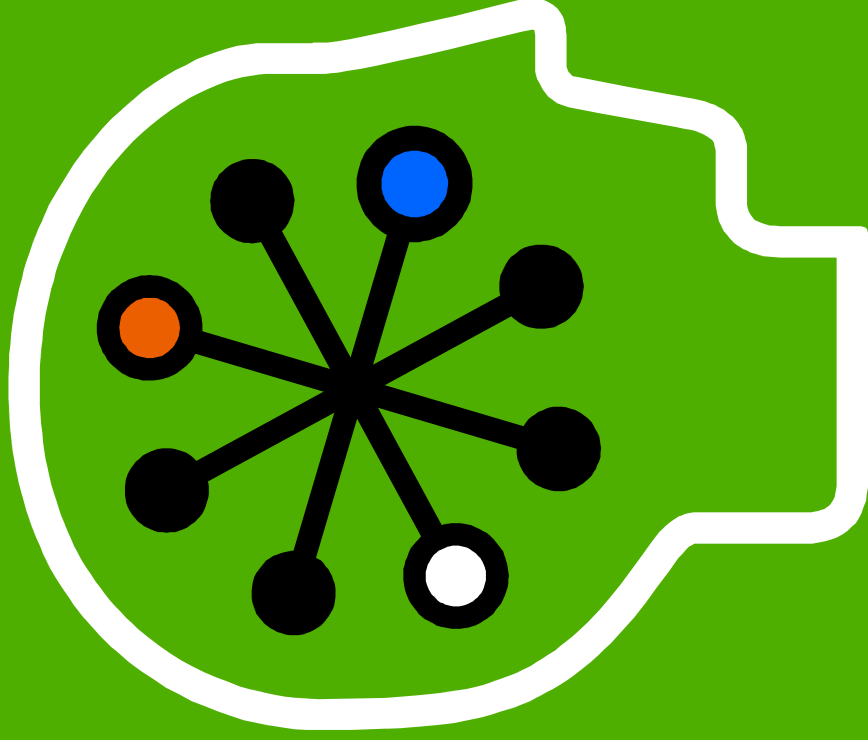




Service Manager 7

HP's Next Generation Consolidated Service Desk



Technology for better business outcomes

Session Objectives



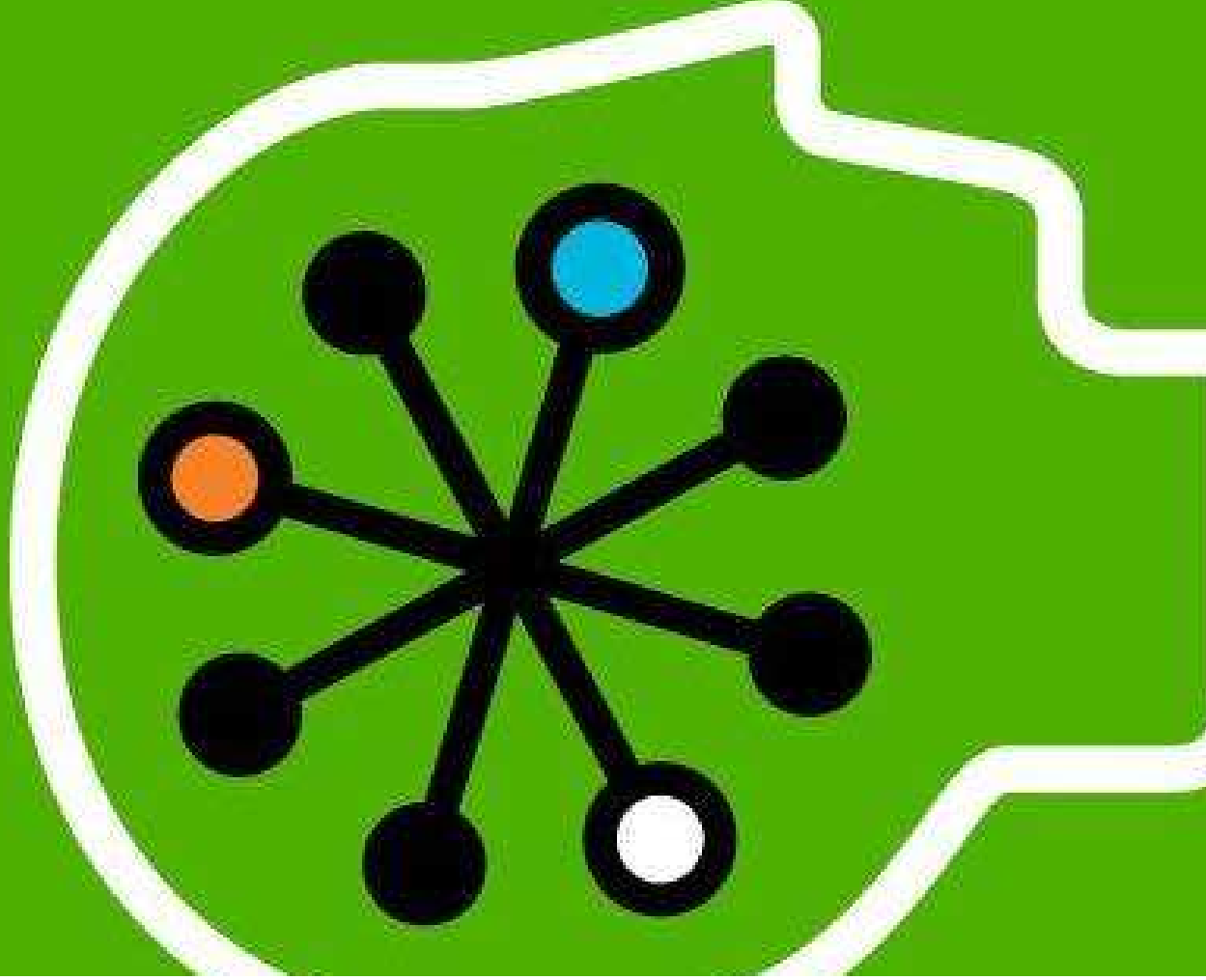
**Introducing Service Manager 7
and DecisionCenter 2**

Protecting your investment

Help to get you there

What is in SM 7 and DC 2?

