

# Business Service Management

## Align IT and Business Goals

The investment and complexity of support that IT organizations face today is greater than ever, and so are the demands of the business. IT organizations must have a clear strategy and approach for linking key IT resources to the goals of the business. Forsythe Business Service Management (BSM) experts provide a thorough understanding of IT service management concepts and can help you understand how the performance and availability of IT resources affect the systems, applications, processes, and services that your business depends on.

### The Challenge

IT environments are more complex than ever. Gaining the insight into how to prioritize IT resources based on business value is difficult without the proper visibility into which systems are delivering business critical services. To truly align IT efforts with business goals, executives and line of business managers must have a shared vision and vocabulary. Forsythe's experience provides thorough analysis and prioritization of these business critical services leading to a roadmap and methodology to successfully manage the associated systems.

### Business Impact

Without an effective BSM solution, companies struggle to build an approach that focuses their efforts on IT business outcomes. The key to effective collaboration between the business goals and IT lies in the technology and processes. Getting a handle on whom and what is impacted when an incident occurs is one of the many success factors Forsythe provides. Many IT organizations spend valuable resources on reactive problem analysis and very little time on strategic planning. Forsythe addresses all components of your BSM lifecycle so you can think less in terms of system impact and more in terms of business impact.

### How Forsythe Helps

Our comprehensive BSM solutions allow organizations to enhance their investments in service management, ITIL processes and infrastructure software by helping correlate IT service health to the state of key business processes. Forsythe builds on the premise that business outcomes are a first priority. We automate for repeatability, reliability and efficiency. Our solutions are integrated to handle configurations management, monitoring, ITIL process management coupled with a federated CMDB to create service dependent mapping and real-time, role based views.

### IT Business Value Delivered

By implementing Forsythe BSM solutions, you focus on business outcomes that are a joint effort of IT, Forsythe's

Forsythe's **ITSM/BSM Tool Strategy Blueprint** guides tool selection, validation, and implementation, as determined by a clear process.

experienced team and the business you serve. Organizations of every size can acquire the visibility into the health and performance of key business processes and

how IT's actions affect the business. IT becomes a business within the business resulting in lower cost of ownership, repeatable cost effective business services; and the business can effectively mitigate the time, cost and risk to business services associated with IT projects.

## Business Availability Center

Today, enterprise applications play an increasingly important role in running the business. At the same time, IT organizations are under growing pressure to reduce costs and align services more closely with business needs. To meet this challenge, you need to find ways to optimize availability and performance for key business services — both the front-end transactions and the back-end business processes.

**Business Availability Center** enables you to measure and manage critical business processes to ensure intended business outcomes are delivered.

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delivered. It offers an innovative top-down approach to integrating business, end-user, and system perspectives, while providing a clear picture of the complex infrastructure that underlies key applications.

### Business Availability Center enables you to:

- Manage IT from a business perspective to improve service levels
- Translate business goals into IT operational level agreements (OLAs)
- Ensure alignment between business processes and IT by measuring service levels from an end-user perspective and supplying summary and analytical reports
- Dynamically map the application and infrastructure environment
- Proactively identify, triage, and diagnose problems to prevent application downtime and minimize impact to customers
- Assess change impact before deployment to minimize business risk

## Change and Configuration Management

In today's IT environments, change can be a disruptive dynamic. An estimated 80 percent of major disruptions in business-critical applications happen as a result of some change in the IT environment. What's more, unplanned, unauthorized and poorly executed changes can cause intolerable service disruptions. And it doesn't just stop with the initial implementation of change, either — changes must stay in accordance with your policies.

**Change and Configuration Center** allows your executive managers to gain a business perspective on IT through visibility into business policy and related IT compliance and controls.

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compliance and controls. Change decisions are based on the business impact of the change, leveraging service dependency mapping capabilities in the Universal CMDB.

As a key component of our change and configuration lifecycle approach, the Change and Configuration Center provides automated, enforceable processes that are compliant with the IT Infrastructure Library (ITIL).

