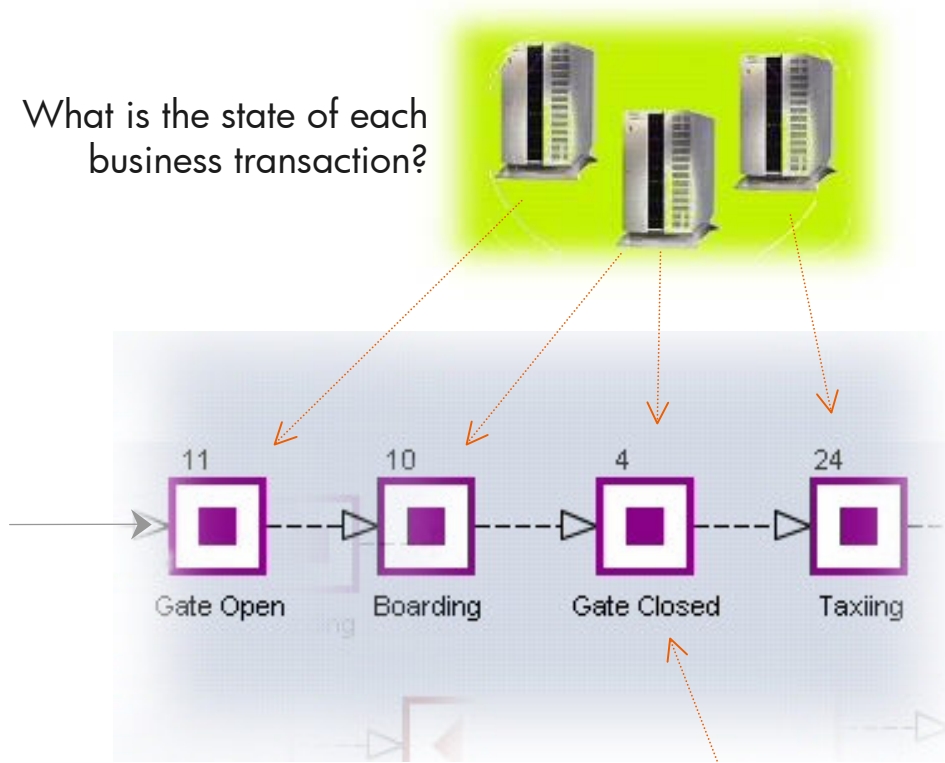The benefits of Business Service Management

Demo

Summary

Business Service Management

What is the state of each business transaction?

Processes often start with a "front-end"

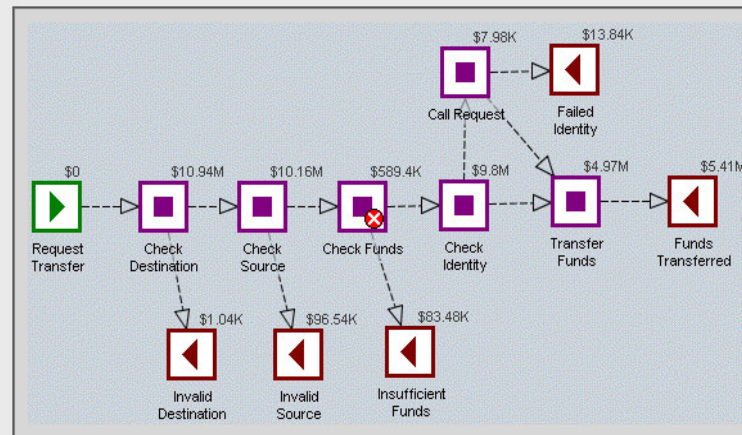Link applications and IT infrastructure health to each step

