

VMware Service Manager 9— Service Management Overview

KEY HIGHLIGHTS

- Rapidly implement ITIL best practices with out-of-the-box processes
- Align IT activities with business objectives through an integrated Service Catalog
- Empower the Service Desk to deliver quality service through Knowledge Management, Self Service, and integrated Service Level Management
- Automate and fully audit key business processes and ensures they are carried out in a consistent, best practice manner
- Easily identify and rapidly resolve Problems
- Automatically populate and maintain the service management CMDB from multiple sources of configuration data
- Get clear line of sight into complex service to application relationships and physical to virtual dependencies

In today's ever-changing global economic climate, the soaring costs of doing business in an increasingly competitive marketplace has seen more and more responsibility placed on IT to improve efficiency, satisfy compliance requirements, and drive business agility. To add to the complexity of this challenge, business objectives are often conflicting, for example: delivering competitive advantage whilst meeting cost targets or delivering efficiencies without breaching Service Level Agreements (SLAs). As a result, an increasing number of IT organizations are looking to best-practice frameworks, such as ITIL, to help align IT activities to business objectives and demonstrate the tangible business value of IT.

VMware Service Manager helps transform IT organizations into strategic, business-aligned service providers. The VMware Service Manager solution enables IT organizations to deliver service excellence across both physical and virtual environments, through automation, seamless integration and alignment to best practice. In achieving this, VMware Service Manager helps ensure organizations are able to deliver IT services that are efficient, flexible, and that adapt to ever changing business goals.

Read on to learn how VMware Service Manager will help you:

- Rapidly implement ITIL best practices
- Optimize the value IT provides to the business
- Deliver efficiency, minimize risk and enforce best practice through end-to-end process automation

Rapidly implement ITIL best practices

While many organizations have embraced the need to leverage proven best-practice methodologies, such as ITIL, successful implementation of ITSM processes that adhere to these methodologies has proved time consuming and expensive. This is largely because embracing best practice methodology using traditional, monolithic ITSM solutions has typically required considerable effort and cost. These solutions have proved complex to configure and expensive to customize to respond to site specific requirements. They have also failed to adapt to clients' ever changing business needs.

In many cases, the effort to upgrade to the next generation of these traditional ITSM solutions is as great, or even greater than for the initial implementation. As a result, IT Organizations are now looking to the market for more flexible, integrated service management solutions that enable the rapid implementation of ITIL processes, using automation and easy to use workflows to enable IT to efficiently deliver the services that the business currently needs, and to quickly respond as business needs change.

VMware Service Manager provides out-of-the-box fully ITIL verified functionality for all major ITIL processes (PinkVERIFY) including: Incident, Request Fulfillment, Problem, Service Level, Knowledge, Change, Release & Deployment, Service Configuration & Asset, Service Catalog and Availability Management. All of these processes are delivered, fully integrated through the VMware Service Manager solution.

VMware Service Manager makes it possible for IT organizations to quickly and efficiently automate and continually improve these processes to meet their specific requirements, with an easy-to-use graphical workflow modeler, fully integrated Self-Service customer portal, 100% web-based architecture and flexible modular subscription-based licensing.

With VMware Service Manager you will:

- Dramatically reduce the time and effort required to implement and automate your ITIL processes.
- Ensure that ITIL processes implemented are tailored to meet your site specific needs.
- Deliver services that are in line with, and exceed business expectations
- Reduce the impact of service outages on business operations.

Optimize the value IT provides to the business

To address the increasing pressure on IT to cost justify IT activities, and to explain how IT outputs are aligned to business objectives, VMware Service Manager provides a fully integrated Service Catalog which is published on the VMware Service Manager Customer Portal. This integrated Service Catalog ensures that all interactions between IT and business stakeholders are articulated through meaningful business Services.

The VMware Service Manager CMDB platform automates the process of drawing configuration data from multiple external data sources, to populate and maintain the VMware Service Manager CMDB. VMware also provides a comprehensive Service Discovery and Mapping solution that automates CMDB population, including the ability to model how IT infrastructure and applications underpin business Services. The integration between the VMware Service Manager CMDB and Service Catalog provides instant visibility into the impact of IT activities on services IT provides to the business.

To demonstrate the value IT is providing to the business, the VMware Service Manager solution allows IT to easily monitor and report upon Service focused SLA and Availability performance to business stakeholders. This is enabled through VMware Service Manager extensive out-of-the-box and ad hoc reporting capabilities.

With VMware Service Manager you will:

- Easily deploy an integrated, actionable Service Catalog that aligns IT activities to business services.
- Automate real-time population and maintenance of a federated Service Management CMDB .
- Effortlessly discover and map inter-dependencies between infrastructure components, applications, and business services, across both physical and virtual environments.
- Monitor and report performance against Service Level Agreements and Service Availability targets, to demonstrate the value IT provides to the business.

Deliver efficiency, minimize risk and enforce best practice through end-to-end process automation

Manual, poorly automated processes are subject to error, hard to enforce, difficult to audit and impossible to monitor. This is especially relevant in today's IT environment where organizations have to reduce cost and minimize risk, whilst still delivering Services that are fully aligned to business objectives.

If IT organizations are unable to effectively automate their processes, Service Quality and Service Levels are likely to be compromised. Without process control and consistency, IT organizations will also find it much more difficult to comply with increasingly stringent compliance and auditory requirements. These factors combined, dramatically increase the cost of providing IT Services that are aligned to business needs and objectives.

