

Automating the Service Desk

*Improving Quality, Reducing Costs and Paving
the Way to Data Center Transformation*

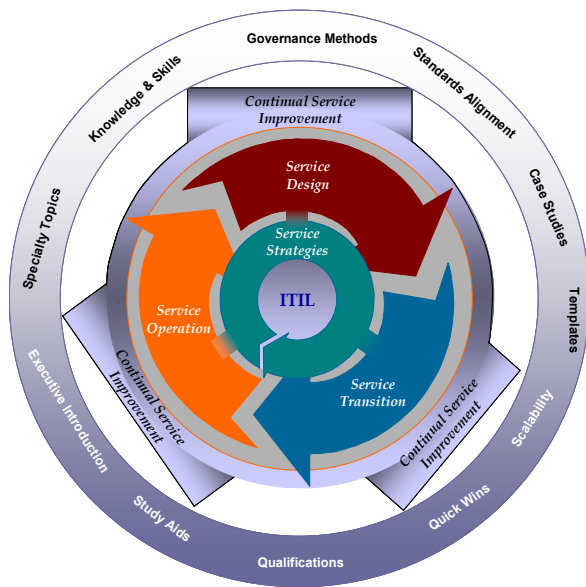
Don O'Toole

Director, Strategy and Planning

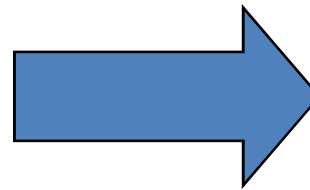
IBM Tivoli Software

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Goal #1: Using Management Processes to Maximize Favorable End-User Perception.

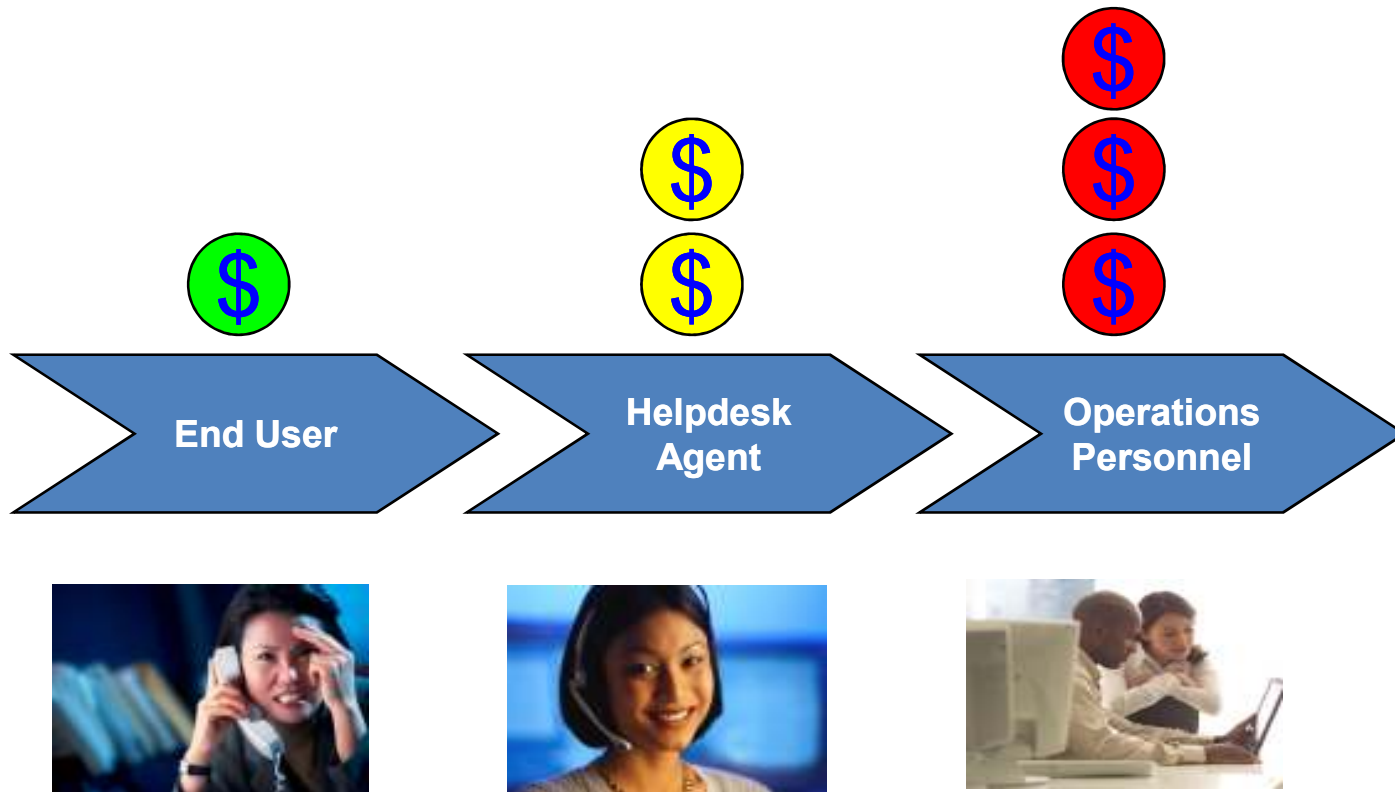


This is important to meeting IT goals...



...but more often than not, this is what IT is judged upon

Goal #2: Reduce Cost/Ticket, Without Adversely Impacting Customer Satisfaction



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Challenge #1: Dealing with the Proliferation of New Technology

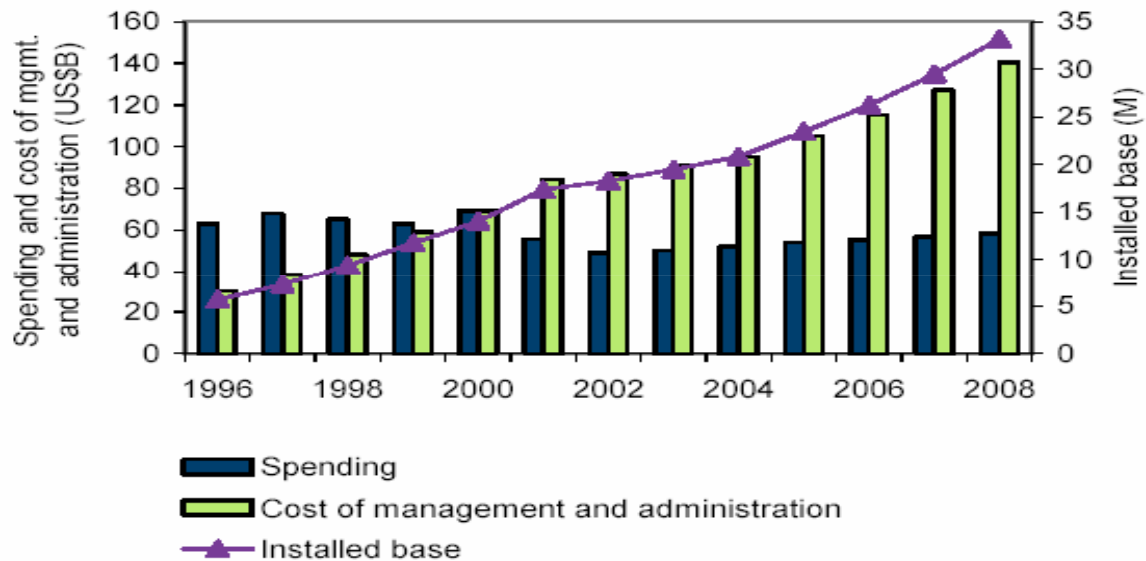


IT boundaries blurring, service desk support moving beyond knowledge workers – i.e. larger and more diverse end-user base.