11	10	4	24
Gate Open	Boarding	Gate Closed	Taxiing

Services

Database | Shipping | Stock

Fund Transfer

Score Card Tabular View- Cross Domain

Flow Metrics | Search

Flow Diagram

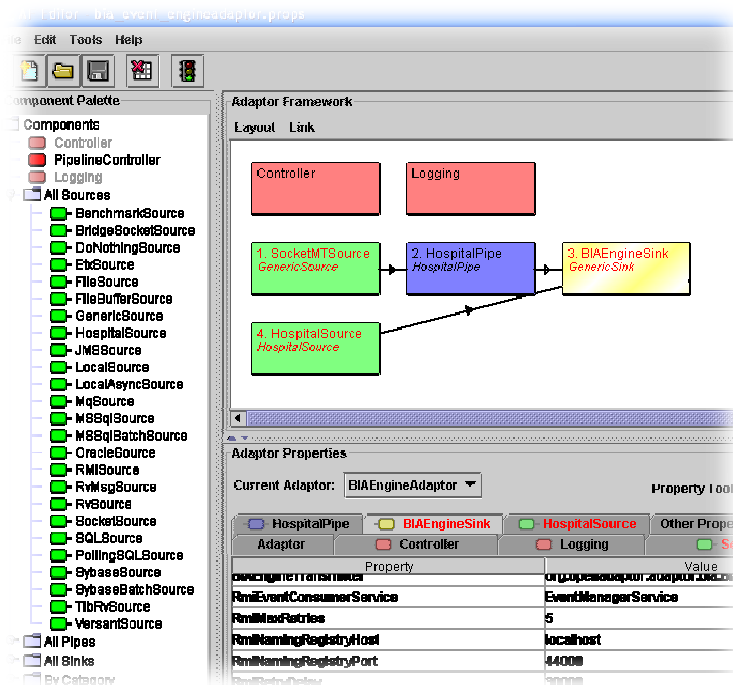| Nodes with Resources: Status Summary		
Node Name	Dependent Resource	Resource Status
Check Destination	/OVIS/Funds Transfer/Call Request	🟢
Check Source	/OVIS/Funds Transfer/Check Source	🟢
Check Funds	/OVIS/Funds Transfer/Check Funds	🟢
Check Funds	/OVIS/Funds Transfer/Check Funds - Bank Lookup	🔴
Check Identity	/OVIS/Funds Transfer/Check Idenity	🟢
Call Request	/OVIS/Funds Transfer/Call Request	🟢

Done   Local intran

Business Process Monitoring
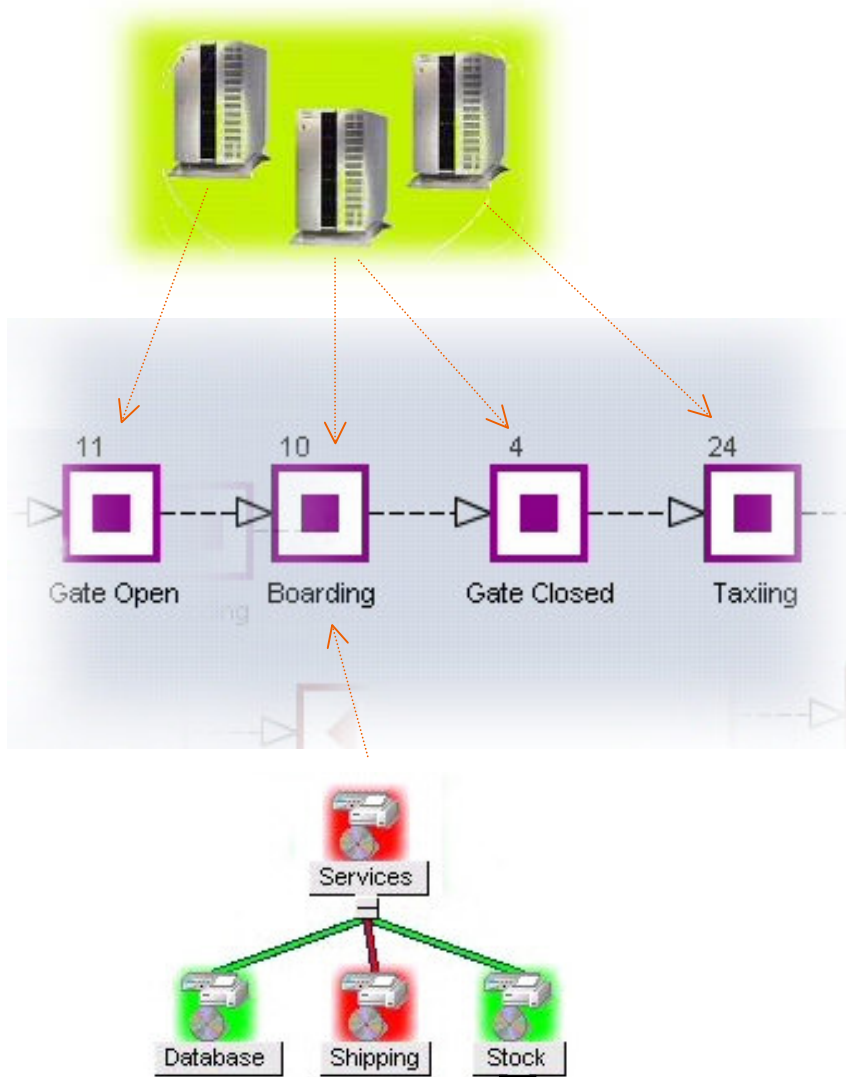
- Gives Business Process Visibility