Introducing Service Manager 7



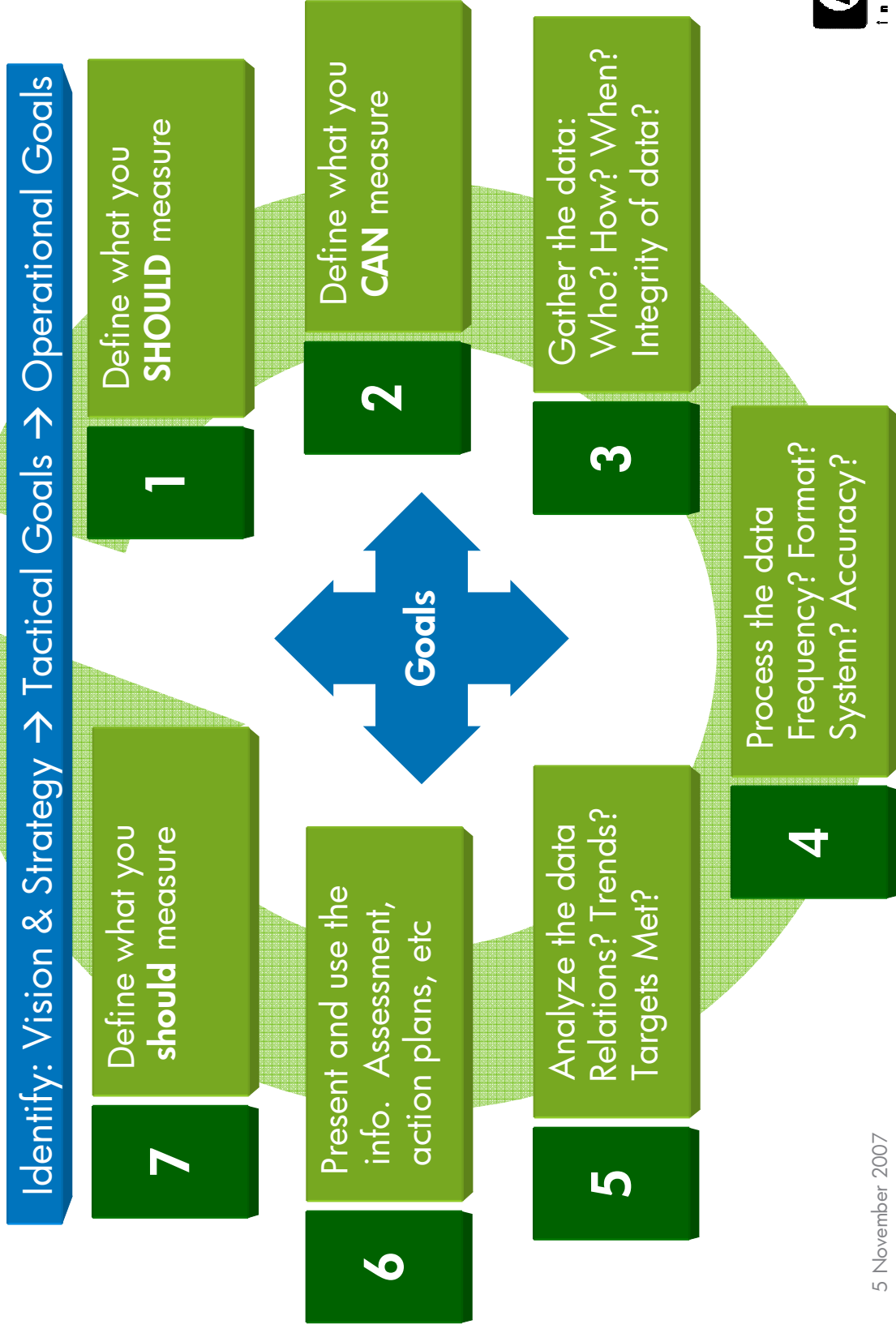
Introducing the next generation Service Management solution

- ITIL v3 is transformational
 - Service Lifecycle Management will drive the organization of the IT and how it interacts with the business
 - Continual Service Improvement will drive the transition from reporting to measuring and optimizing
- Service Manager 7.0 and DecisionCenter 2.0
 - ITIL v3 aligned from the people who helped author

HP Service Lifecycle Management



The CSI 7 step improvement process



Product releases

- Service Manager 7.0 – IT Service Desk automating key IT processes to ensure the most successful outcome.
 - Fully integrated Service Catalog and Service Level Management
 - Tracks service subscriptions to better understand service impact
 - Mine and incorporate new sources of knowledge
 - Ease of use enhancements for users and administrators
 - Better integrations across the BTO portfolio increasing value, lowering implementation time and reducing support costs
 - Protect and leverage current investment in service support and delivery
- DecisionCenter 2.0 -
 - Enhanced performance analytics provides an ITIL v3 based metrics library that supports role based dashboards and scorecards for IT managers.
 - Web Service integration to provide business impact to the broader HP Software Portfolio
 - Business Impact Calculator improvements enable IT risk and continuity management to more accurately estimate the risk of datacenter outage as well as develop better mitigation planning



Service Manager 7.0

Key Themes

Investment protection: technology and expertise to expedite migration

Focus on the service and service value to ensure business value and alignment

Understand actual business impact of IT services

Lower cost and higher return on investment through improved integrations

Universal CMDB Federation

Ensure the delivery and support of IT business value



DecisionCenter 2.0

Key Themes

ITIL v3 Aligned Analytics & Reporting for better Business/IT alignment

Customizable, role-based scorecards & dashboards

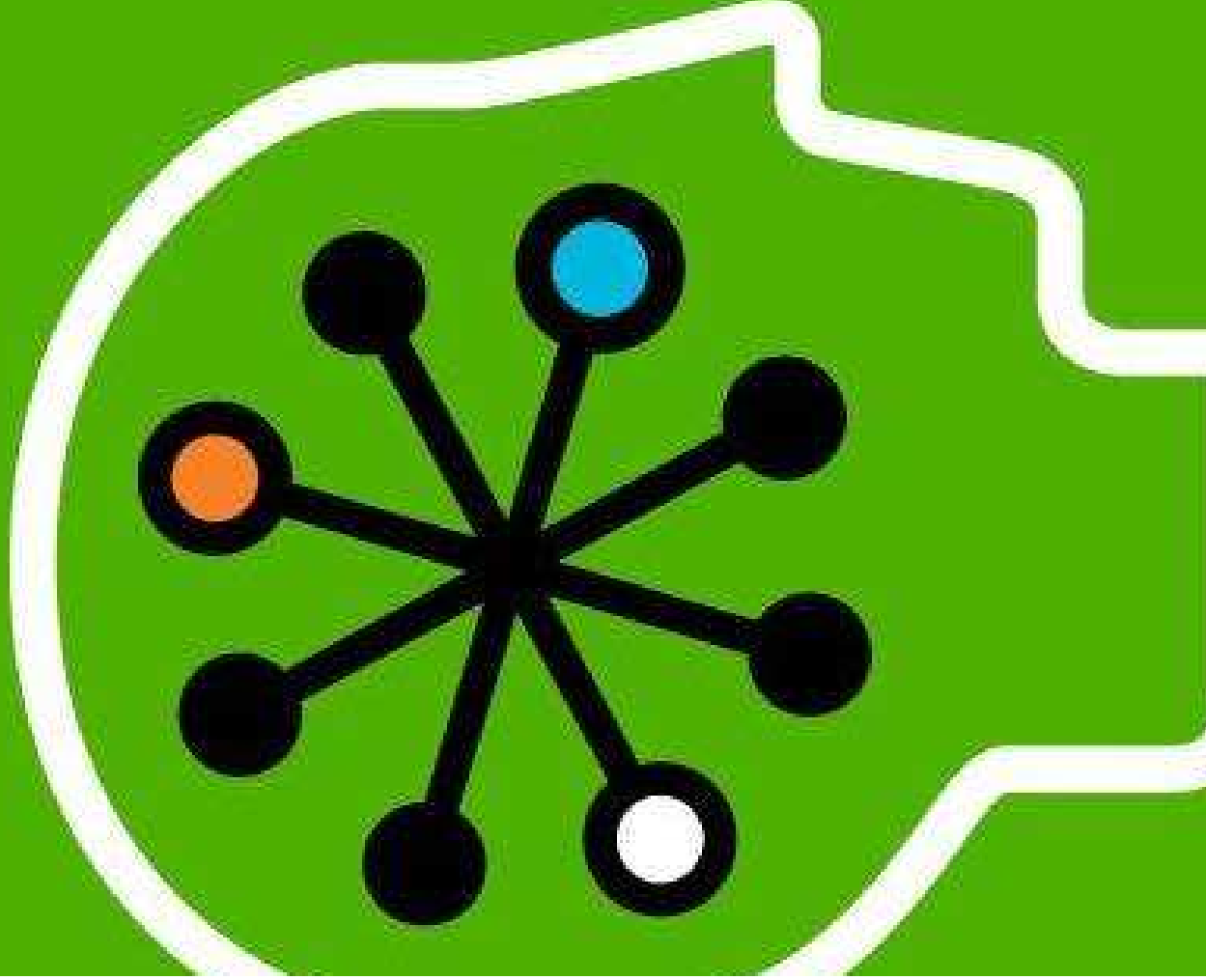
Understand business impact of IT Services

