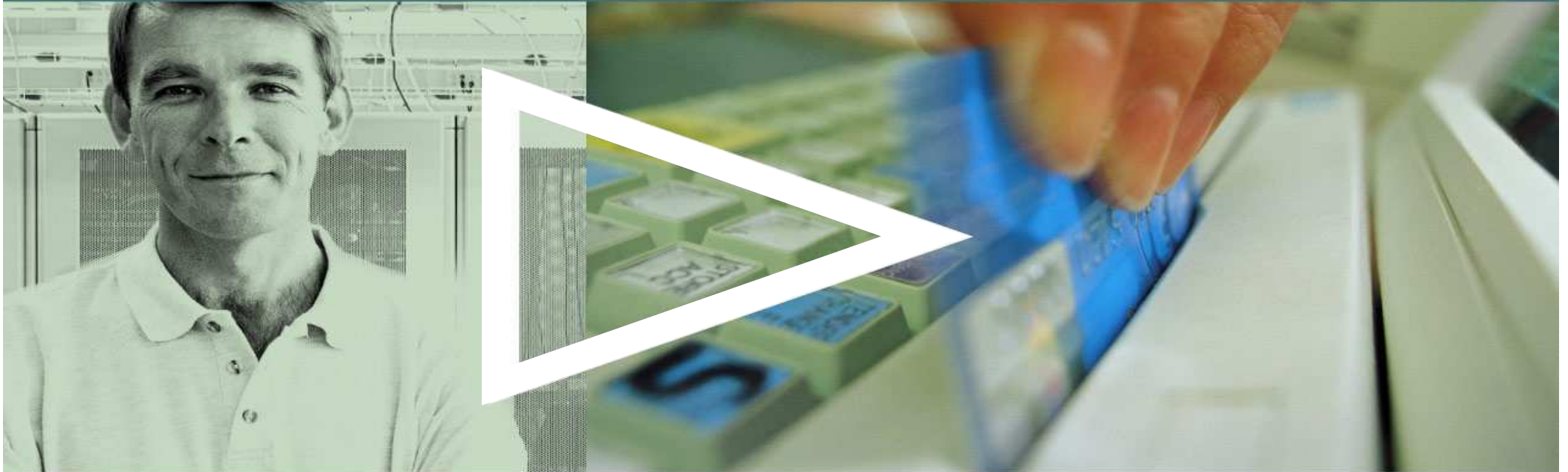




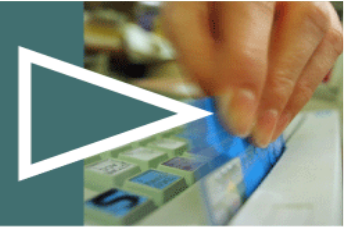
ACTIVATE BUSINESS WITH THE POWER OF I.T.™



## IT Process Optimization 을 위한 ITSM 소개

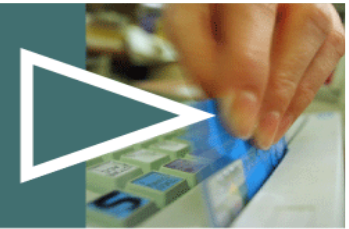
한국 BMC Software  
이성준 부장

# AGENDA

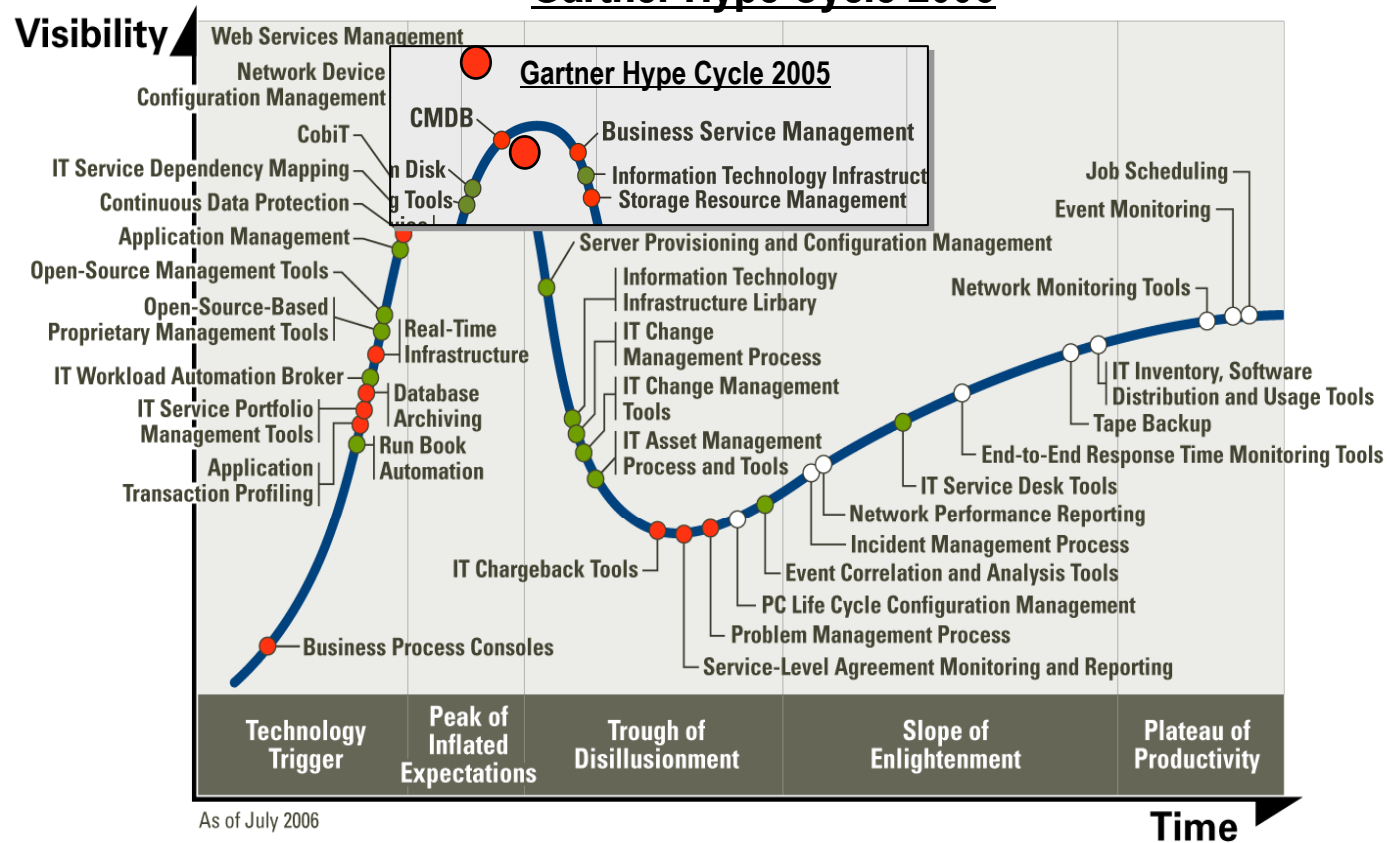


- > **IT Operation** 개념 및 배경 소개
- > **IT Optimization** 을 위한 **BSM** 개념 및 모델 소개
- > 국내외 도입 사례
- > **ITIL** 도입 시 실패 사례(**lessons-learned**)

# Cycle for IT Operation Management



## Gartner Hype Cycle 2006

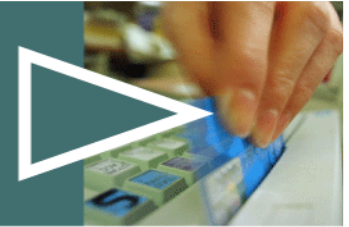


### Years to Mainstream Adoption:

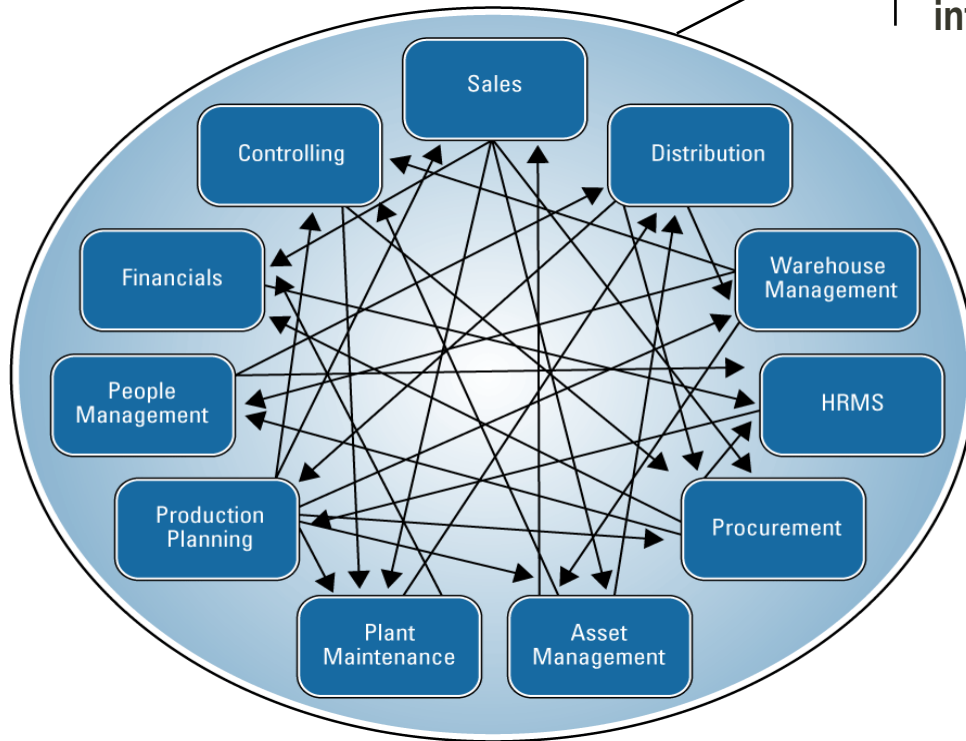
- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Source: Gartner July 2006

# Drawing Upon the Past...



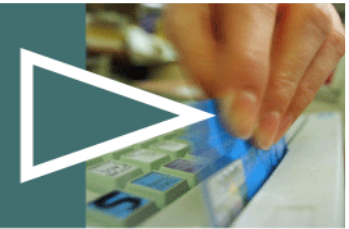
Prevents collaboration using common information



