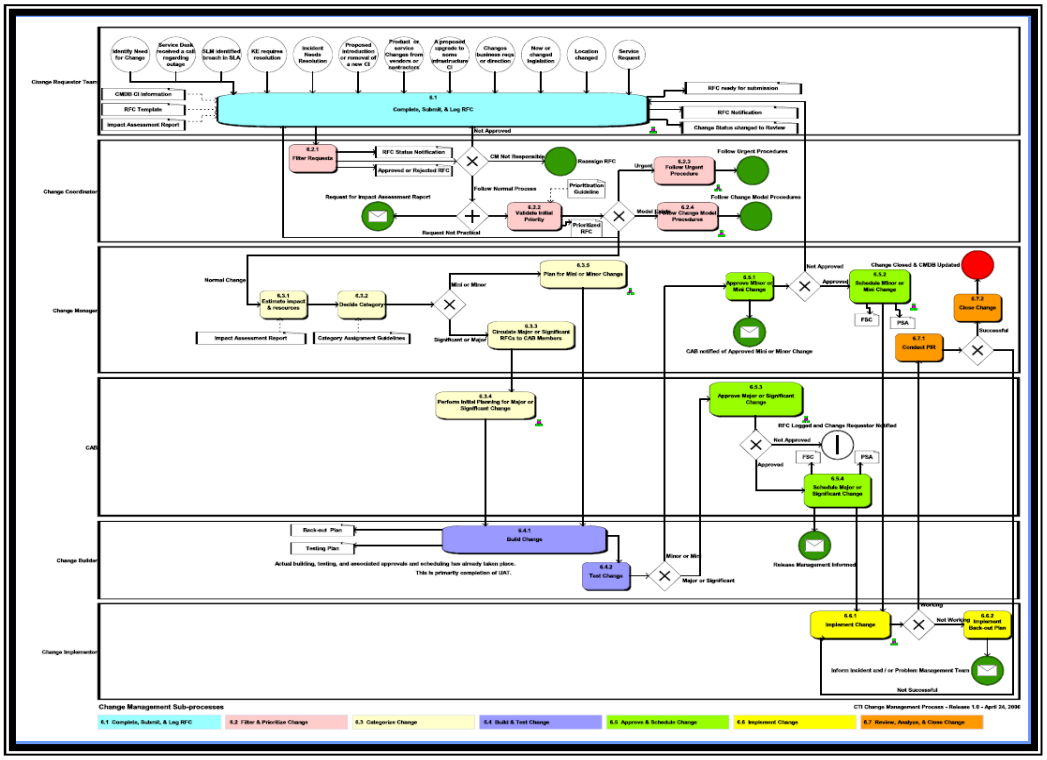
StreamFoundry's Central Management System (CMS)[SM]

ITIL-enablement for large enterprises

Incident, Problem, Change, Request, & Configuration Management

www.streamfoundry.com



Adapt your processes to StreamFoundry's CMS.

CMS 3.0 Benefits

- Modify rather than reengineer the Service Management 'ITIL' processes and infrastructure for a greater degree of success and speed to market
- Delivery world-class scalability
- Customize, integrate and adapt the tool suite to the processes with ease
- Experience an intuitive, Web 2.0 Interface
- Automate tasks and tickets
- No seat licenses
- Dynamic reporting capability
- Green—One IBM Mainframe for all your Service Management needs
- Out of the box integration with IBM's TADDM for discovery and dependency mapping

Streamfoundry
Managing Process More Efficiently

How much does a service interruption cost?

Business analysts put the cost of a service outage at approximately a $1M a minute for large enterprises.* With such a large liability looming over organizations, why haven't executives done more to improve service management visibility, compliance and impact analysis? Historically, IT Service Management was treated as an independent cost center with little linkage to business operations. In addition, home grown and off-the-shelf tools operated in reactive mode and provided minimal visibility to the network, server, and application layers. Enterprises were focused on maintaining the status quo, unable to justify the additional expenditure or just unaware.

What is the root-cause of service outages?

