



HP OpenView, Mercury und
Peregrine Anwendertreffen

Stuttgart, 12. Juni 2007

Business Technology Optimization (BTO)

Strategie, Produkte & Ausblick

Uwe Flaggmeyer
Manager Pre-Sales
HP Software Deutschland

MEET VIVIT.

FORMERLY OPENVIEW FORUM INTERNATIONAL

Agenda

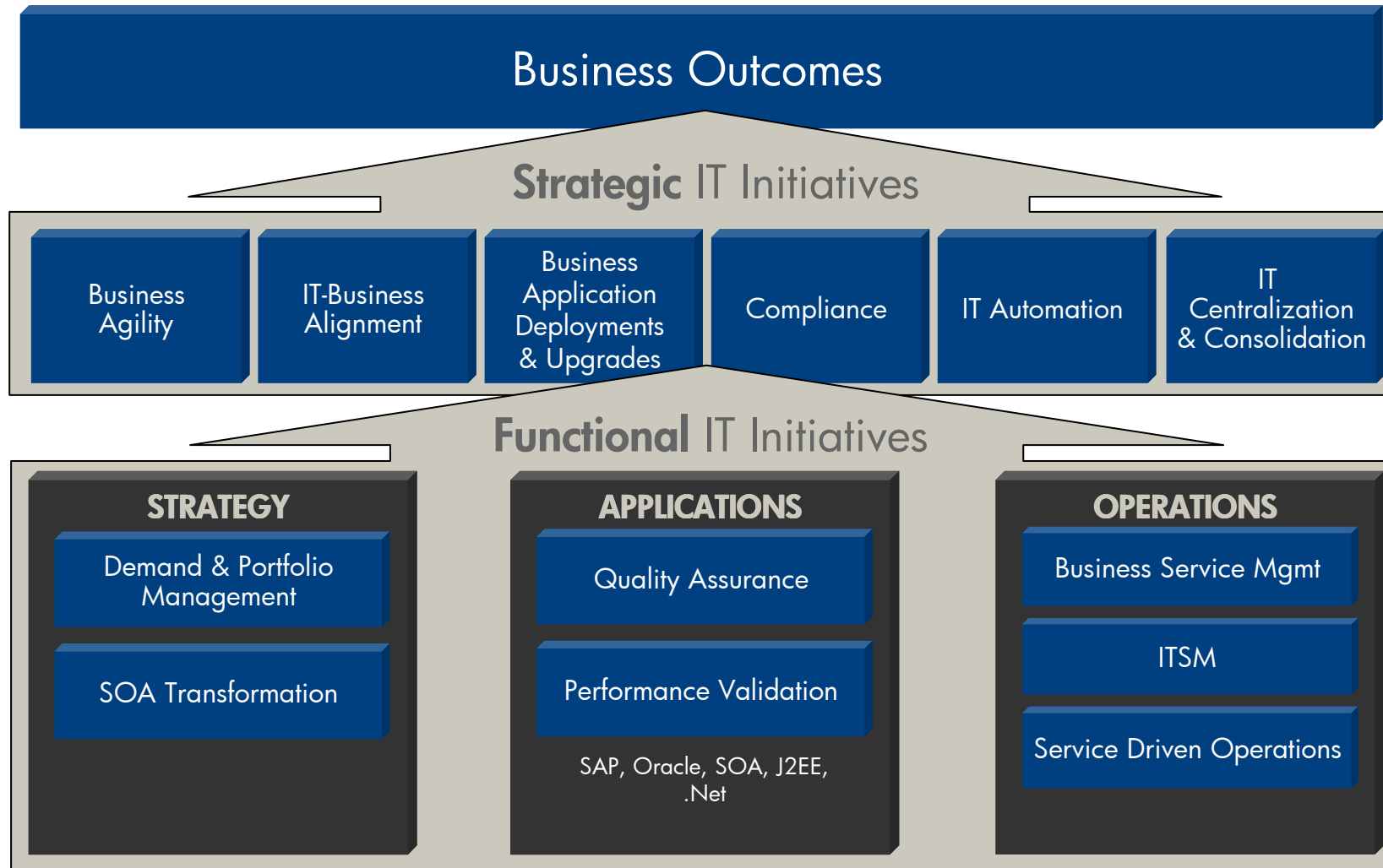


BTO Overview

Integration

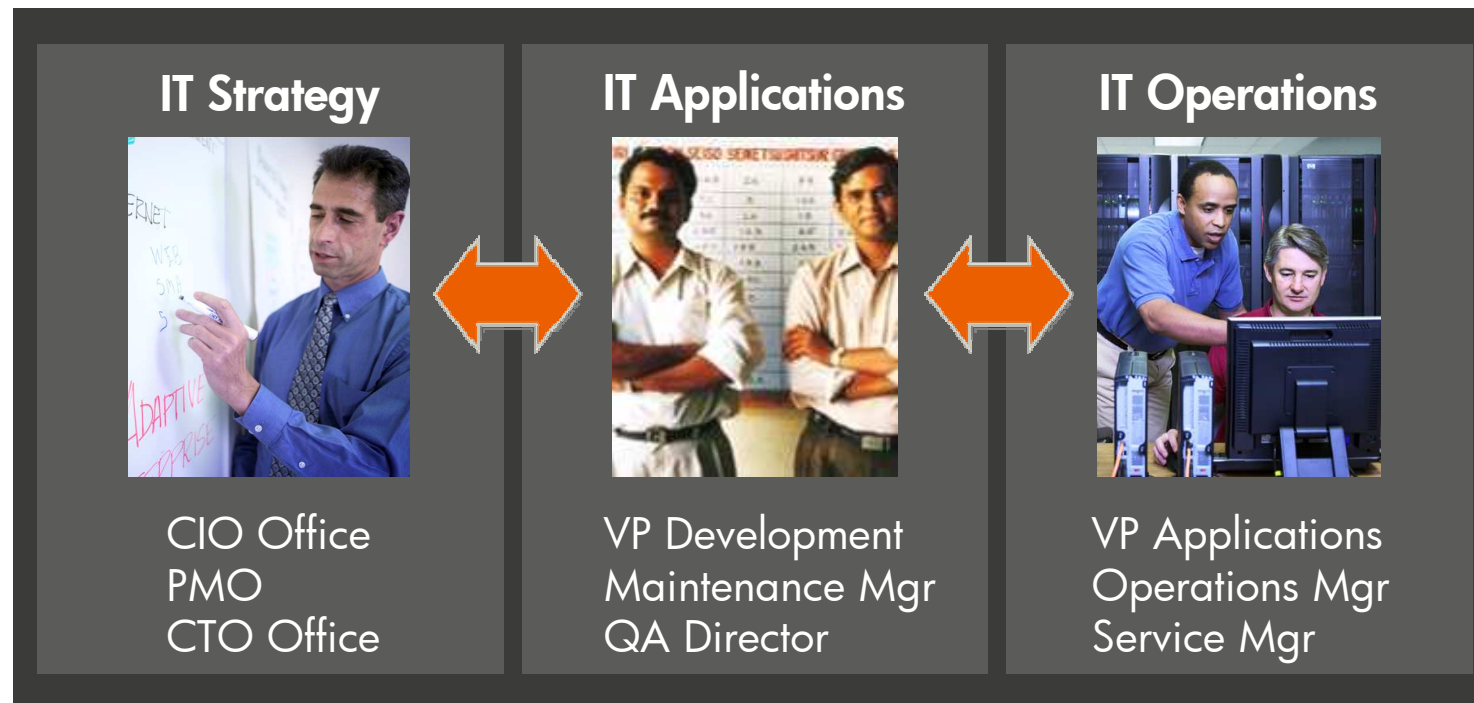
Outlook / Roadmap

IT Initiatives

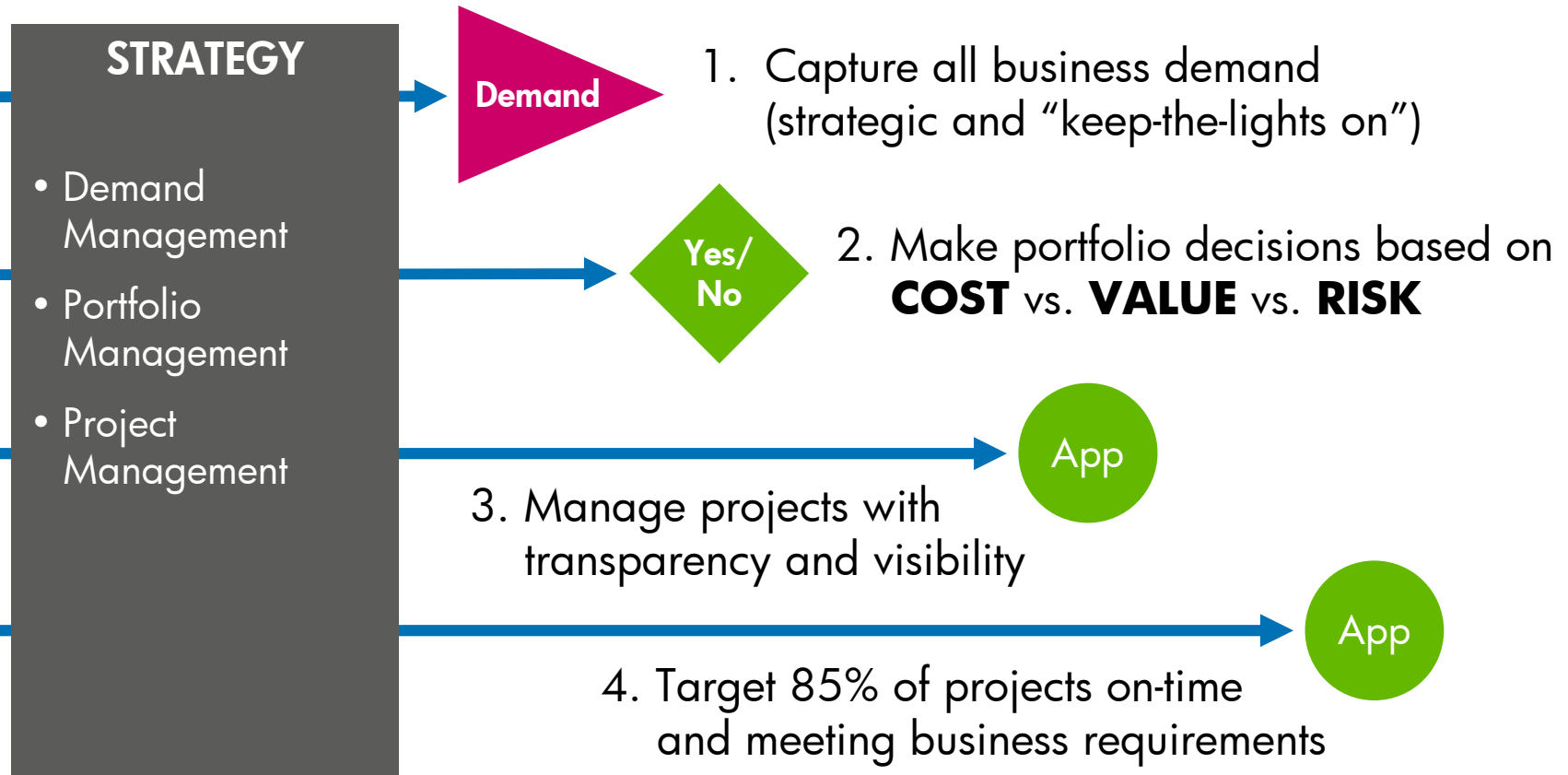


HP BTO Software drives IT Efficiencies

- Automates key functions and processes
- Unifies silo'd teams across strategy, apps & ops
- Leverages existing technology



BTO enables IT Strategy



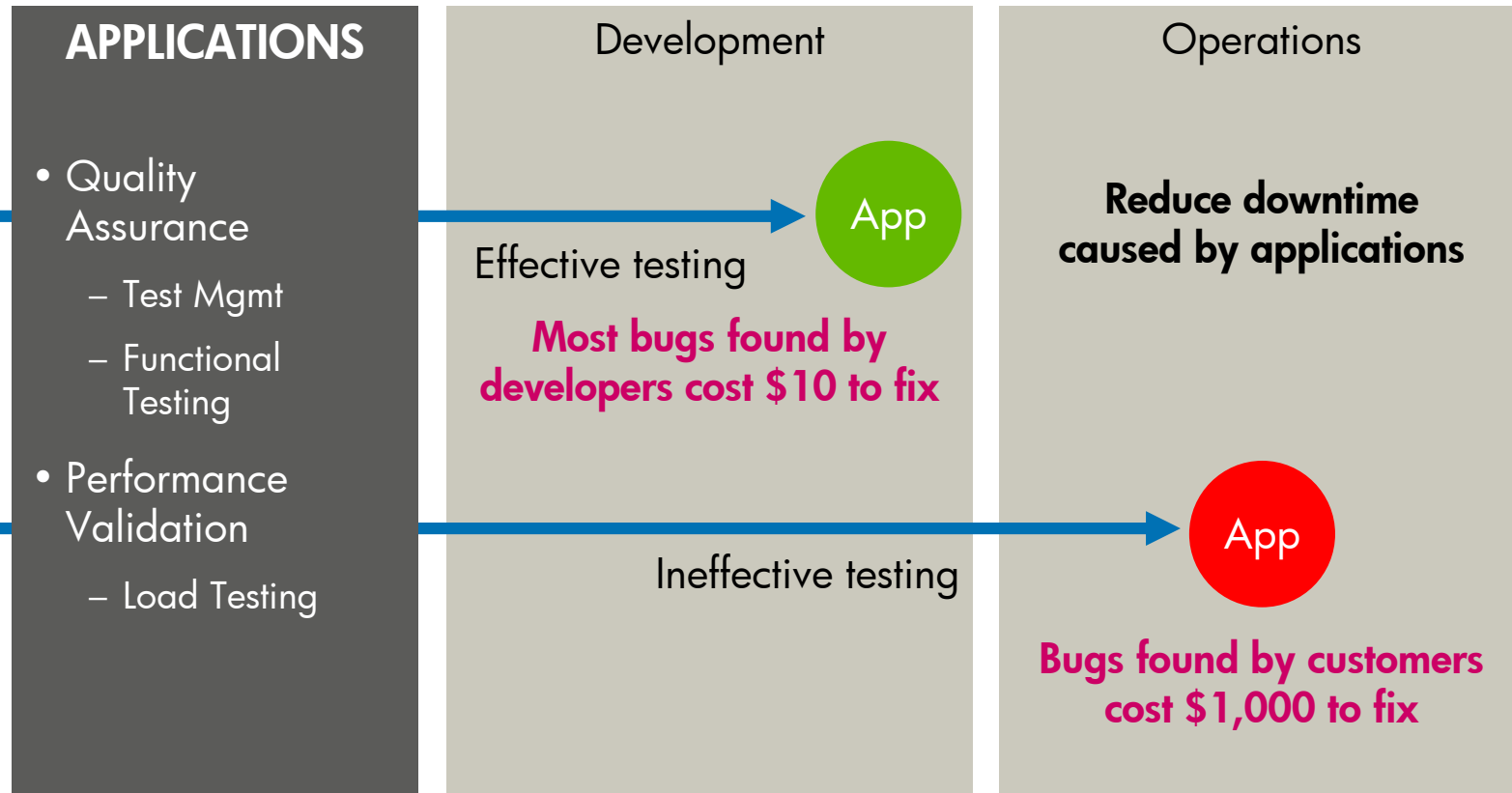
Global software application development and IT service provider

- **\$2M** savings by avoiding costly project overruns
- **67%** reduction in project management costs

Fortune 200 energy company and wholesale power supplier