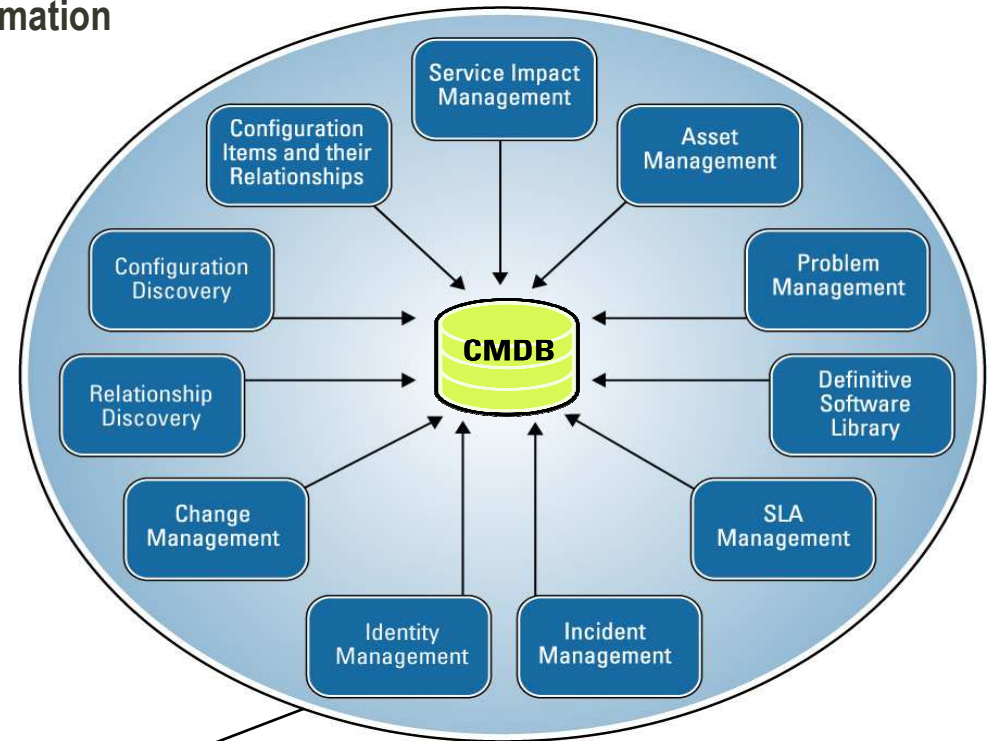
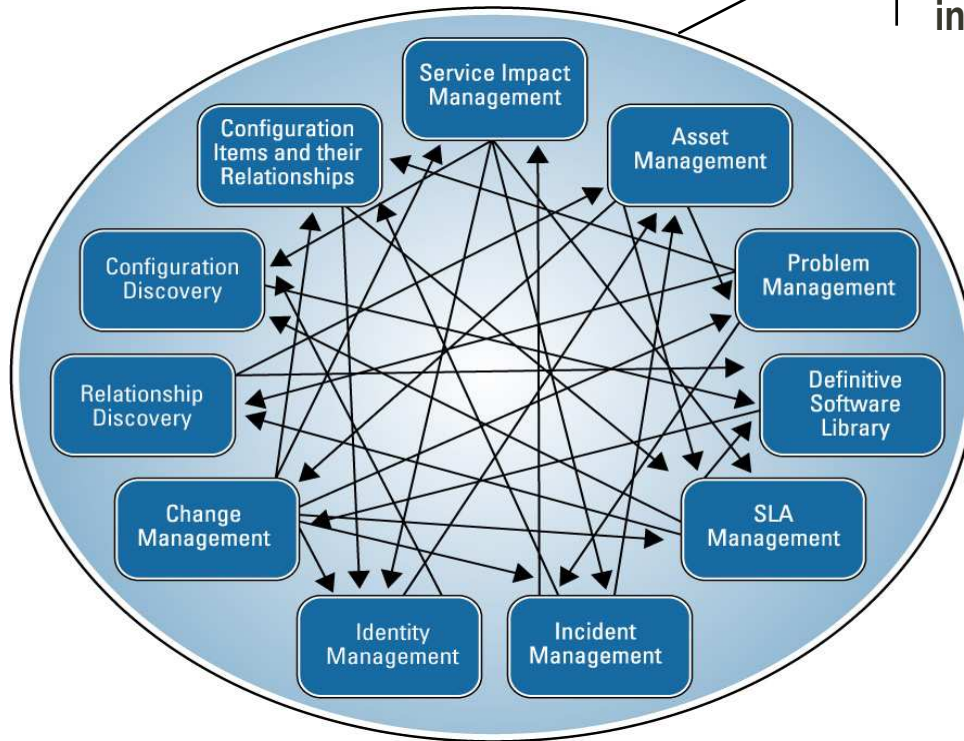
Brings functions together to enable more efficient business processes



# The Transformative Effect of BSM

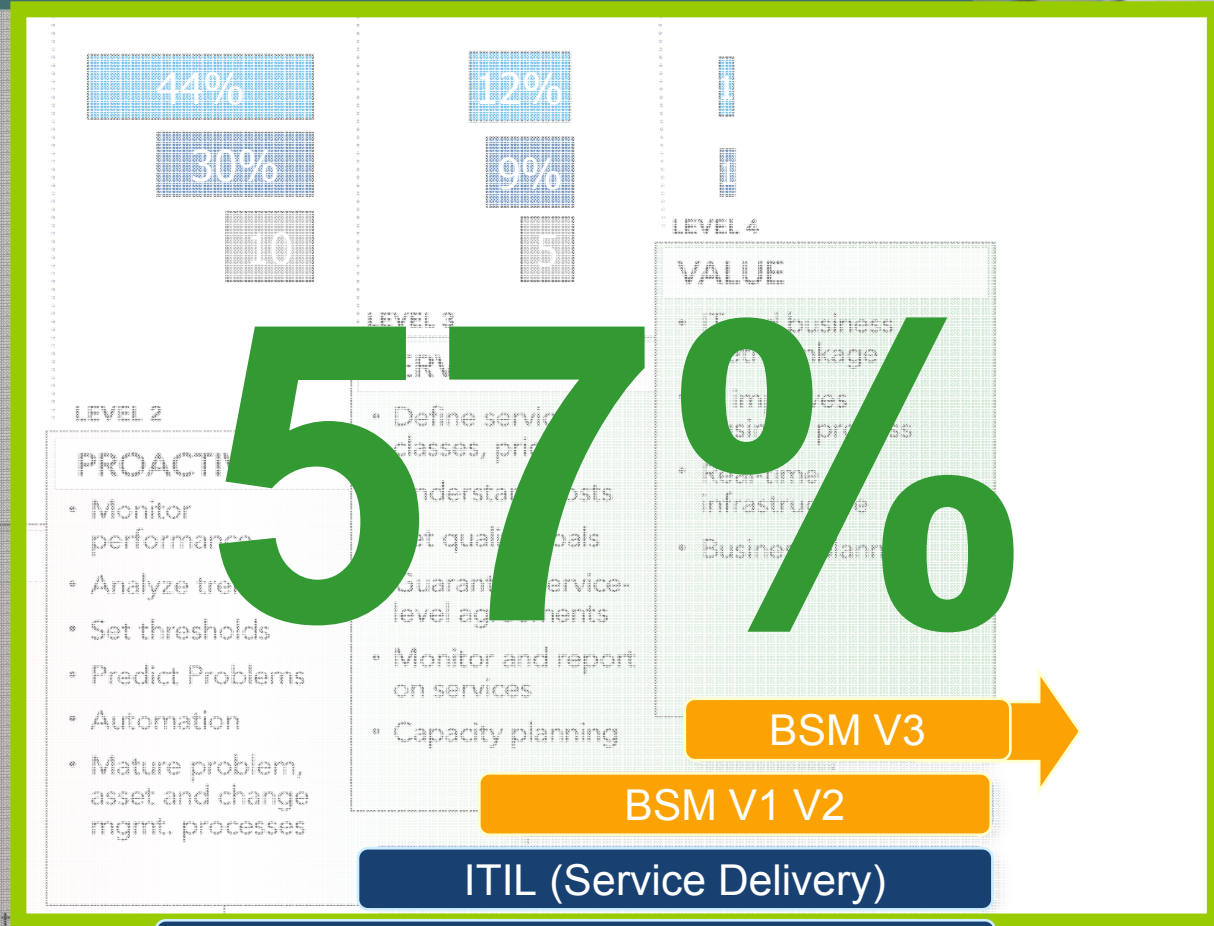
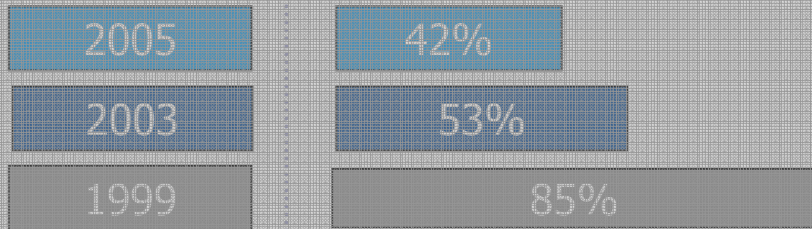


Prevents collaboration using common information



Brings functions together to enable more efficient IT processes to better support the mission

# The Maturity and Management Challenge



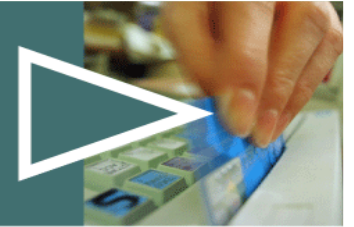
Operational Process Engineering

Tool Leverage

Source: Gartner Research (April 2004)

software

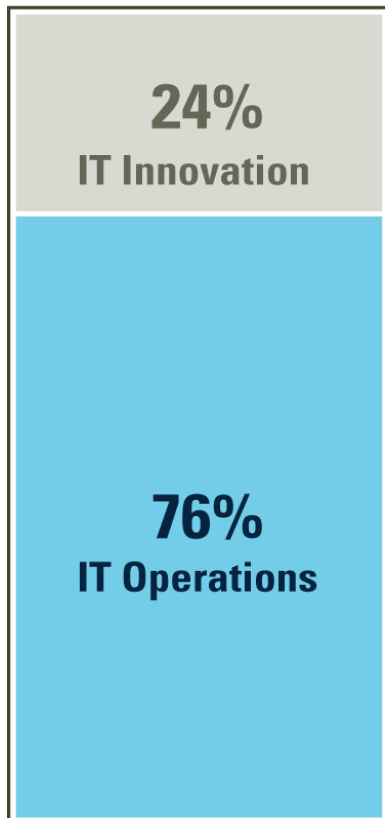
# BSM Creates Opportunity



***What would be the impact of 2X investment in IT innovation and development ?***

**IT Budget**

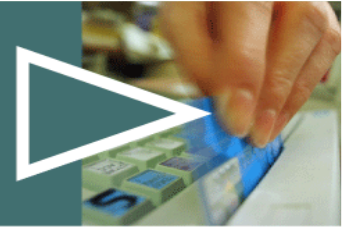
**Current**



***“As 76% of the IT budget goes to operations, firms that implement BSM can potentially save 25% of their overall IT budget.”***

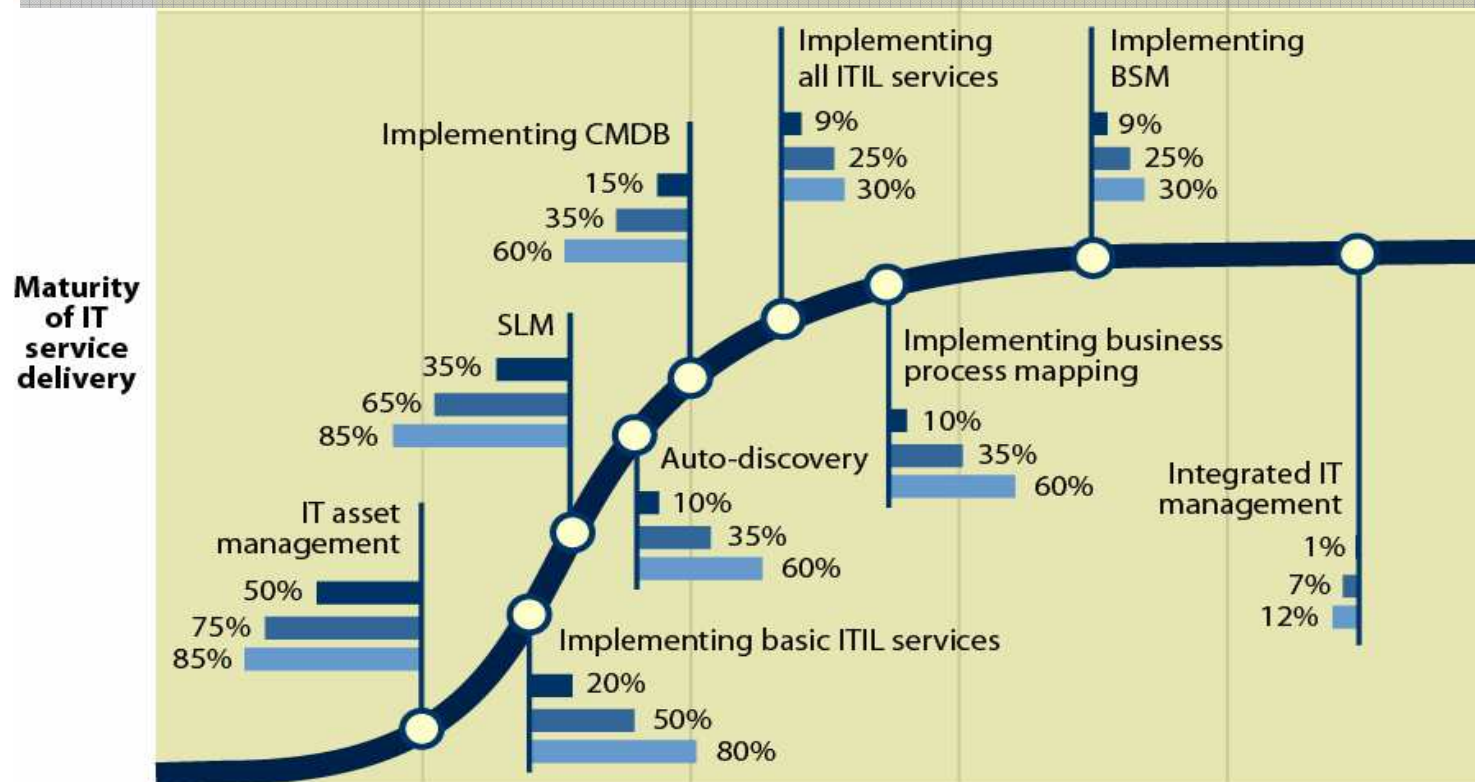
*Forrester Research, Inc., “Implementing BSM: Keep The Big Picture In Mind If You Want To Reap The Full Benefits”, T. Mendel, P. O’Neill, with J. Garbani, R. Iqbal, April 2006*

