



## **Vivit - Briefing**

**Company News, Plans and Your Opinions Needed**

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## Without TelAlert:

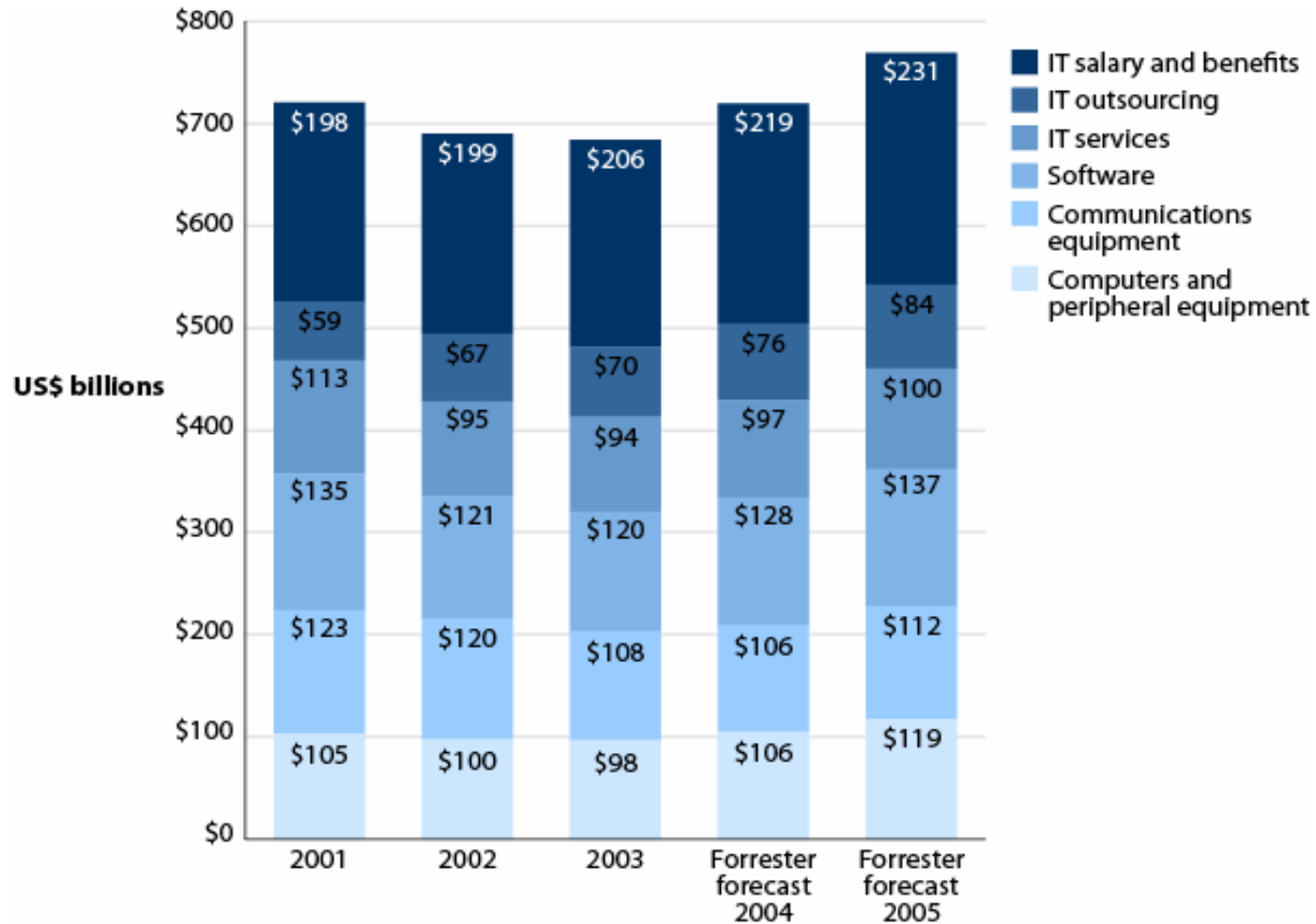
- Send an Email
- Send a Text Message
- Bottom line, send an SMTP message out and HOPE somebody gets it and then HOPE they do something about it.