Gartner claims that 80% of service disruptions are people and process related.** With the client-server explosion of the last decade, the IT infrastructure is more complex and regionalized, and less able to respond to global business demands. Data and application redundancy, regional fiefdoms and a heavy reliance on key individuals to support the status quo are still the norm within large enterprise IT environments.

A focus on Service Management

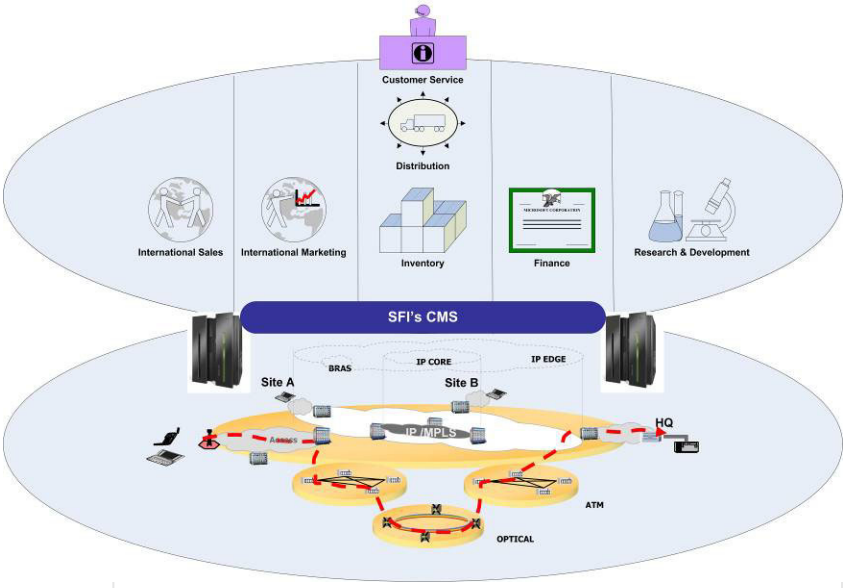
Today, enterprise leaders appreciate the importance of effective service management, and demand greater analysis and visibility as a way to improve service availability, drive greater productivity, reduce costs and ensure compliance. Frameworks and methodologies, such as ITIL and COBIT, paved the way for much of the progress to date but enterprises have to go further to correlate IT and business. The secret is in the architecture.

Did you ever wonder why Service Management projects takes years and cost millions?

It's all in the approach. Legions of software vendors, consultants and system integrators come in with their one size fits all "ITIL out-of-the-box" solution. Once they have won your trust with their brand recognition and nifty ARIS process flow charts, they proceed to spend years force feeding and integrating "ITIL" processes and new applications with little concern for the existing architecture. There is such a high dissatisfaction rate with Service Management solutions because not enough time is spent evaluating the existing processes and infrastructure. What organizations are left with are ITIL applications that don't fit the organization and only add to the cost and complexity equation.

What is StreamFoundry's value?

Alternatively, SFI (www.streamfoundry.com) works with the existing architecture and processes for only the largest organizations. StreamFoundry layers its solution on to the existing infrastructure modifying rather than reengineering the processes. This way, the solution conforms to an organization's needs in a fraction of the time and money. SFI's approach makes the most of an organizations infrastructure, federates the support layers for a centralized view, and adds or modifies the applications and processes as required. In short - *use what you have, buy only what you need.*



While most large enterprises work in silos, SFI's CMS offers a federated Service Management Solution in support of the entire business.