- **\$1.2M+** annual savings in audit costs
- **95%+** reduction in Sarbanes-Oxley audit sample points

BTO accelerates IT Application Delivery



Leading regional healthcare provider

- **4x** acceleration of regression testing cycle
- **50%** reduction in testing headcount

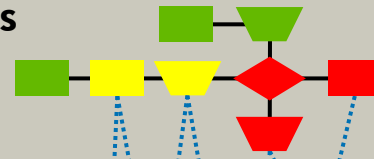
- **90%** reduction in resources needed to execute test scripts
- **3x** improvement in time needed to change rates and activate plans

BTO automates IT Operations

OPERATIONS

- Business Service Management
- ITSM
 - Change/ Configuration Mgmt
 - Incident/ Problem Mgmt
- Service-driven operations
 - Network Mgmt
 - Systems Mgmt

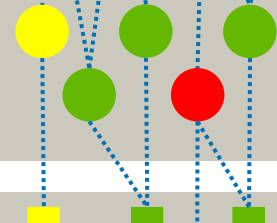
Business Process



\$430K orders affected
23 gold customers affected
10 urgent orders affected

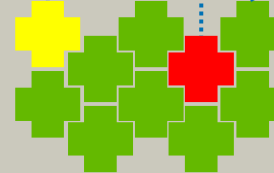
Business User

Application focused



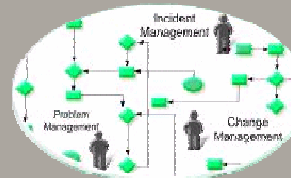
- Order Entry app slow
- Shipping app unavailable