- Provides integrated applications and a business dashboard
- Automates change control, execution and validation
- Provides a non-invasive solution that is tool- and process-agnostic
- Controls changes from both applications and operations
- Automates changes across devices and operating systems — for servers and PCs and for Windows®, UNIX® and Linux systems
- Enables automated, desired-state management for continuous compliance to policies
- Manages devices for their entire lifecycles — from discovery, provisioning and deployment through ongoing management and updates through software removal and retirement
- Provides up-to-date hardware and software inventory and usage information
- Automatically identifies the impact of change at the infrastructure, service and application levels
- Identifies potential change collisions between multiple requests and automatically notifies key stakeholders of collisions

## Network Management Center

Today's complex networks are bringing business and technical challenges to network operations teams and CIOs. From a business perspective, network teams are being asked to do more with less despite a climate of stricter regulations, demand for business growth, and the

proliferation of business essential applications on the network. From a technology perspective, new technologies and services are adding to the complexity for network operations teams.

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an efficient and repeatable way. It incorporates a suite of products that combine for a comprehensive solution designed to maximize network availability and performance, and optimize resources within today's complex IP networks.

#### **Network Management Center:**

- Increases service levels to your business users by optimizing network availability, performance, configuration and bandwidth
- Aligns IT with business objectives by providing management reports, one-click proof of network compliance, resource allocation and the ability to efficiently manage changes in demand
- Monitors your dynamic network environment and quickly pinpoints the source of availability and performance problems

## **Operations Center**

To ensure IT services are available and performing well, the IT environment as a whole must be operating with the knowledge of where the issues are. It is important to understand not only how a service is performing but where an issue may exist so resources can be focused to ensure service is restored in a timely fashion.

**Operations Center** provides a comprehensive, service driven approach that integrates and correlates IT information across management silos and tightly links IT with the business.

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tightly links IT with the business. Collectively, the components of the Operations Center provide a reliable, scalable, modular,

open solution, with enhanced security features, that adapts to a wide range of environments from midsize enterprises to the largest and most complex organizations.

#### **Operations Center allows you to:**

- Monitor, control and report on the health and performance of a heterogeneous IT environment
- Map IT infrastructure components to applications and business services providing quick insight into the business impact of IT problems
- Leverage the industry's best combination of intelligent agents and agent-less management with an extensive set of probes to better match your unique requirements
- Report on IT's value to the business by demonstrating service-level compliance of key applications and services

## **Project and Portfolio Management Center**

Today's Project Management Organization (PMO) struggles with time, cost and resource management challenges — particularly at the aggregate level. Given these daily challenges, it's difficult for IT executives see which projects and operational activities they should be working on per how much is left in their budget, resource capacity levels and alignment with business needs.

**Project and Portfolio Management Center** standardizes, manages and captures the execution of project and operational activities.

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critical information in real-time to help you make the right decision at the right time. It enables you to govern your portfolio of IT projects, applications and opportunities with effective collaborative processes. And with the optional Portfolio Optimization feature, HP Portfolio Management automatically determines the best mix of proposed projects, projects and assets based on user-defined criteria.

#### **Project and Portfolio Management Center:**

- Optimizes your IT portfolio by rapidly identifying the projects that will deliver the highest ROI and assigning the right resources to support it
- Provides a single platform for end-to-end lifecycle management of proposals, projects and assets

- Presents a consistent framework for evaluating, managing, executing and retiring projects as well as a way to leverage best-practices from active or retired projects
- Offers top-down planning capabilities that are supported with bottom-up detailed project plans
- Enhances visibility and enables controls to maintain compliance

## Service Level Management Center

To meet service-level agreements between IT and the business, your IT team must manage every event that

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occurs, whether planned or unplanned. This management focus must span from initial acquisition and deployment, through

upgrade and maintenance activity, to the point where components of the IT estate no longer add value to the business and must be replaced.

And all the while, related elements —software compliance, financial activities, contracts and other components of the paper trail, and identity and access — must be closely managed.

### Service Level Management Center allows you to accomplish this and more.

- Orchestrate and automate key IT processes across process domains
- Manage the full lifecycle of IT assets
- Enable the complete financial management of IT
- Give each identity the right entitlement and access at all times to support the business
- Drive rapid tactical and strategic decisions based on quantitative business intelligence

## Get the Forsythe Advantage.

For more than 35 years, Forsythe has delivered forward-thinking advice, technology, and operation-enhancing solutions. As an independent advisor, Forsythe can help you address every aspect of your infrastructure, including how new solutions may affect the bigger picture. Working with every major provider, Forsythe acts as your single point of contact for managing the cost, effectiveness, and risk related to your information systems.

## Let Forsythe Help.

Business objectives — and business issues — don't exist in a vacuum. Forsythe identifies and addresses IT interdependencies to deliver solutions that work across your enterprise. Call us today.

