



# Bayer Business Services

## Integrated Service Delivery Management

**Based on HP AssetCenter**

**Bernhard Kubner  
Manager IT Service Management Systems**

# Agenda

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**Bayer Business Services**

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**Business Needs and Requirements**

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**Integrated Service Delivery Management**

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**Business Value and Benefits**

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**Future Developments**



# Agenda

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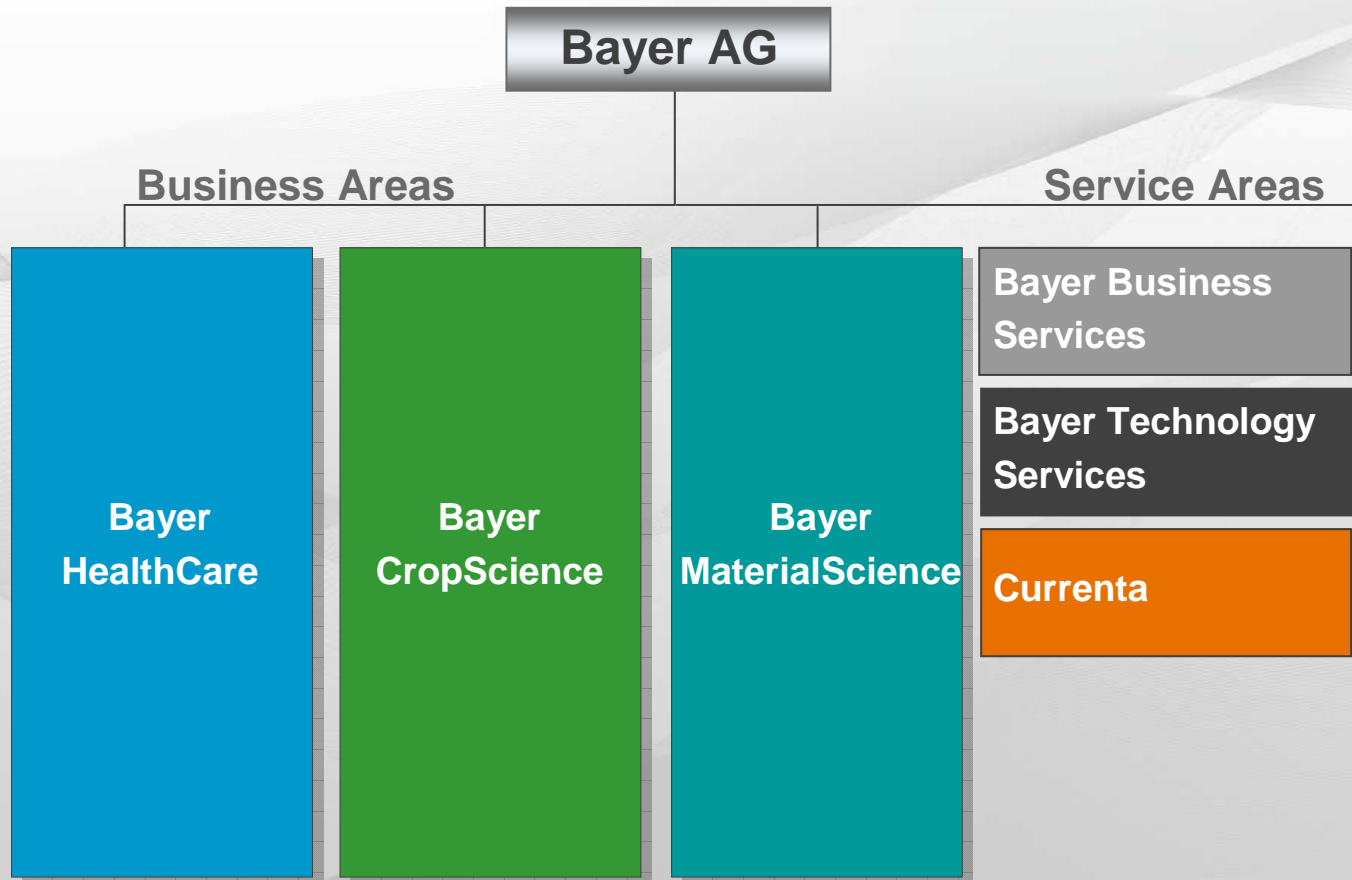
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# Bayer Business Services in the Bayer Group