IT Infrastructure



- ✚ Server 18 dead
- ✚ High collision rate circuit 456

ITIL Process Operation



End-to end ITSM process automation

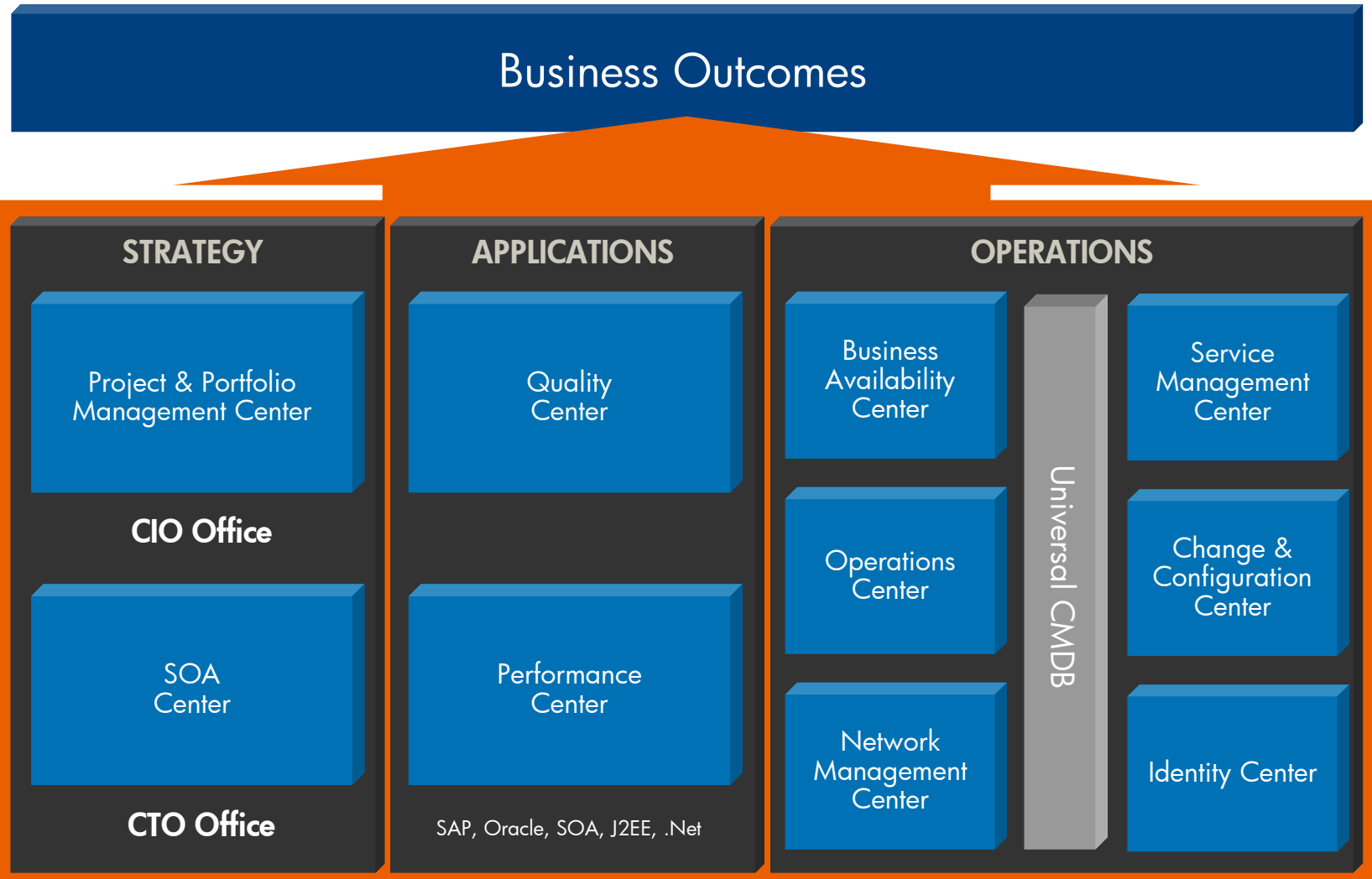
Global international shipping services provider

- Implemented core ITSM processes in **11** months achieving **20%** reduction in service downtime

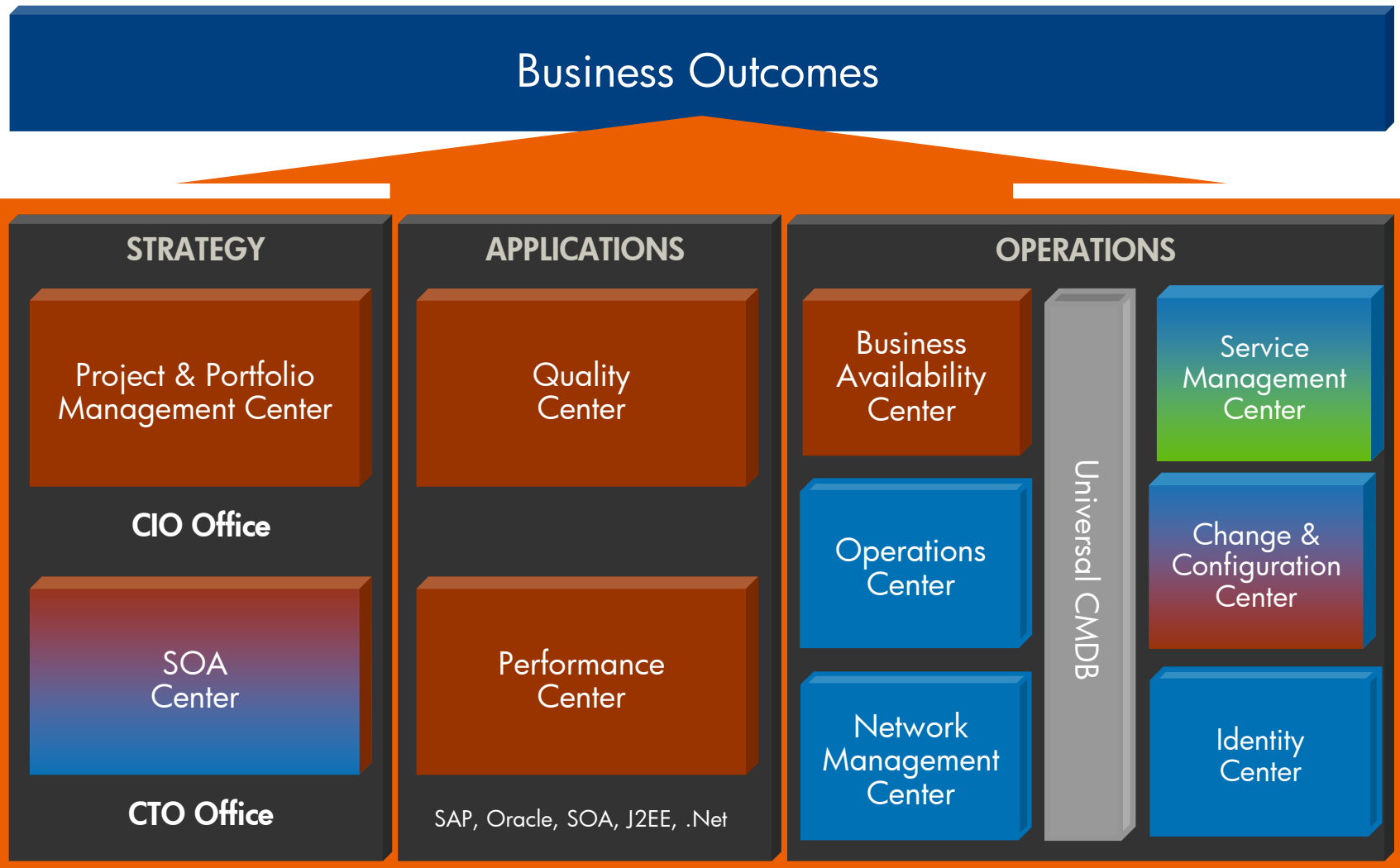
REDUCED

- MTR for incidents by up to **50%**
- Alerts by **90%**
- Support calls by **+25%**
- Emergency tickets by **+30%**

