

Enabling your ITIL Strategy using EMC Smarts

Glenn O'Donnell

**Principal Product Marketing Manager
Resource Management Software Group**

Why ITIL: Two Views of Technology

What IT Staff Says

- Service Oriented Architecture
- High-speed Networking
- Flexible Storage Infrastructure
- Virtual Server Infrastructure
- Outsourcing
- Management Software
- Business Alignment
- Disciplined Operations

What Business Leaders Hear

- Risk
- Risk
- Risk
- Risk
- Save money! Better service?
- More “shelfware” with no return!
- Two guys walk into a bar ...
- **Music to my ears!**

IT is in Serious Peril without a different approach!

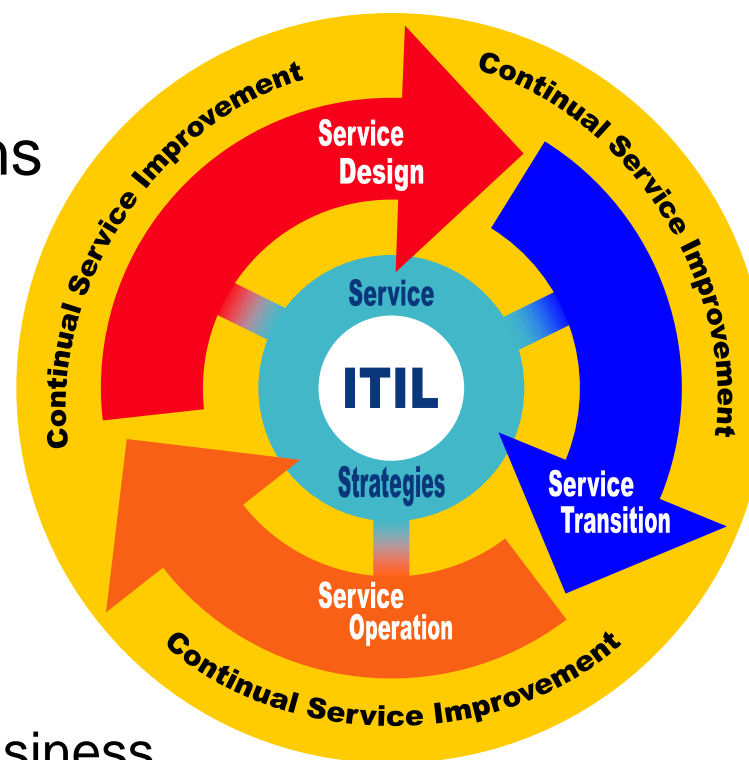
The Rise of the IT Service Management Forum

- *itSMF* is driving the evolution of ITIL/ITSM
- An international industry body must own ITSM's future
 - Corp, gov't, academia, vendors
- Membership and influence is rapidly expanding worldwide
- EMC is a Platinum Sponsor and contributor of *itSMF* USA
<http://www.itsmfusa.org/>



Here Comes ITIL Version 3

- A new refresh to the ITIL definitions
 - Process definitions required clarity
 - Practical guidance was weak
- Publication date: May 30, 2007
- Major life cycle improvements
 - Not just operations
- MUCH more focus on business
 - However ... it is still the IT view of business
 - Every implementation will still require customization
- We are finally getting closer to “engineering” IT (Woo Hoo!!)



ITIL Process Automation and CMDB Population

Solutions to enforce IT Service Management process discipline

Minimize manual incident triage

- Automated analysis, adapts to changing conditions
- NO RULES TO MAINTAIN!
- Generate trouble tickets for actual incidents, not arbitrary events

Find problem root causes faster

- Analyze incident root causes for more accurate problem isolation
- Optimize proper use of subject matter experts
- Move more root cause to Level One

ITIL Process Automation & CMDB Population

Automated
Incident Triage

Problem
Management
Analysis

CMDB Population

Change Impact
Management

Populate CMDB with real-time data

- Passively discover app infrastructure and behavior in real-time
- Map application dependencies to infrastructure – automatically
- Discover configuration detail, usage, & changes – populate CMDBs