# April 2006, Trends "Implementing BSM" Estimated BSM Adoption Rates In \$1 Billion-Plus Companies, 2005 To 2010



**According to Forrester Research, 25% of \$1B+ companies will have conducted BSM implementations by 2008.**

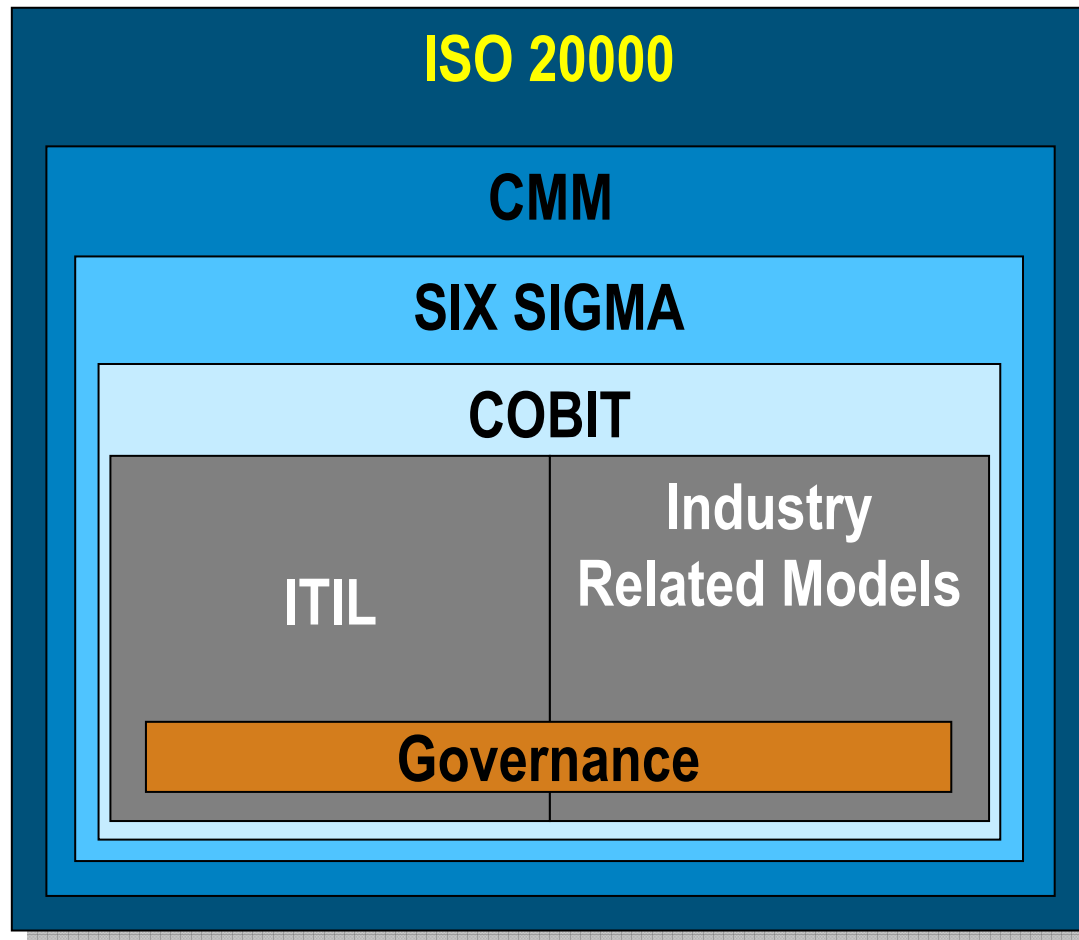
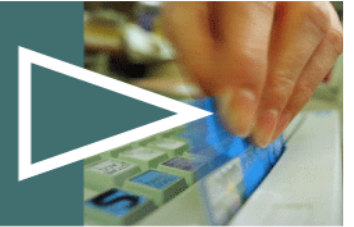
- *Implementing BSM - Keep The Big Picture In Mind If You Want To Reap The Full Benefits*; by Dr. Thomas Mendel; Forrester Research, Inc., April 18, 2006



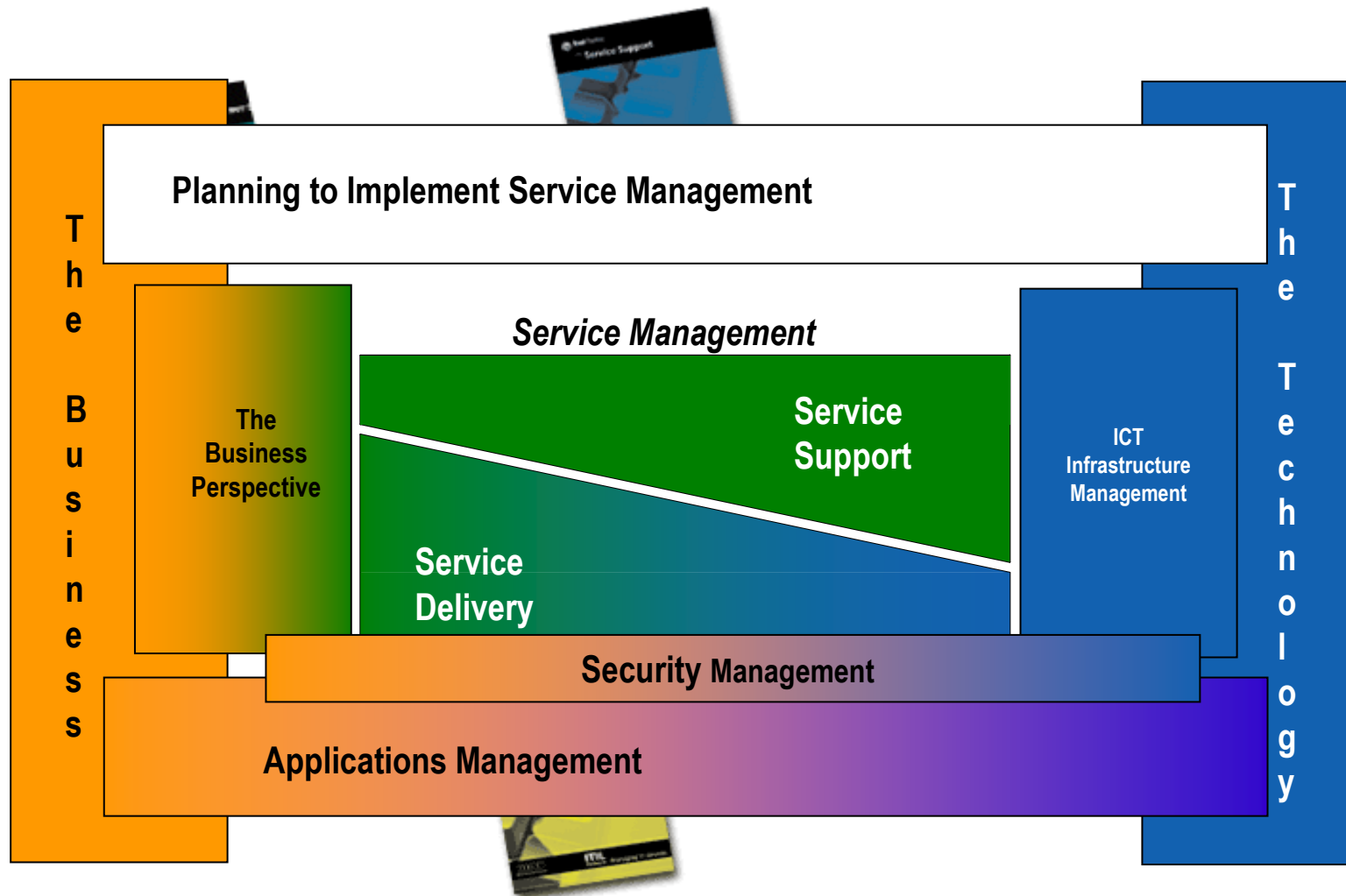
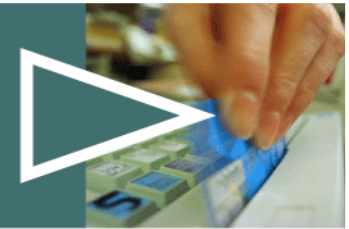
(percentages may not total 100 because of rounding)