# Bayer Business Services Portfolio

## IT Services

### IT Operations

... develops, installs, operates and consults on IT infrastructure solutions:

- Global Corporate Network
- Global and regional Data Centers
- Global Messaging and Collaboration Platforms
- Local Networks for Data and Voice
- Local Servers
- Workplace Devices (PC, Blackberry, Printer, ...)
- ServiceDesk

### IT Operations

### IT Business Solutions

... provides IT consulting, implementation and application support for:

- Supply Chain Management
- Production & Sales
- eBusiness & Customer Relationship Management
- Quality Management
- Asset Management
- Warehouse Management
- Masterdata Management
- Business Intelligence

### IT Business Solutions

### Science & Technology

... provides IT consulting, implementation, application support and other services for:

- Research & Development
- Published information
- Health, Safety & Environment
- Industry Services
- Office Workplaces
- User & Identity Management
- Communities

### Science & Technology



# IT Operations (ITO) ...

**... installs and operates IT infrastructure.**

**This includes all services relating to PCs, network operation (voice/video, data), the global Corporate Network Bayer, global messaging and the operation of servers in global and regional data centers.**

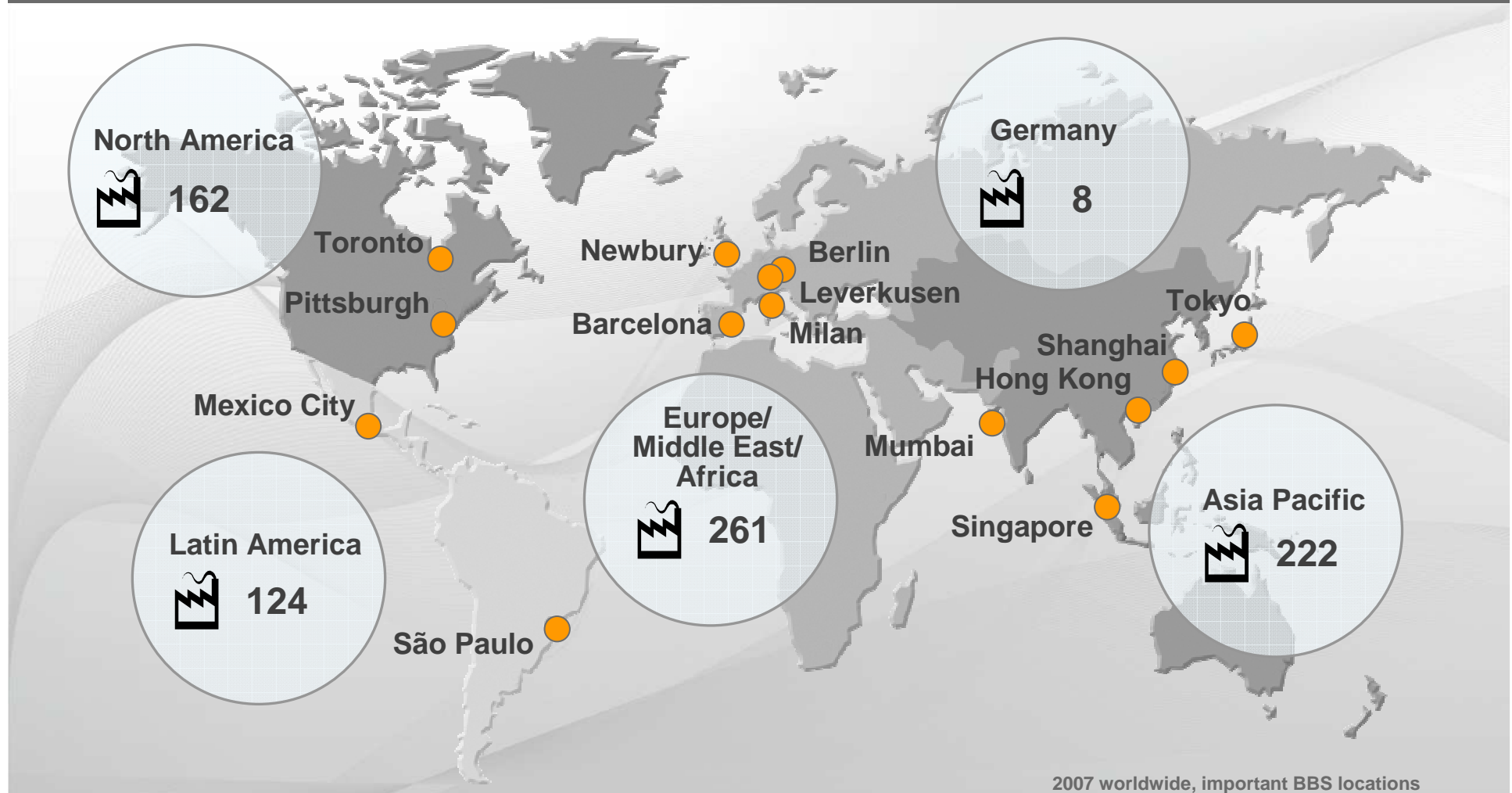
**IT Operations also provides service center solutions and operates service desks.**