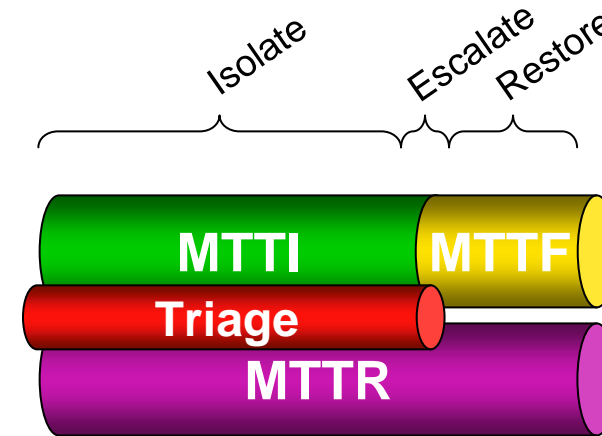
Accurately manage change impact

- Eliminate reliance on tribal knowledge & artifacts
- Proactively determine impact of change before you make it
- Identify change-induced problems

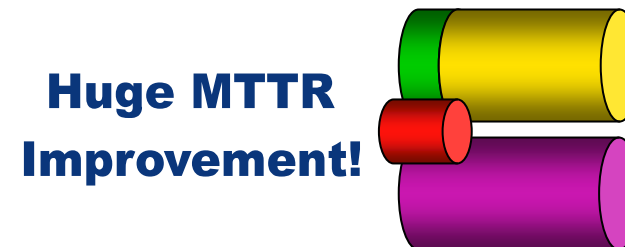
EMC's vision for service automation is expanding rapidly

Automating Incident Triage

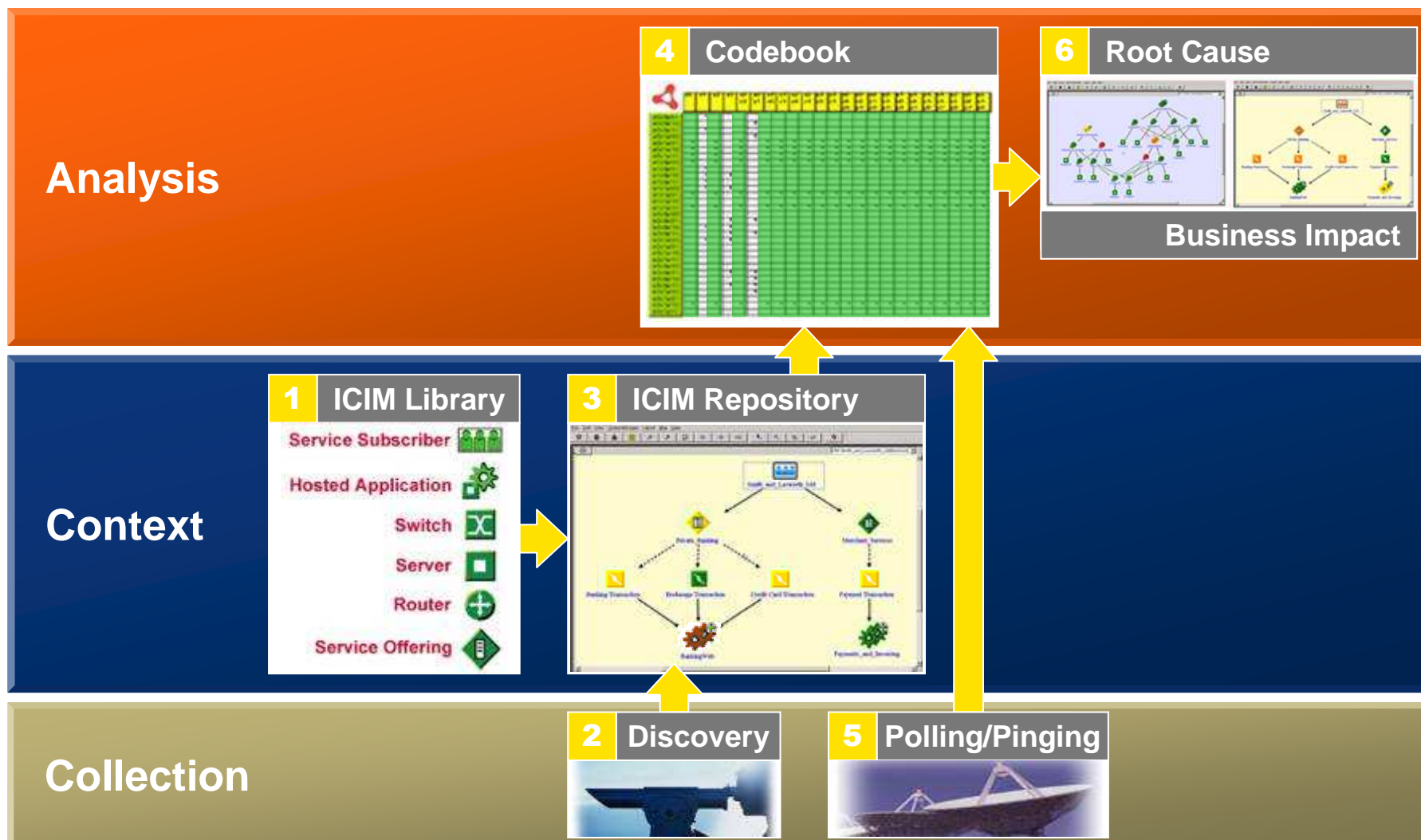
- Incident Management is:
 - Isolation
 - Escalation
 - Restoration
- Triage is:
 - Identifying the cause
 - Directing resolution properly
 - The right person ⇔ the right job
- Reduce finger-pointing
- Accelerate resolution
 - Lower operational costs
- Applications provide context for decisions