# Best Practice Frameworks

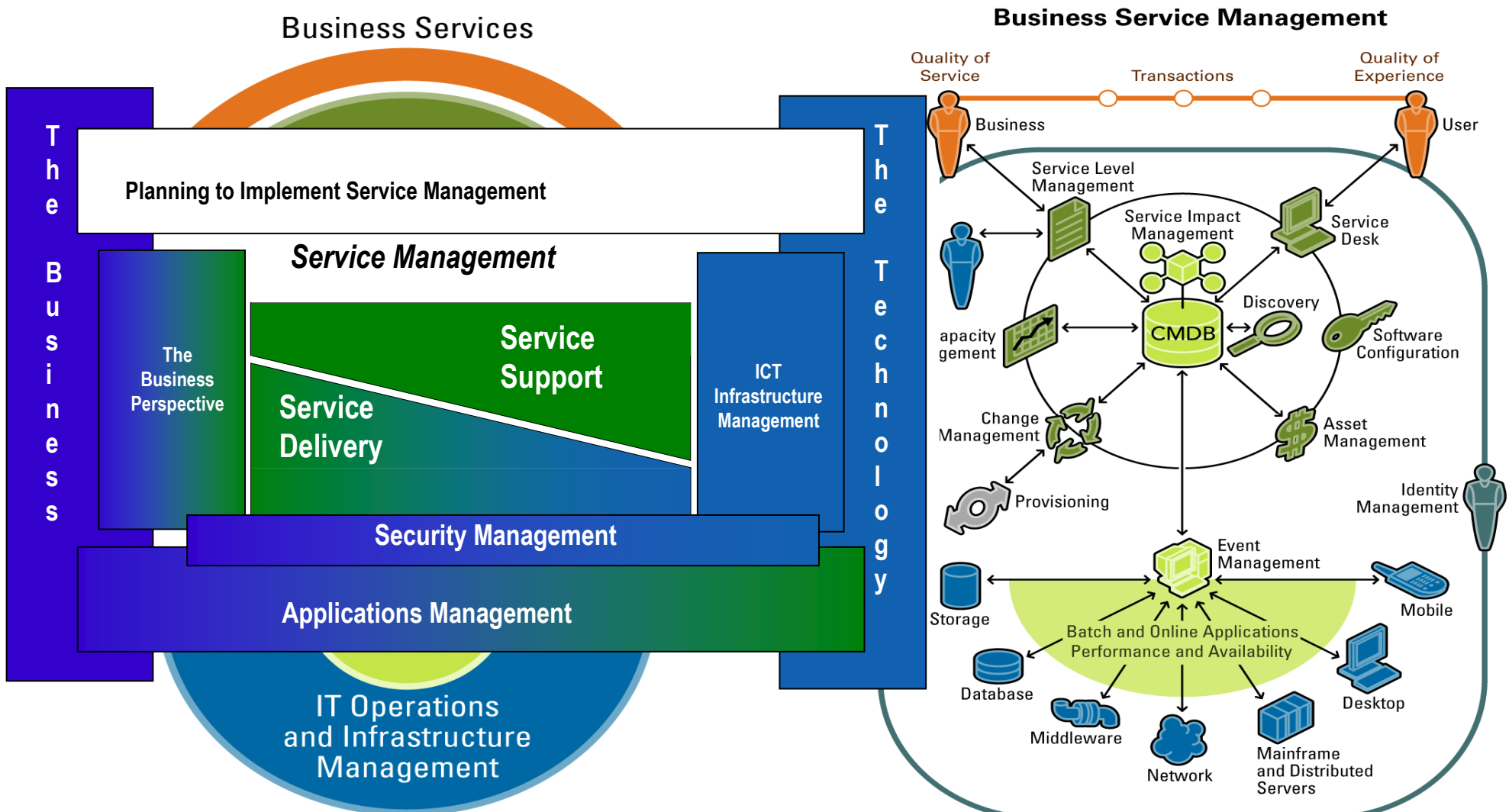


# ITIL Frameworks

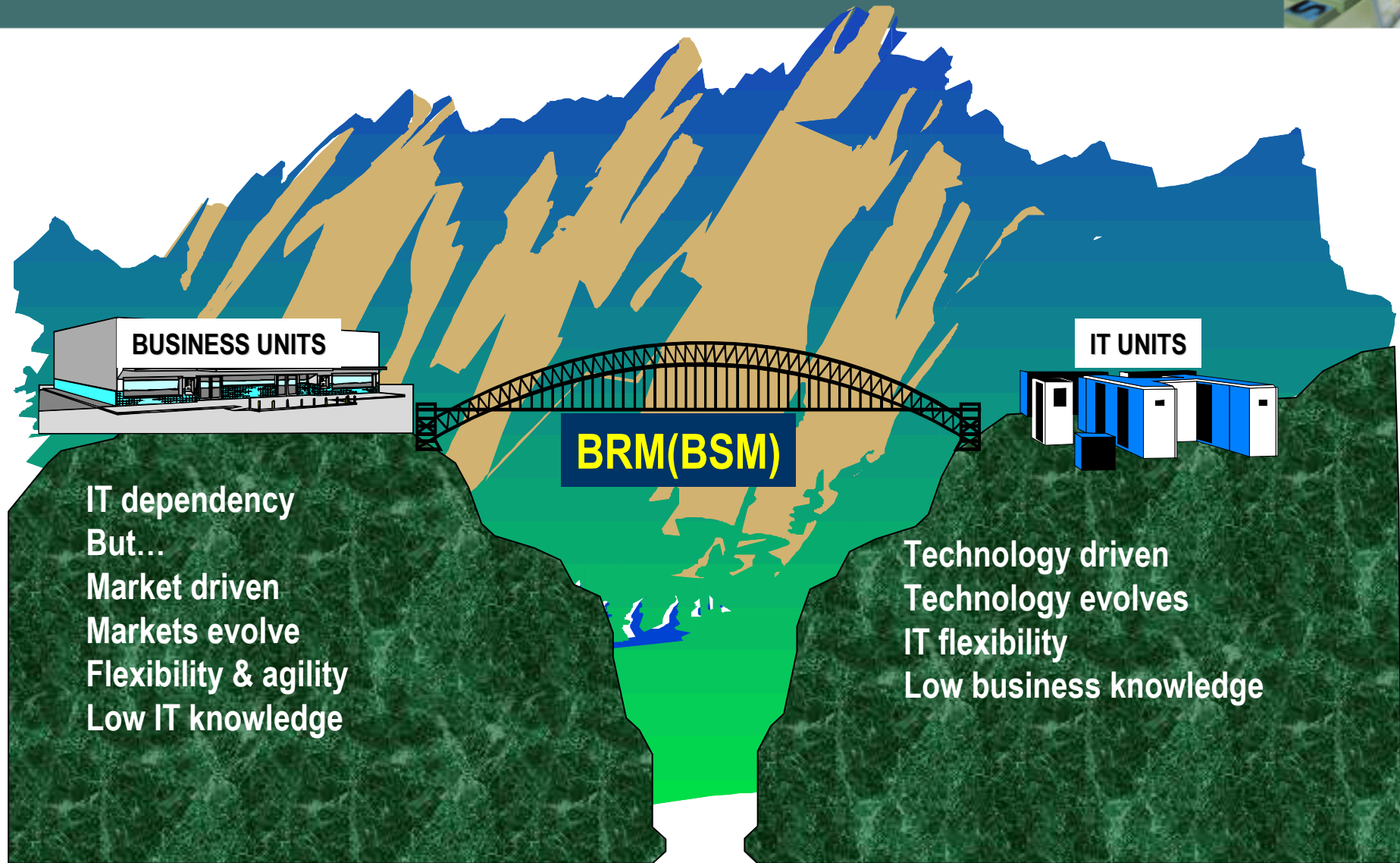
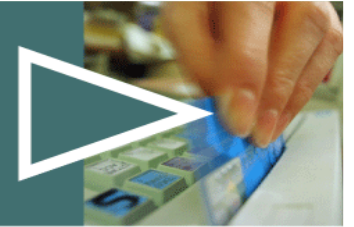




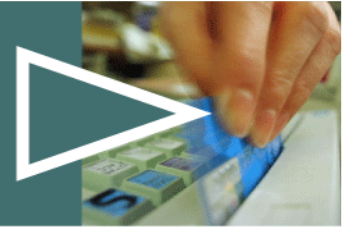
# BSM Architecture : 비전부터 현실까지



# Biz Relationship 관리의 필요성



# BSM : 비즈니스와 IT의 연결

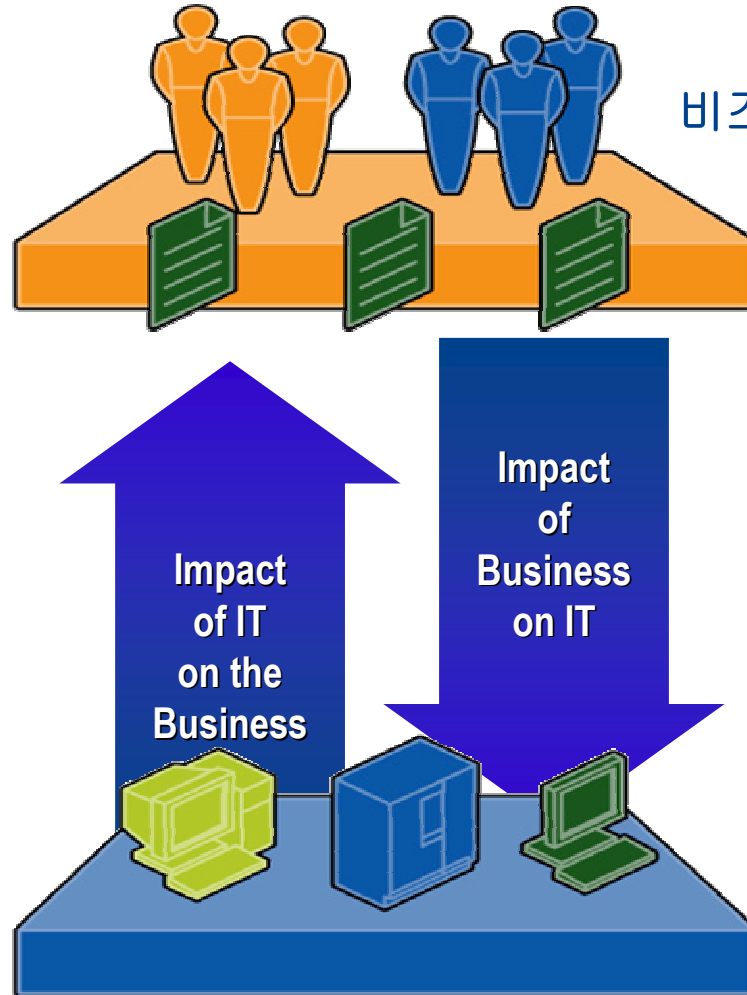


“비즈니스의 중요도에 따라 어떻게 IT 스태프의 우선 순위를 정할 것인가?”

“IT의 변경 또는 마비가 비즈니스에 얼마나 영향을 미칠 것인가?”

“어떻게 영향이 있고, 그 충격은 무엇인가?”

“비즈니스에 미치는 비용은 얼마나 되는가?”



비즈니스 오퍼레이션

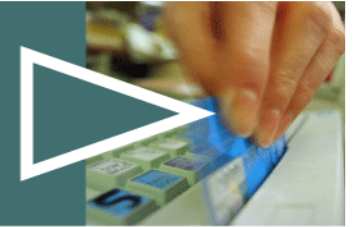
“비즈니스의 변화들이 IT 시스템들과 IT의 지원력에 어떻게 영향을 미칠 것인가?”

“계획된 비즈니스 이니셔티브에 대하여 IT가 준비되고 지원이 가능한가?”

“고객들과 파트너들, 그리고 직원들에게 동일 수준의 서비스를 유지하면서도 어떻게 비용을 줄일 수 있을까?”

IT 오퍼레이션

# Why Integrate IT Processes?



## Business



- Reduce cost
- Lower risk
- Support growth

## IT Process

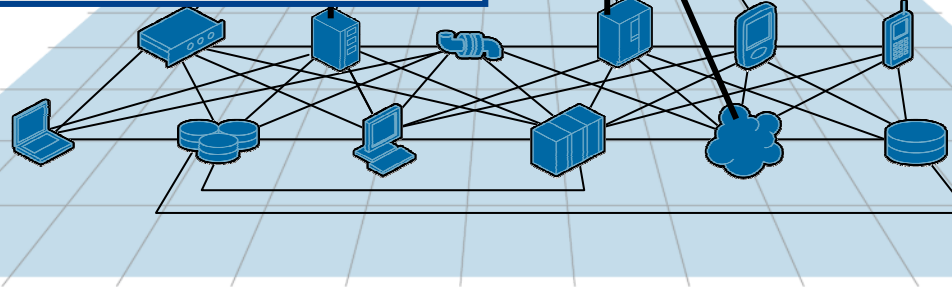
Service Tech   Server Admin   J2EE Expert   Change Planner   Service Deliver Manager