- Business Process Metrics (back-logs, paths, time-between nodes)

- Monitors Business Process Health

- Calculates Business Impact of application or IT infrastructure problem
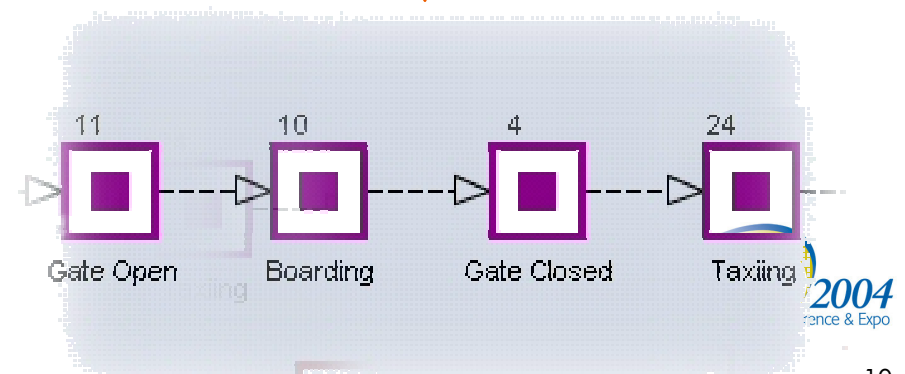
Getting Business Data Events

graphical, or config file, based
configuration

- openadapter open source (openadapter.org)

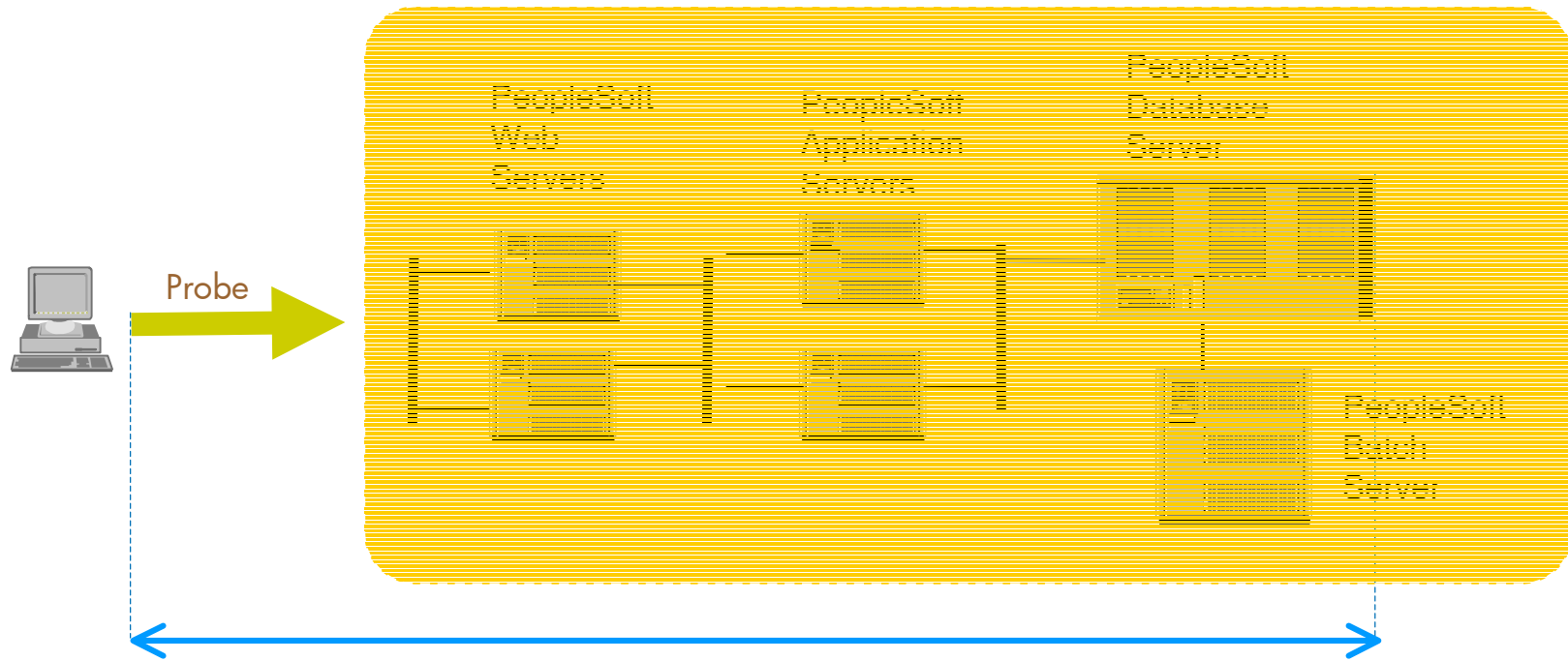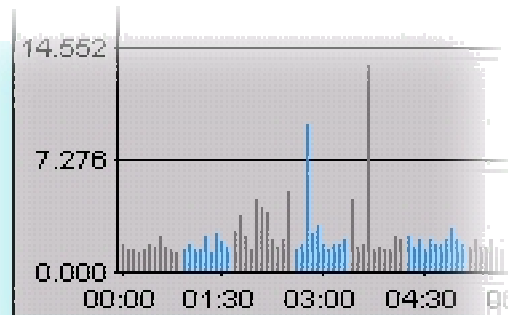- adapters to JMS, DB, file, FTP, sockets, Tibco, MQSeries, RMI