While process automation is an objective that most IT organizations are striving to achieve, this has proved difficult as most traditional ITSM solutions either only provide inflexible, generic pre-defined process templates, or require extensive customization to adapt to site specific requirements.

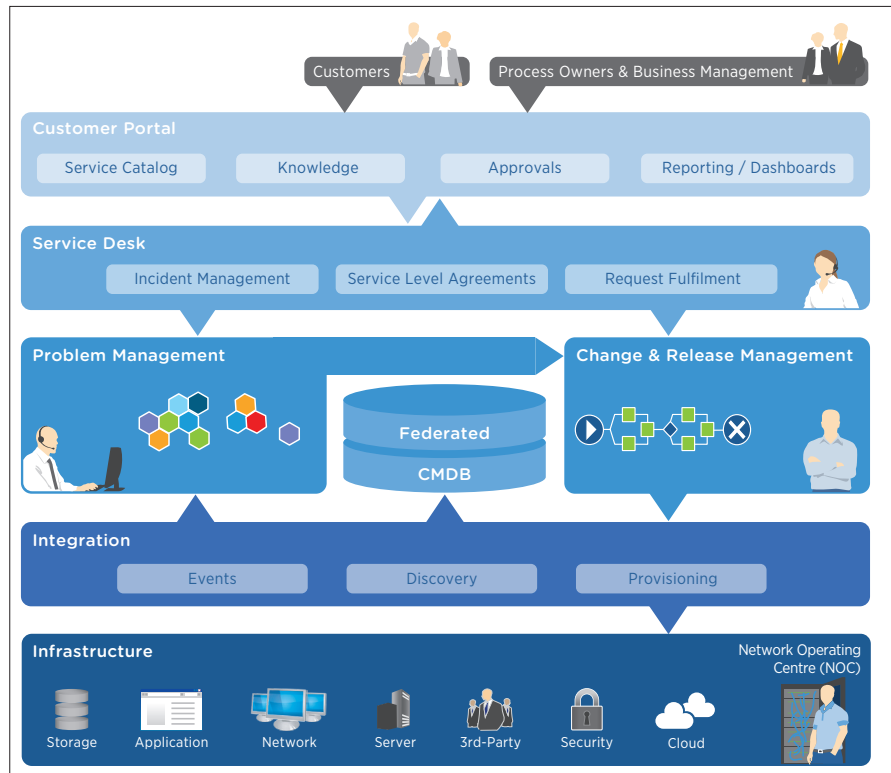
VMware Service Manager allows organizations to easily model business processes through a powerful and flexible graphical workflow modeling solution. This solution allows IT organizations to automate their site specific processes, with full audit trail, including the ability to deploy online forms through the Customer Portal that intelligently capture the data required to drive these processes.

The VMware Service Manager workflow solution allows proposed infrastructure changes to be put through a consistent, best practice approval process. The workflow solution's seamless integration with the VMware Service Manager CMDB and Service Catalog empowers Change Managers to assess the impact of infrastructure changes on critical business services. This means that changes will only be approved if the impact of that change is in line with business expectations and agreed service levels.

With VMware Service Manager you will:

- Easily model and automate your organization's business processes without having to rely on inflexible, predefined vendor templates.
- Ensure processes are carried out in a consistent, best practice manner that adhere to audit and compliance requirements.
- Implement key infrastructure changes with minimal disruption to business services
- Extend your workflow solution to automate any IT or non-IT process.

The VMware Service Manager solution consists of the following capabilities:



VMware Service Manager

An integrated and highly configurable Service Management offering, supporting 10 key ITIL processes (as verified under PinkVERIFY) including Incident, Problem, Change, Release and Deployment, Request Fulfillment, Service Level, Knowledge, Service Catalog, Availability, Service, Asset and Configuration Management including:

- Self-Service Portal with integrated Service Catalog.
- Graphical Workflow Modeler.
- Knowledge Centered Support (KCS).
- 100% Web-based architecture for truly scalable deployments.
- Fully federated, easily deployed CMDB .
- Reporting and real-time monitoring.

VMware Application Discovery Manager

Provides accurate, up-to-date and in-depth discovery of your IT infrastructure, including application dependencies and interrelationships. Using a passive, agentless approach, VMware Service Manager for Service Discovery and Mapping allows you to unify multiple discovery sources into one definitive source that supports and enables CMDB/CMS accuracy, change management, application troubleshooting, and data center blueprinting.

VMware Advanced Services

VMware Advanced Services offer experienced, trained and skilled consultants who have deep competency skills and industry knowledge in proven IT management methodologies. The VMware team consists of experts certified in CoBit, ISO, SOX, ValTT as well as ITIL masters. Our consultants will help you design your ITSM capabilities to create an improved management architecture focused on delivering high-quality services.

Using a flexible, modular, full lifecycle approach driven by a rigorous and well-documented methodology, VMware Advanced Service representatives work with you to deliver an integrated set of service management design initiatives. The engagements can be crafted to your specific needs, with a focus on execution and quick time to value.

Our representatives will provide a full spectrum of services including but not limited to:

- Assess the current state of processes and determine the preferred future state.
- Identify the gaps and recommend a roadmap to achieve process improvements and opportunities for automation and integration with VMware products as well as those you already own.
- Recommend a governance model specific to your organization, a reporting strategy with KPIs and Metrics, Communication and Training Strategies and methods for control, management and continuous service improvement.
- Implement appropriate VMware solutions to support the agreed upon processes.