Minimize risk with Change Impact Planner

Out-of-the-box integration with Service Manager 7

Drive process quality while reducing costs

Protecting your investment



Investment Protection program



SM 7 Entitlement

Migration Support Team

Automated Migration Tools

SM Accelerator and Off-line Documentation

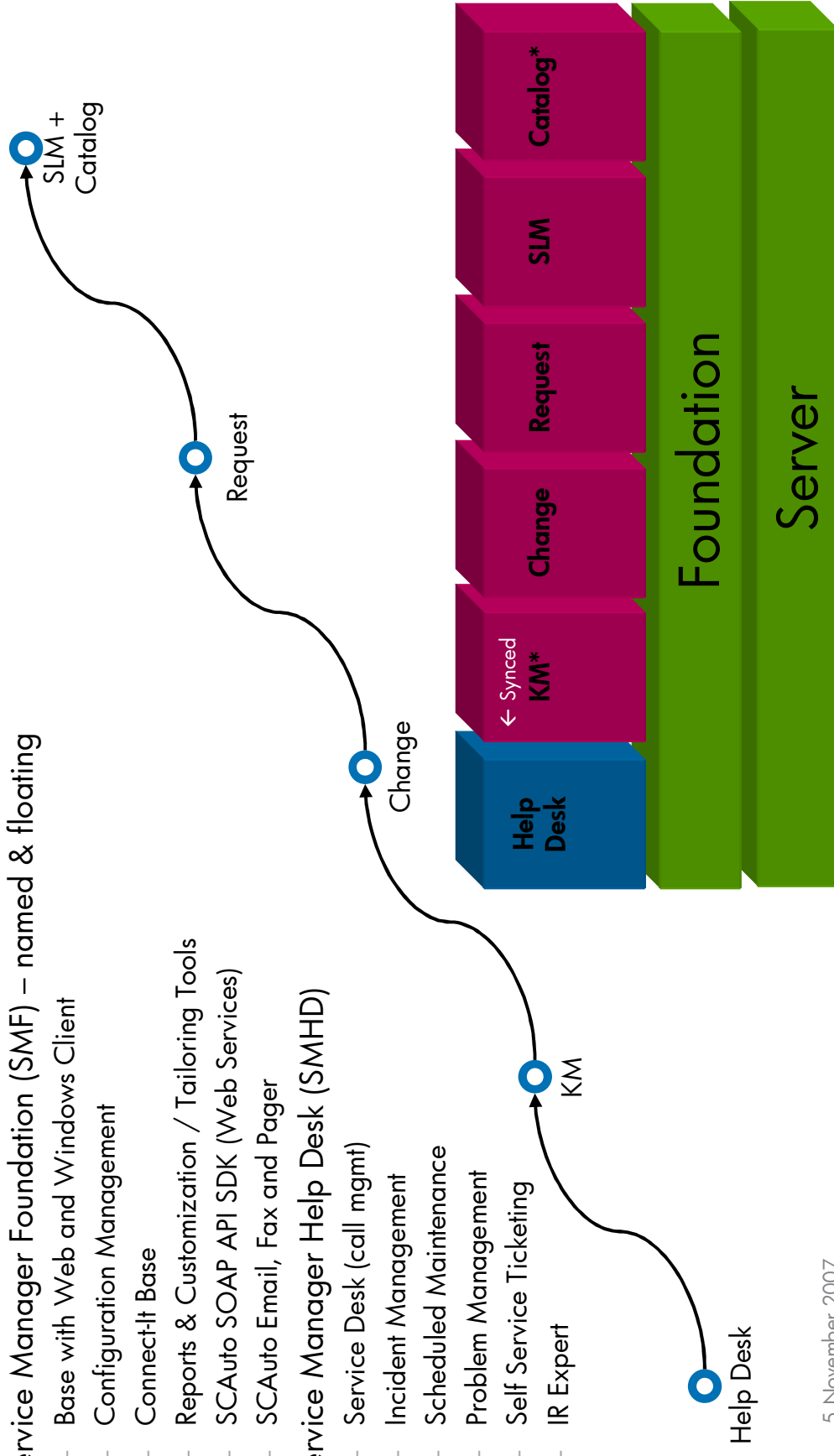
Service Manager 7

Component Architecture



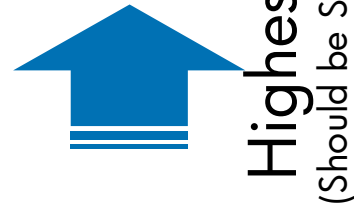
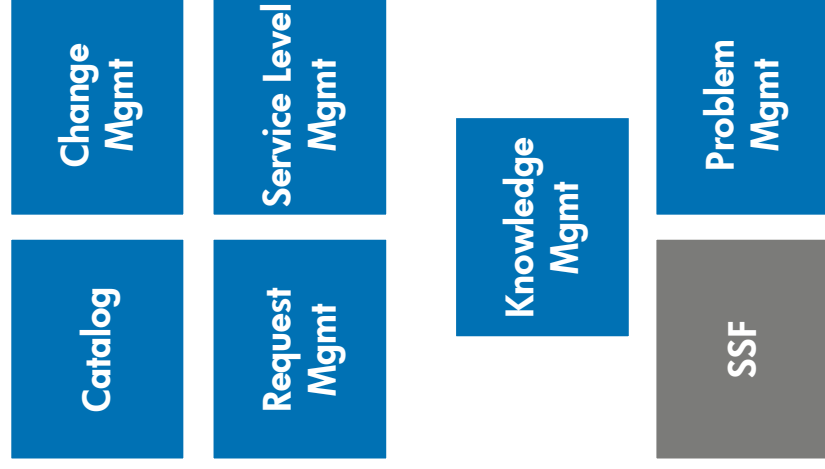
- Follows customer demand points
- Service Manager Server Universal CMDB Foundation
- Service Manager Foundation (SMF) – named & floating
 - Base with Web and Windows Client
 - Configuration Management
 - Connect-It Base
 - Reports & Customization / Tailoring Tools
 - SCAuto SOAP API SDK (Web Services)
 - SCAuto Email, Fax and Pager
- Service Manager Help Desk (SMHD)
 - Service Desk (call mgmt)
 - Incident Management
 - Scheduled Maintenance
 - Problem Management
 - Self Service Ticketing
 - IR Expert