## With TelAlert:

- 2-way Email
- 2-way paging
- 2-way Text messaging
- Modem based paging
- SMS alerting
- 2-way integration with SC, i.e. ability to update the app with the response of the person being alerted.
- Scheduling (Global Time Zones)
- Escalation (Globally)
- Bottom line, Intelligent alerting allows you to know who received it and when, how they responded to the event

**TelAlert** Bridges & Completes Proposition

# The Cost of Skills



Source: November 19, 2004 Trends "North American IT Spending In 2005," Forrester Research.

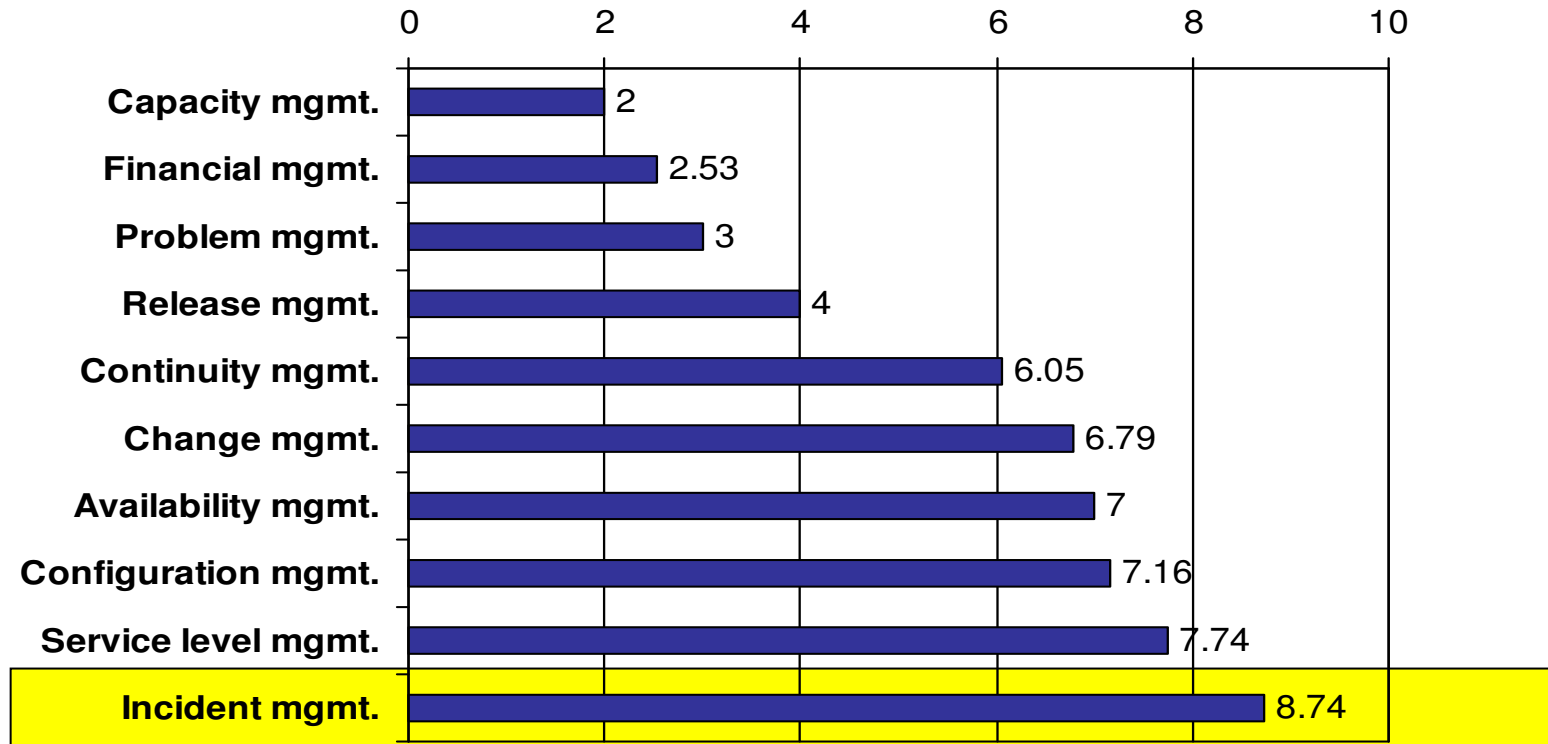


## Enterprise Trends: Standards - ITIL

### Enterprise Trends: Standards - ITIL

- ▶ 2005 was a big year for implementation
- ▶ Adoption increasing

*Rank the Importance of ITIL Processes for your Overall IT Service Delivery*



