

HP Software solutions for business service management

Combining industry-leading application and operations management with complete discovery and dependency mapping



- Link business processes and customer experiences to underlying IT systems.
- Understand the impact of IT events on business outcomes.
- Integrate the core functions that contribute to BSM into a holistic, service-focused process that optimizes business outcomes.

Faced with global competition, industry consolidation and rising customer demands, businesses in every industry rely more every day on IT to support business goals and drive business results. IT organizations are key strategic partners to the business now, and business service management (BSM) is one of IT's most pressing challenges.

Amid increasing complexity and soaring demands, IT must tie its efforts to business goals by the following means: linking business processes and customer experiences to underlying IT systems; analyzing the impact of planned and unplanned IT events on business services; managing business transactions in detail, from start to finish, across large and intricate infrastructures; coping with complexity as businesses look to composite applications and service-oriented architectures (SOA); and identifying and resolving problems quickly to keep business-critical applications up and running.

All this requires a holistic approach based on a dual perspective that combines top-down and bottom-up views and integrates BSM with IT service management (ITSM) and business service automation (BSA) processes that automate the rollout, provisioning, and upgrading of data center resources and client devices. IT organizations have to take the business view of performance and availability of business services, and at the same time manage service delivery and support SLAs such as system availability and mean time to repair. And they have to focus on business requirements across the IT lifecycle.

The HP approach

The HP Software approach to business service management combines state-of-the-art application and operations management best practices with discovery and dependency-mapping capabilities—forging the crucial link between business services and the underlying applications and infrastructure so that IT can manage technology for business outcomes. The approach is based on three key principles:

1. Consolidate service health management for applications and infrastructure.

HP Software solutions for BSM enable IT teams to proactively manage business and operational service levels, consolidate event and in-depth performance tools into a single view, and automate the creation and maintenance of service dependency maps.

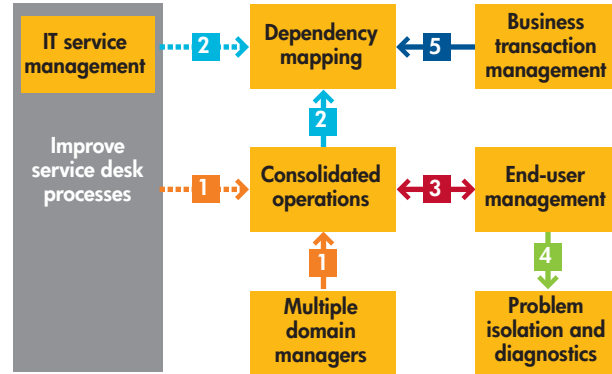
2. Minimize business risk.

Technology is so closely tied to business results today that IT risk is business risk. HP Software solutions for BSM help IT teams mitigate risk by managing from an end-user and business process perspective, prioritizing IT issues based on business service levels and business impact, and using advanced analytics and problem resolution tools to accelerate root-cause analysis.

3. Integrate with key IT service management processes.

HP Software recognizes the close link between BSM and ITSM, and our solutions for both are integrated to optimize the entire service lifecycle. This integration facilitates alignment across IT domains to optimize event, incident, problem, and change and configuration processes and to allow IT teams to drive service management from a common service model.

- 1 Consolidated operations**
Combine management of network, servers and storage into a single management console.
- 2 Dependency mapping**
Discover and map dependencies to understand the service impact of events.
- 3 End-user management**
Monitor and measure the service quality of the user's experience.
- 4 Problem isolation and diagnostics**
Quickly and accurately isolate problems.
- 5 Business transaction management**
Optimize business process performance, availability and quality.



How we do it

The HP Software approach takes the core functions that contribute to BSM—operations consolidation, service impact analysis, end-user management, problem isolation and diagnostics, and business transaction management—and integrates them into a holistic, service-focused process that optimizes business outcomes. The illustration shows a complete BSM solution with a logical path for a phased evolution.

A true solution

HP Software solutions for BSM combine the capabilities of the HP Software portfolio, the breadth and depth of the HP Services organization, and our partnerships with other industry leaders. With consulting, implementation, integration, education and support services, HP provides your company with the ideal solution for your requirements.

Proven, industry-leading software is the foundation. The core software elements of our BSM solutions are HP Business Availability Center, Operations Center, and Network Management Center. These are made up of 18 mature software applications that integrate with

one another and with other HP software centers to optimize BSM.

The service offerings that round out the solutions include comprehensive consulting, training and support services as well as software as a service (SaaS), all based on industry-standard methodologies.

The sooner we start, the better the business outcome.

HP Software can tailor a BSM solution to your unique requirements and help you make the right portfolio decisions. Our solutions help you make sure that every dollar you invest in IT, every resource you allocate, and every application you have in development or production meets business goals.

We're ready to put our vast resources and expertise to work to help you achieve better business outcomes. Let's start with a discussion of your business strategies, tactics, and goals. Contact your HP representative today. Or learn more about HP business technology optimization solutions at: www.hp.com/go/software and www.hp.com/services

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4AA1-XXXXENW, November 2007