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Challenge #2: Dealing with Continuing Growth is Size of Infrastructure, # of components etc.

Worldwide Server Spending, Cost of Server Management and Administration, and Server Unit Installed Base, 1996–2008

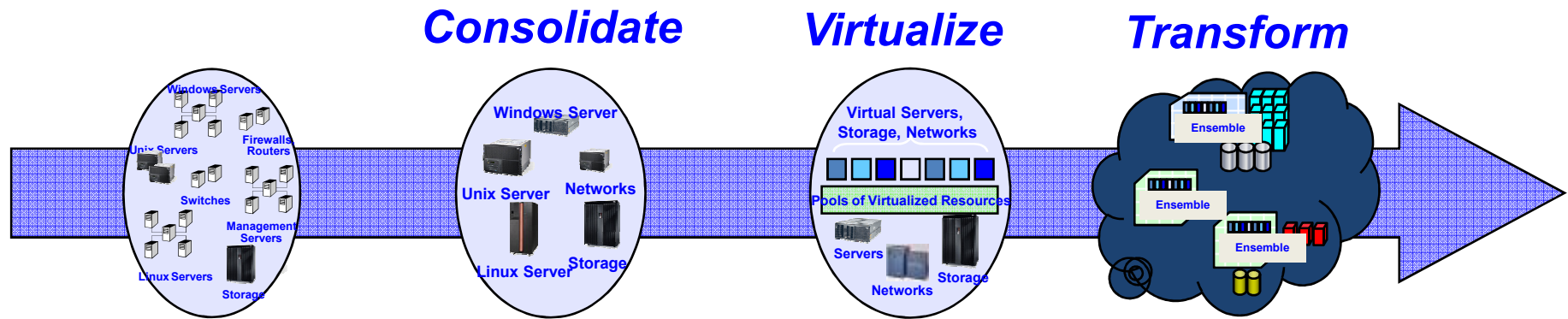


Source: IDC, 2004

Growth is outstripping IT's ability to manage and serve end-users.

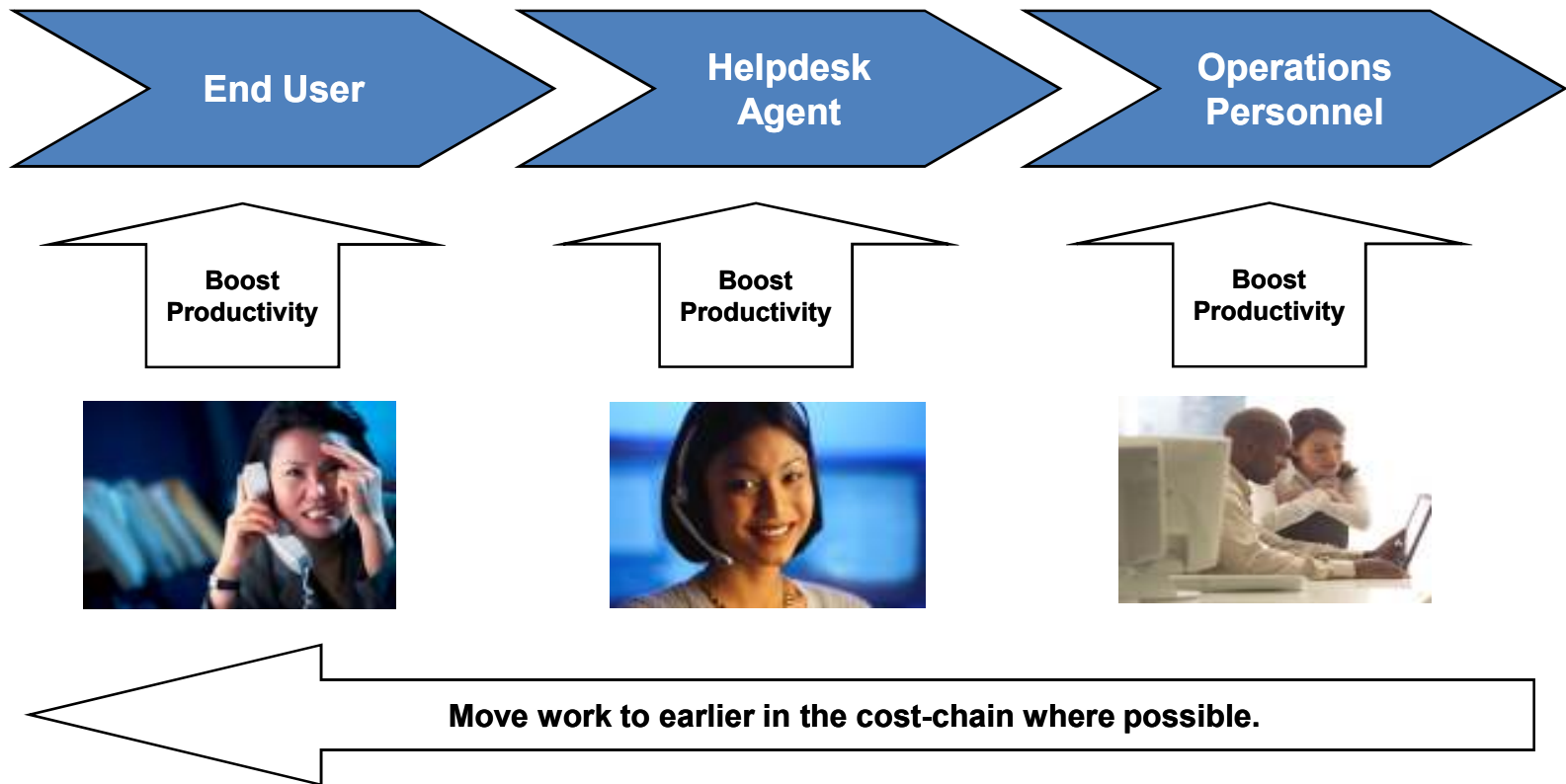
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Challenge #3: Transformation in the Datacenter Enables Growth but Does Not Lower Complexity



- Key transformations:
 - From static to dynamic configurations
 - From systems to service management
 - From delivering applications to delivering services

Overall Approach: Boost Productivity at Each Stage by Resolving Problems Early and Providing Standardized Services



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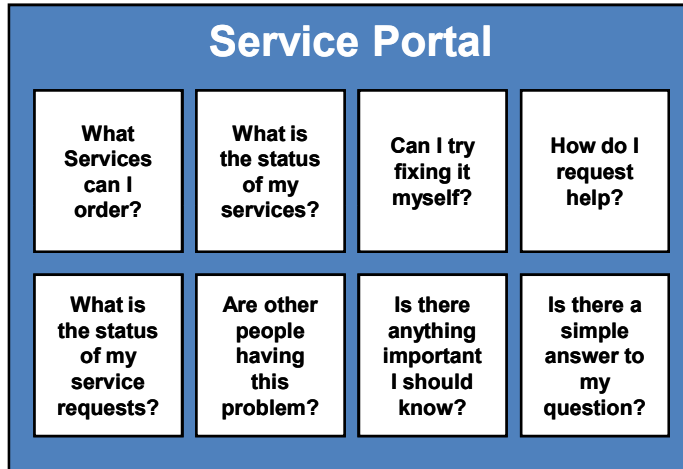
Visibility, Control and Automation are Key to Enabling Resolution and Boosting Productivity