**Claudio Abreu**

Head of the  
IT Operations  
business unit

# Served Sites by Region



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# Initial Situation

- **Division of Bayer AG into business areas and service areas as separate legal entities in Jan 2003**
- **Bayer Business Services was founded as international competence center and has to offer conditions in line with the market**
- **A usage-based, transparent service cost allocation was requested**
- **The technical platform for the asset, order and delivery management was decided (AssetCenter vs. SAP) early 2002**

# Demands on IT Operations as managed Service Provider

- **IT services have to meet the customer's needs and have to be individual and transparent.**
- **Implementation of harmonized lean service delivery processes based on “Best Practice” frameworks like ITIL**
- **Integration of all central service processes into only a few tools**
- **Implementation of a professional IT Asset Management to be compliant with Sarbanes-Oxley-Act (SOX)**
- **Handling of systems under GxP conditions**

# Requirements for Tool Support

- **Management of the complete lifecycle of IT services including Hardware and Software assets**
- **Efficient support of the order and delivery processes**
  - Web based request of services
  - Transparent approval processes
  - Documented installation for the customer
  - Delivery process with measurable SLA
  - Transparency of costs and effort
- **One global system with all IT-service related information**

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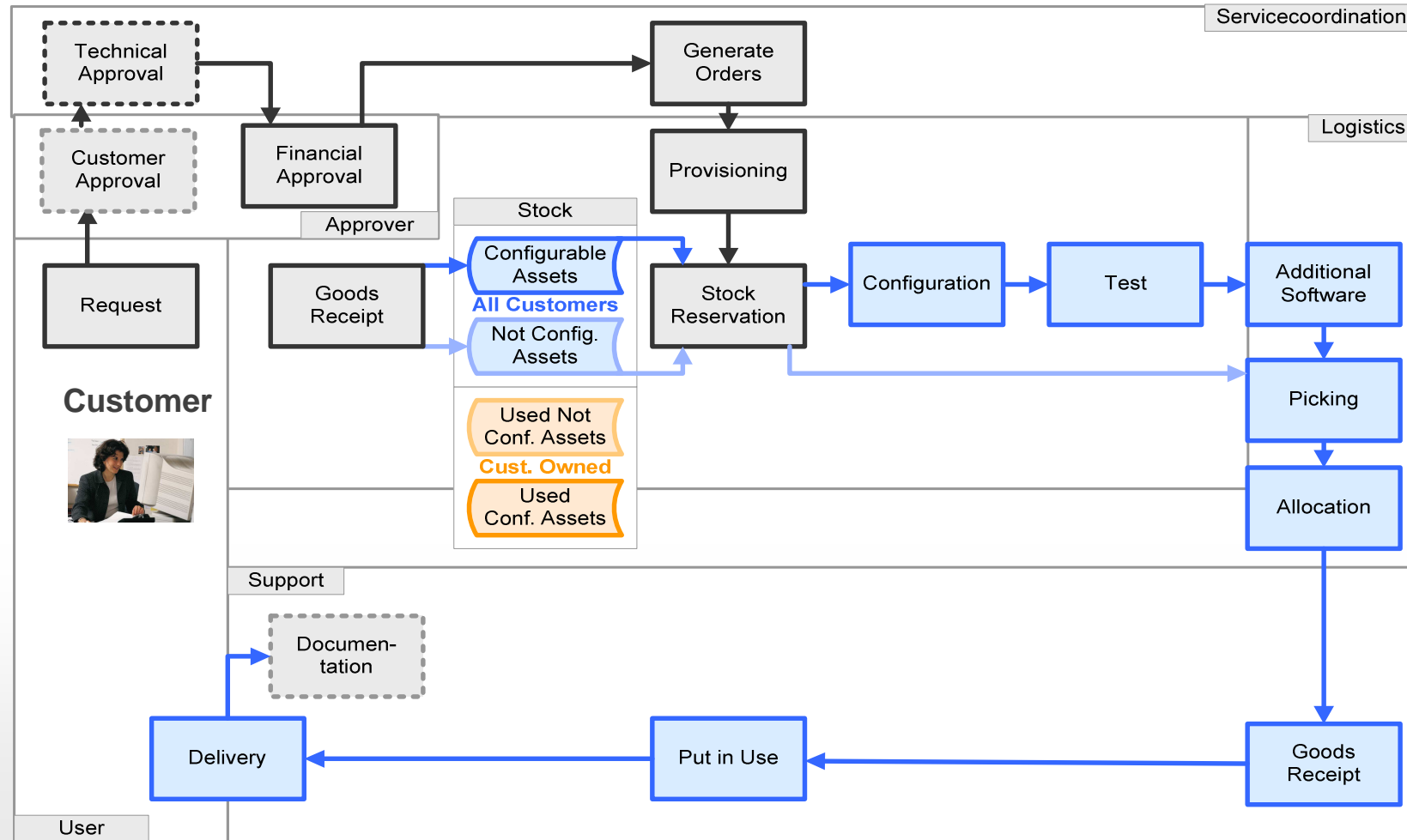