* Minimums: 1,000 end users for initial purchase;
100 end users for expansion sales



License Entitlement

ServiceCenter to Service Manager



=

Will be highest # of all modules



License Entitlement

Service Desk to Service Manager

Change
Mgmt

Service Level
Mgmt

Help
Desk

Named
Users

Concurrent
Users



If Purchased

Change
Mgmt

Service Level
Mgmt

Help
Desk

Foundation

Named
Users

Floating
Users

Named
Users

Floating
Users

Named
Users

Floating
Users

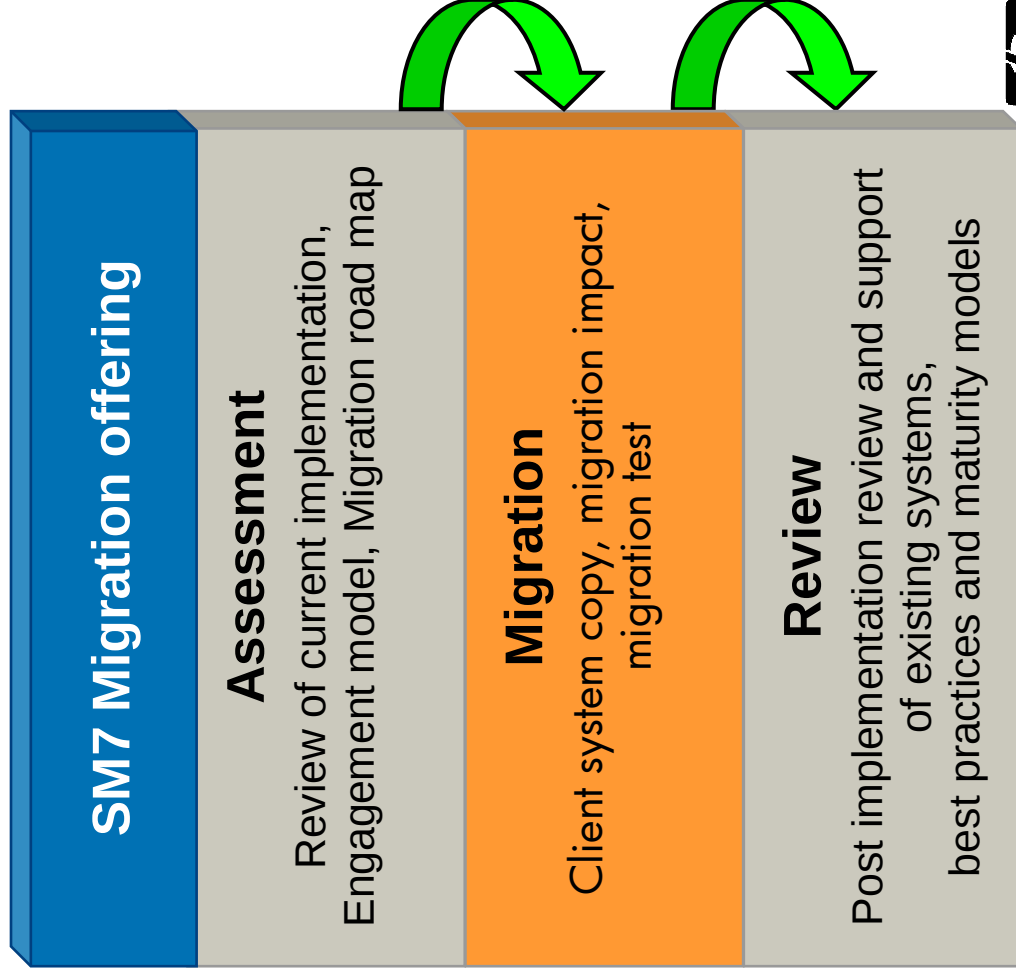
Named
Users

Floating
Users



Migration Specialist Team

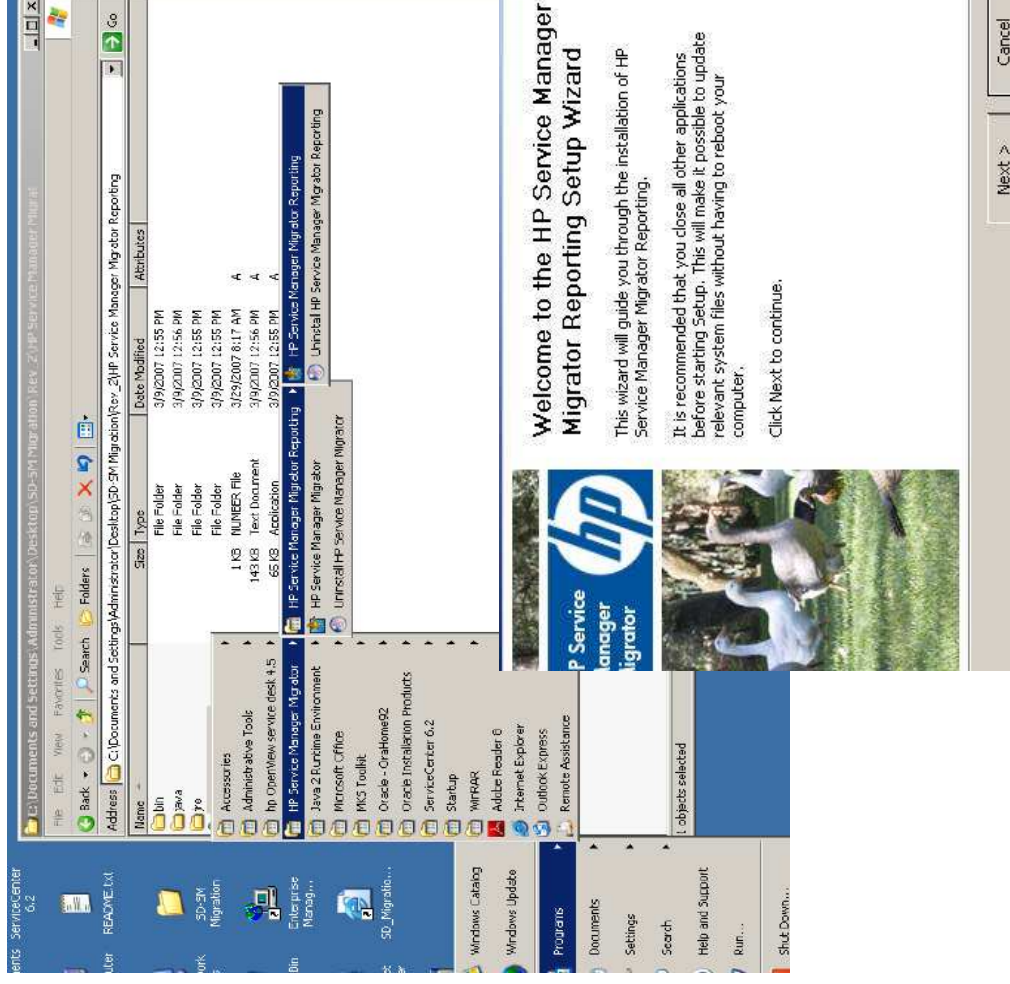
aka Upgrade Factory



SD Automated Migration

SD migration automation provided for :