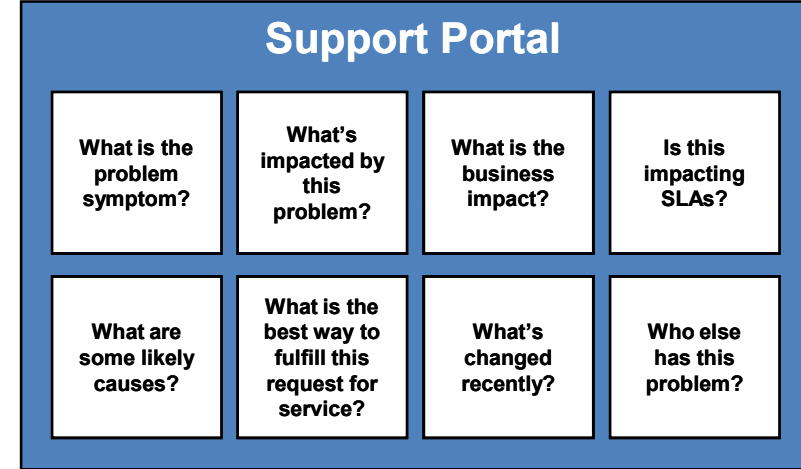
- Visibility – provide end-users, helpdesk and operations personal access to all the information they need to make informed choices.
- Control – give end-users and IT personnel access to the tools that enable them to take action to resolve a problem or fulfill a request.
- Automation – remove as much manual labor from the process as possible to reduce costs, eliminate errors.

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Delivering Visibility and Control Through and End-User Portals and Rich Trouble-Tickets

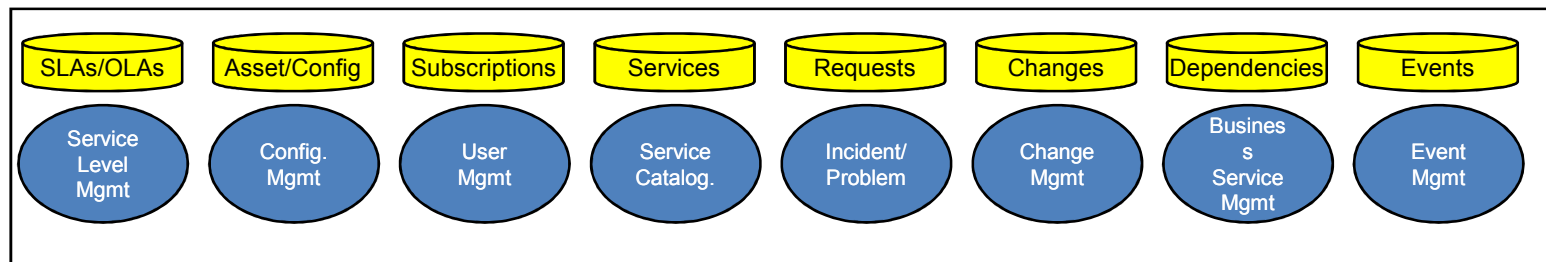
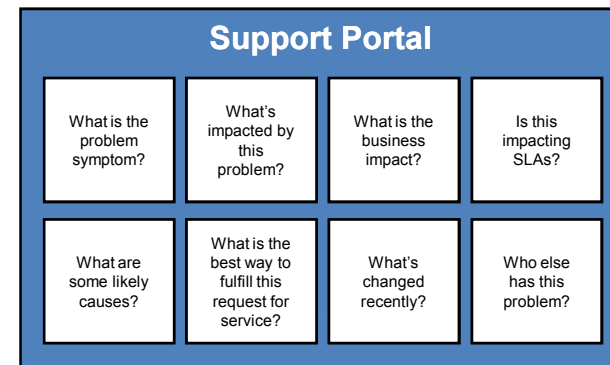
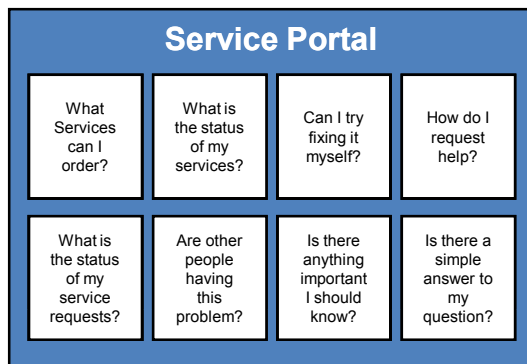


Information and tooling presented in the context of available and subscribed services



Information and tooling presented in the context of the problem system, service, SLA, config. Etc.

Enabling Visibility and Control Through Automation and Integration



All events and requests (phone, e-mail, event mgmt, etc)

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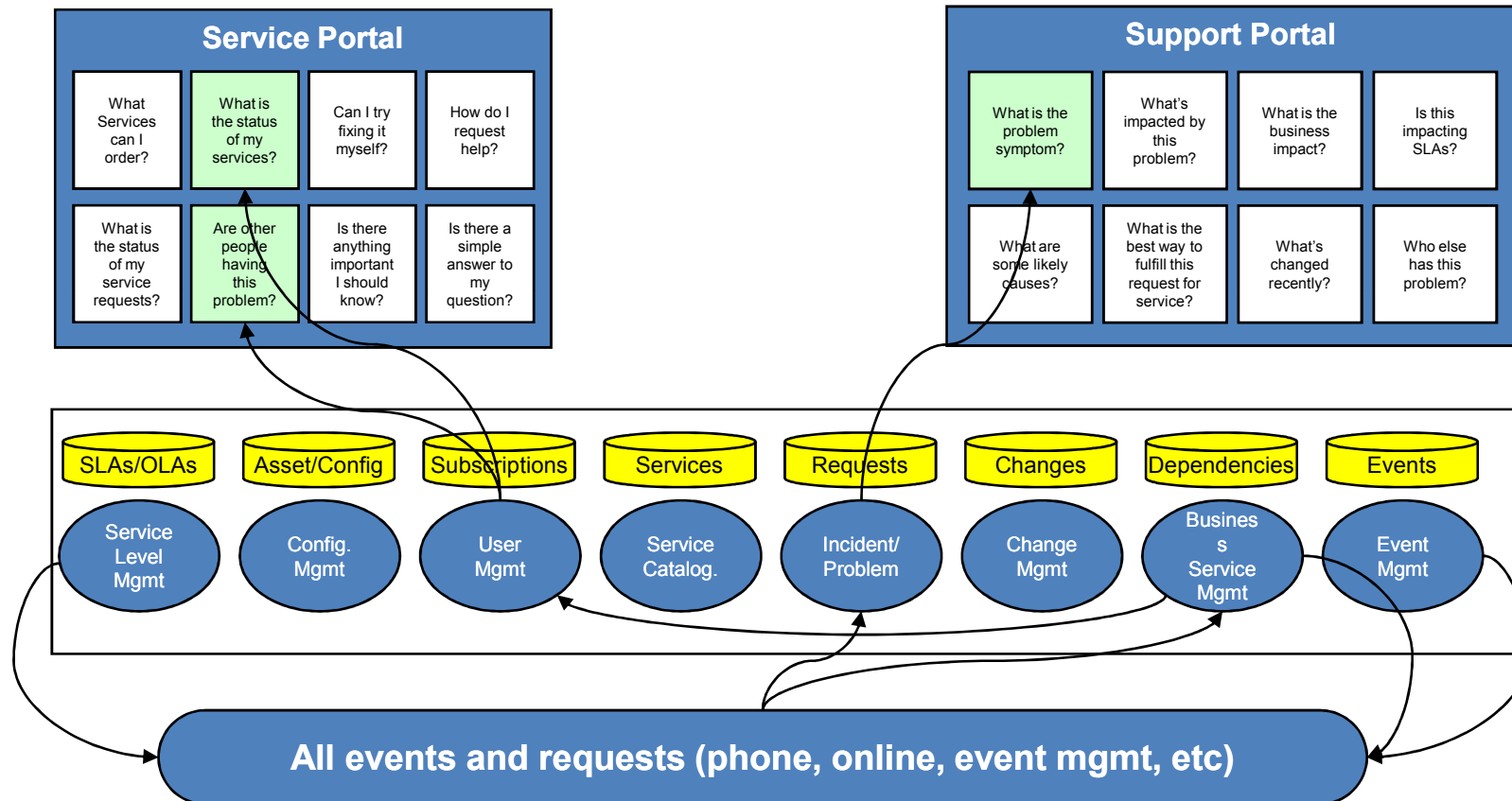
Automation Opportunities