HP BTO Software Centers

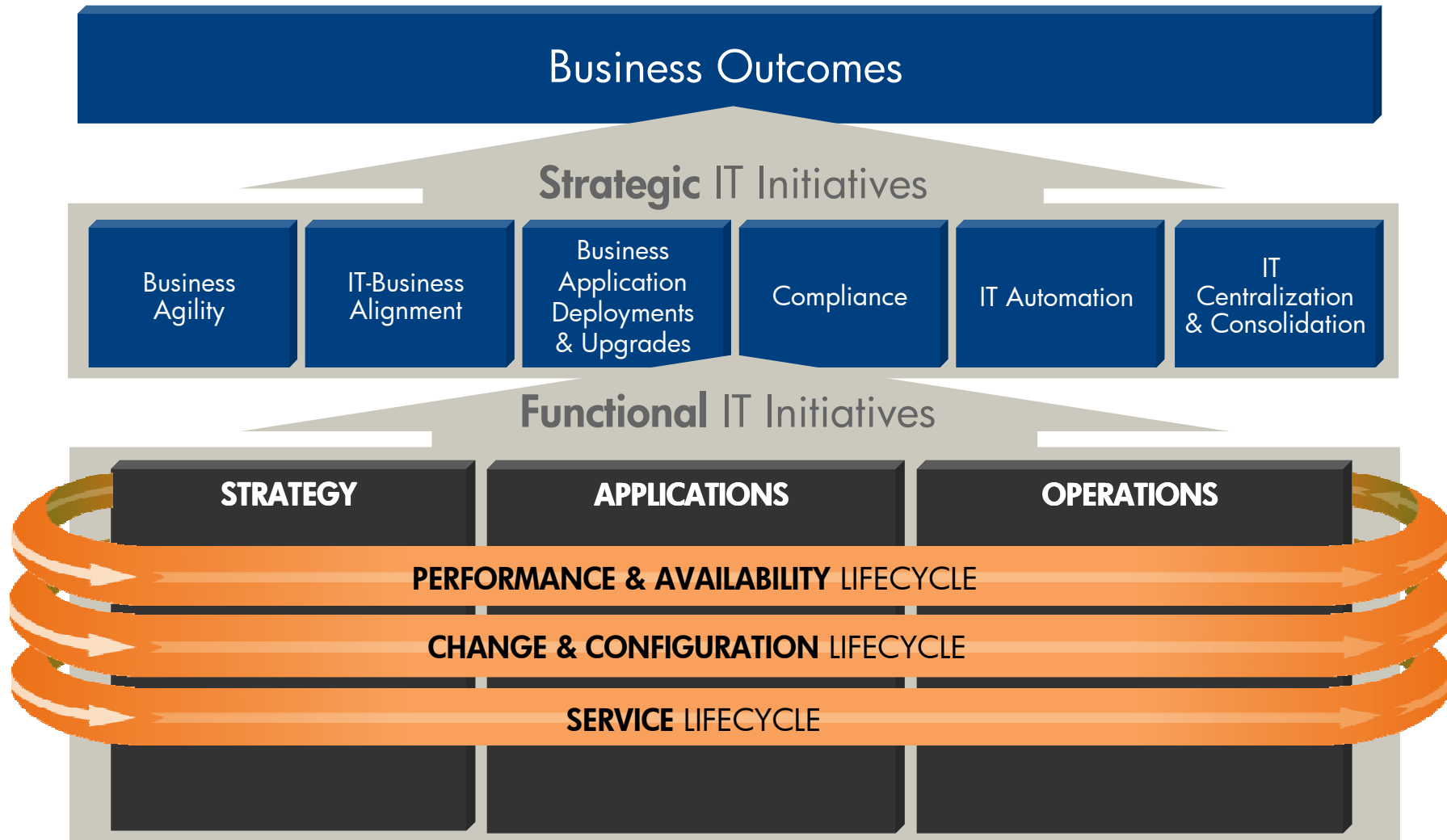


HP Software Center Mapping



HP Software Lifecycle Approach

This is accomplished through lifecycles, which span the silos

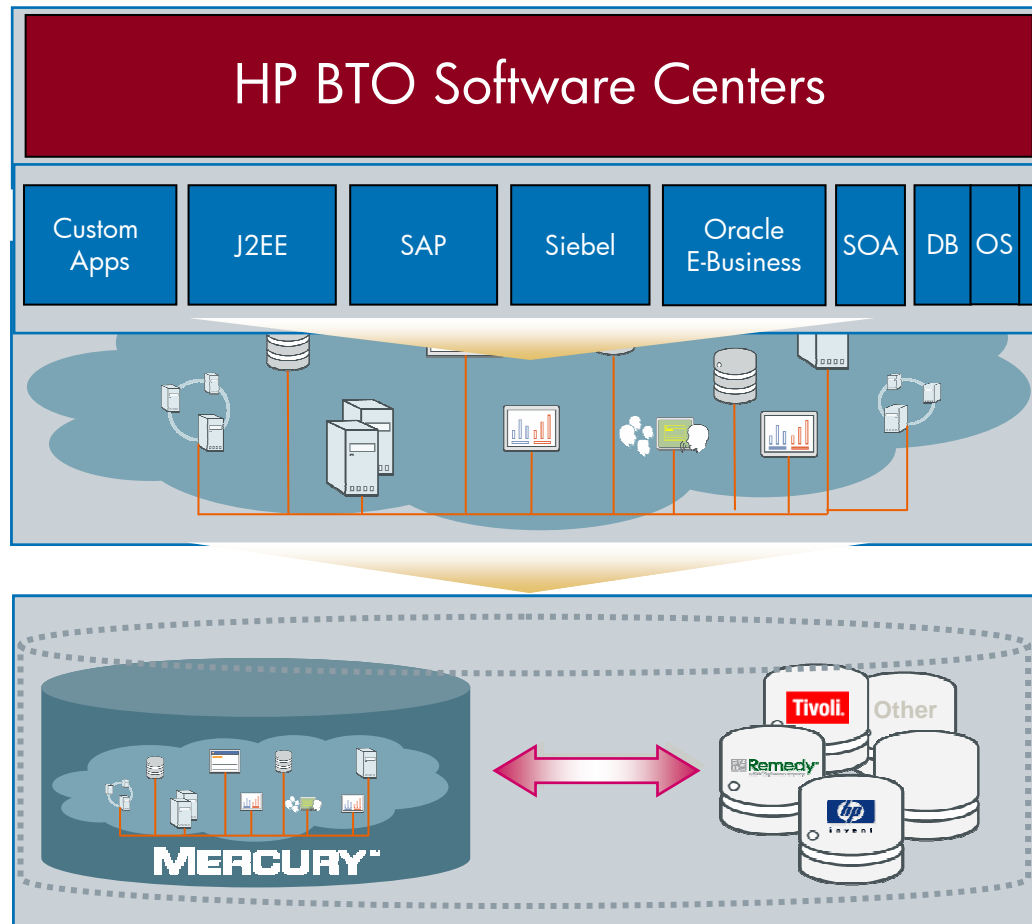


HP Integration Roadmap

Over the next 24 months

<p>Key focus</p>	<ul style="list-style-type: none"> • Provide customer-driven integrations • Utilizing proven HP integration technologies 	<ul style="list-style-type: none"> • Provide SOA-based Incident service integrations • Activate Service Lifecycle 	<ul style="list-style-type: none"> • Expand cross-portfolio SOA-based integrations • Activate Change and Config Lifecycle
<p>Business value</p>	<ul style="list-style-type: none"> • Pre-integrated solutions with low cost of deployment & maintenance • Timely, consistent and reliable solution integration across products, technologies and platforms • Flexibility and extensibility to meet diverse use cases 		
<p>Integration Priorities</p>	<ul style="list-style-type: none"> • Change Control Management and ServiceCenter • AssetCenter and Configuration Management • ServiceCenter and Configuration Management 	<ul style="list-style-type: none"> • Business Availability Center and Operations Center • Business Availability Center and ServiceCenter • Operations Center and ServiceCenter • Universal CMDB adoption 	<ul style="list-style-type: none"> • Project & Portfolio Management Center and ServiceCenter • Project & Portfolio Management Center and AssetCenter • Quality Center and ServiceCenter

Universal CMDB



UCMDB Solutions

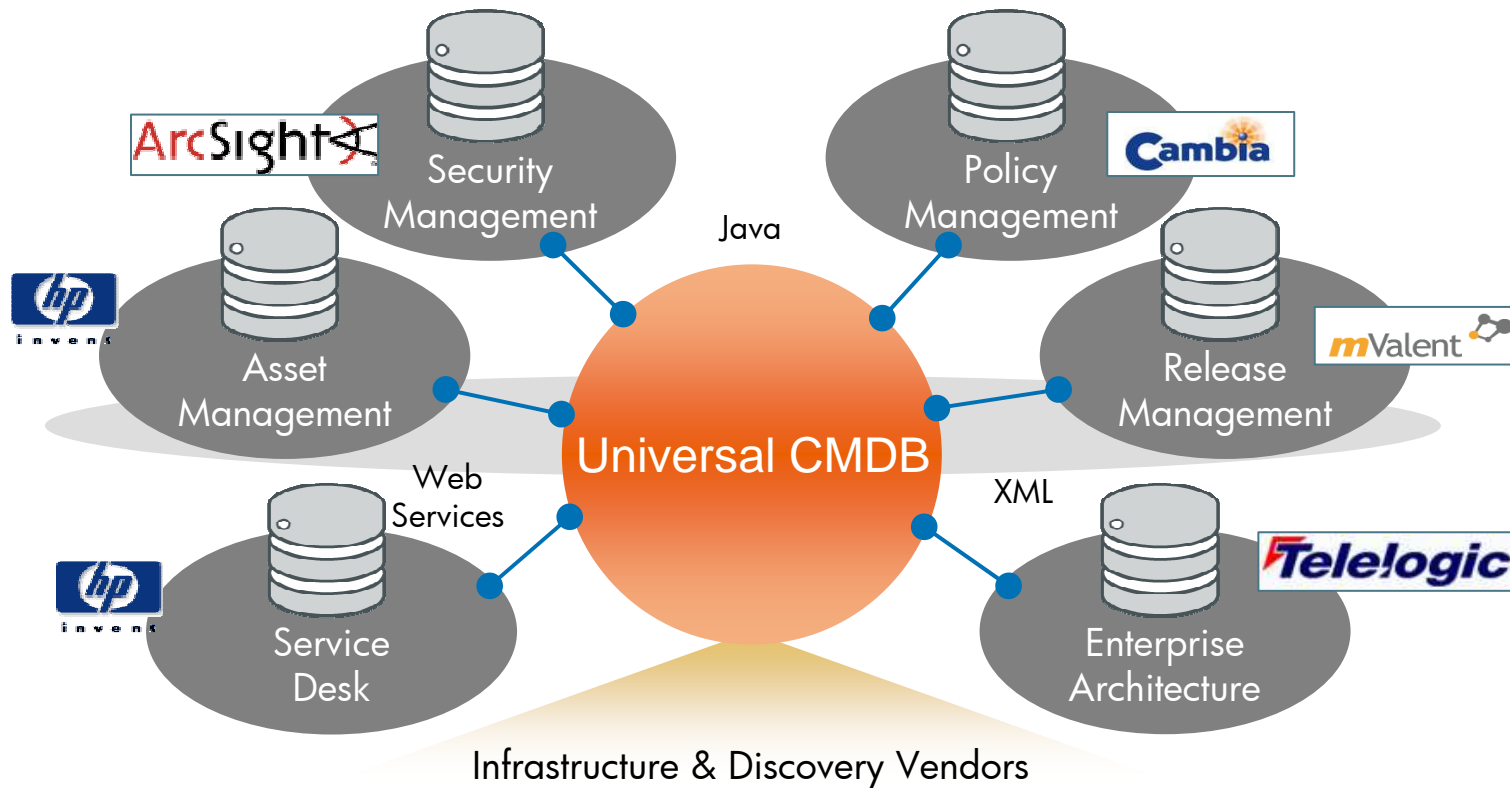
Application Mapping

- Application mapping & blueprints
- Deeper configuration detail

- Mapping and visualization
- Change tracking
- Impact analysis
- Reporting and Dashboard
- Security and Access Control
- Web Services SDK
- Management & Customization