- Accounts
- Persons
- Organizations
- Work groups
- CI's
- Maintenance contracts
- Service calls
- Incidents
- Problems
- Changes
- Work orders
- Relationships of all of the above to each other



SC Automated Migration

SC migration automation provided for :

- All configuration of the tool
- All configuration of the modules
- All base information
 - Contacts
 - CIs
 - etc
- All ticketing information
 - Incidents
 - Changes
 - etc
- All workflows
 - Change
 - Problem
 - Request
 - etc
- All tailoring to the system as it exists
- All external interfaces and integrations



Service Manager 7 Language Support

Language	SM 7	SM Knowledge Mgmt
English	Yes	Supported
Dutch	Yes	Supported
German	Yes	Supported
French	Yes	Supported
Spanish	Yes	Supported
Japanese	Yes	Supported
Korean	Yes	Supported
Simplified Chinese	Yes	Supported
Brazilian-Portuguese	Yes	Supported
Russian	Yes	Supported
Italian	Yes	Supported

Partner community will build out local languages

Rapid implementation options

Sophisticated HP ITSM best practices delivered with services, documentation and tools.

ITSM processes documented with organizational profiles etc..

Start with the basics built in to the product and adapt where needed.

Service Desk, Incident, Problem, Change and Configuration basics provided.

Process engineering driving specific requirements that are built in to ServiceCenter.

Out of box data not a big requirement but tool flexibility very important.