- Automated ticket creation
- Automated incident classification and activity selection
- Automated data acquisition and pre-analysis
- Automated knowledge management
- Automated service delivery (service catalog)
- Automated compliance management

Automated Ticket Creation

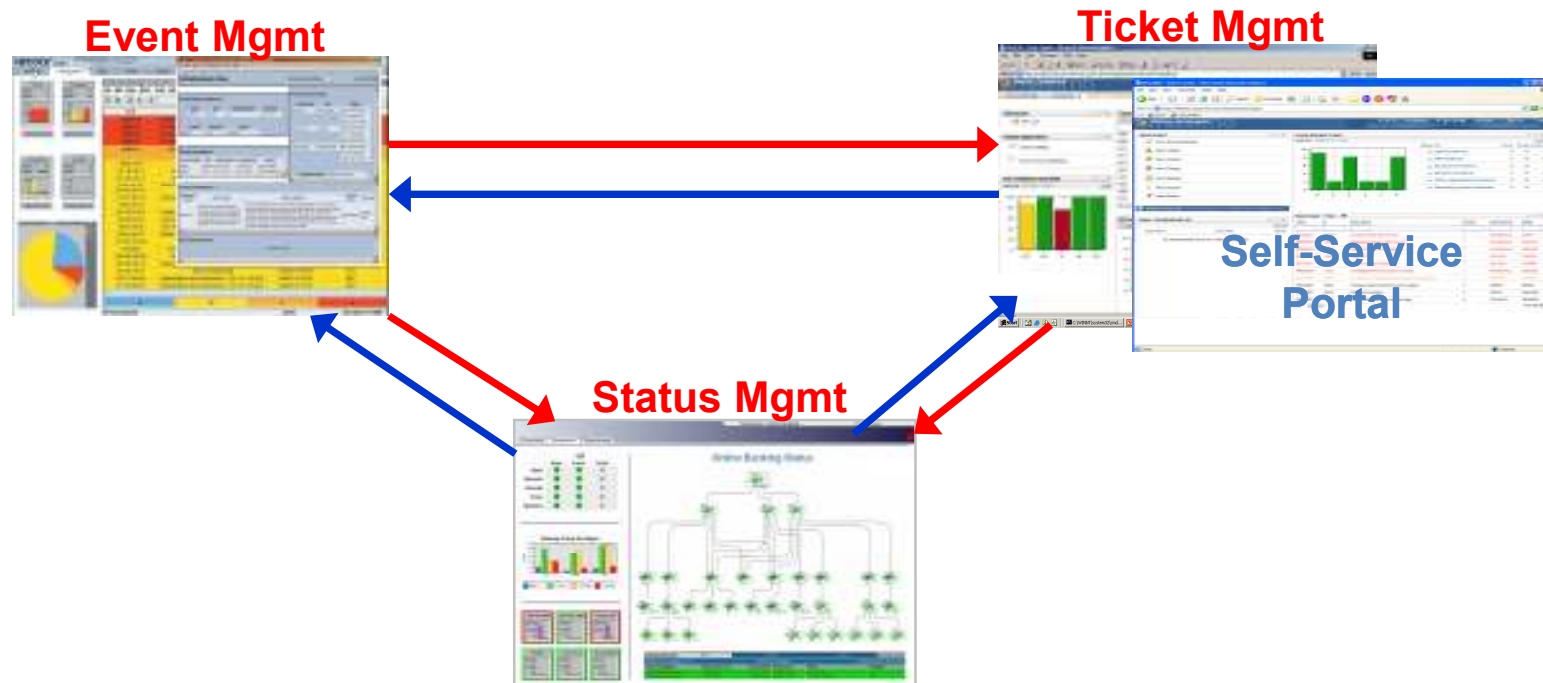
Reduce “me or them?” confusion by showing list of issues against services user is subscribed to.

Reduce number of calls coming into help-desk agents, and reduce time to respond to those calls that do arrive.



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Synchronizing Event, Status and Ticket/Portal Views Enables Better Communication