filter, adorn (add),
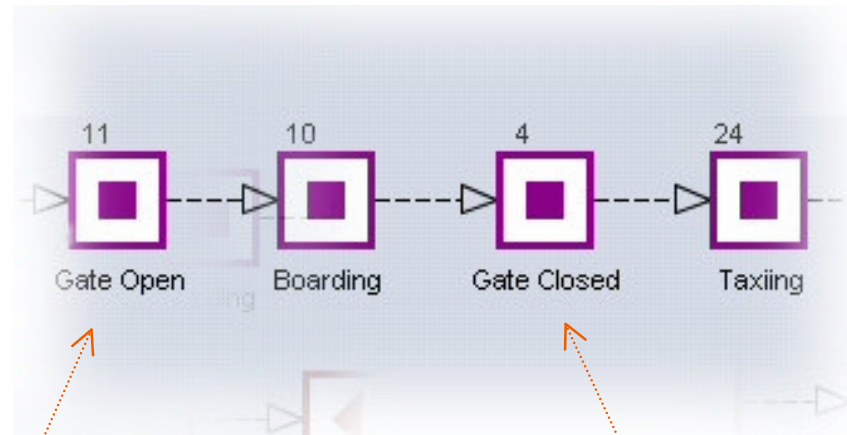indirection (get data base on an index)

Front-end Health (portal, CRM, EDI, web services …)
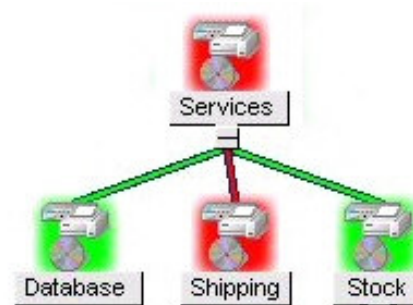

Probe

end to end response time
for simulated transaction

Applications' and IT Infrastructure Health

Fast, top-down health
using synthetic transactions

Or, comprehensive,
bottom-up health

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The Benefits of Business Service Management

- Monitor business process performance rather than just the performance of applications and IT infrastructure. Report IT's performance in terms the business will understand.

- Find and minimize wastage in business processes.

- Align IT resource allocation and IT investments so as to maximize business process performance.

- Understand application and IT infrastructure problems in terms of their impact on business processes. Fix problems in order of business impact.

- Maximize your ITSM investment to keep business processes healthy.