The Universal CMDB Federation Ecosystem

Applying Business Technology Optimization to the CMDB

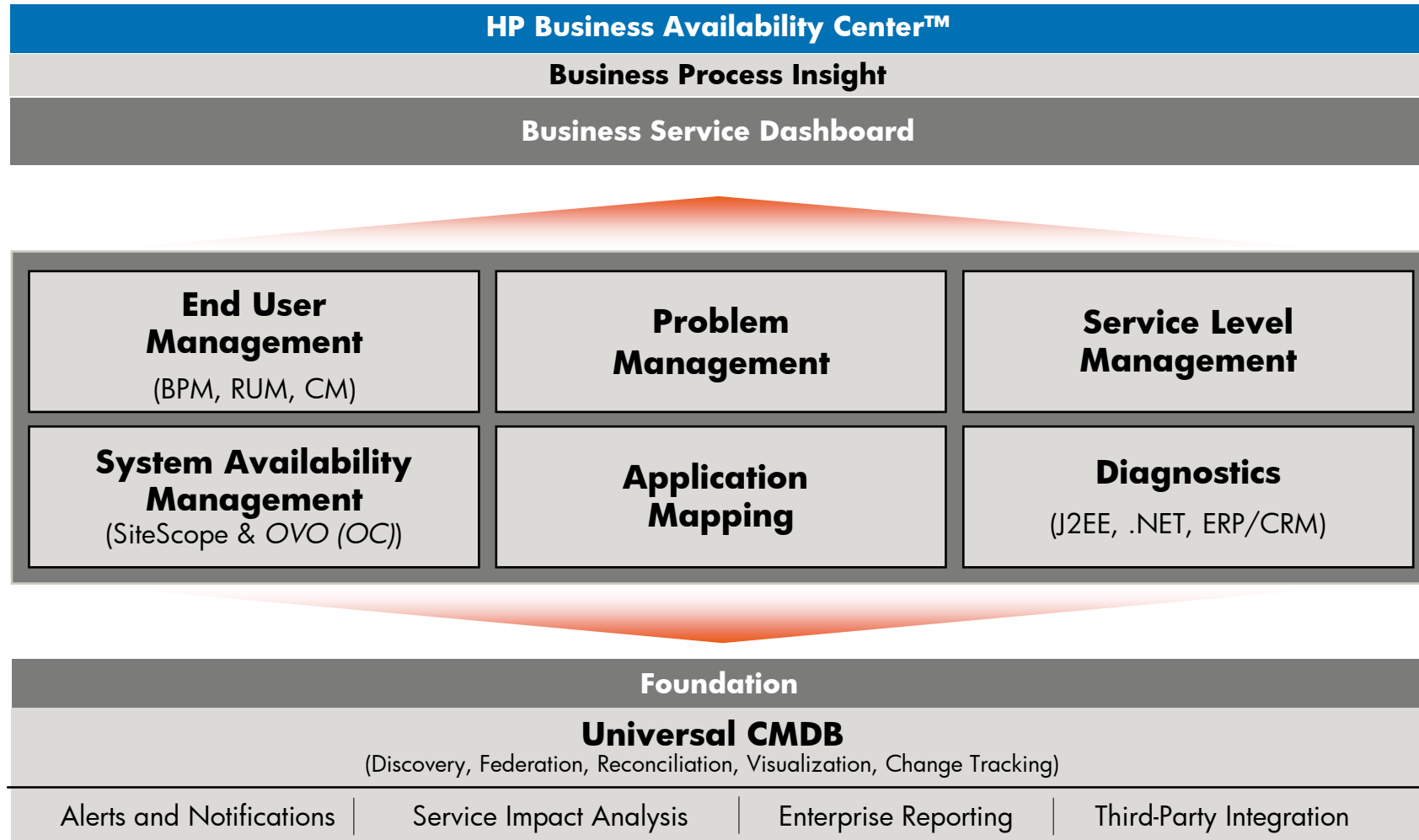


HP UCMDB Roadmap

Over the next 24 months

Key focus	<ul style="list-style-type: none"> •Discovery Content •Tracking History Of Changes 	<ul style="list-style-type: none"> •Discovery Services •Additional Integrations •Reporting 	<ul style="list-style-type: none"> •Federation •Time To Value •Additional Integrations
Business value	<ul style="list-style-type: none"> •Consistent and up to date mapping of the IT assets •Consistent single source of truth across the HP portfolio for the IT assets •Cross domain queries without data replication 		
Product strategy	<ul style="list-style-type: none"> •Discovery flow presentation •Snapshot comparison •CI Aging 	<ul style="list-style-type: none"> •Discovery scheduling •Ent Discovery integration •Web services API •Additional integrations •Reporting •Full web interface 	<ul style="list-style-type: none"> •Real-time change tracking •Reconciliation services •Discovery wizard •Federation across Operations and ITSM •Security model for WS API