Chip Gleidman at Forrester breaks enterprises into three size tiers; 500-2500 users, 2500-7500 users and 7500+ users. He says that only 10% of the available tools scale to the needs of the largest tier. **SFI is one of the few vendors focused exclusively on the very largest enterprises.** When you consider that anywhere from 60-80% of the world's data still resides on the IBM Mainframe, managing IT Service Management data and processes there makes perfect sense. Mission critical operations demand mission critical management. SFI delivers the scalability, secu-

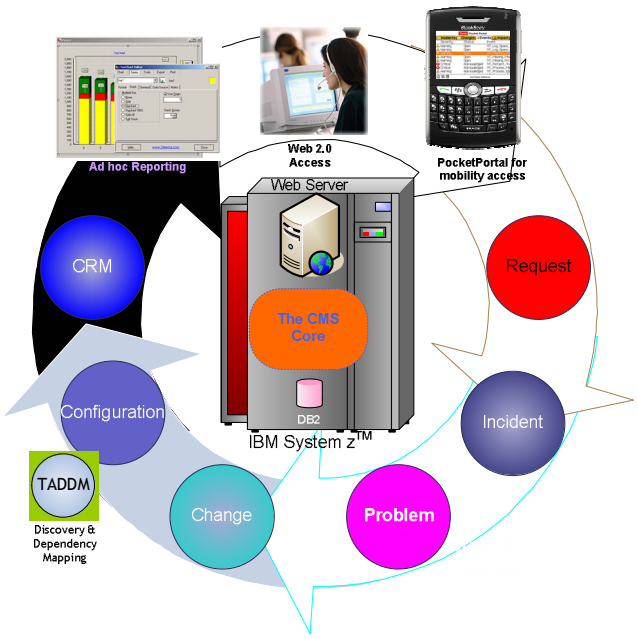
* March/April 2008, Mainframe Executive
** June 7, 2007 Gartner—Use Full Life Cycle Mgmt to Reduce SOA Downtime

rity, and process flexibility to adapt to on-going business changes.

SFI's CMS effectively manages large enterprise environments because it is the only Service Management solution that operates exclusively on the IBM Mainframe. The result is minimal service downtime, greater revenue realization, and a more adaptable, flexible and cost effective IT environment. The solution's MIPS usage is negligible.

SFI's CMS 3.0

CMS provides a unified, ITIL- based framework for **Problem**, **Incident**, **Change**, **Configuration**, and **Request Management** with ad hoc and batch **Reporting** capabilities.



CMS 3.0 is faster, more adaptable and more in sync with System z environments.

There is also out-of-the box integration with **IBM Tivoli's Application Dependency Discovery Manager** for auto-discovery and relationship mapping and the utmost in Service Management Impact Analysis. (Click on the URL: www.streamfoundry.com/demo to navigate the demo.)

Aside from its Mainframe pedigree, CMS delivers two optimization techniques in *Store & Publish* and *Single Trip that are clear differentiators*. *Store & Publish* houses data and process information on the Mainframe's Web Server while Single Trip is SFI's Web 2.0 enablement mechanism. Both components make for easy access to the data, process flows and business logic and a highly intuitive end-user experience.

The value that CMS provides to large organizations is the following:

⇒ **Architecture** - CMS layers on top of a Mainframe (z/OS) without requiring additional hardware and software.
⇒ **Process Flexibility** - With such a robust environment, CMS can adapt easily to an organization's existing process structure.
⇒ **Business Operations** - By running across an organization's mission critical services, CMS can most effectively manage the infrastructure in support of the business.
⇒ **Cost** - CMS is priced on an application basis. There are no seat licenses to penalize the end-user for growth.
⇒ **Time to Market** - CMS gets to market faster because the infrastructure is already in place and the tool is never the bottleneck to a process requirement.
⇒ **Green** - One IBM Mainframe, an existing DB2 license and z/OS scale for the largest enterprises.
⇒ **Reliability** - In over 5 years of operation running on many Mainframes, there has never been a Severity 1 failure of CMS software.

A Building Block Approach

One can start with all six CMS modules or roll-out with CMS in a phased approach. The more modules that are customized and integrated, the greater an organizations decision making capability in implementing a change, responding to a problem or understanding the impact of a request. *Use what you have, buy only what you need.*

Where to begin?

If change is a constant in your IT environment, start with **CMS Change**, and establish a framework for change approval. Link change to configuration, so when a change record is created, approvers have complete visibility as to the potential impact of the change from a people, line of business, network, application and server perspective. With anywhere from 40% to 60% of problems change related, securing the change process can significantly stabilize the environment.