Source: Forrester Research

4

Proprietary and Confidential

■ Avg. Score





## Addressing the Business Problem

### ITIL Service Management

#### Service Support

Service Desk



Incident Mgmt



Problem Mgmt



Configuration Mgmt



Change Mgmt

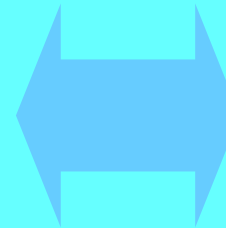


Release Mgmt



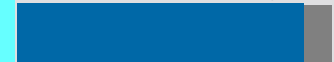
#### Operations

Problem resolution/  
change mgt.  
request



#### Service Delivery

Service Level Mgmt



Financial Mgmt



Capacity Mgmt



IT Service Continuity

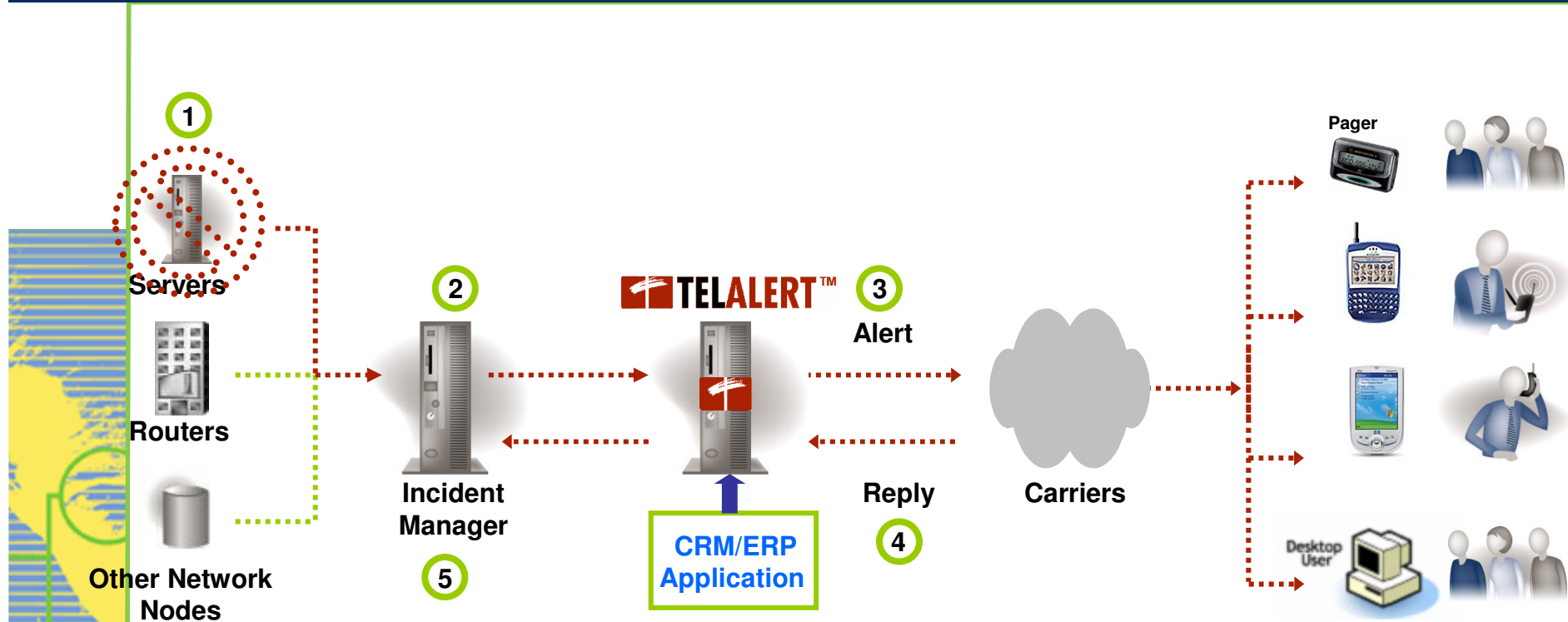


Availability Mgmt



- ▶ Bridges the gap between Technology, People & Process
- ▶ Connects mission-critical business incidents to key personnel
- ▶ In real-time
- ▶ Wherever they are
- ▶ Using any device, protocol or service