"Base" Product

Full-Offline documentation available q1 cy08

Announcing Service Manager 7.0 on HP Software-as-a-Service

Customer success

Accelerate time to value • Mitigate risk • Unburden IT resources



Product

Configure, integrate and support HP Software products

People

Ensure HP knowledge transfer to customers

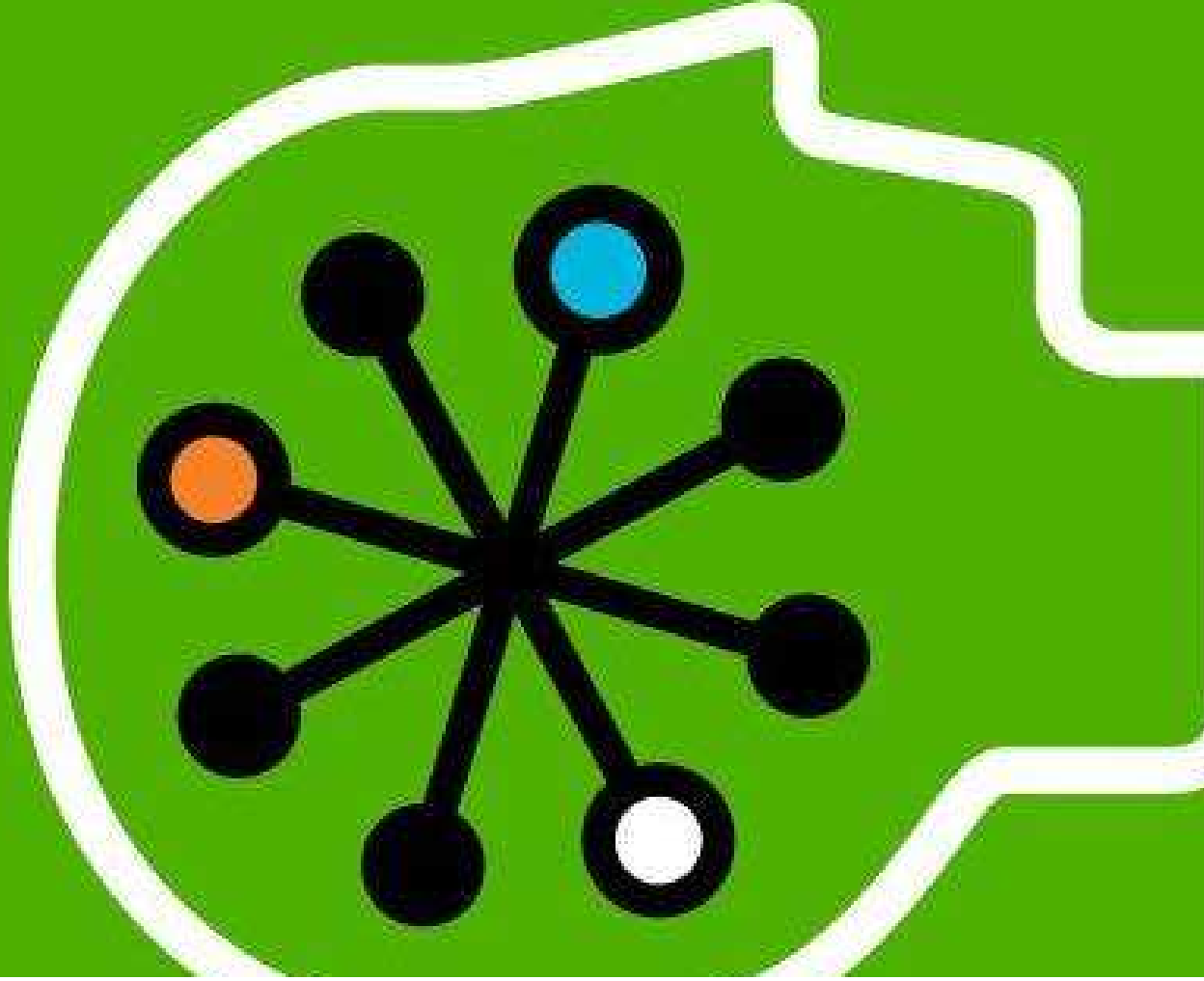
Process

Apply HP best practices to create world-class processes

Obsolescence timetable

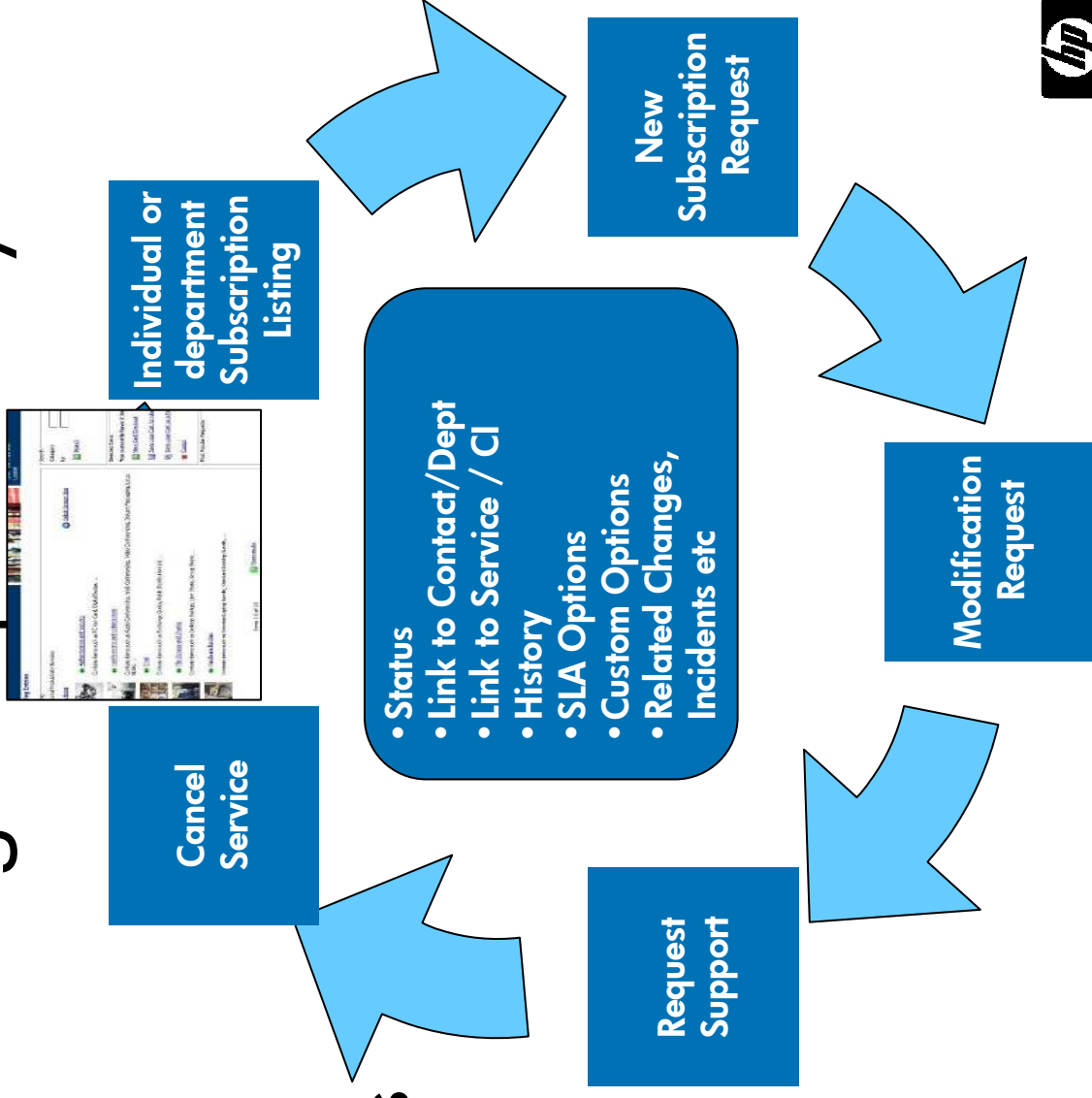
- Extended from 18 months to 2 years to help with planning and budget cycles
- Key dates:
 - SD 4.5 31-Dec-2009
 - SC 1.x-5.0.x 31-Dec-2009
 - MSD 31-Jan-2010
 - SD 5.x 31-Dec 2010
- Obsolesce letters and key information will be sent to you on November 15th

SM 7 Detail



Subscriptions; manage request lifecycle

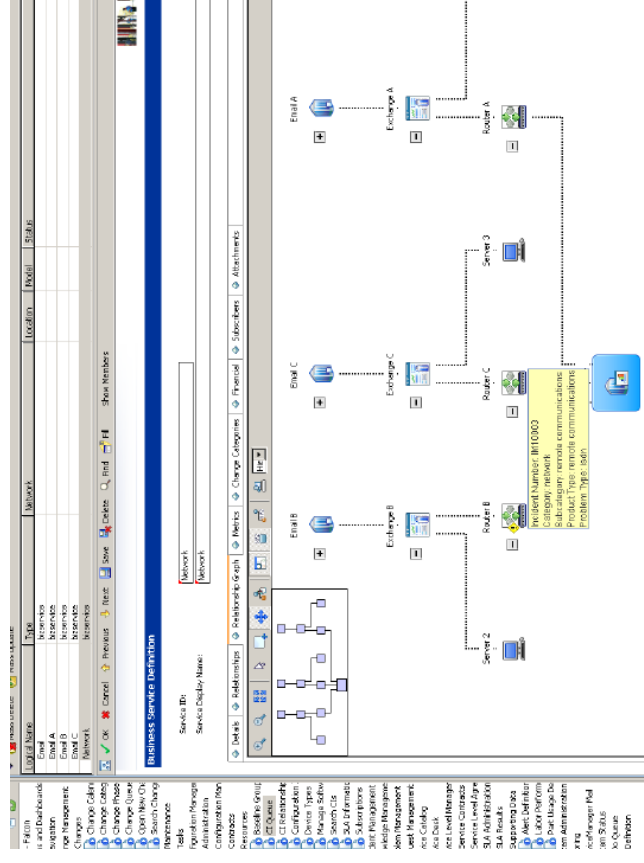
- Avoid “get and forget”
- IT has visibility of services and who is using them
- User knows what he has and how much it costs



Service Lifecycle Management

Benefits

- Deal automatically with the **Service**, not the hardware and software components
- Give IT control over its service offerings and articulate them clearly to the business
- Deliver services at the timescale, cost and quality demanded
- Save time, money and frustration for IT and the business



Application and Architecture enhancements – 1

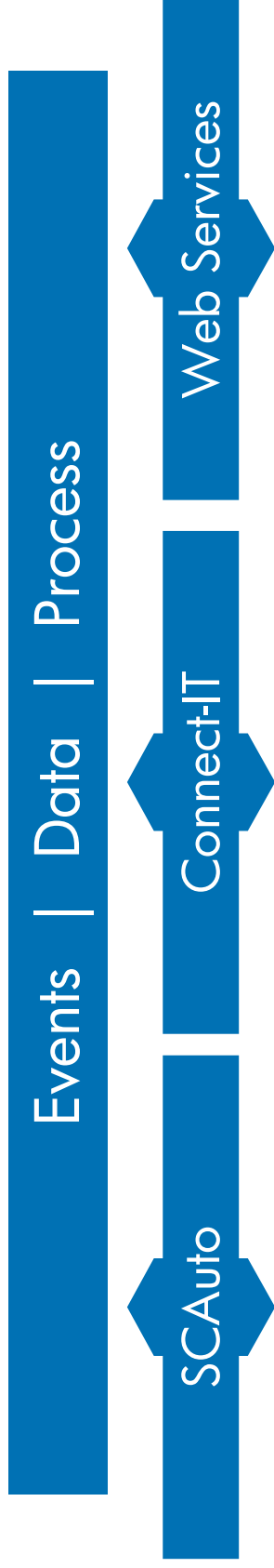
- Valuable legacy Service Desk Functionality
 - Consolidated inbox (“TODO list”)
 - Views
 - Multiple item update →
 - Templates
 - Advanced Find
 - Security folders
 - Service based SLAs

The screenshot displays a legacy Service Desk application interface. The top section shows a list of incidents with columns for Incident ID, Open Time, Update Time, Alert Status, Category, and Brief Description. Below this, a detailed view of a selected incident is shown, including fields for Name, Category, and a list of related items.