HP Business Availability Center

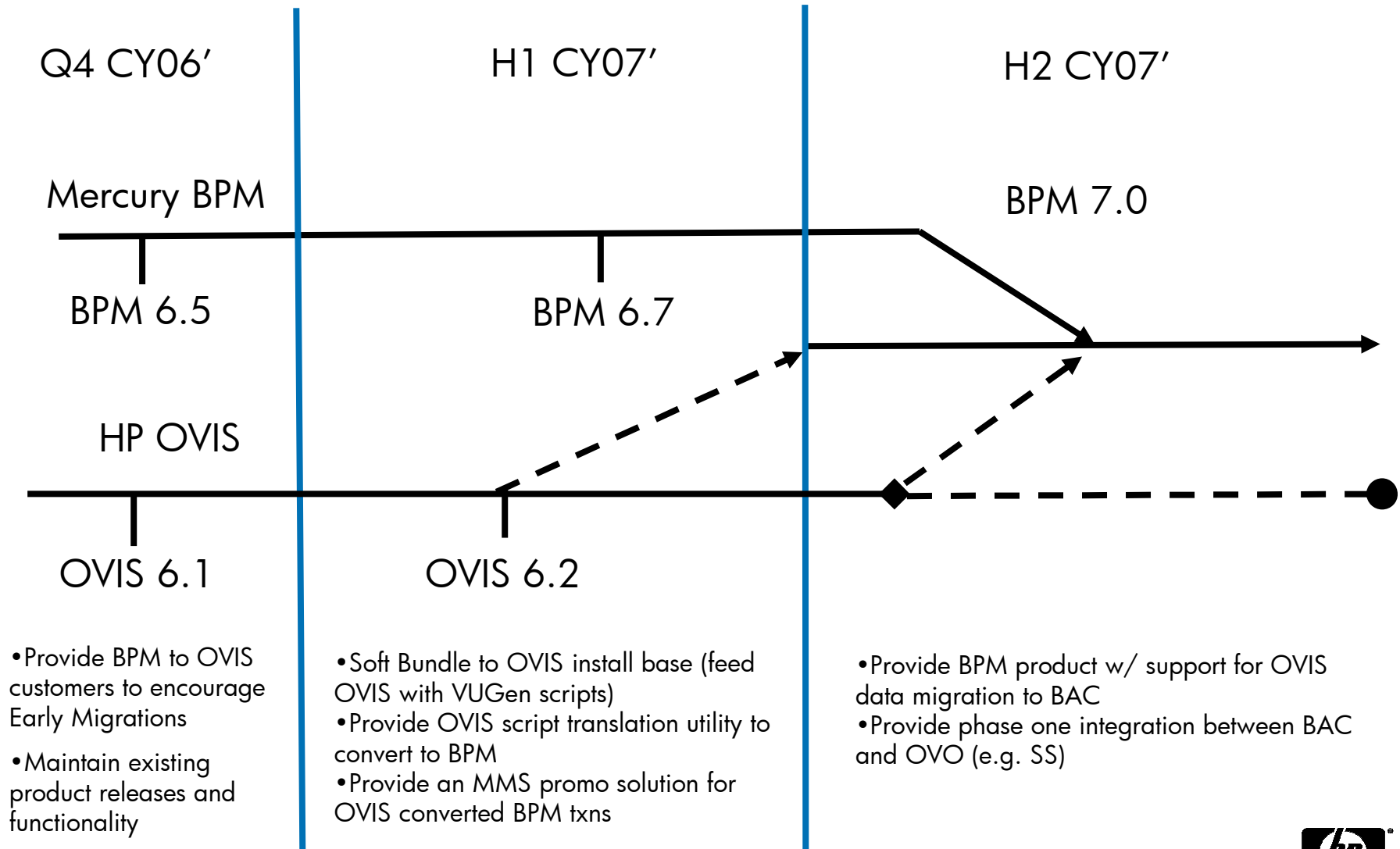


HP Business Availability Center Roadmap

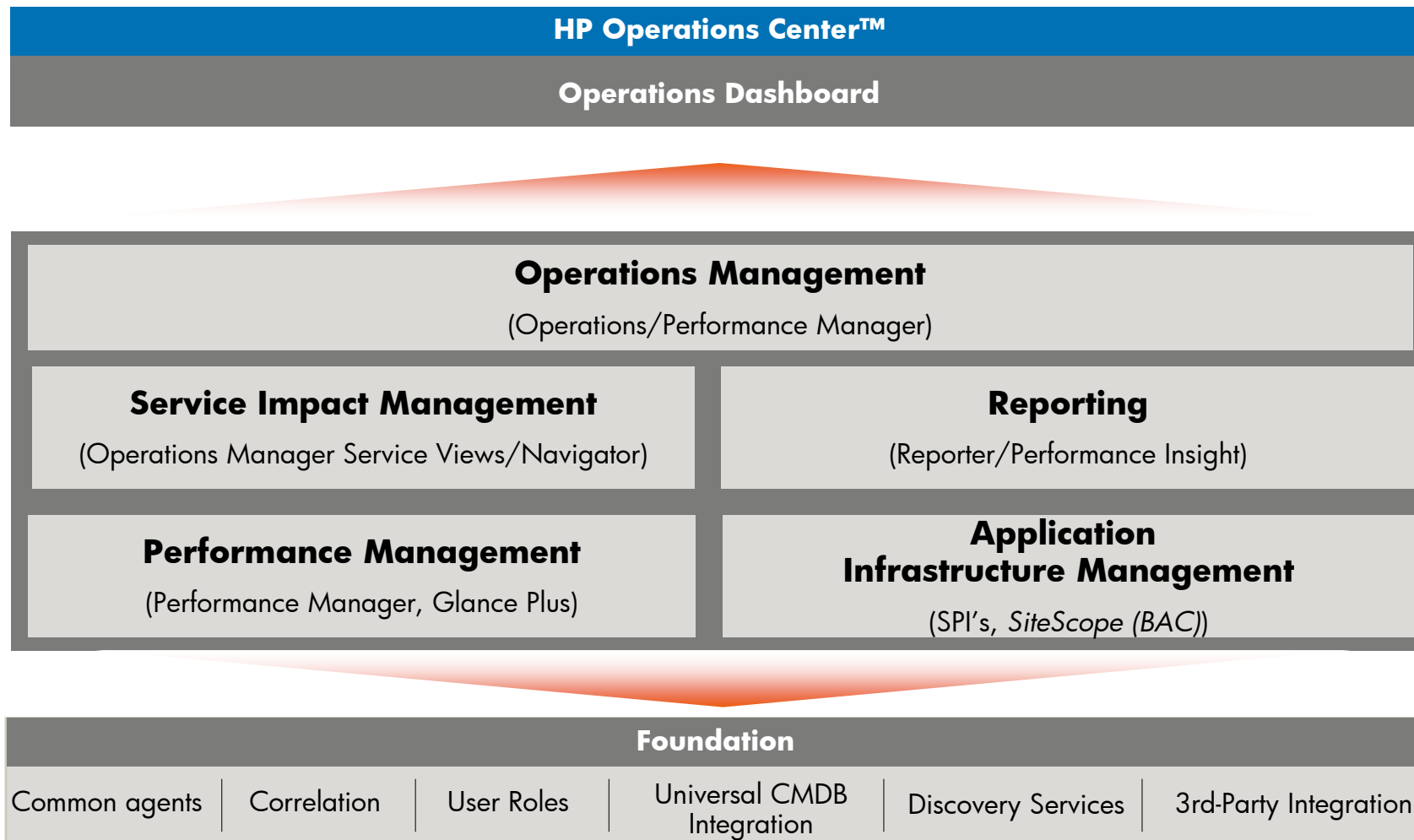
over the next 24 months

<p>Key focus</p>	<ul style="list-style-type: none"> • Problem Isolation • Initial Cross-Center Integrations 	<ul style="list-style-type: none"> • Enterprise Readiness • Usability • Application Improvements 	<ul style="list-style-type: none"> • Cross-Center Integrations • Composite App Mgmt • Enterprise Readiness
<p>Business value</p>	<ul style="list-style-type: none"> • Faster Problem Resolution • Automated Problem Validation • Data Integration Across Mgmt Apps 	<ul style="list-style-type: none"> • Improved Scalability • Improved Administration • Customized Reporting • Business Dashboard 	<ul style="list-style-type: none"> • Exchange Correlated Events Across Centers • Improved Reporting • Data, Event, UI integration across multiple BAC apps
<p>Product strategy</p>	<ul style="list-style-type: none"> • Improved RUM session replay • Enhanced alerting • Guided problem isolation • Improved platform coverage 	<ul style="list-style-type: none"> • Advanced session browser • Statistical User Analysis • Automatic Biz Process Detection • Problem Histories • Transaction Topology 	<ul style="list-style-type: none"> • Topology improvements • Scheduled reporting • Deeper integrations between BPI, Diagnostics, TransactionVision, EUM

OVIS Migration and BPM Roadmap



HP Operations Center



HP Operations Center Roadmap

Over the next 24 months

<p>Key focus</p>	<ul style="list-style-type: none"> •SC Integration •More Powerful Performance Products •Virtualization Support 	<ul style="list-style-type: none"> •BAC Integration •Secure Management •Event Automation •Platform Coverage 	<ul style="list-style-type: none"> •Consolidated Ops Phase I •Platform alignment •Configuration
<p>Business value</p>	<ul style="list-style-type: none"> •Reduced Service Model Maintenance •Improved Decision Making •Lower Administrative Costs 	<ul style="list-style-type: none"> • Lower TCO • Increased flexibility and agility • Faster time to value • Future proof 	<ul style="list-style-type: none"> •Centralized Service Driven Management Approach •Lower Config TCO •Reduced Complexity and Overhead
<p>Product strategy</p>	<ul style="list-style-type: none"> •Shared service model between OpC & SC •Service model discovery •Enhanced virtualization support in perf. products •More granular perf. product data logging •SPI improvements 	<ul style="list-style-type: none"> •BAC/OVO event and uCMDB integration •Support for https •Agent or agentless mgmt. •More flexible user roles •64-bit agents 	<ul style="list-style-type: none"> •New consolidated ops offering •OVOU/OVOW common feature set •Center integration •Improved configuration •Improved environment support