- Lay a foundation for business processes that automatically adjust the IT resources, thereby optimizing their performance.
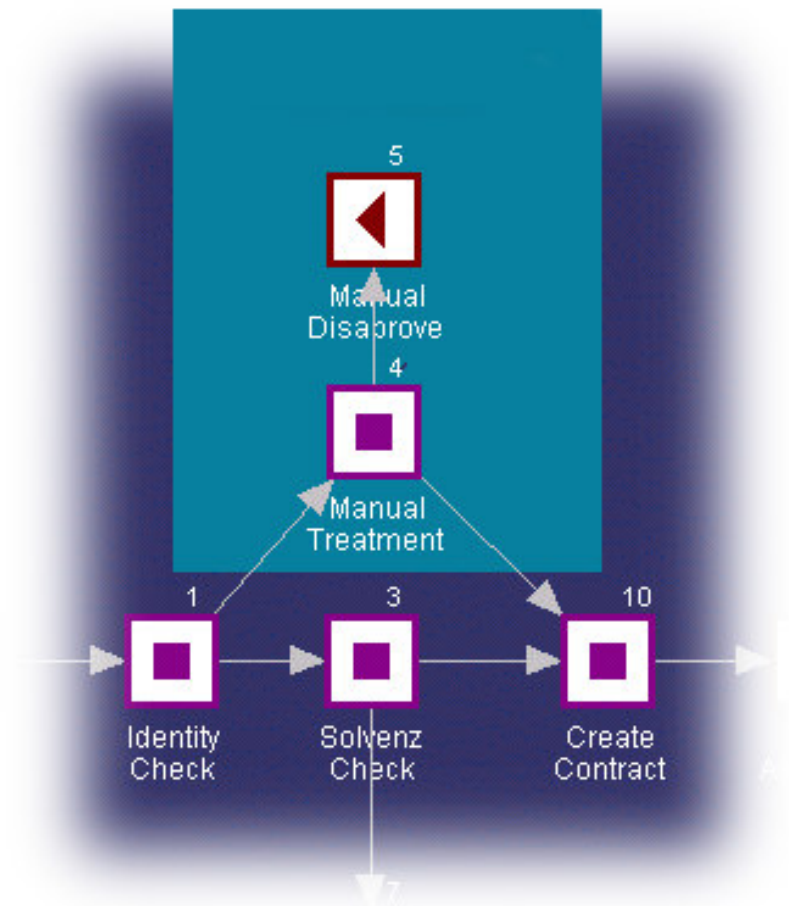
Monitor business process performance and report performance in business terms
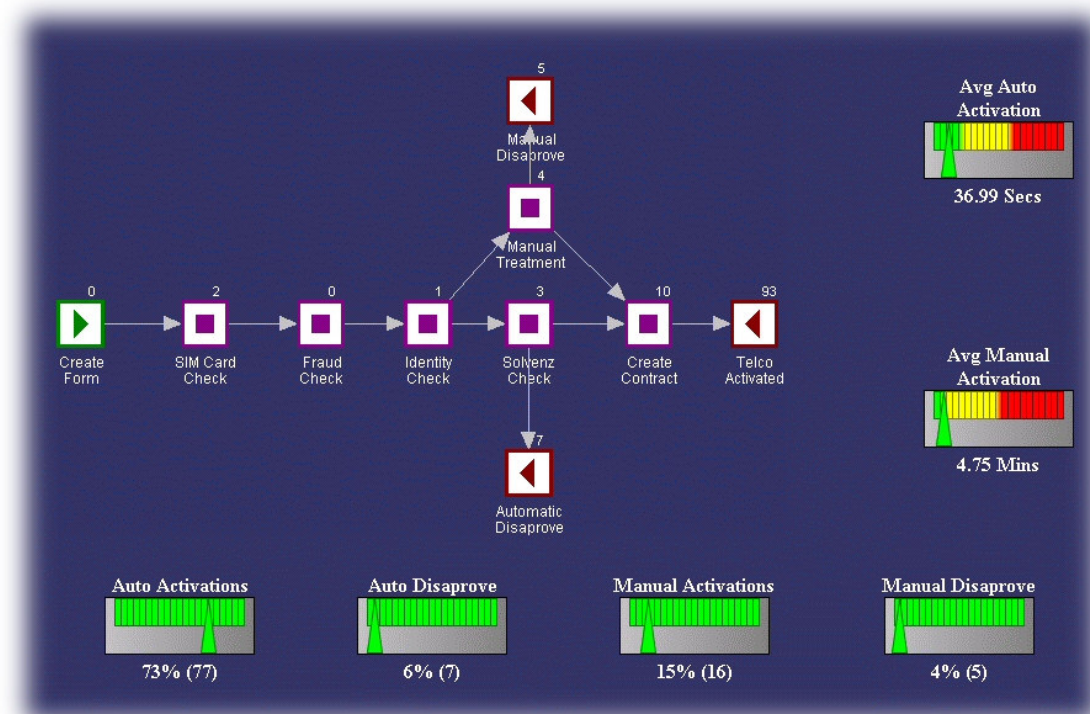
- Keep business processes running well using Business Process SLA's

  Tell me when activation takes more than 10 minutes

- Report IT's performance in business terms

  Last month, our systems processed 1.4m of orders, average delivery time 2.3 hours

- Use SLAs to monitor the performance of outsourcers

Minimize wastage from business processes

- Do Path Flow Analysis

- See both instance flow rates and dollar flow rates

- Look for expensive "exceptions" : non-delivery, breakage,

- Look for time-outs that mean lost business

- Look for manual "exceptions" that happen a lot (humans are expensive !!)