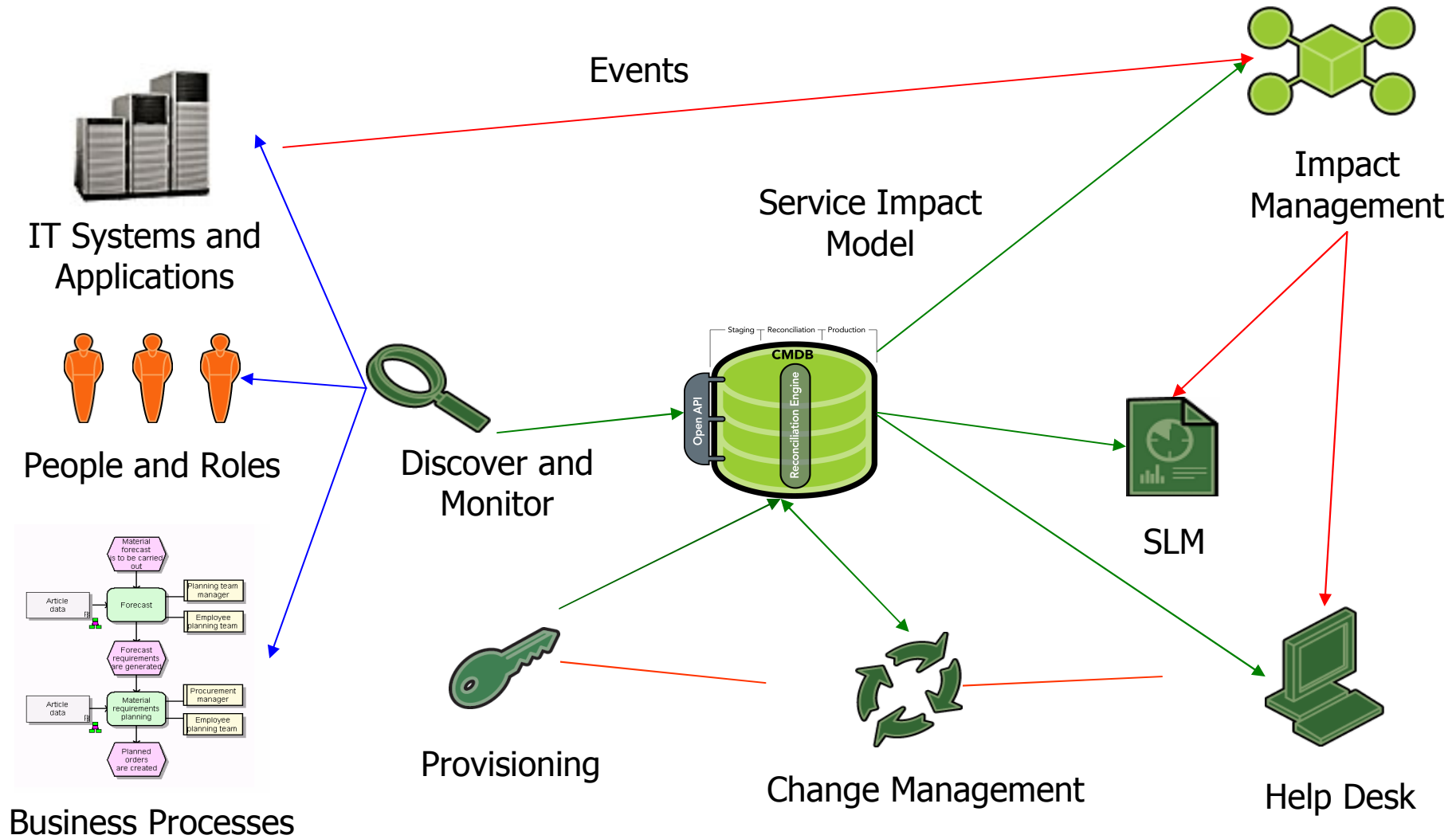
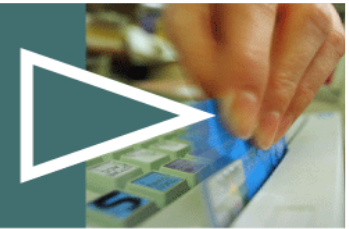
Human labor accounts for more than 40% of the overall service delivery cost

80% of downtime is from people and process failures

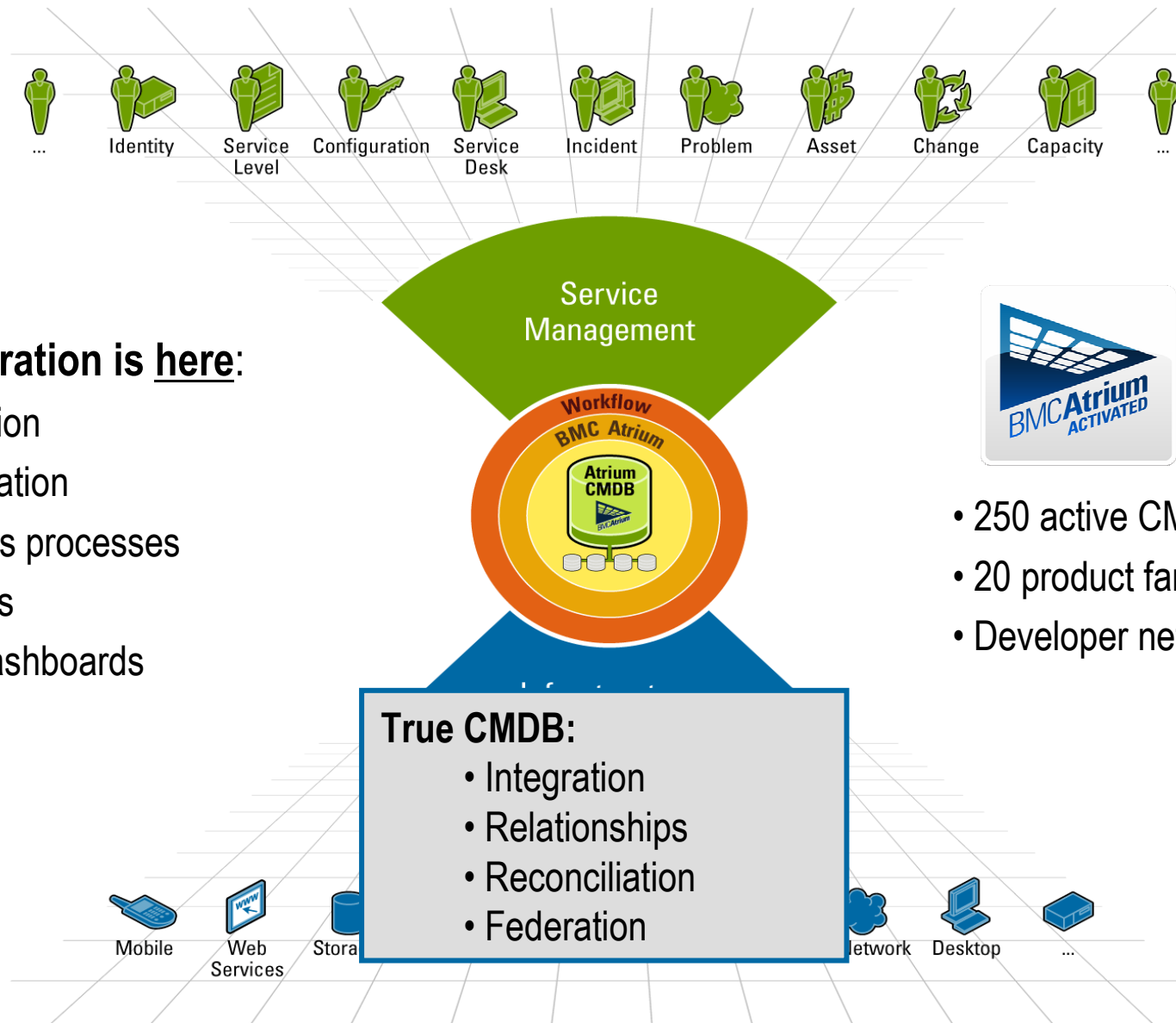
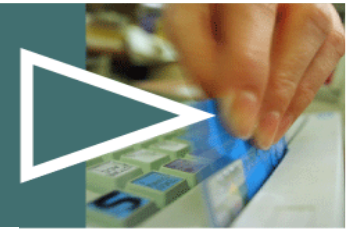
## IT Environment



# BSM Conceptual Architecture



# A Common Business View of IT



## Next-generation is here:

- Federation
- Visualization
- Business processes
- Analytics
- BSM Dashboards

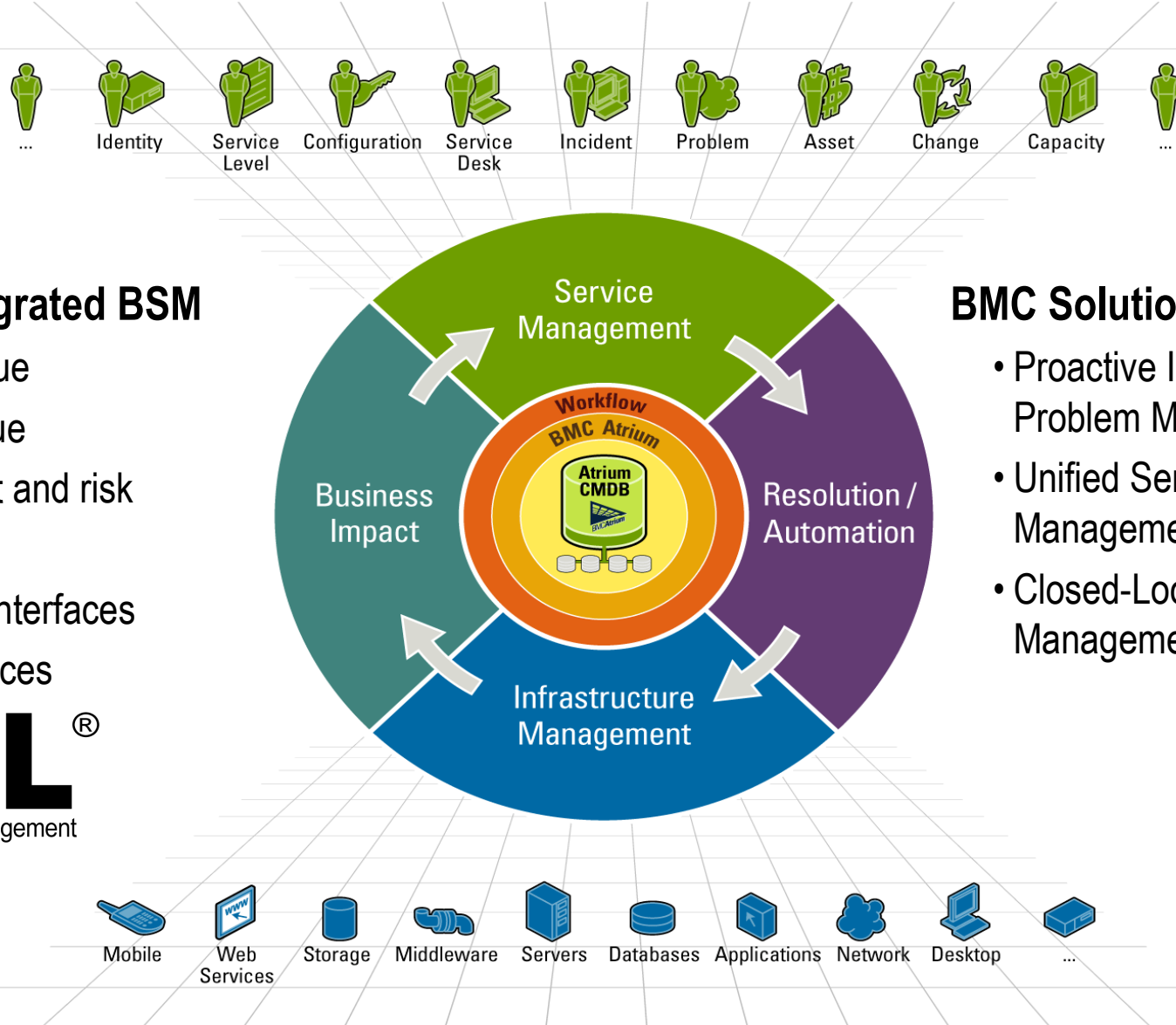
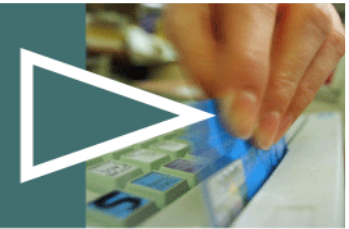
- 250 active CMDB customers
- 20 product families integrated
- Developer network