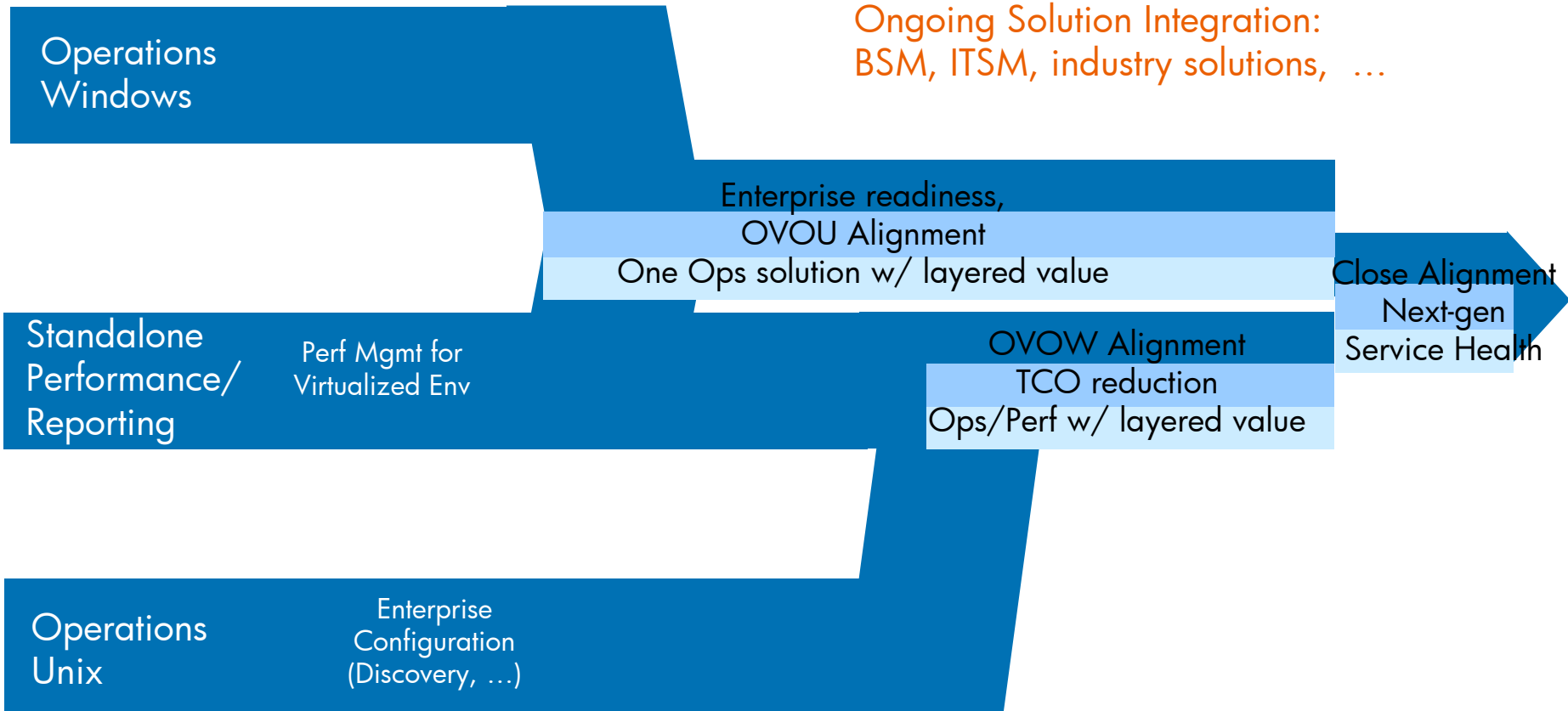
Operations Center Alignment Roadmap

2006

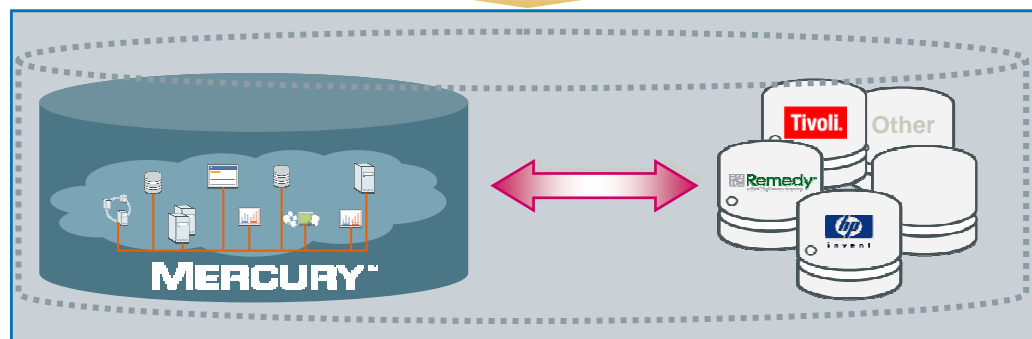
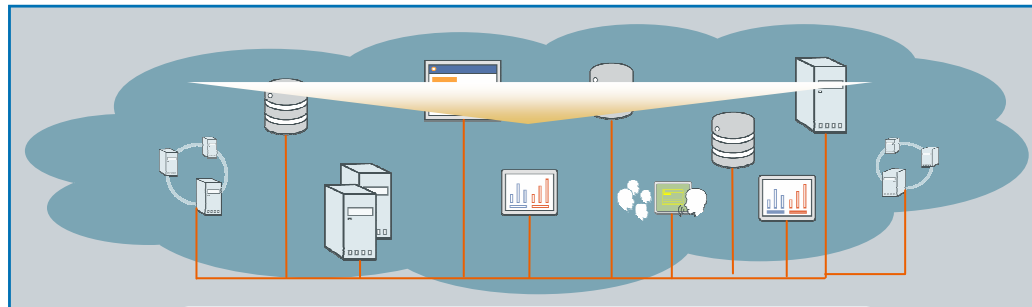
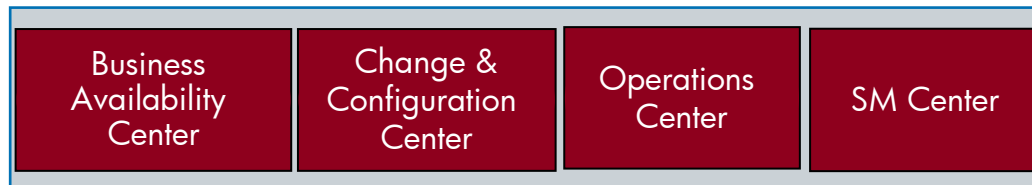
2007

2008

2009+



Integration of UCMDB and Operations



UCMDB Solutions

Universal CMDB

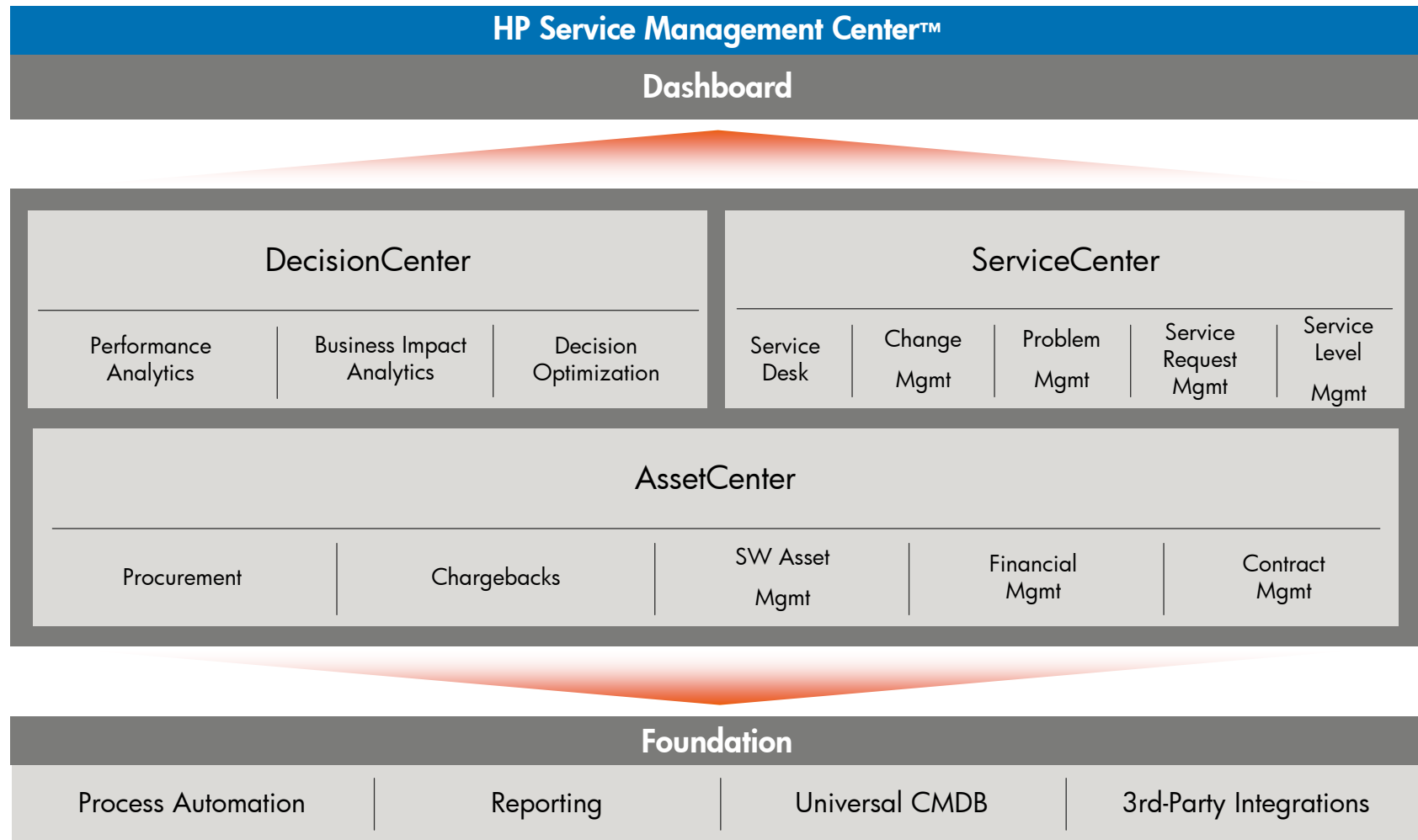
Single source for configuration items

Updated automatically, change monitoring

Mapping of IT infrastructure with applications

Simplified design and maintenance of service views

HP Service Management Center

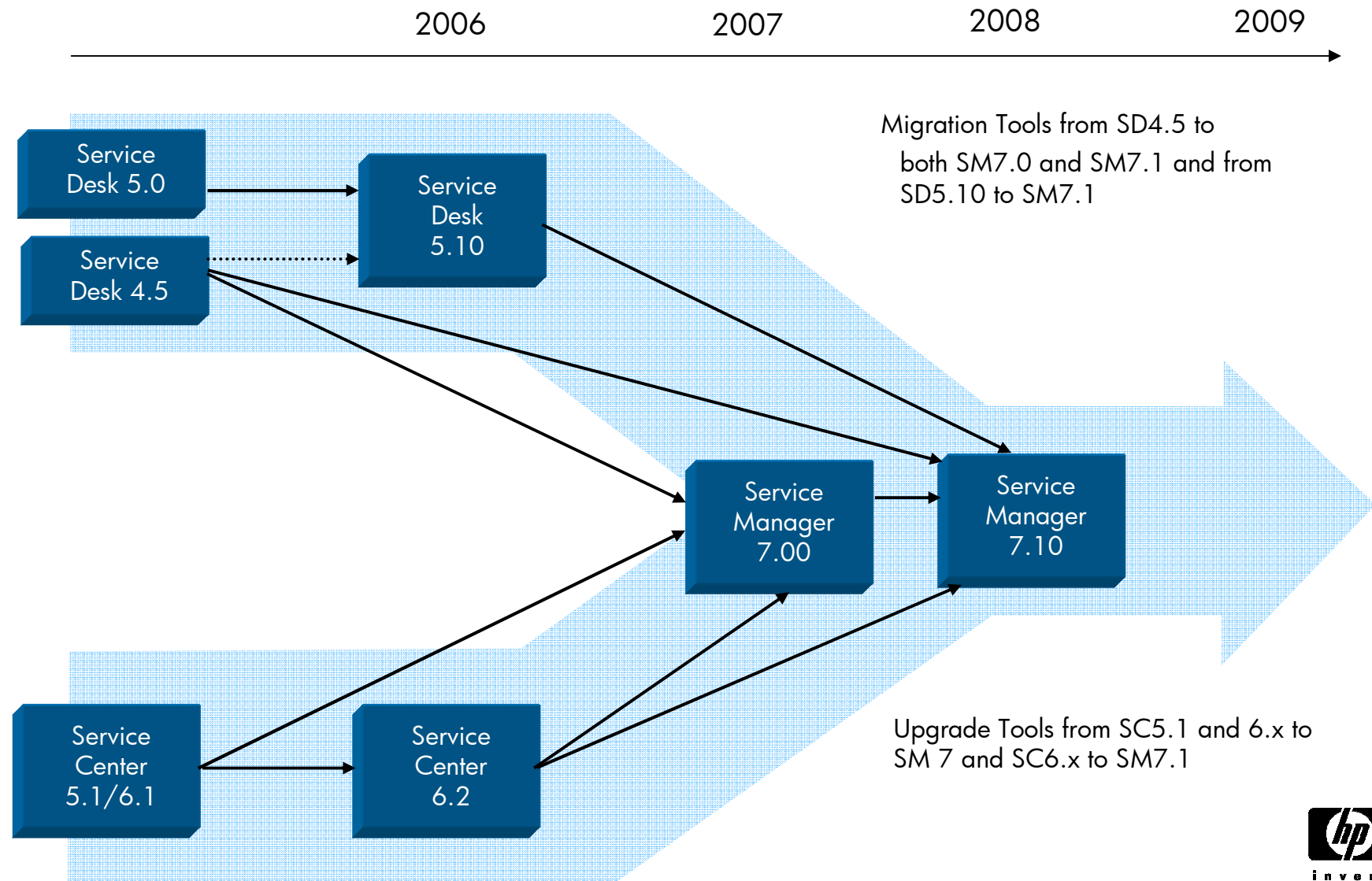


HP Service Management Center Roadmap

Over the next 24 months

<p>Key focus</p>	<ul style="list-style-type: none"> • Configuration visualization • Cross-portfolio integration • Performance optimization 	<ul style="list-style-type: none"> • ITSM convergence • Service lifecycle mgmt • Cross-portfolio integration 	<ul style="list-style-type: none"> • IT Financial Management • ITIL v3 process expansion • BTO analytics
<p>Business value</p>	<ul style="list-style-type: none"> • Visualize relationships between business services and ITIL processes • Maximize investments and resources 	<ul style="list-style-type: none"> • Consistent management of services; from inception to deployment • Optimize resources across projects and operations 	<ul style="list-style-type: none"> • ITIL aligned financial management best practices • Federation across service mgmt, asset mgmt, configuration mgmt, and BSM
<p>Product strategy</p>	<ul style="list-style-type: none"> • ITSM/BSM integration with SC and BAC • Change and Release integration with CCM, CM, and SC • ITIL scorecards 	<ul style="list-style-type: none"> • Service designer • Service catalog/publication • Service subscription • Select Identity/catalog provisioning • ServiceDesk migration utility 	<ul style="list-style-type: none"> • Financial management best practices for budgeting and chargeback • PPM, Problem, Change, Request, ITFM scorecards • Catalog/AC integration • Federation with SC, AC, and UCMDB