# Closing the Loop with ITSM



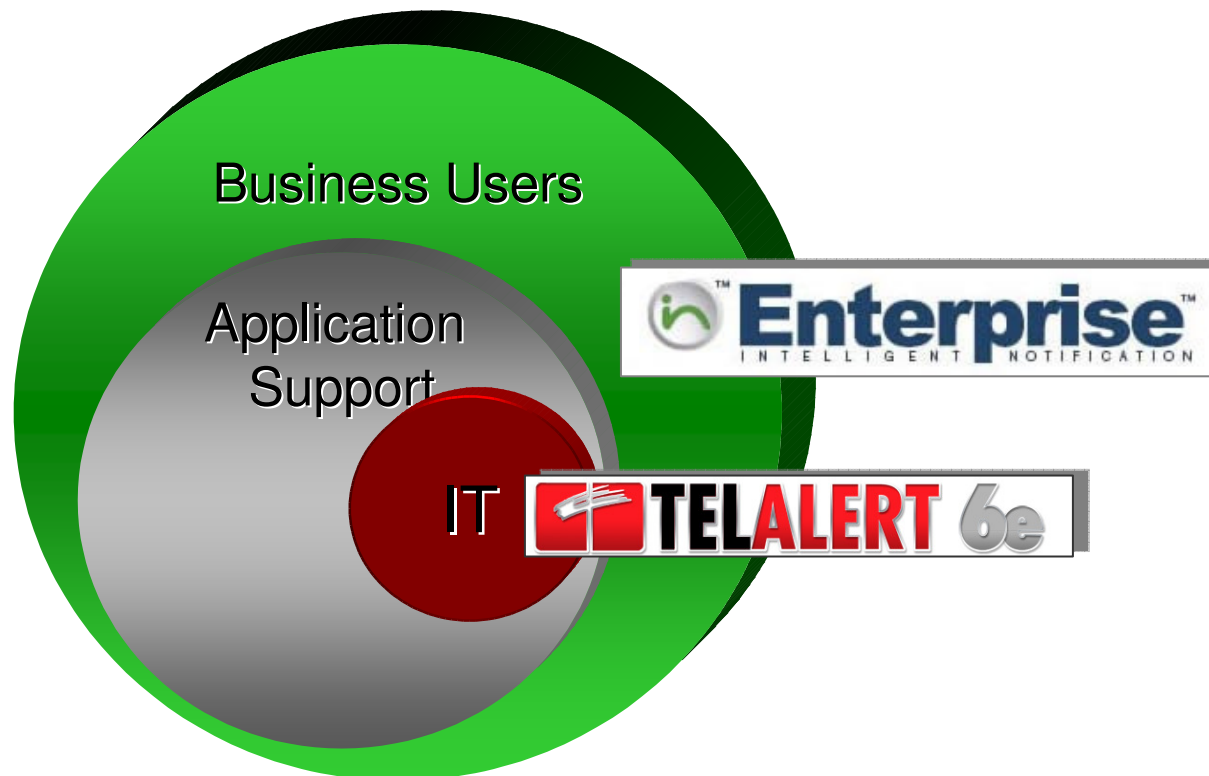
- 1 Server goes down
- 2 Monitoring application detects this event (Trouble ticket generated)
- 3 TelAlert sends out an alert to field technician
- 4 Technician starts the server and ends escalation
- 5 Technician also updates the event status in monitoring application



- ▶ **TelAlert 6e Maintenance Release – v 6.0.5**
  - Big performance gains
  - Lower database foot-print
- ▶ **TelAlert Acquisition by MIR3**
  - Pure software company
  - Comprehensive Enterprise Notification Portfolio
- ▶ **TelAlert 6e Initial 6.0 Release**
  - First SOA notification product



- ▶ **Direct**
  - Notification of IT/ field/ LOB personnel for mission-critical issues
- ▶ **Indirect**
  - Downstream mass-notification of business events (often IT-related)