## True CMDB:

- Integration
- Relationships
- Reconciliation
- Federation



# BMC IT Process Optimization Solutions



## Factory integrated BSM

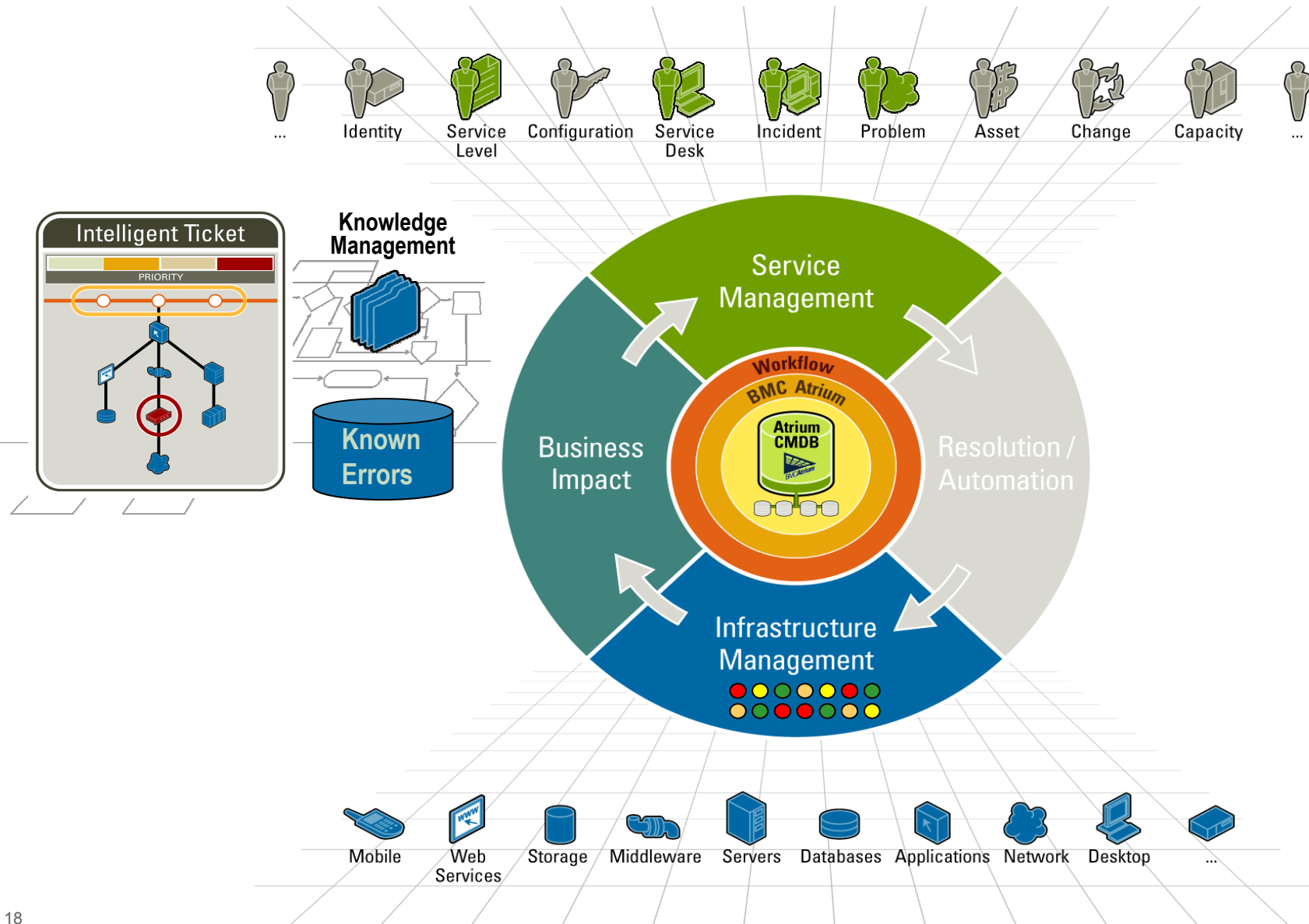
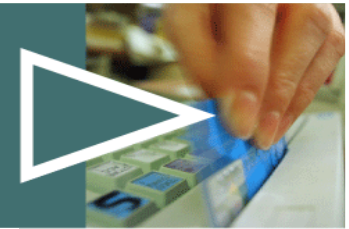
- Higher value
- Faster value
- Lower cost and risk
- Modular
- Standard interfaces
- Best practices



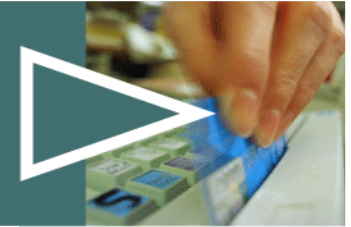
## BMC Solutions:

- Proactive Incident and Problem Management
- Unified Service Level Management
- Closed-Loop Change Management

# Proactive Incident and Problem Management

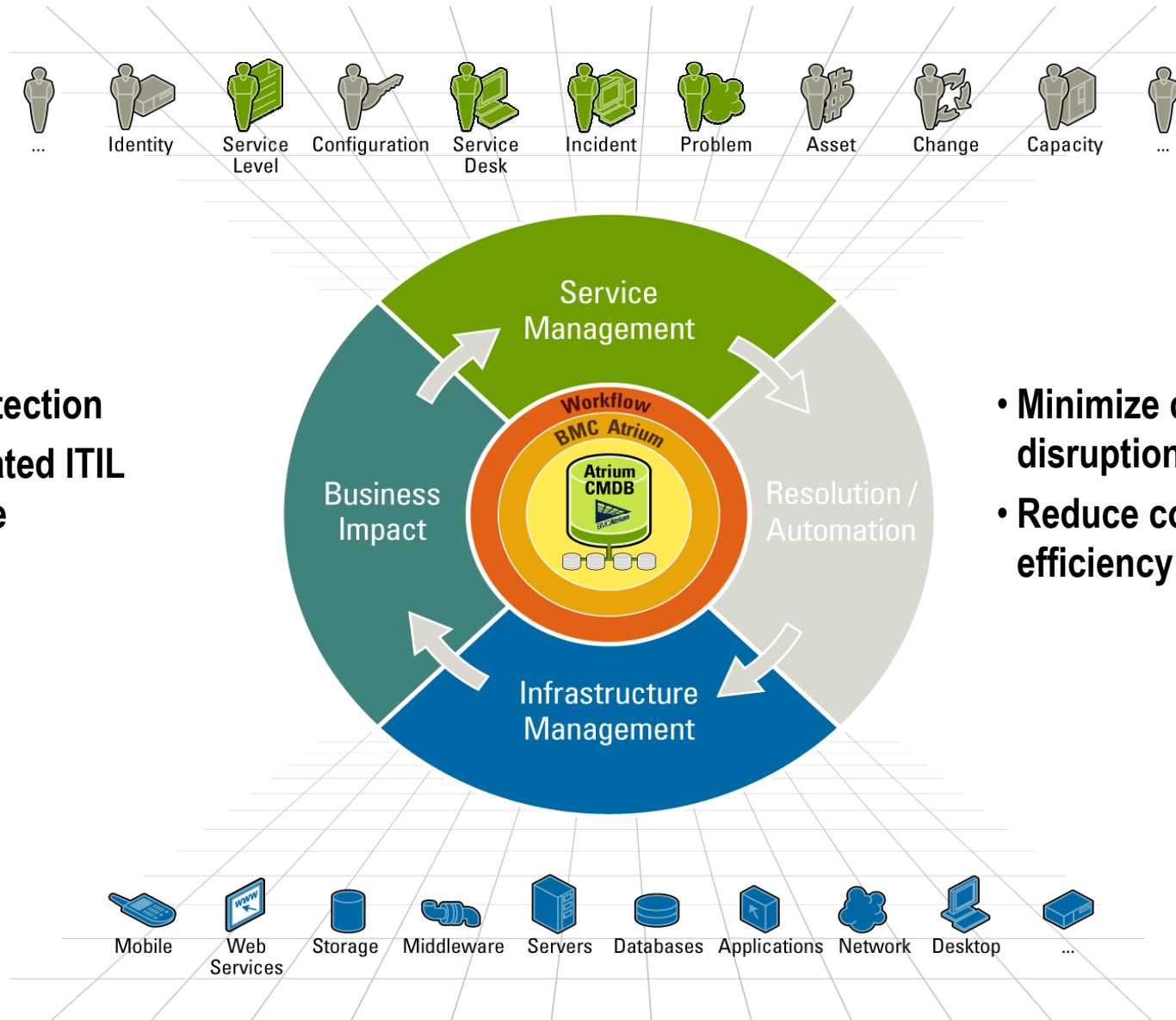


# Proactive Incident and Problem Management

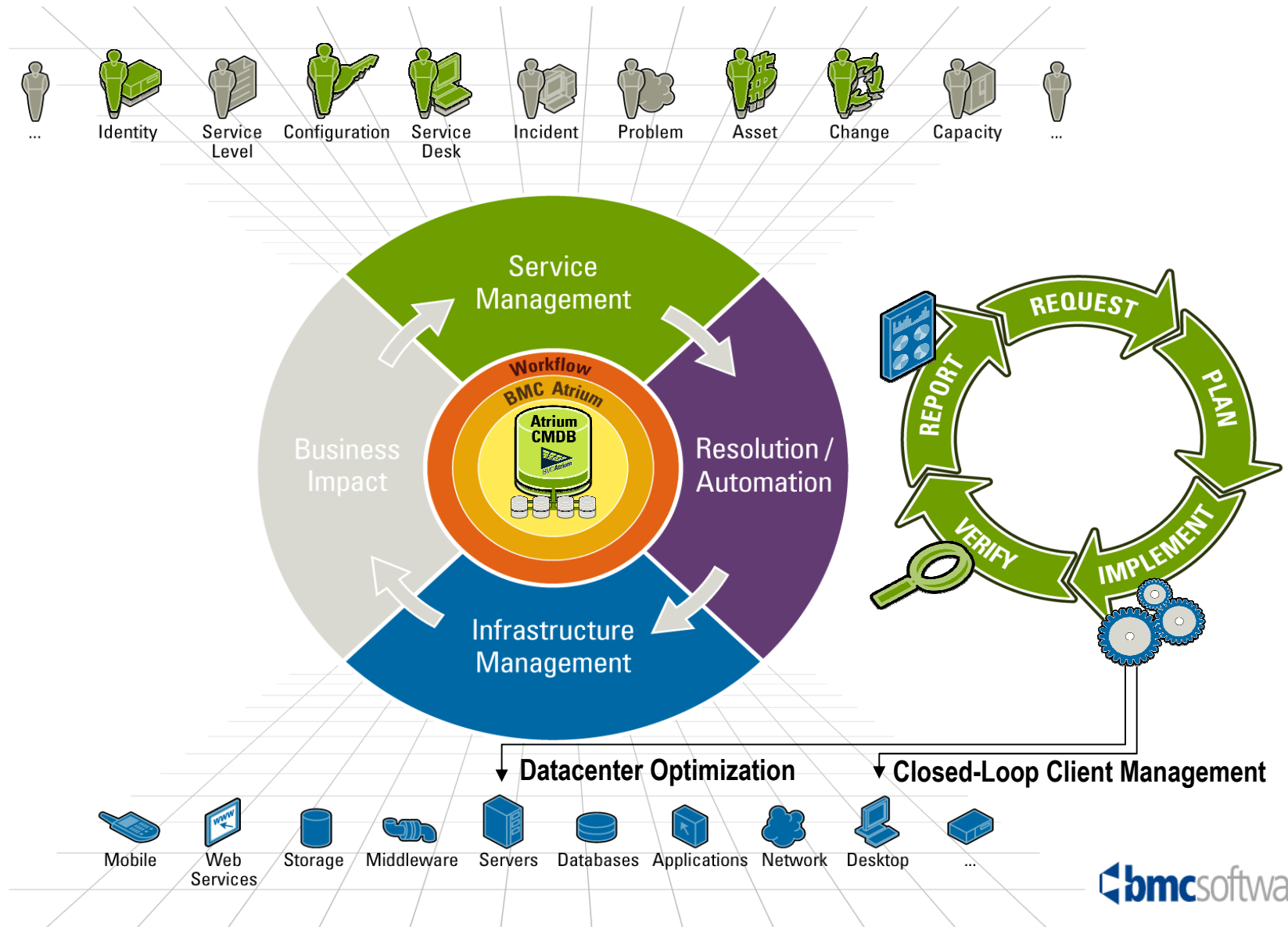
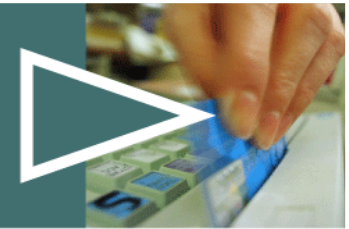