Migration to Service Manager 7



Service Manager 7

Industry leading functionality

- New Service Request Management capabilities with Catalog and Request Management
- New KCS-based Knowledge Management
- Service lifecycle management throughout

Cross-portfolio integrations

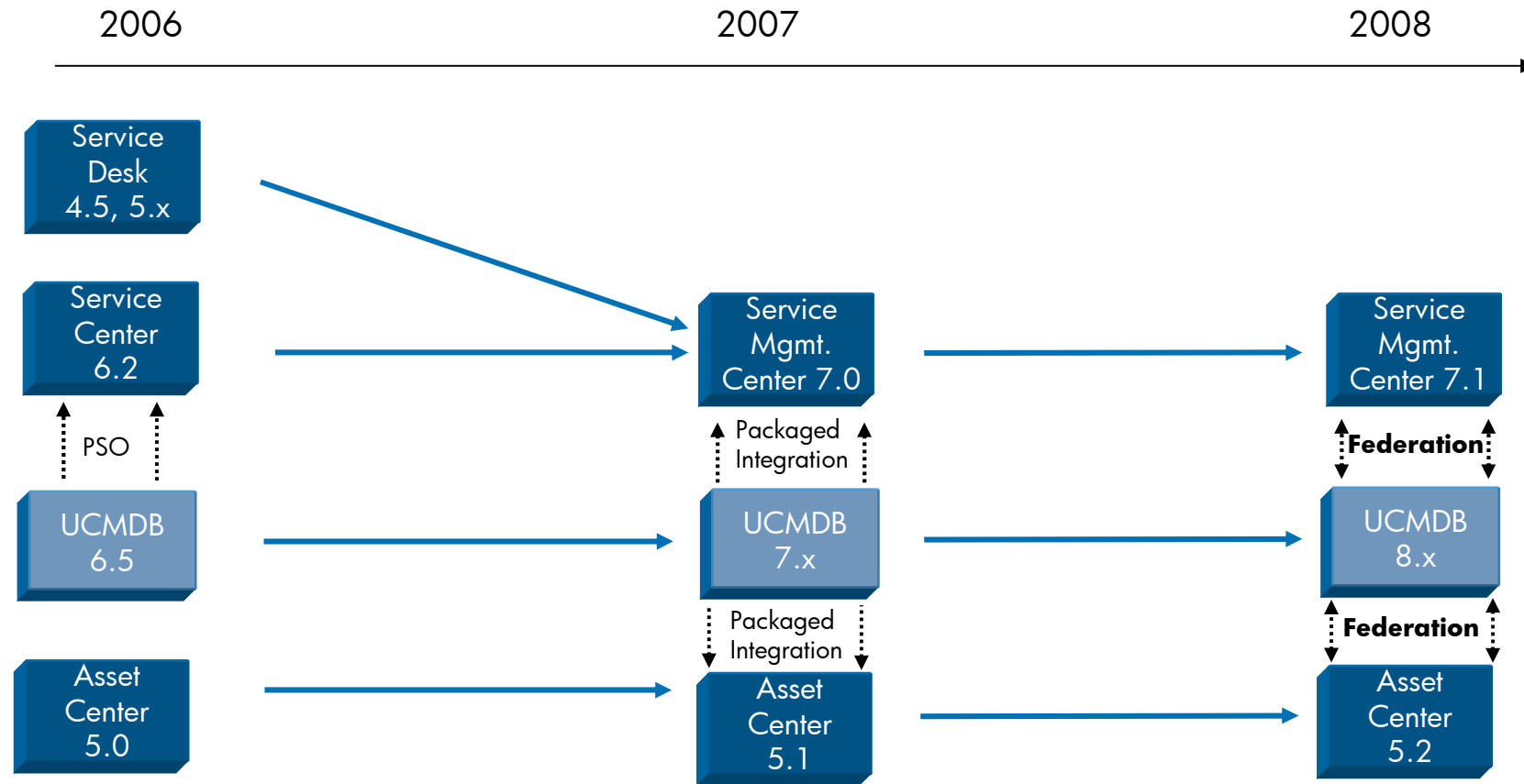
- Federation with Universal CMDB
- BAC, OVO, NNM, CM, CCM, DC, AC, IdM!

Superior Technology

- Web architecture
- Complete web services support
- Scales from 1 to 10,000+ users

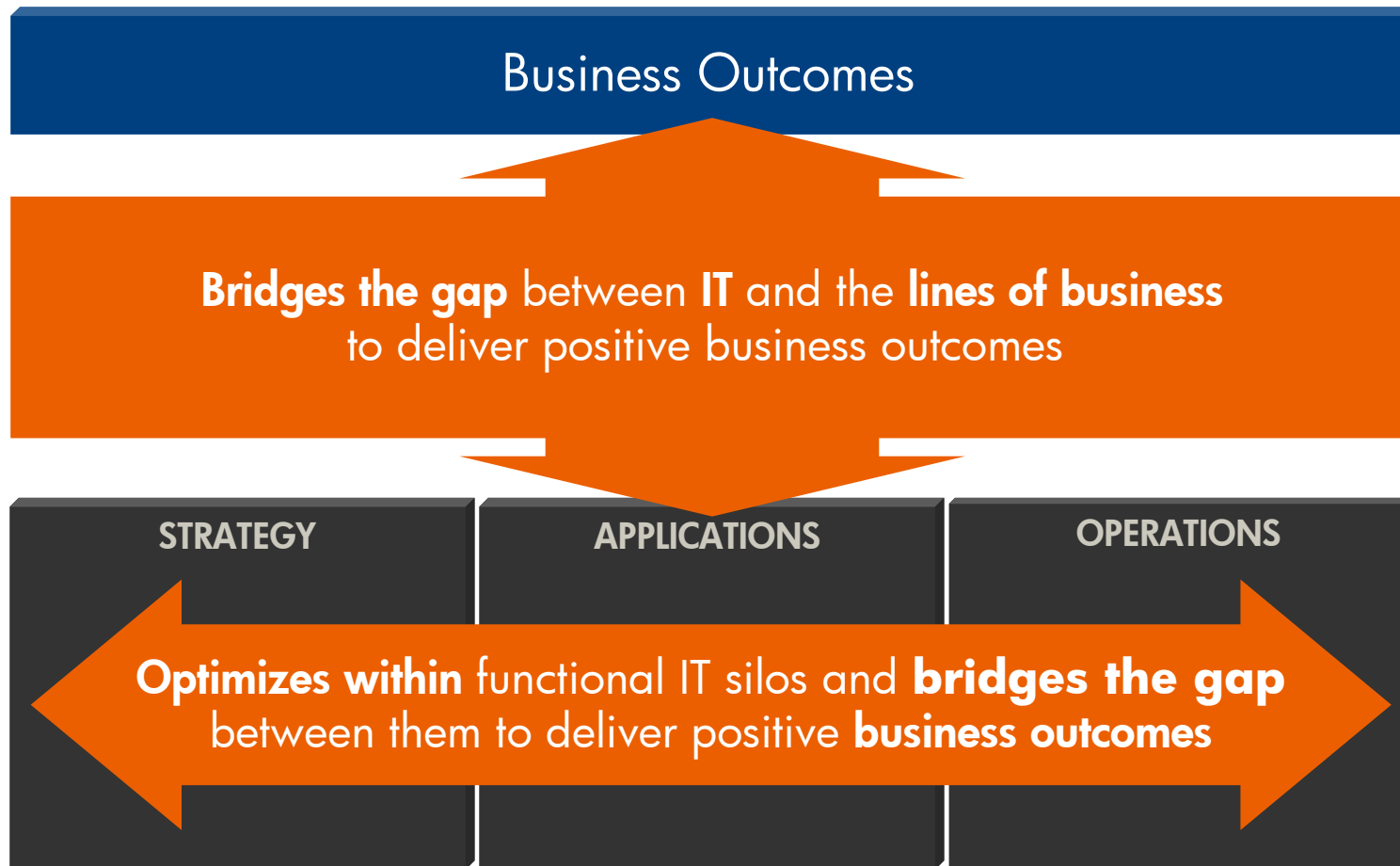
Service Manager 7 will deliver significant value

CMDB Upgrade Path (SD, SC, AC)



Business Technology Optimization

Optimize the business outcome of IT



Summary

BTO assures business critical applications from quality, performance and revenue-enablement standpoints

BTO Lifecycles are unique in the market

BTO solutions are modular and standards based

Integration and migration is high priority

Uwe Flagmeyer
Manager Pre-Sales HP Software

uwe.flagmeyer@hp.com

(089) 9989-52448