The Impact of Automated Triage

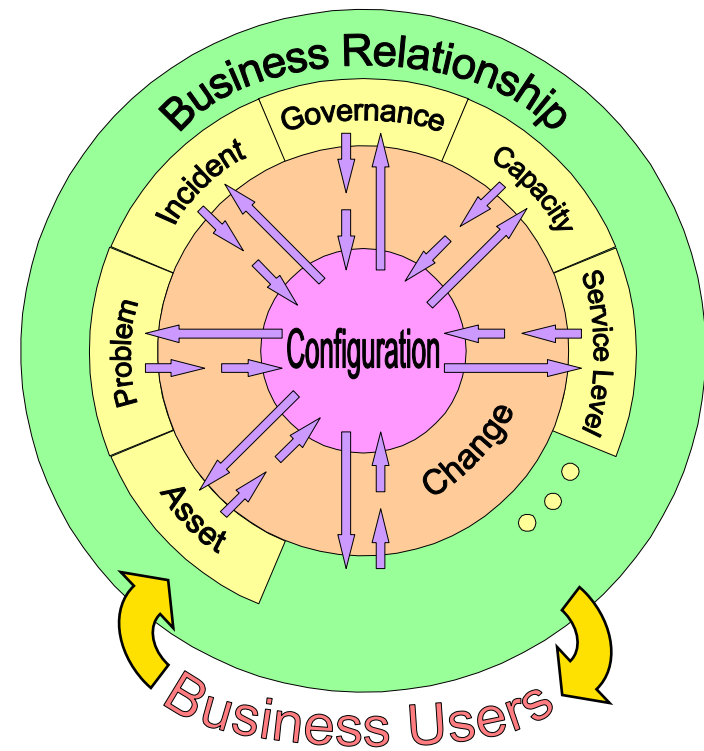


Automating Service Management – The Smarts Way



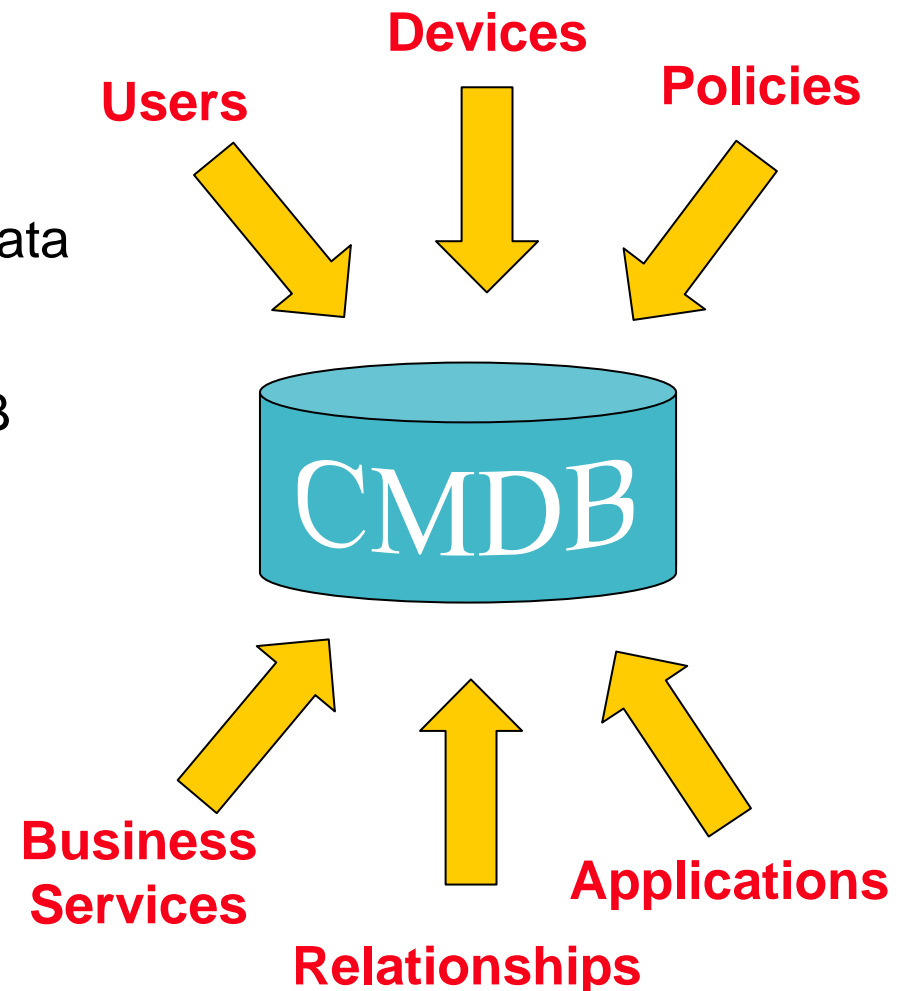
Why is the CMDB So Important?