# Integrated Service Delivery Management implemented at Bayer Business Services

- **Bayer Business Services has developed a solution for order and delivery management based on HP AssetCenter**
- **The solution is used for capturing, managing, tracking, and charging of all relevant desktop services, IT assets, and products throughout their complete lifecycle**
- **To improve the usability for customers a web portal has been developed**
- **The modular solution is ready to roll in additional service items**
- **Since 2003 this solution is the core system to support the business & delivery processes of IT Operations**

# Integrated Order and Delivery Processing

## e.g. Request



# Module Landscape

- administration of the related IT services



# Module Landscape



- management and control of assets of any kind
- stock management

# Module Landscape



administration of:

- product elements
- product configurations available for request

# Module Landscape



administration of:

- catalog structure
- global catalogs
- customer specific catalogs

# Module Landscape



web based:

- ordering of the IT services
- catalog with user specific IT services
- customer specific approval workflow

# Module Landscape



- orders and workorders for suppliers are automatically generated
- parallel execution of workorders considering dependencies
- escalations procedures to assure SLAs

# Module Landscape



- integration with LANDesk
- import of current Inventory (HW/SW)

# Module Landscape



- administration of installed software
  - request
  - cost allocation
  - entitlement
  - assign
  - key-handling
- software distribution out of AssetCenter via LANDesk
- information about installed SW-base for license management

# Module Landscape



- usage-based cost allocation (measure, count, weigh)
- provisioning of datasets for accounting systems