- Early Detection
- Coordinated ITIL response

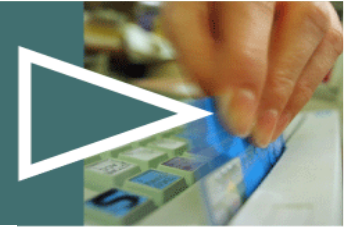
- Minimize costly service disruptions
- Reduce costs through staff efficiency



# Closed-Loop Change and Configuration Management

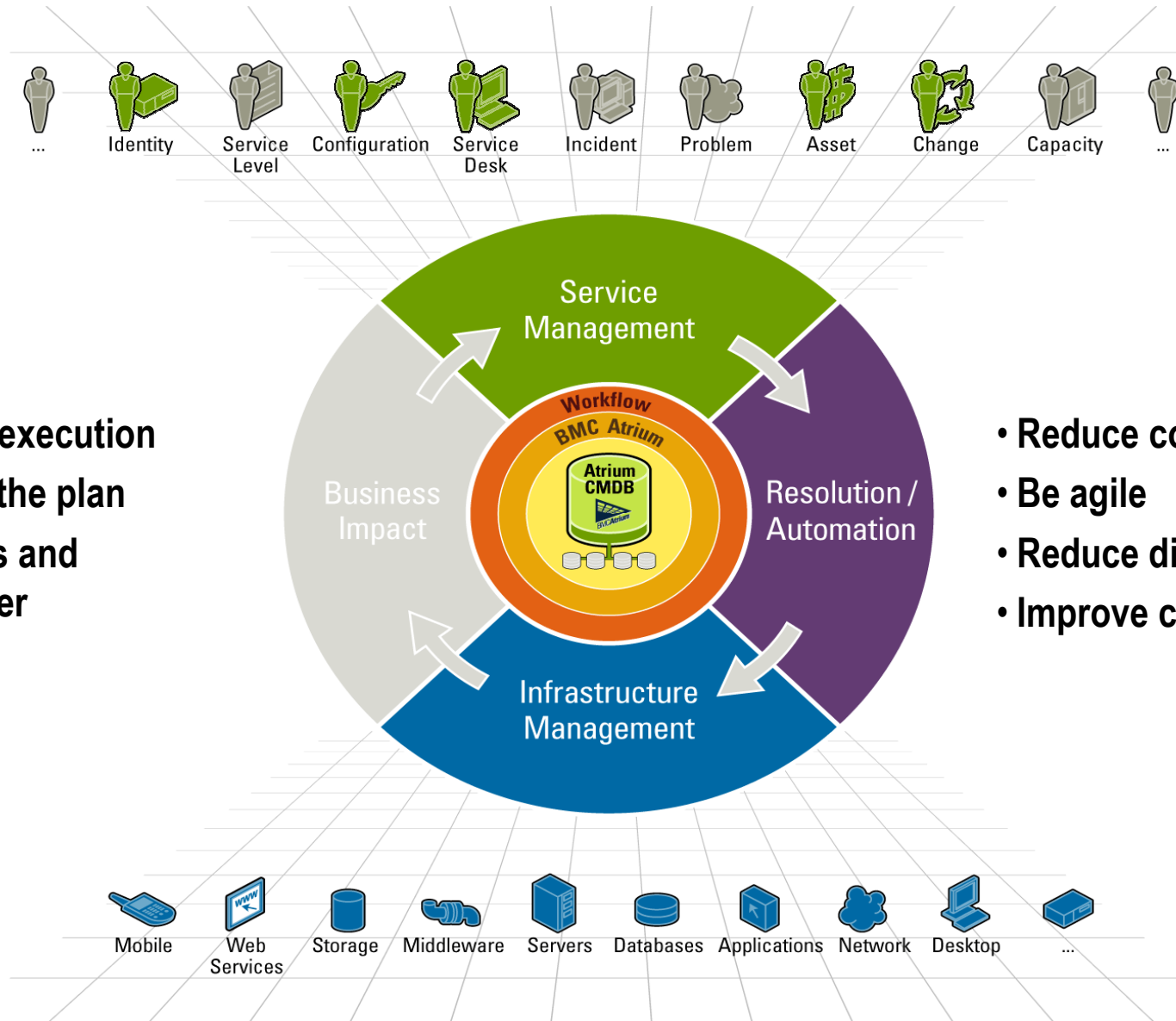


# Closed-Loop Change and Configuration Management

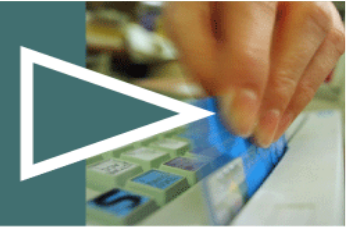


- Plan the execution
- Execute the plan
- Desktops and datacenter

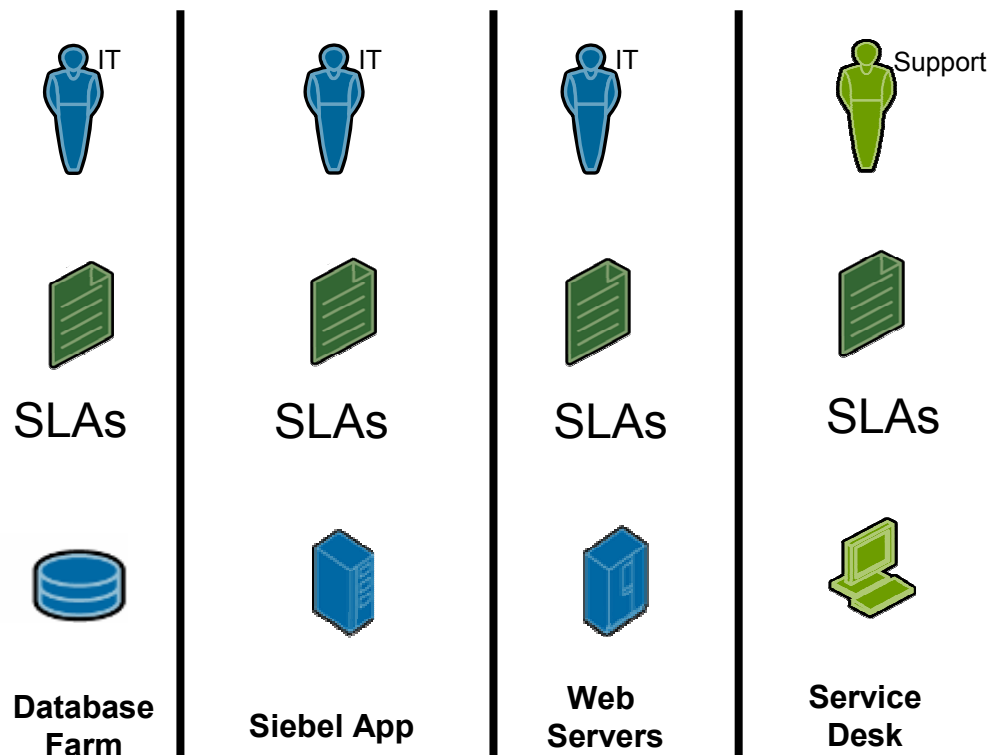
- Reduce cost
- Be agile
- Reduce disruptions
- Improve compliance



# Typical Service Level Management



## Technology-Oriented SLAs in Silos

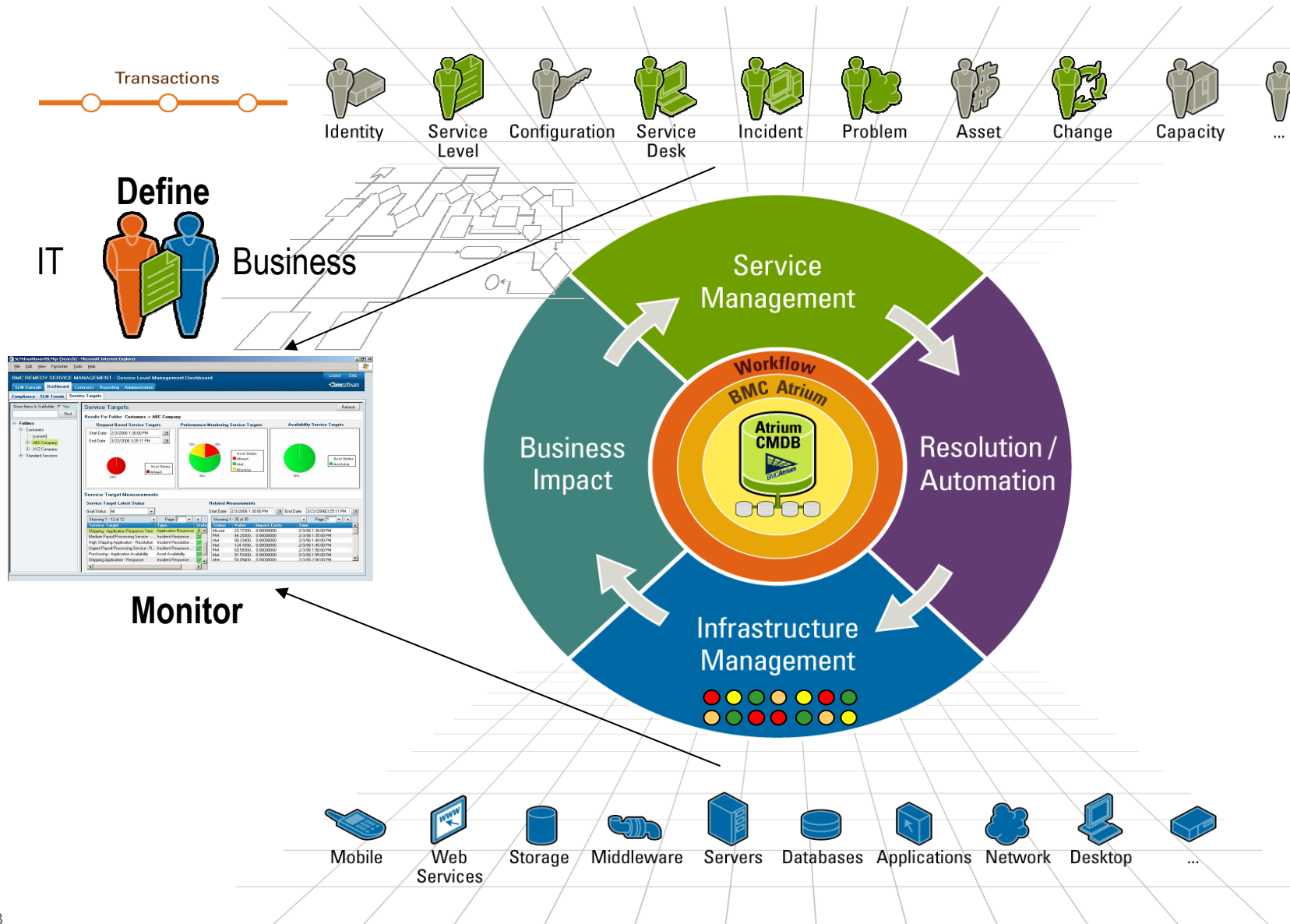
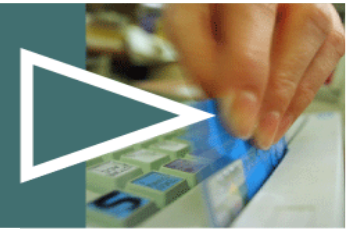


*Service levels need to be defined better, and should be tied directly to the business impact that a deviation in service will create. Minutes of downtime directly correlate to dollars lost; generic 99.99% uptime metrics are not sufficient.*