With fewer **problems** to worry about, consider segmenting **CMS Problem** from **CMS Incident** as a means to focus skill sets and better understand the nature of the events taking place in the environment. All events can start as an incident, unless it is system impacting, in which case it becomes a problem immediately. Problem resolution is guided by access to **CMS Configuration.** The CMDB can assist in determining the root cause and understanding the overall impact of the environment at the business and IT layers.

End-users can access the **Known Error Database** directly to find similar issues driving quick fixes and call avoidance. They can establish their own incident tickets in

resetting passwords and updating employee information. By segmenting problem from incident and allocating resources by task, enterprises will save money, respond faster and enable self-help and self service. They will also better understand what is going on in their environment and respond.

The **CMS Request** Module is one of the original modules in our application suite. It enables end-users to request more capacity, security clearance, a new application or a new employee ID or even to suggest an interesting idea. It typically works with Change and Configuration. Once a request is approved, it moves to a change. Request also works closely with the CMDB to understand how the request will impact the environment. The more a request is analyzed and reviewed, the faster and more effectively a change can occur.

SFI's **CMS Configuration** is the only CMDB that operates exclusively on the IBM Mainframe. Whether it is the front-end of a virtual CMDB or the sole repository, CMS Configuration will work with your auto-discovery and dependency mapping tools to populate the environment and facilitate an approval process to transition assets from discovery to placement in the CMDB. The value of a centralized CMDB on the IBM Mainframe is about speed and access to configuration items. Centralizing your CMDB on the Mainframe will also benefit organizations that are consolidating data centers, applications and data repositories.

While SFI can interface to any discovery and dependency mapping tool, we integrate with **IBM's Tivoli Application Dependency and Discovery Manager (TADDM)** out of the box because it runs on the System z (maintaining our focus on infrastructure centralization). It is one of the few discovery and dependency tools that focus on both mainframe and distributed assets. CMS Configuration is linked to TADDM through **IBM's Tivoli Directory Integrator (TDI)**, a very powerful web services solution that can also be used to interface other third-party applications for bi-directional communication.

With **IBM's Tivoli Directory Integrator (TDI),** CMS can interface with multiple third-party applications on Demand. Data is treated as objects with established parameters. CMS can communicate with multiple applications and databases as both Web Service Servers or as Web Service Clients. TDI minimizes the degree of difficulty in interfacing multiple applications across multiple platforms and vendors.

Service Management is only as good as its **reporting** capability. SFI offers **CMS Reports** for batch and ad hoc reporting. CMS can run reports that list records by status, SLA violations and/or groups. The benefits of CMS Reports are the individual customization, the easy CSV output to XML, Microsoft Excel, Powerpoint and/or Word or any third-party solution, and the robust graphics capability.

Success story

The world's largest bank saved $10M with SFI's CMS for Change Management

SFI's **CMS Change** Application has significantly improved the bank's overall service environment. It implemented SFI's CMS for Change Management into production in 2006, and they currently have 40,000 global users doing 120,000 transactions a day. The customized solution is ITIL v.3 verified.

In 2007, change related service impacts/outages were reduced by 54% saving the bank $10M and significantly improving user satisfaction.

The key take away is that this client was able to achieve these benefits in less than 24 months from the planning stage to cost savings utilizing SFI's software and services and its existing Mainframe data and processes for under $500k. That's value..

Conclusion

CMS can be found in some of the largest organizations in the world providing impact analysis at the hardware, network, software and business layers. In its five years in the market, CMS delivered the following results for some of the largest IT organizations:

- ⇒ Minimized service disruptions
- ⇒ Expedited Mean-Time-To-Repair (MTTR)
- ⇒ Instilled 'ITIL' process discipline
- ⇒ Reduced human error through automation and process discipline
- ⇒ Improved overall QoS

For more information on the CMS Application Suite and integration with IBM Tivoli, send us an e-mail at inquiries@streamfoundry.com or call us at 866.615.0040.

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Managing Process More Efficiently

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