# Module Landscape



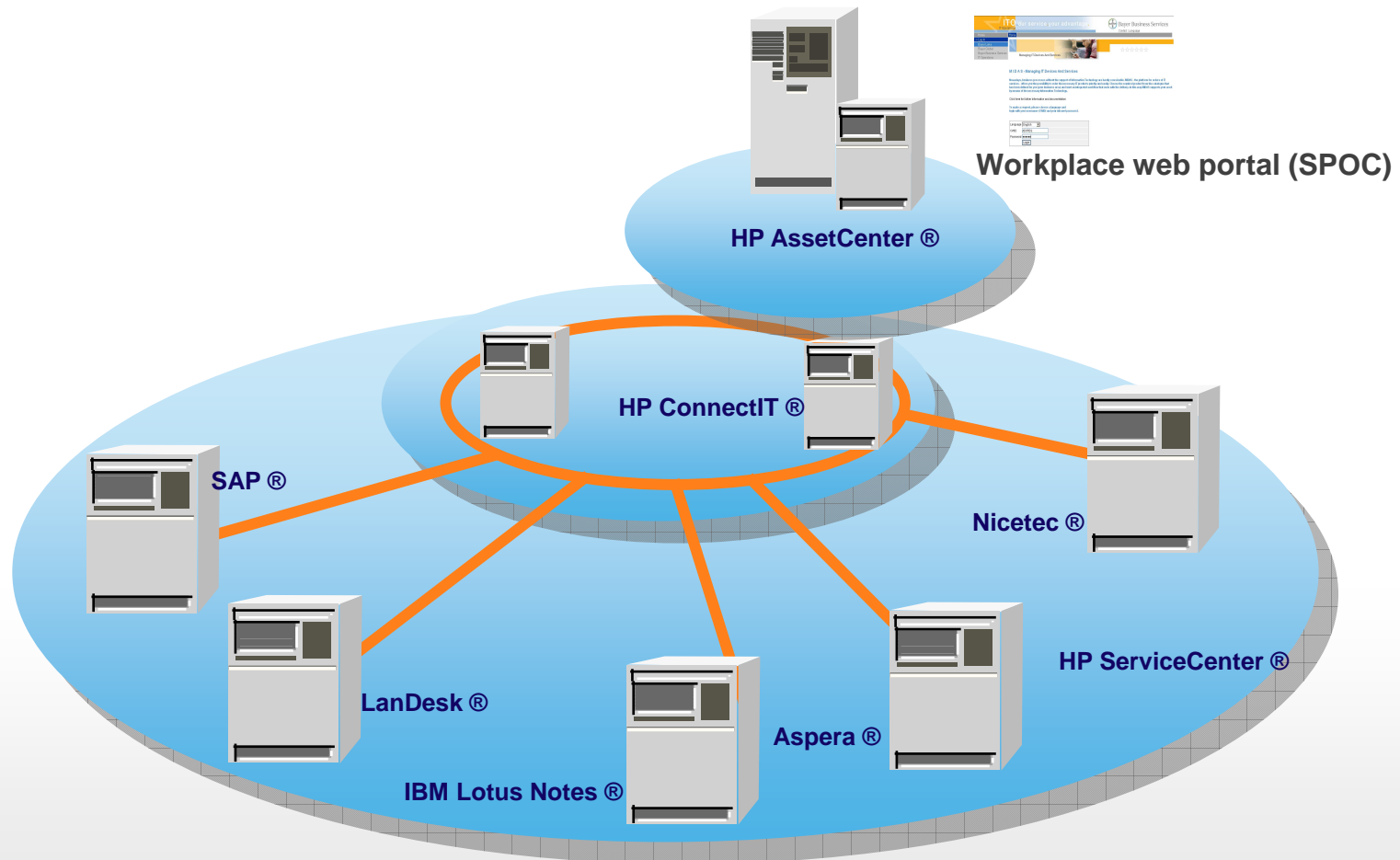
- dependent on customers needs
- customizable
- web based

# Module Landscape



- client concept (“Mandant”)
- separation of customer data
- roles

# System Architecture of Bayer Business Services Solution



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# Service Delivery View

- **Substantial increase of productivity**
- **Improved data quality as data administration for assets happens automatically within the delivery processes**
- **Without extra effort asset description in the system is quite comprehensive**
- **Reduced support efforts in incidents and problem management because the complete lifecycle history is available**
- **One system for the whole process**

# Service Provider View

- **Savings because of**
  - Transparent, homogeneous and integrated processes
  - Harmonization of products and processes
  - Higher degree of process automation
- **Substantial TCO reduction for a PC**
- **Automated monitoring of service levels**
- **Traceability of all activities on service items during their lifetime**
- **Easy derivable Key Performance Indicators for optimization of business processes**
- **Improved customer satisfaction**

# Customer View

- **Reduction of IT costs**
- **Products and services for request are clearly defined**
- **Costs of single infrastructure components are the base to identify TCO**
- **Easy comparability with the market**
- **SLA controlling**
- **GxP, SOX compliance and vendor compliant license management**
- **Easy inventory control**
- **Simplified process execution thanks to the Bayer Business Services workplace web portal**

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# Thank you for your attention

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