Allocate IT resource to optimize business process performance

- Use back-logs, dollar back-logs and time-per-step

- Understand holistic performance

- IT investments : "this is where we need to invest"
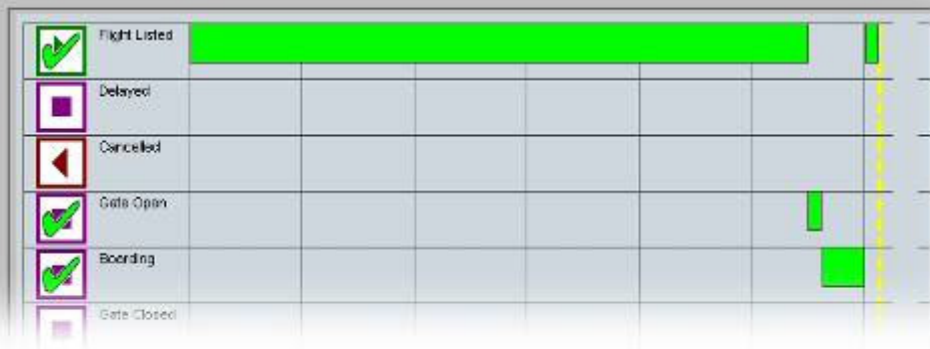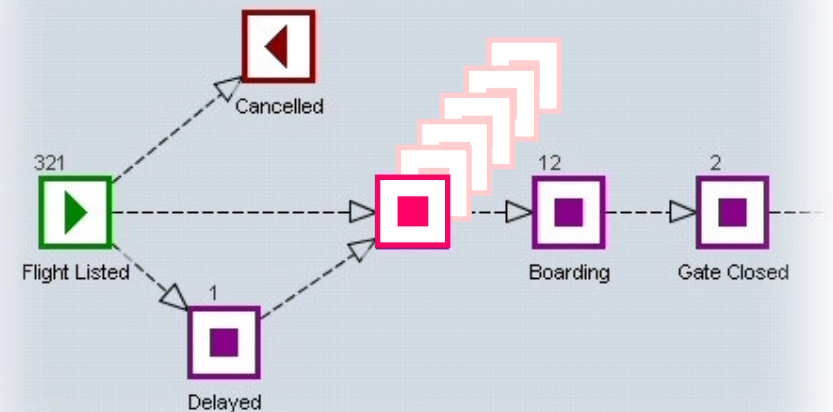
- Do we have spare capacity?

- Different routes in : why the performance difference?

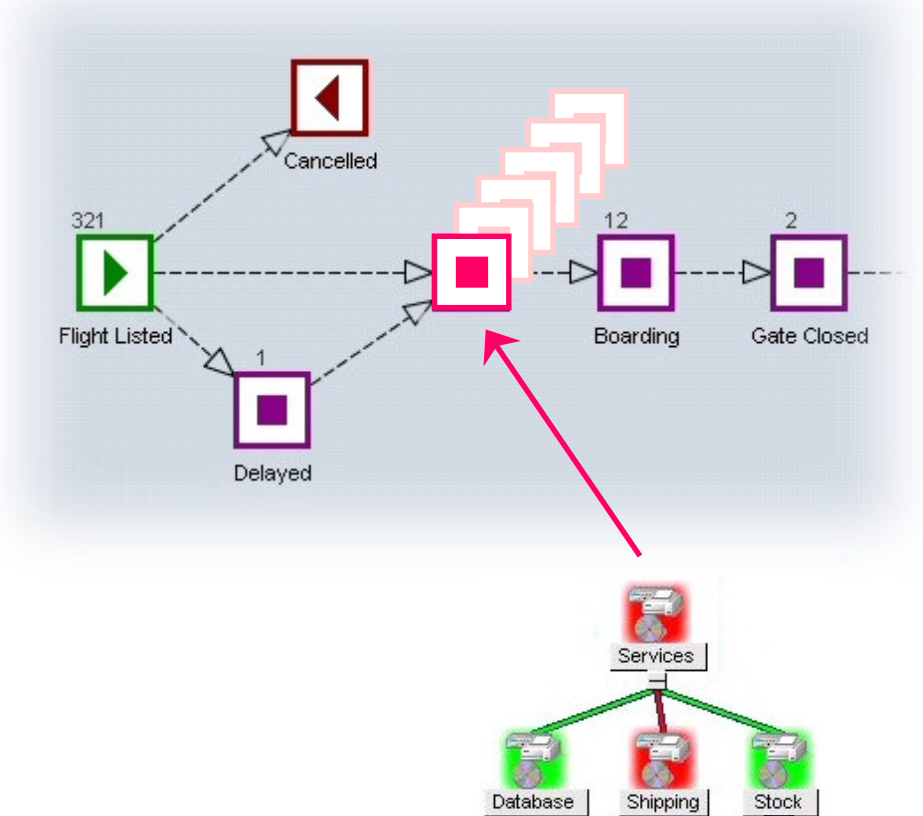# Understand how problems affect business processes