## ▶ **MIR3 InEnterprise Notification**

- **Hosted. SaaS.**
- **Primarily Business Continuity/ Disaster Recovery**
- **Focus on mass notification of non-technical user base**
- **Increasing numbers of major college campuses**
- **Web-Services interfaces**

## ▶ **TelAlert 6e**

- **Installed**
- **Primarily IT focus.**
- **Alerting the right individual, not just “everyone”**
- **Accent on application integration (all HP Software)**
  - **HPOVOU/W**
  - **HP NNM**
  - **HP Service Desk/Service Centre**
  - **HP Service Manager**
  - **Business Activity Centre**



- ▶ **inEnterprise**
  - Full Version
- ▶ **inTechCenter**
  - IT oriented version
- ▶ **inAlertCenter**
  - Call-Center version
- ▶ **inCampusAlert**
  - Dedicated version for the educational market
- ▶ **inGovAlert**
  - For Continuity Of OPerations in government



- ▶ **TelAlert 6e:**
  - 6e UI/ notification server
  - TelAlert Messaging Server
    - Still available independently
- ▶ **TelAlert Voice Server**
  - Multiple language support
  - Windows/ Dialogic hardware based
  - With or without web UI
- ▶ **TelAlert Failover**
  - With or without web UI



- ▶ **Interoperability**
- ▶ **inEnterprise and TelAlert6e**
  - **Sharing contact data and messaging**
- ▶ **3<sup>rd</sup> party applications**
  - **AWSOM – Alert Web-Services-Oriented Messaging**
  - **Converge on a single notification standard**
- ▶ **Standards in Intelligent Notification**



- ▶ **What's so smart about intelligent Notification?**
  - Did they get the message?
  - When did they get the message?
  - When did they respond?
  - If they did, what did they say?
  - What did we do, based on their response?
- ▶ **Automated notification is not always smart**
  - If it's one-way ... we don't know if they got it
  - If they all responded negatively then what happens?
  - Did we send to the right contact addresses/ numbers? How would we know that?
- ▶ **Automated notification is often incomplete**
  - Does it organize the call tree and handle a defined escalation?
  - Does it take account of the schedule that your people are working?



## ▶ Was

- **Source level API, needing professional programmer effort**
  - **Fine-grained**
  - **Time-consuming**
  - **Expensive**
  - **Inflexible**
  - **Language/ OS specific**

## ▶ Is

- **Command-line scripting**
  - **Coarse-grained**
  - **Flexible**
  - **Low performance**
  - **OS/ network protocol/ socket-dependent**

## ▶ Will be

- **Web-Services**
  - **.NET, Java**
    - **HTTP/S API**
  - **Ruby**
- **Orchestration**
  - **GUI-level integration**



- ▶ **WS\_EVENTING, WS\_NOTIFICATION**
  - Machine-oriented publish/ subscribe protocol
- ▶ **LDAP**
  - OS-vendor specific emphasis – basic provision for address information
- ▶ **Standard Event definition**
  - Timestamp, host, user, timezone, source application, application ticket-id, event-id, user data
- ▶ **Standard contact data**
  - Identity, organizational, physical location, provider, address info
- ▶ **Standard escalation strategy**
  - Serial/ parallel/ round-robin/ iterated/ FYI
- ▶ **Standards for scheduling**
  - Ical format exchange
  - Individual/ group schedules
- ▶ **Standardized response**
  - Yes/ No/ Ack/ Nak/ Other
  - In-progress – hold
  - Continue - release
  - Update – change ticket/ object status/ property
  - Abort/ Cancel – Administrator intervention



## 1. EMEA Operations in the UK

## 2. Partners in EMEA

## 3. TelAlert & inEnterprise Solutions

- ▶ [www.telalert.com](http://www.telalert.com)
- ▶ [www.mir3.com](http://www.mir3.com)
- ▶ Email: [Avinash.verma@mir3.com](mailto:Avinash.verma@mir3.com)
- ▶ Tel: +44 1895 810550
- ▶ Mobile: +44 7894 228211

## 4. Support Information

- ▶ [www.telalert.com/support](http://www.telalert.com/support)

## 5. For Demonstration of TelAlert or inEnterprise

- ▶ Please contact me.