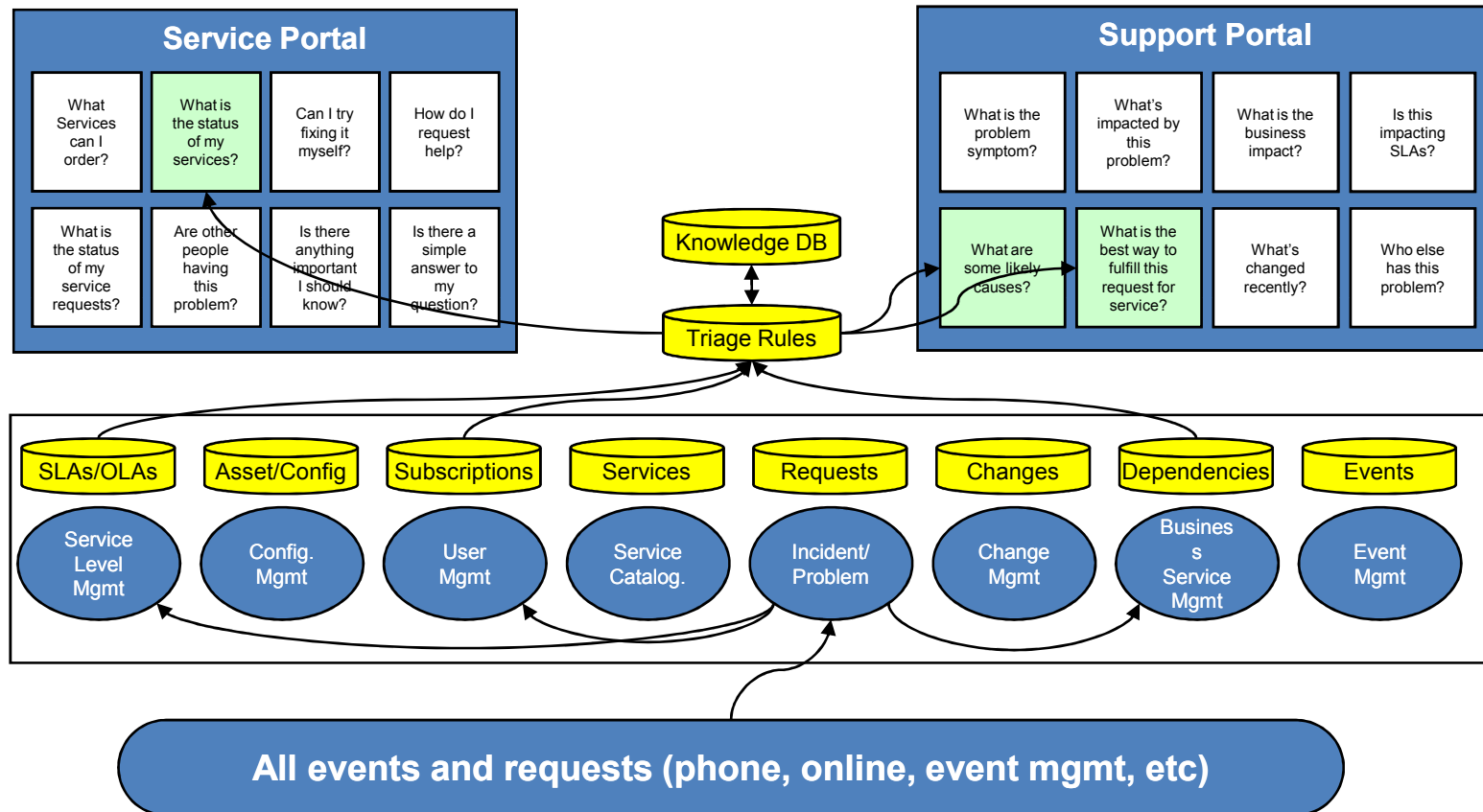


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Automated Incident Classification, Triage, and Activity Selection

Communicate service status and impact to users in their service context; limit addition calls into helpdesk.

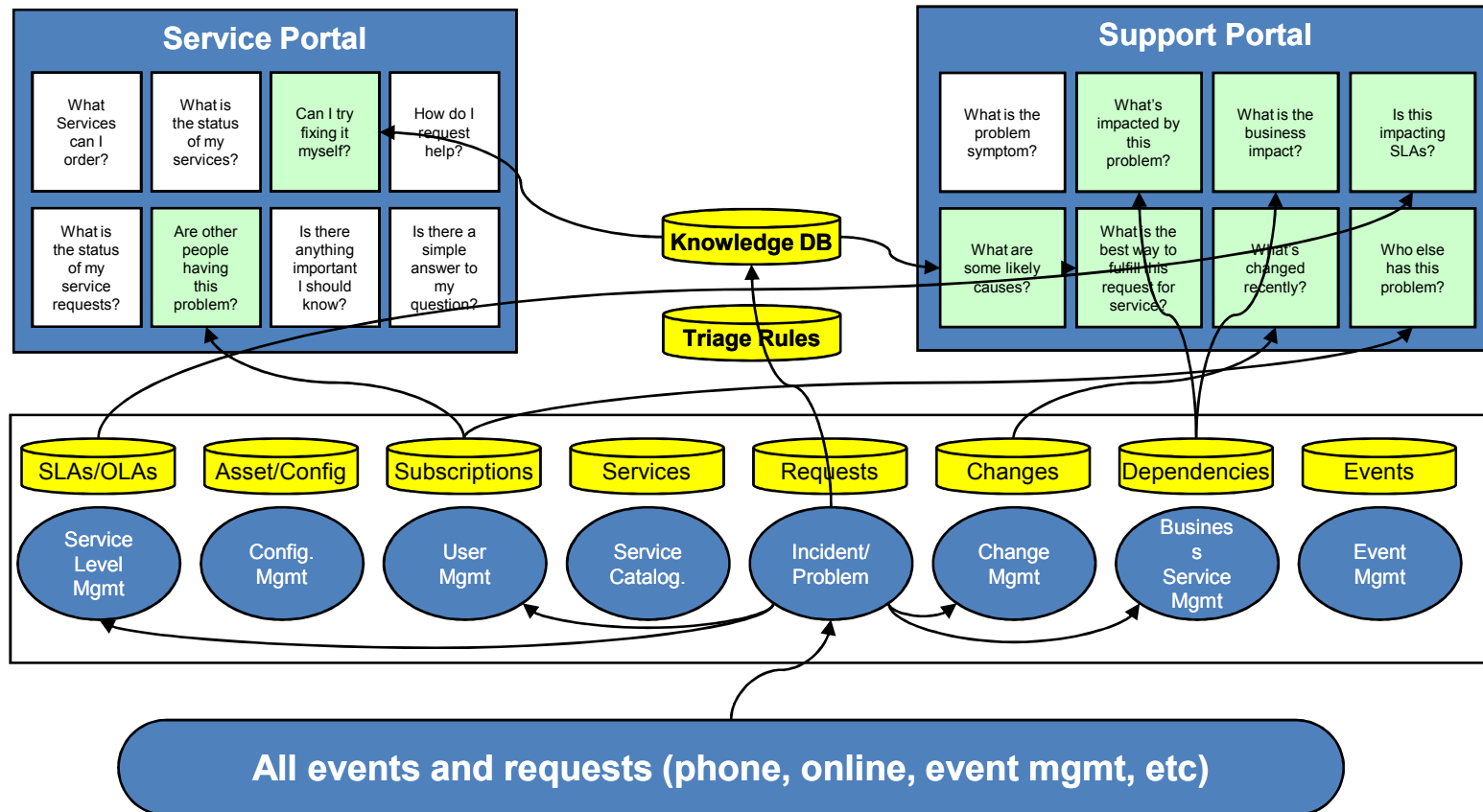
Streamline workflow by presenting incidents in impact priority order; define next steps for the agent.