- Configuration is now the hottest topic in IT Operations
- ITIL references CMDB extensively
 - But its definition must be clarified
- Beware CMDB hype
 - Configuration management is no fad but CMDB is poorly understood
- The CMDB will evolve
 - A federated object model must link all trusted sources
 - Reconciliation policies are needed to resolve conflicts (e.g., which source is THE trusted source?)



The Configuration Management Database (CMDB)

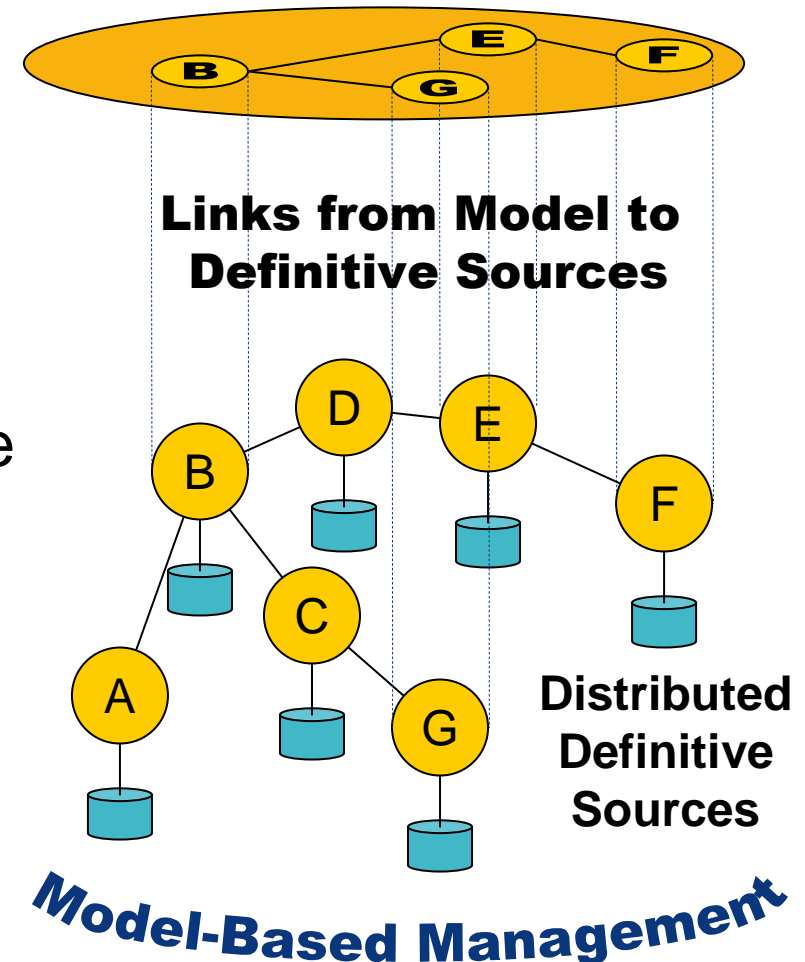
- ITIL defines the CMDB as the configuration repository
 - The central trusted store for all data
- CMDB is a misnomer
 - The correct approach is not a DB
- A federated objected model should link all trusted sources
- Reconciliation policies are needed to resolve conflicts
 - e.g., which source is THE trusted source?