Incident ID	Open Time	Update Time	Alert Status	Category	Brief Description
110001	07/02/07 14:32:36	07/03/07 14:33:52	Alert stage 1	Business applications	Email is not working
10002	07/02/07 18:06:24	07/02/07 18:07:14	open	business applications	Email is down
10003	07/04/07 14:55:18	07/05/07 14:59:18	open	business applications	my website is handing slow
10004	07/05/07 15:57:05	07/05/07 15:57:05	open	business applications	we need benefits
10005	12/28/00 02:13:57	06/28/07 16:34:37	updated	telecoms	Phone is going dead intermittently

Field	Value
Name	PRGIN
Category	FALCON, JENNIFER
Item	sales@perigine.com
Item	FALCON
Item	JENNIFER

Supported by wide ranging integrations



AssetCenter 5	DecisionCenter 2
Universal CMDB 7	Network Node Manager
Business Availability Center 7	Operations for Windows 7
Configuration Management 4.2	Operations for Unix 8
Identity Management	Network Node Manager
Project and Portfolio Management	Quality Center (1hcy08)
Change and Configuration Mngr 3	Performance Insight (1hcy08)
Operations Center (planned outage)	SAP SM
TeMIP	Messaging: Pager Fax Email

Summary – How SM7 can help you

Actively manage IT
business value

Service Lifecycle Management

Continuously
measure and
optimize IT value
to the business

Continual Service Improvement

Reduced
infrastructure costs
and international
reach

Scalability and Localization

Industry leading
Service
Management
Ecosystem

HP Service Management Solution

Summary – How SM7 can help you

Actively manage IT business value

- Manage service from inception through definition to production and then retirement
- Focus on the service and service value to ensure business value and alignment
- Understand Business impact of IT services

Continuously measure and optimize IT value to the business

- Proactively monitor service levels to guarantee expected performance
- Enable intelligent tradeoffs decisions between service cost and quality
- Provide actionable KPIs based on the ITIL v3 service lifecycle

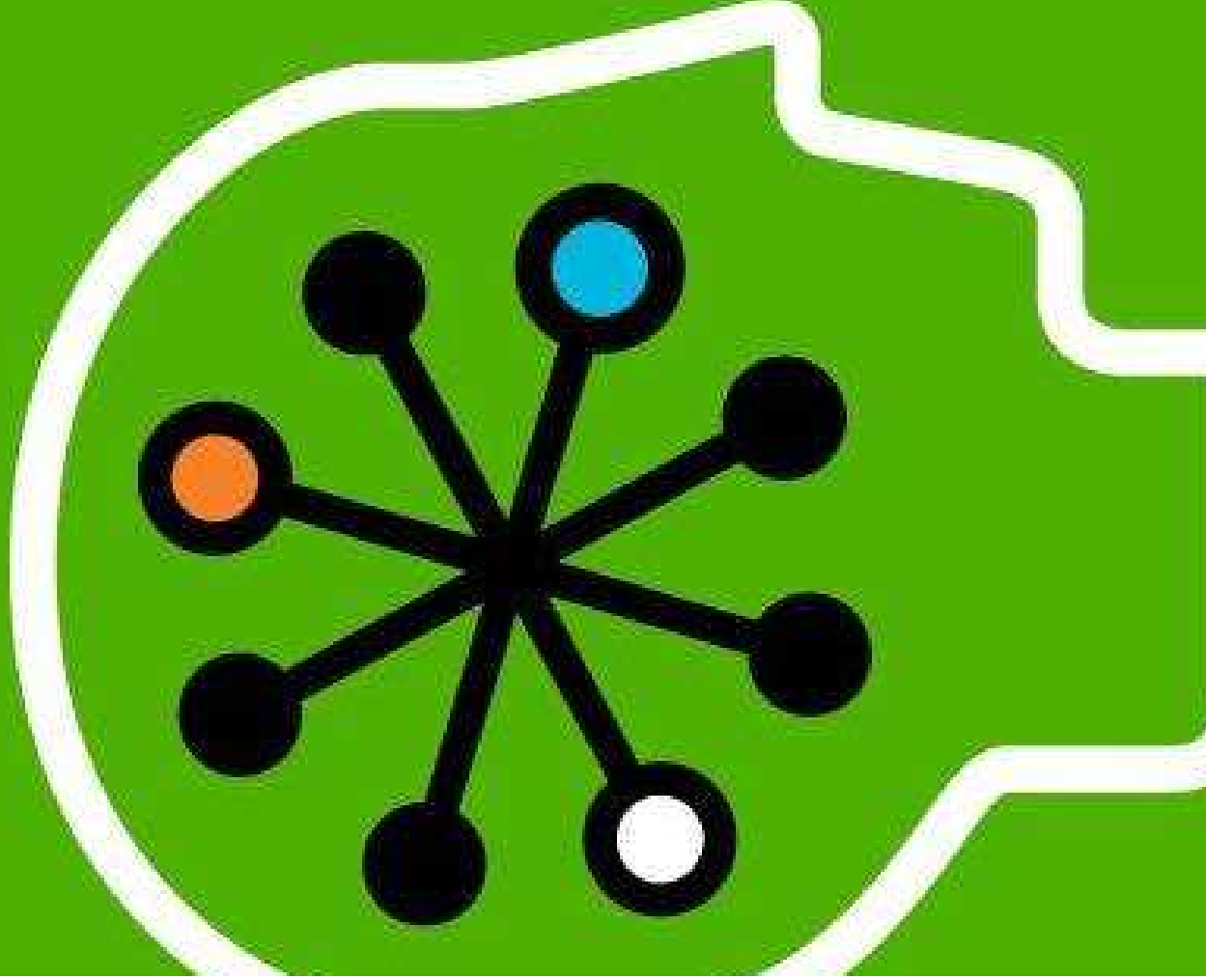
Reduced infrastructure costs and international reach

- Largest IT Service Desk implementations in the world are based on HP technology
- Service Manager 7 has the industry's most complete localization coverage
- HP operates in over 170 countries

Industry leading Service Management Ecosystem

- BTO portfolio supports ITIL v3 today
- HP ITSM Leadership validated by the OGC
- Greater HP Service Management Solution covering Services, Education, Software and Hardware

DecisionCenter



DecisionCenter: What does it deliver?

**A Strategic
IT Scorecard**

Establishes
strategic
measurement
needed to
respond to the
business demand
for accountability
and transparency

**Business Impact
Analytics**

Quantifies impact
to business of
downtime or
degraded
performance so IT
and the business
can determine
holes in service
delivery