Automated Data Acquisition and Pre-Analysis

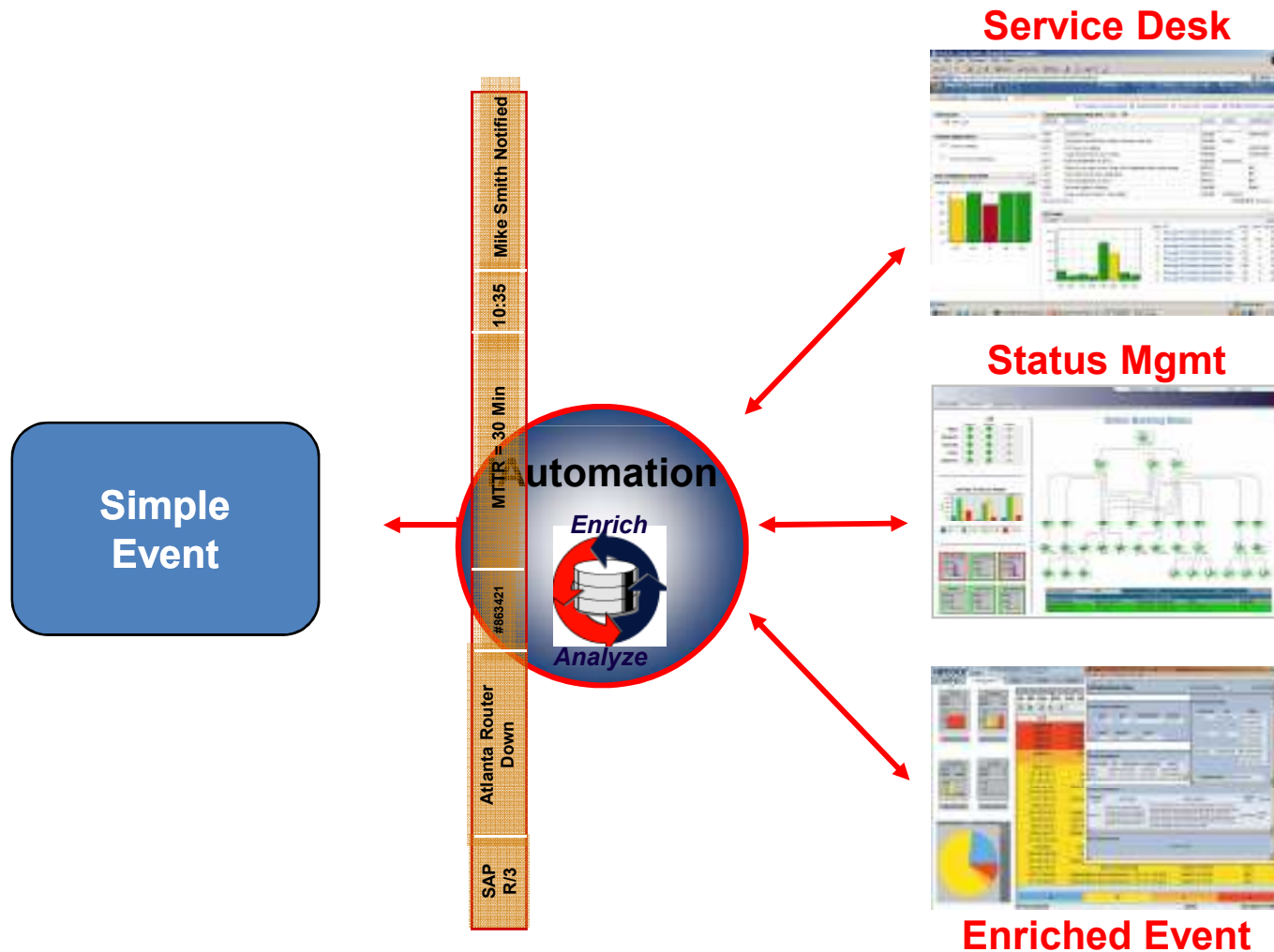
Provide user self-help actions or service alternatives; make problem scope visible.

Capture problem diagnostics at time of incident requirement; reduce amount of manual data gathering.



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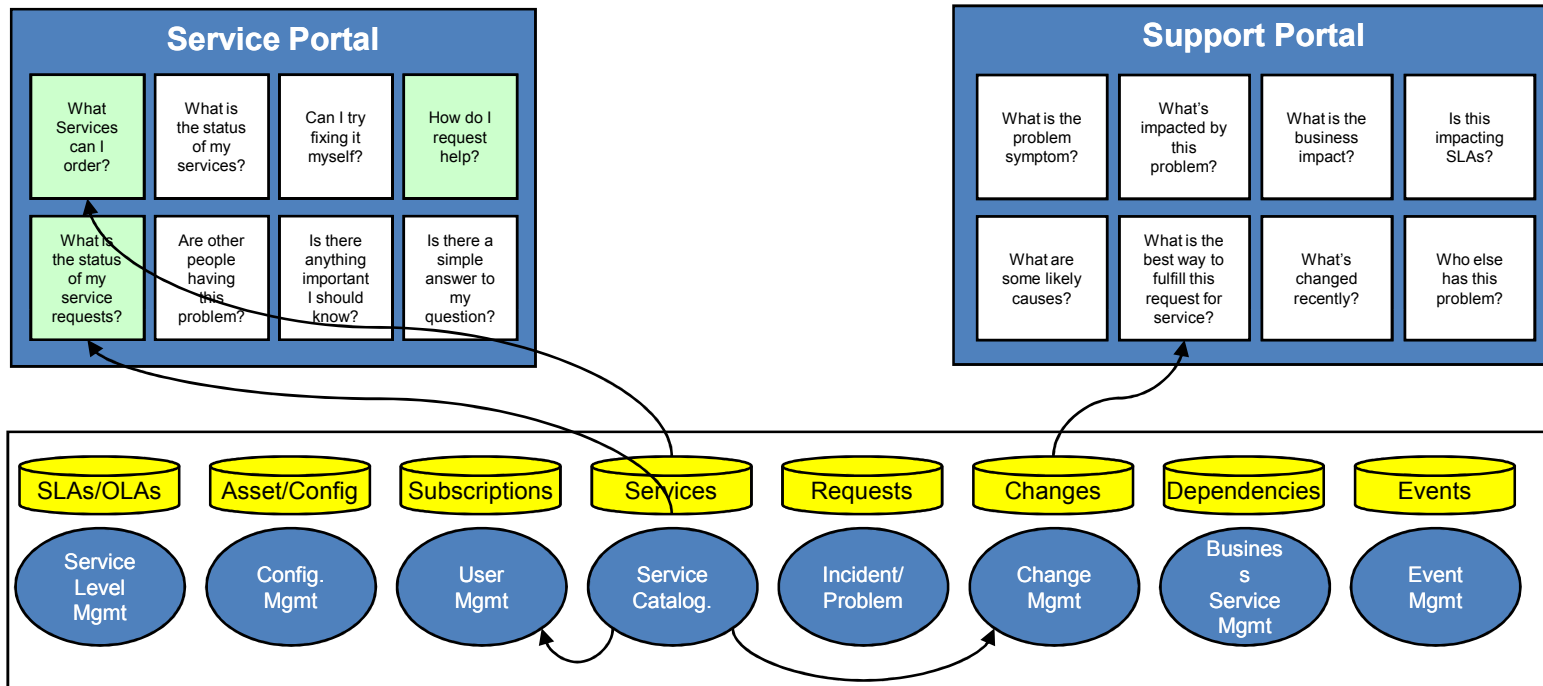
Event Enrichment Tools Can Simplify Automated Data Gathering and Reduce Costs



Automated Service Delivery

Improved visibility into IT, eliminate “how to I get this” confusion, reduce need to chase service orders.