Business Impact statements …

- "You have $86,000 of orders blocked. The following gold customers are affected"

- "There are $114,000 of orders going to become affected. Gold customers are…"

- "The following orders are unaffected …"

Business "work arounds"
- tell the customer before they tell you
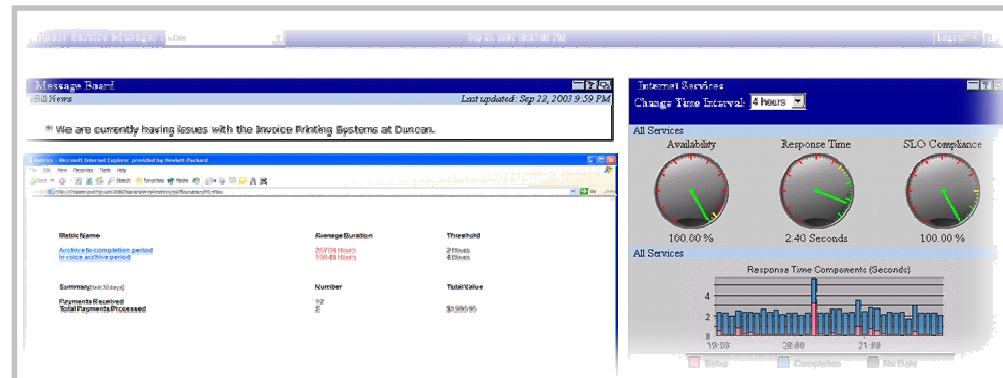- manual intervention for special orders

Fix Priority based on Business Impact
- "problem 1 affects no orders, problem 2 affects $86,000 of orders now and $114,000 soon"

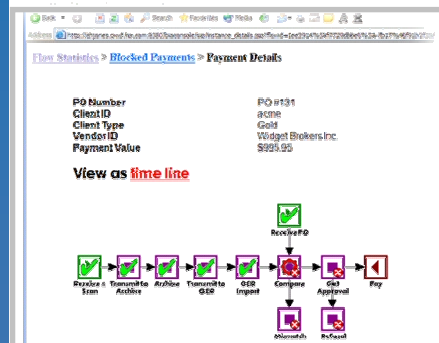# Understand how problems affect business processes

"A business process problem exists"
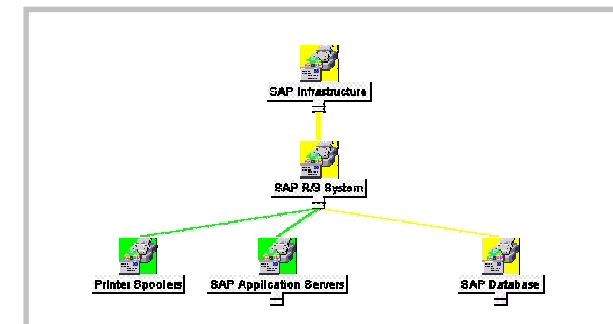

Business Process Performance Dashboard

- End user experience views
- Business process availability
- System performance
- SLA adherence

"What is the business impact?"

"What is the underlying technology problem?"

Business Service Management

view into the business process flow, quantify the dollar impact of a IT service degradation

Instance ID	Identifier	Weight	Weight Type	Start Time	End Time
26-1-1-2687	ADOBE	0.0	Customer	2004-01-26 17:34:14.0	--
26-1-1-3127	Agilent	3.0	Customer	2004-01-29 15:27:13.0	--
26-1-1-3131	Agilent	3.0	Customer	2004-01-29 16:05:42.0	--
26-1-2-2649	ADOBE	0.0	Customer	2004-01-26 14:17:45.0	--
26-1-2-2653	ADOBE	0.0	Customer	2004-01-26 14:56:15.0	--
26-1-2-3104	Agilent	3.0	Customer	2004-01-29 15:10:57.0	--
26-1-2-3108	Agilent	3.0	Customer	2004-01-29 15:42:15.0	--
26-1-3-2714	ADOBE	0.0	Customer	2004-01-26 21:34:58.0	--
26-1-3-3131	Agilent	3.0	Customer	2004-01-29 15:29:31.0	--
26-1-3-3138	Agilent	3.0	Customer	2004-01-29 16:36:28.967	--