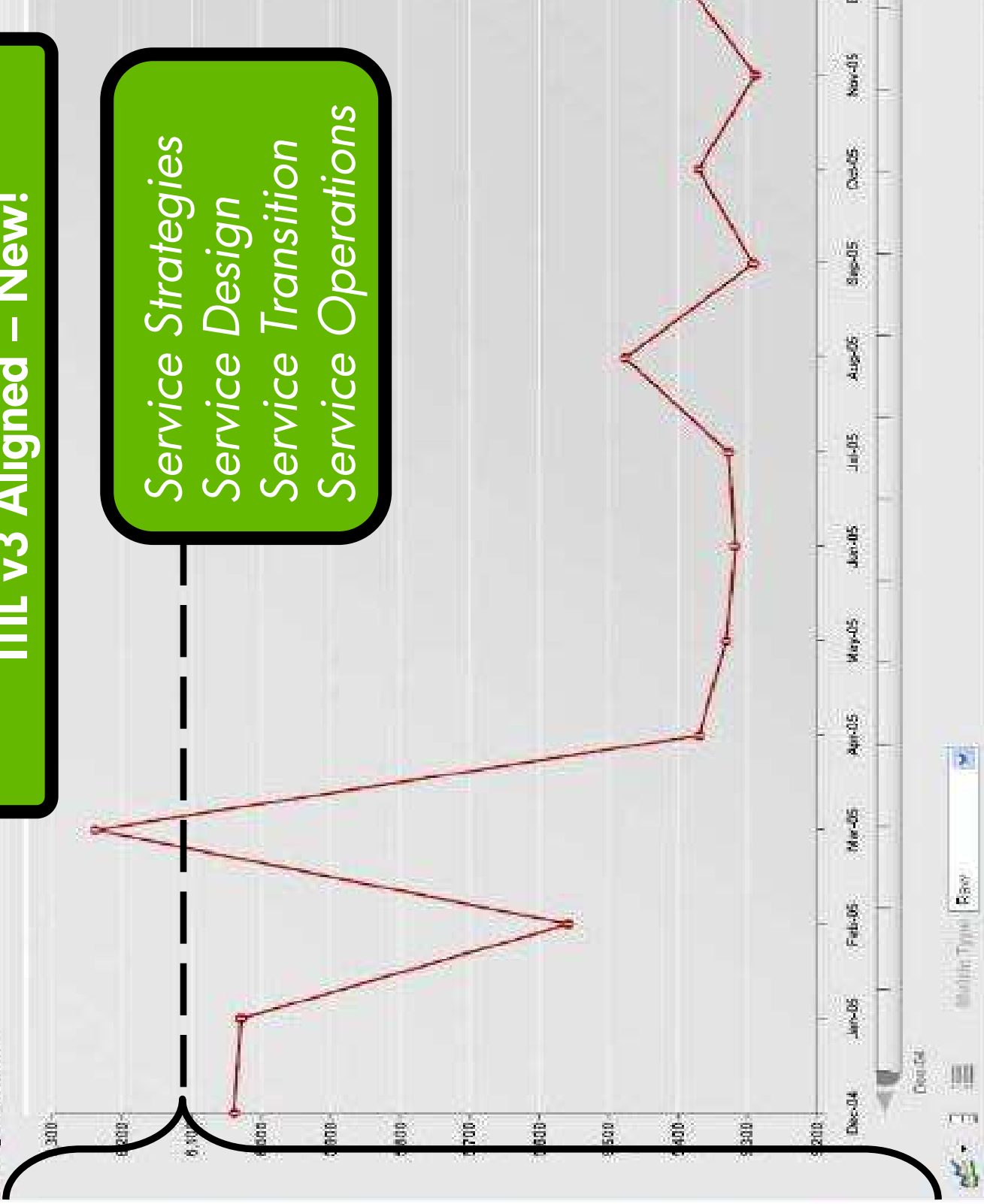
**Optimization for IT
Planning & Control**

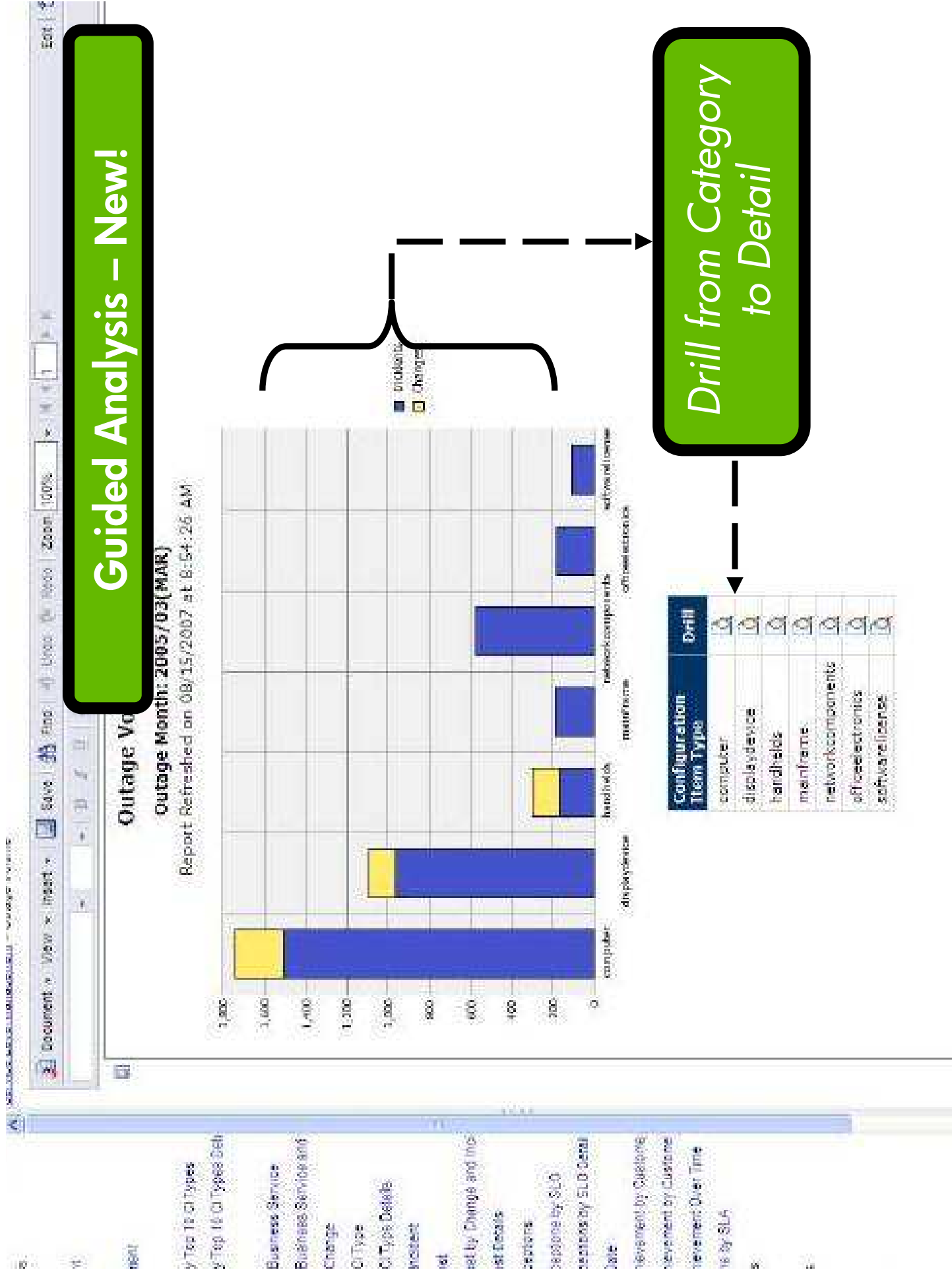
Provides “what if”
analysis enabling a
business discussion
regarding IT
change—impact to
the business of
investment, services,
and staffing mix

ITIL v3 Aligned – New!

Service Strategies
Service Design
Service Transition
Service Operations

Outage Volume





More information

- Future webcasts
 - Dec 11th - Service Manager 7 product demonstration
 - March – Customer upgrade forum
 - Continued each quarter, send in what you want to hear
- Contact your HP Sales Rep and/or certified partner
- HP Software Universe @ Barcelona
 - Nov 27th-30th
 - SM 7 and DC 2 launch
- Customer connection website:
 - www.hp.com/go/swcustomerconnection





SM 7 structure