Federating Data Repositories

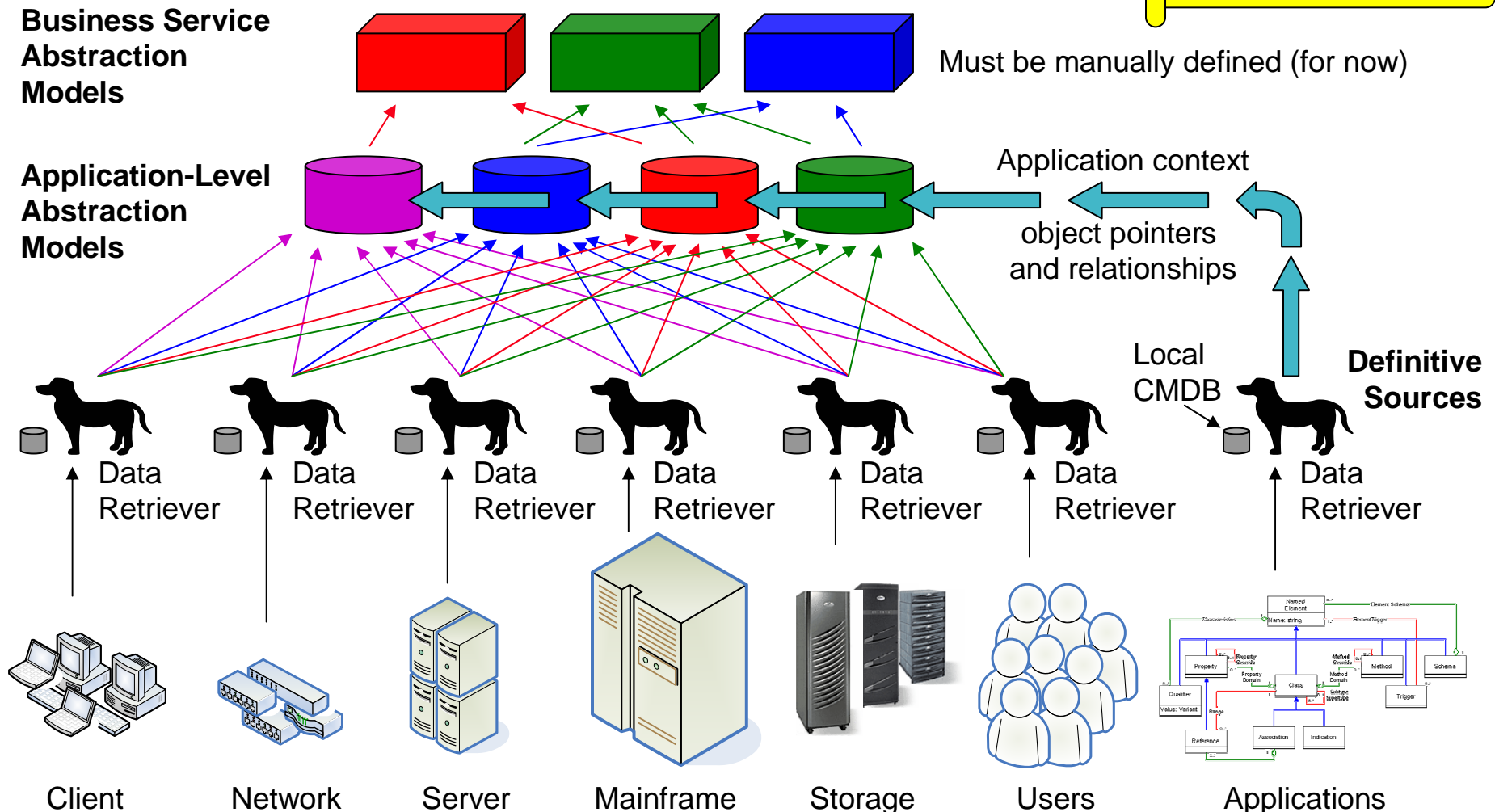
- Data is everywhere
- Consolidation into a monolithic data warehouse will not work
- Use distributed object models
- Models define high-level structure
 - Link to definitive sources
- Reconcile to real-world snapshot
- Historical data is useful, but little detail is needed

Abstraction Model Based on Need



Technology Solutions for a Unified “CMDB”

Note: No single central repository!