IT Service Management

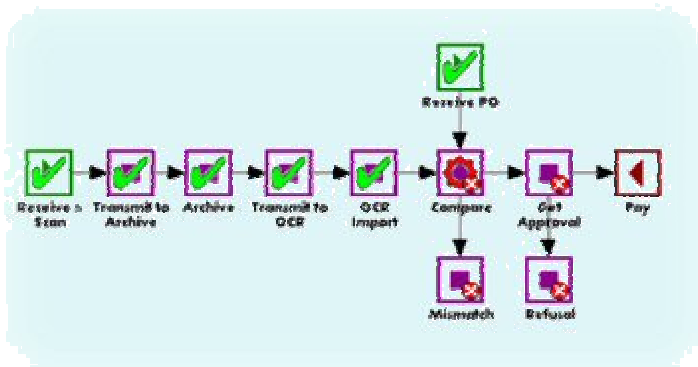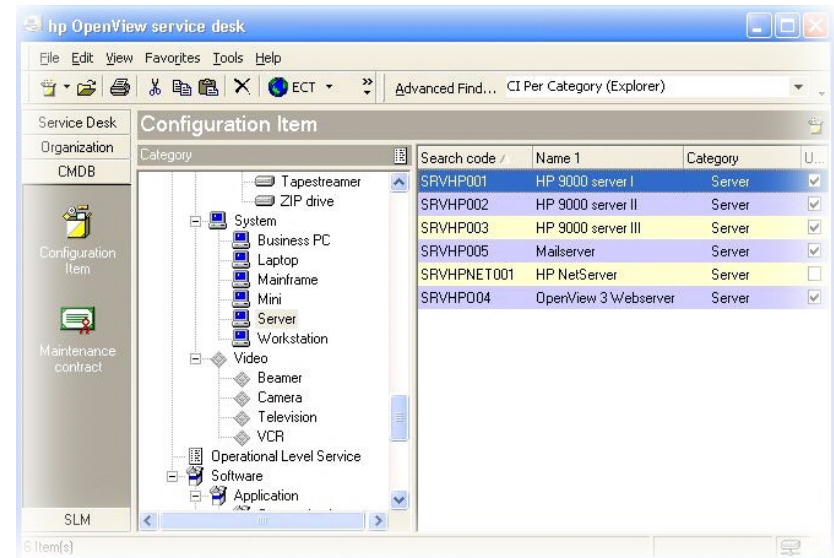maps IT resources to the business process step they support, allowing quick isolation and resolution of problems

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Leverage your ITSM investment to keep business processes healthy

BSM gives Service Health Detail:

- Front-end health (probes, SLOs)

- Back-end process health (SLOs)

- Business Impact information

- Dependent applications and IT infrastructure

ITSM :

- Gets the business service running again

- Controls any changes to the business process's IT resources

How Business Service Management plays in Adaptive Management

Business aware

- Manage end-to-end business interactions across multiple services
- Dynamically adjust supply of resources to support business processes

Service centric

- Link IT with business
- Align resources and IT processes to enable optimal utilization, performance and response

Operations centric

- Plan. Provision. Monitor. Inventory. Model. Control. Maintain.

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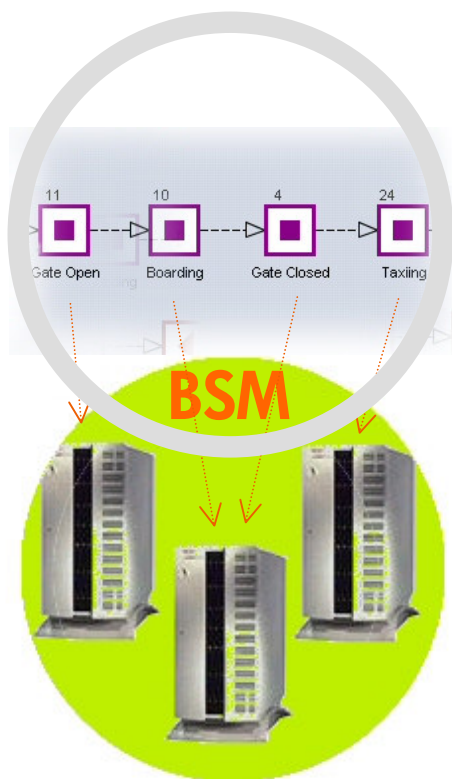**Demo**

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BSM Summary

- Monitor Business Process performance

- Ensure Business Processes are well run:
    - ITSM break/fix processes and tools
    - IT resource balancing
    - IT investment

- Minimize wastage in Business Processes

- Understand impact of applications and IT infrastructure problems on Business Processes

Help provide better customer service
Help increase sales
Better serve the business

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