HP Software Professional Services
Business Service Management Solutions

Comprehensive Business Service Management solutions from strategy through to implementation, education, and support

Solution Brief

Reduce business risk, increase efficiency, and optimize cost through improved records management.

Prepare for the Shift to Innovation

After several years of economic downturn and associated cost cutting, organizations are shifting focus to growth and innovation. Likewise, IT is now focused on how to support business innovation while at the same time, still closely managing costs. Both public/private cloud initiatives and virtualization – designed to improve asset utilization and fuel innovation – have only increased the complexity and dynamic nature of IT today. Now IT operations teams are challenged to manage this constantly changing environment and guarantee reliable, consistent, and measurable services to the business.

As an IT executive, you may be struggling with managing unintegrated tools, teams, and processes. These lead to manual and inconsistent processes and duplication of efforts across IT operations. Your IT operations team is likely reactive – most problems are detected by end users or customers instead of by the IT operations team, resulting in a costly incident. Also, the inefficiency caused by unintegrated tools and manual processes results in delays and business failures. Lastly, most of today's IT operations solutions are also not optimized for fast changing service environments accelerated by cloud services and virtualization.

Your challenge then is to organize IT to be able to deliver services by providing a management foundation that supports the cloud and virtualization to effectively manage virtualization and guarantee service levels for private and public cloud services. This is done while providing cost-effective service delivery as IT operations is pressured to continue to closely manage and/or drive down costs while meeting service quality requirements for business services. This risk is not just cost to the business but also risk of sourcing services directly from the cloud or another service provider.

Standardize and Improve Efficiency

HP has created a complete Business Service Management (BSM) solution portfolio that can help your IT organization better meet the requirements of your business while managing IT operations in today's dynamic virtualized and cloud environments. HP BSM solutions provide:

- End-to-end visibility into cloud services and virtualized applications, including physical infrastructure, Infrastructure-as-a-Service, Platform-as-a-Service, and Software-as-a-Service. This includes managing application transactions across the entire stack and capturing infrastructure changes using a run-time operational store.

- Streamlined service delivery through collaboration with personalized customizable views based on a common data source.

- Standardized and automated operational processes from event management and incident and problem management through to remediation processes. HP BSM standardizes and manages IT processes across application/infrastructure silos including event consolidation and correlation, incident and problem management, and network management across HP and third-party products.

Define your Business Service Management Strategy

BSM Maturity Model

HP is helping customers to manage their business services by integrating your BSM with your IT strategy, and simplifying and accelerating the entire implementation process. To that end, we offer modular or end-to-end services, including consulting, solution deployment services, education, software support, and Software-as-a-Service. Our HP Software Professional Services provides processes and product implementation to enable your IT organization to link business processes to the supporting IT infrastructure and gain instant visibility of business services through to operations. Our Business and Technology Advisory Services include the HP BSM Solution Discovery Workshop, which combines a workshop and assessment service that maps BSM to your IT strategy, drives BSM solution adoption, identifies automation opportunities, and optimizes investments.

HP provides a detailed roadmap based on the HP BSM Maturity Model across nine domains that encompass people, process, and technology. This spans nine core disciplines: Governance, Service Mapping, End-User Management, Service Level Management, Business Transaction Management, Service Diagnostics, Event Management, Center of Excellence, and Cost and Value.

The HP Solution Discovery Workshop enables you to understand and gain consensus on current maturity levels across people, process, and technology to define an incremental, actionable roadmap to evolve into the desired maturity state.

Standardize IT Processes and Implement BSM Fast

HP provides solution consulting services that include BSM design and implementation services as well as IT process design and standardization based on the HP Service Management Reference Model. The HP

Service Management Reference Model provides detailed service management processes based on ITIL v3 and HP experience to rapidly standardize processes across all of IT. Our solutions include:

- Application Performance Management solutions – provide process design and standardization for availability and problem management to proactively prevent application downtime. Our BSM and HP Business Availability Center (BAC) design and implementation services proactively improve insight into application performance and availability.

- Consolidated IT Operations solutions – ensure automated event, incident, and problem management to quickly identify, troubleshoot, and resolve issues across IT operations. BSM and HP Operations Management Center (OMC) design and implementation services proactively improve visibility to SLAs for accelerated collaboration across all of IT.

- Automated Network Management solutions – use HP expertise and HP Network Management Center (NMC) to deliver a consolidated framework for managing fault, availability, performance, change, and configuration for your physical and virtualized network infrastructure. The result is your network operations streamlined to reduce costs, increase service agility and availability, and enhance your monitoring capabilities.

- Fast Track Services – packaged HP BSM software deployment services including QuickStart, Upgrade, Healthcheck and Migration services designed to accelerate time to value from your implementation. HP Fast Track Services packages our own implementation best practices and provides knowledge transfer to your team for rapid and successful implementation.

- Education and training –HP's education experts provide the training your IT staff needs to manage your BSM solution effectively to maximize the value of your software investment.

- Solution Management Services – HP provides high-quality customized services that provide support, proactive maintenance, operations, and enhancement to your integrated BSM solution, including custom tailored or 3rd-party components.

- Software-as-a-Service – HP delivers HP BSM software that is ready to use 24x7, along with a team of experts who mentor customers on using HP software to increase adoption

and the value on their software investment. All services are delivered remotely.

Industry-Leading Software

The HP Business Service Management services offering is part of the HP Service Management Solutions portfolio that provides an industry-leading set of automation software to proactively optimize your business services, and addresses critical areas such as service quality, end-to-end operational processes, and managing cloud and virtualization. Our software portfolio includes:

- HP Business Availability Center – helps IT staff manage application and transaction availability and performance, including applications in the cloud.
- HP Operations Center – helps IT staff automatically consolidate and correlate events from HP and third-party systems. With HP Operations Orchestration, helps automate run books, enrich tickets, and improve operator efficiency.
- HP Network Management Center – provides Network Lifecycle Management (NLM) for automation that spans the plan, deliver, and operate phases. Helps IT staff unify fault, performance, change, and configuration management.

Why HP Service Management Solutions?

HP is a recognized leader in service management and BTO consulting services. We have:

- Over 17 years of experience in more than1,000 successful IT implementation/transformation projects
- More than 12,000 ITIL-certified IT service professionals
- Unique process intellectual property with the HP Service Management Reference Model and Directed Design methodology that accelerates process implementation by up to 50%
- Positioning as leader in the Gartner Magic Quadrant for Application Performance Management, 2010
- Strong positive positioning in Gartner Marketscope for Network Configuration and Change Management, 2010
- Positioning as leader in Gartner Magic Quadrant for Event Management, 2009

For more information, contact your HP representative, email HP Software Professional Services in your region, or visit www.hp.com/go/bsmservices

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