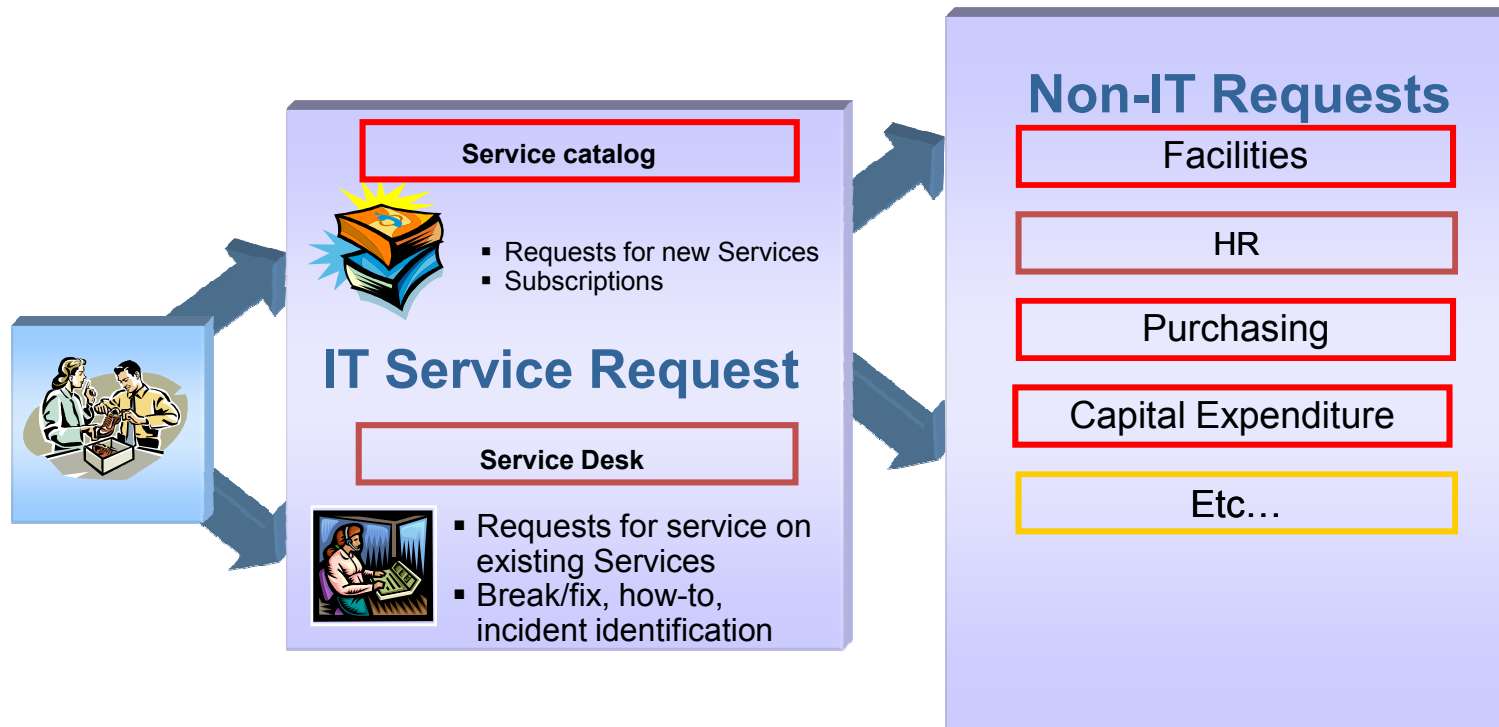
Eliminate labor costs of making changes for simple requests, known stepwise changes.



All events and requests (phone, online, event mgmt, etc)

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Enable the End-User by Integrating All Requests into a Single Application



Improve End-User Transparency by Integrating Supply Chain/Purchasing Management

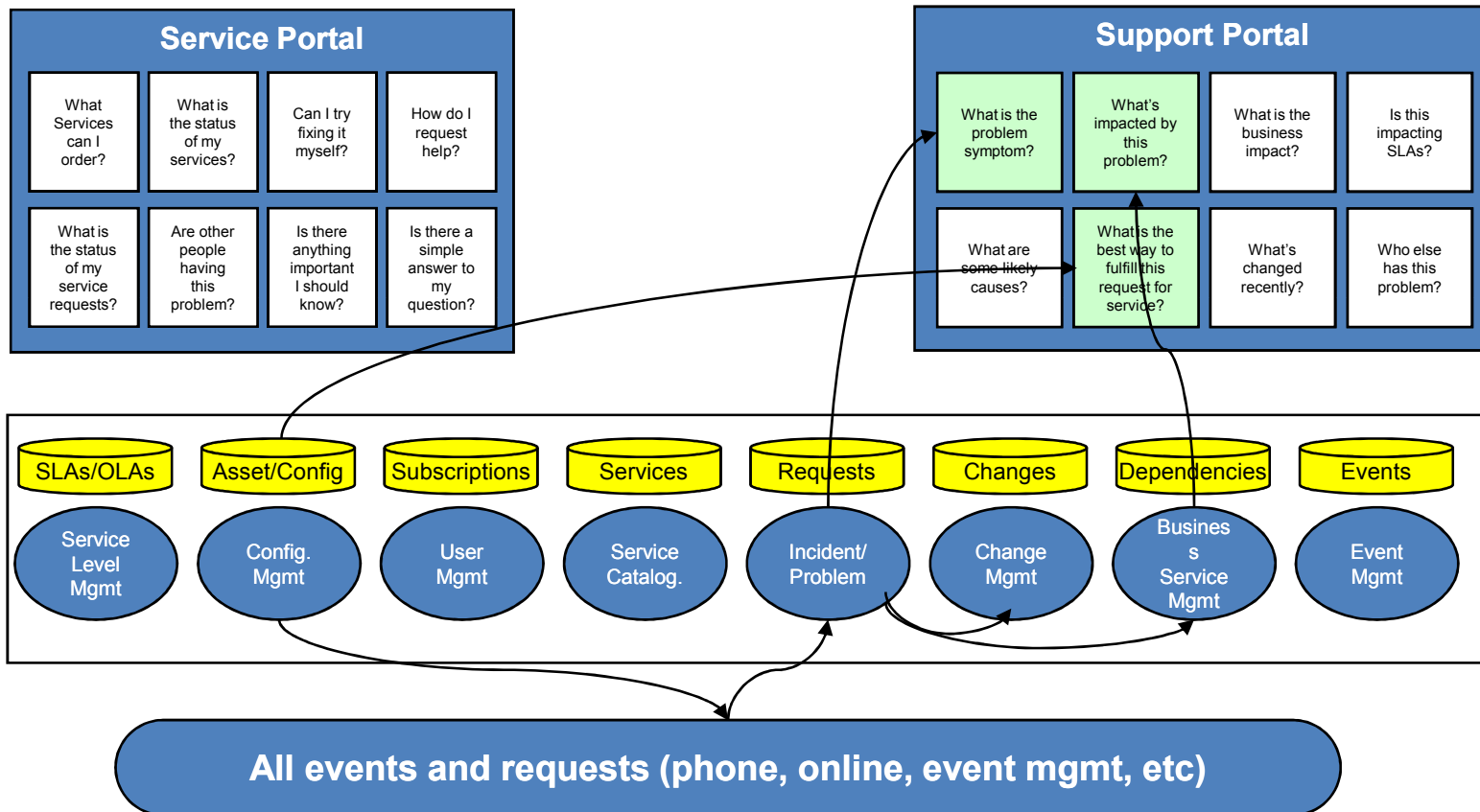
- Catalog/Procurement purchase
- Who bought it?
 - Payment received
 - Where are they
 - Customer updates
- What was bought?
 - Is it in stock
- Where is it?
- When is delivery expected?
 - Ship notification
- How will it get there?
 - Delivery service
 - Delivery status