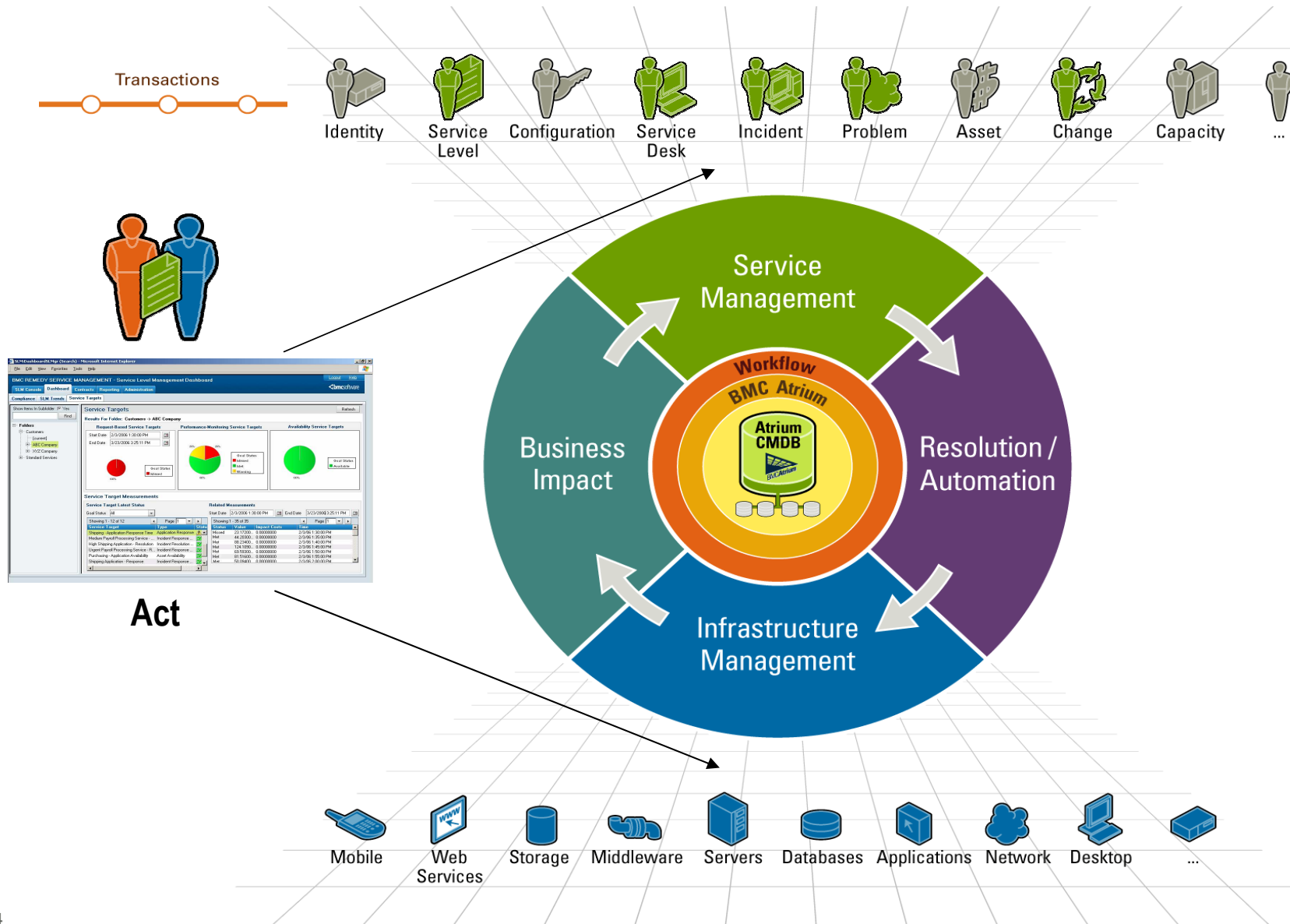
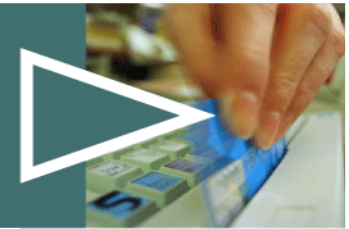
Business Service Management: Emerging Market Landscape  
Dennis Gaughan – AMR Research



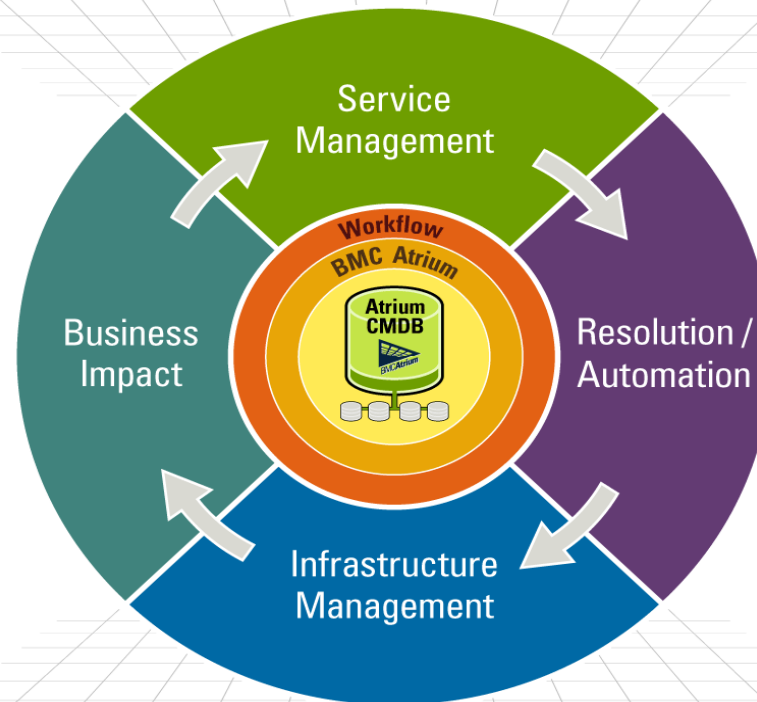
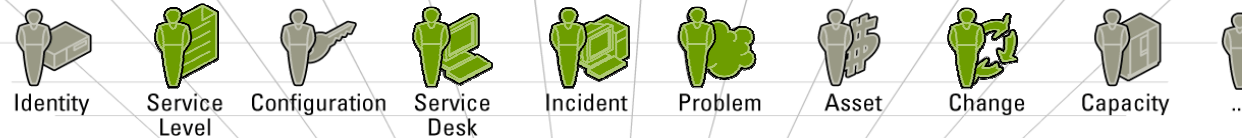
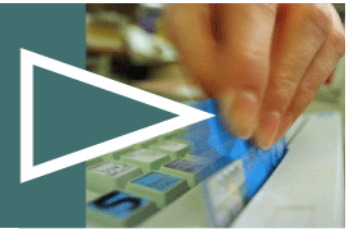
# Unified Service Level Management



# Unified Service Level Management



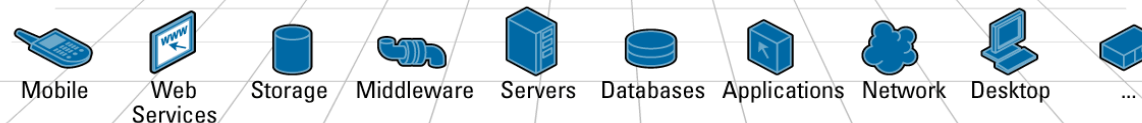
# Unified Service Level Management

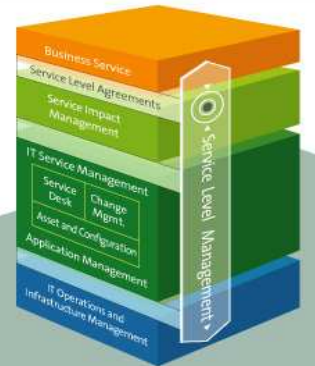


- Define and agree
- Monitor and measure
- Trigger action across people, processes and technology

Align service support and delivery with business

- Performance
- Availability
- Cost





**BMC PATROL End-to-End Response Timer**  
**BMC PATROL for Oracle**  
**BMC PATROL for Siebel eBusiness Applications**  
**BMC PATROL for Unix**

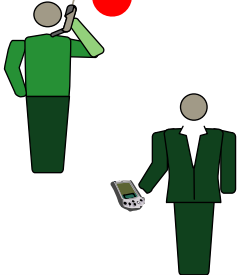
서버 다운 발생

인시던트 조사

서비스데스크로 연락하기

**Service Impact Manager**

서비스데스크에서는 능동적으로 영향을 받는 모든 사용자에게 통지 (사전에 콜 예방)





## Toyota Motorsport GmbH activates its business with BMC Software

### COMPANY

- Toyota's European-based motorsport center
- One of only ten teams competing in the Formula 1 World Championship
- One of only two teams to handle end-to-end design and manufacturing under one roof

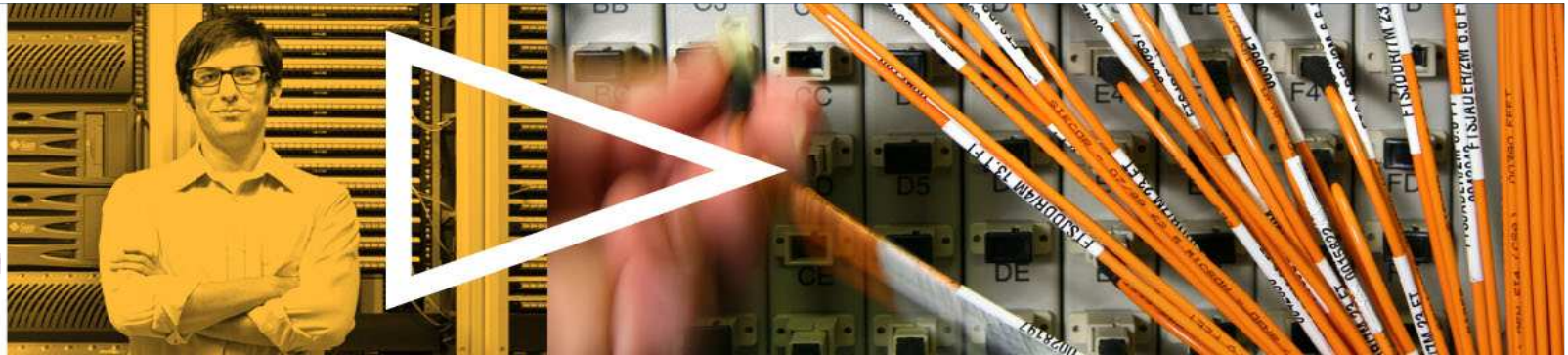
### CHALLENGE

- Put processes in place to build or modify a complete car within short timeframe
- Align complex IT systems with business processes
- Gain insight into the many separate business systems on which day-to-day operation depends

### RESULTS

- Improved decision-making and instant responses to operational issues
- Monitored and measured the availability of underlying IT components — and created a tie between those components and the business services they impact
- Achieved faster analysis, identification, and resolution of technical problems
- Improved modeling, management, and execution of business processes





## DOOSAN (Communication BU) adapt BSM strategy for comprehensive ITSM implementation

### COMPANY

- IT Service BU that offers services throughout DOOSAN corporation
- Service includes software-oriented consulting & engineering
- Doosan corporation performs business in Food, Fashion, Heavy Industry & R&D.

### CHALLENGE

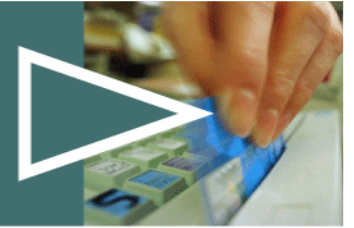
- Transforming organization from function-oriented to process-oriented matrix
- Maintaining 24/7 system availability
- Measuring the level of service management by analyzing IT operation & service impact

### RESULTS

- Increased management and monitoring capabilities of IT infrastructure
- Increased service levels and customer service capabilities
- Improved communication and understanding between business and IT management



# ITIL 구현 실패 사례들



- › 회사 경영진의 참여 부족
- › 복잡한 프로세스 도표에 너무 많은 시간 소모
- › 프로세스 책임자를 지정하지 않는 것
- › 품질이 아닌 성능에 지나치게 집중
- › 한번에 너무 많은 프로세스를 구현하려는 점
- › 특정 부서의 프로세스에 대한 독점적인 권리 허용
- › ITIL을 구현할 솔루션에 관심을 갖지 않는 점
- › ITIL 프레임워크를 전체적으로 검토하지 않는 것



By Malcolm Fry  
: BMC Software 경영고문



ACTIVATE BUSINESS WITH THE POWER OF I.T.™



**Thank You!**