Using EMC to Build an Effective “CMDB”

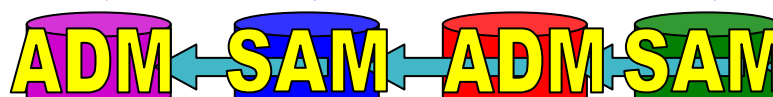
EMC Products
(more than shown here)

**Business Service
Abstraction
Models**



Must be manually defined (for now)

**Application-Level
Abstraction
Models**



Application context

object pointers
and relationships



Client

Network

Server

Mainframe

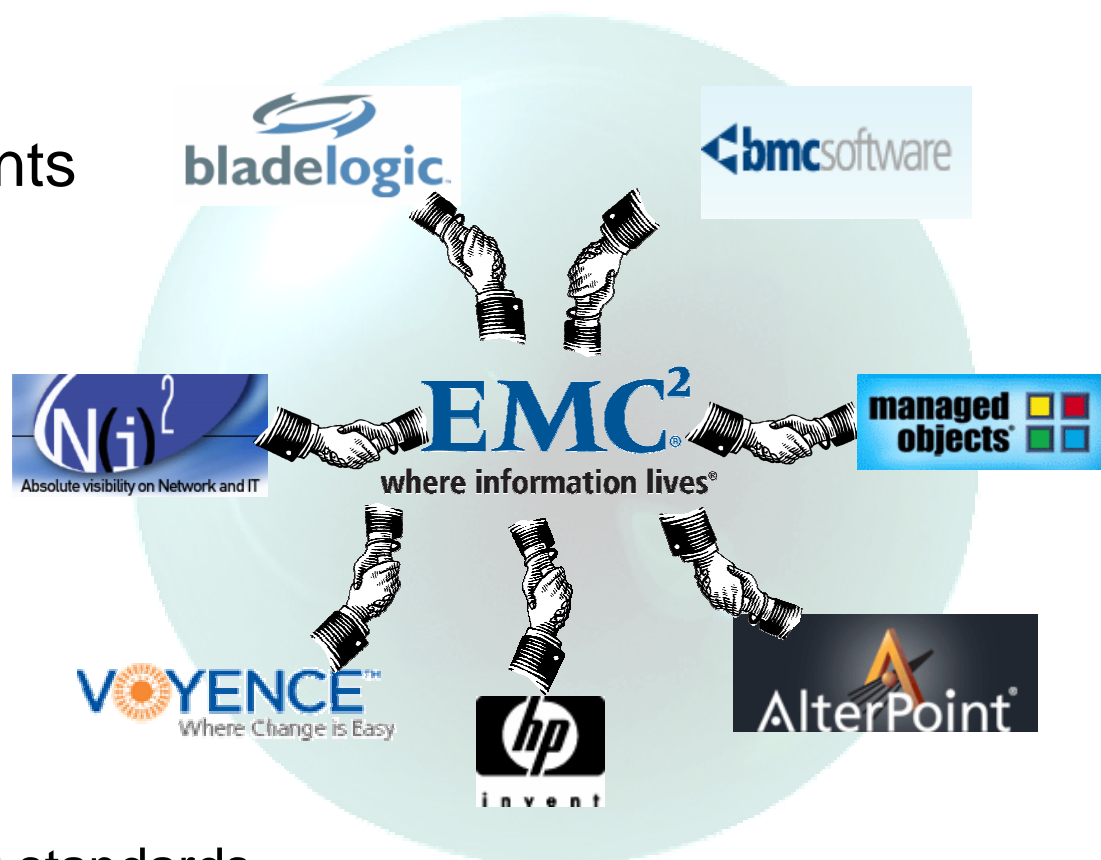
Storage

Users

Applications

An Ecosystem for CMDB

- No single vendor can offer all CMDB elements
- Federation is key
- EMC's partner ecosystem is expanding rapidly
- Standards must be developed and adopted
 - EMC is committed to driving and supporting standards



Deliver Business Value via EMC Solutions

- Model-based technology is the most powerful in the market
 - Rules-based systems cannot adapt
 - The model reflects the real world
 - Analysis is guided by the model of the real world
 - Analysis instantly adapts to changes because the model adapts
- Eliminate operational waste by automating processes
- Plans for comprehensive automation require such capability
- EMC is continuing on the path to superior solutions
 - EMC is already recognized as a leading vendor
 - EMC is recognized as a vendor with strong momentum and growth

EMC Will Be Here To Serve You!!

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