IT Service Supply Chain and Fulfillment Example



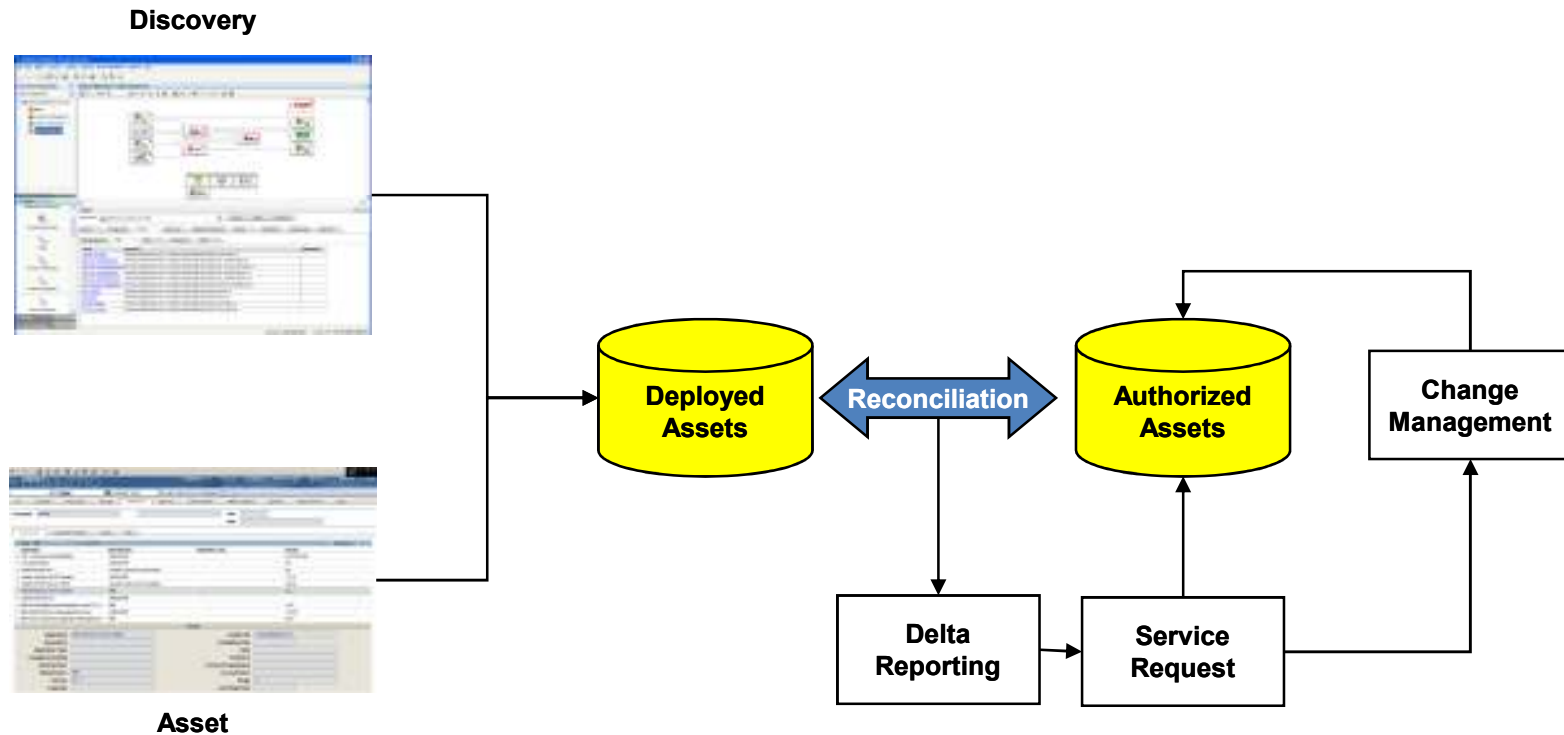
Automated Compliance Management

Understand unauthorized/in-error changes before they cause problems, eliminate later problem identification.

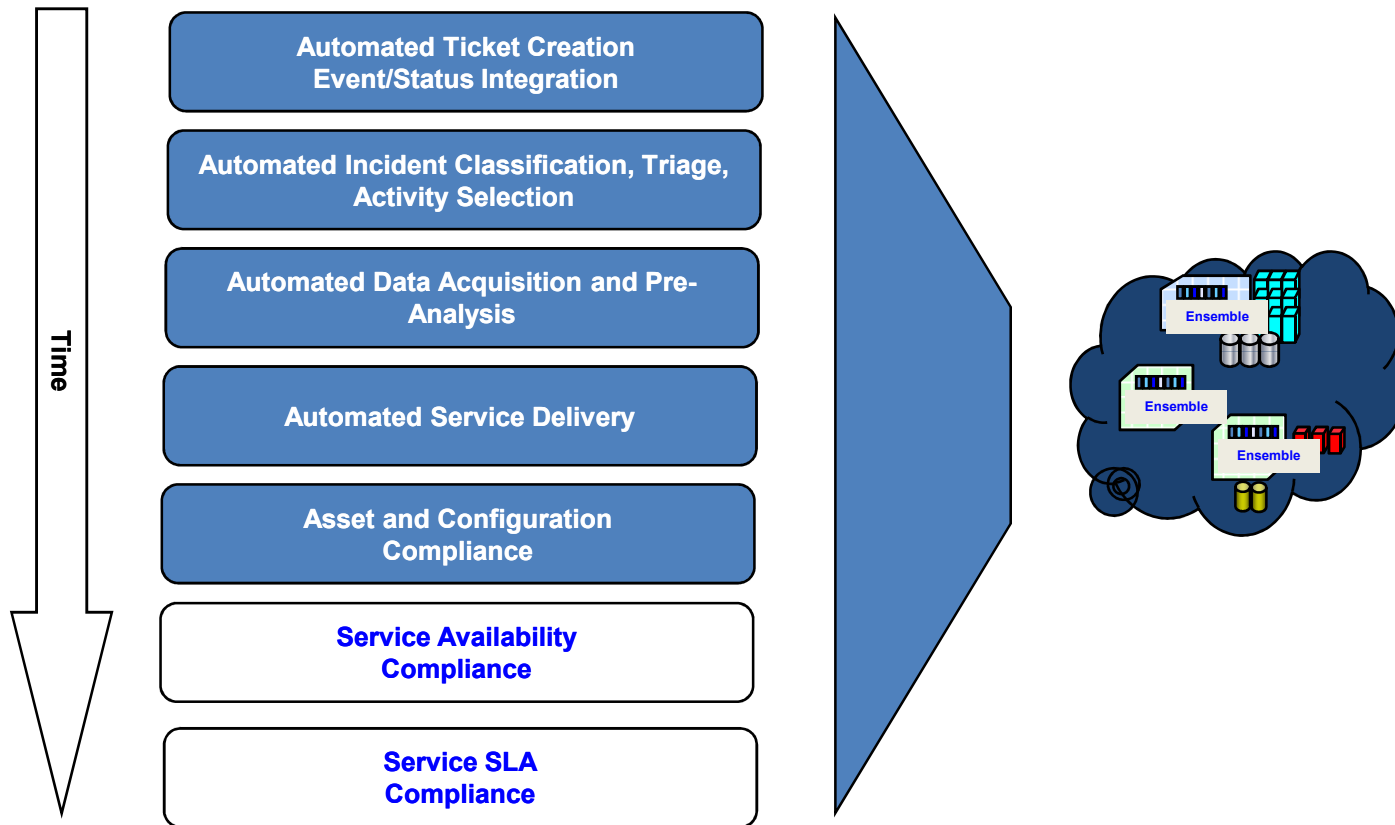


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Asset Auditing and Compliance



Service Desk Automation Provides a Platform to Build Out Data Center Transformation



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Thank
YOU

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