



Highlights

- Efficiently manage assets, changes and incidents in both cloud or virtualized environments and traditional data center environments
 - Bridge organizational silos by managing IT assets, as well as IT-enabled “smart” business assets
 - Maximize time-to-value while minimizing complexity and total cost of ownership
 - Choose the right delivery model (on-premise, VM image or software as a service) for your organization and move seamlessly between them when business needs evolve—without losing functionality
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Next-generation IT asset and service management

*Manage smarter infrastructures with
IBM SmartCloud Control Desk*

There's a lot to manage in today's complex, fast-paced IT environments. For one thing, cloud and virtualization are increasing the velocity of change, and organizations are finding that their traditional, manual processes cannot keep up with this rate of change, nor can they adequately support planning and scheduling across IT and operations line of business.

In addition, on today's smarter planet, assets that are part of business services are taking on IT characteristics. These smarter assets, from delivery trucks to electric meters, require the same management processes that are used for IT within the data center. But the cost of maintaining siloed, multiple systems for IT and line of business processes is expensive and ineffective when so many assets now have both IT and non-IT characteristics.

Further contributing to siloed IT infrastructures, most IT service management tools and services have been sold separately—until now. IBM is the first to offer a unified approach to asset and service management, enabling organizations to manage these different processes together. Introducing IBM SmartCloud™ Control Desk, a solution that joins together the process and functional aspects of IT service management, while taking into account today's smarter physical infrastructures.



Advantages to a unified approach

The SmartCloud Control Desk unified approach speeds time-to-value while minimizing complexity and total cost of ownership. The solution provides a complete “control center” for managing services and assets in a seamless way, with automation that allows processes to work at the speed of today’s cloud and virtualized environments.

Simplicity

SmartCloud Control Desk offers new levels of simplicity that will be good news for the growing number of non-technical users who request access to IT services and interact with service management processes. The complete IT service management solution provides self-service capabilities, and is designed so that no matter their level of expertise, end users can efficiently solve Level 1 service requests on their own and require less technical intervention when elevating issues. The tool encourages less need of expert problem-solving, helping reduce training costs and increasing user efficiency.

In addition, SmartCloud Control Desk gets more information into the hands of end users by its easy accessibility via mobile devices and its integration with social media and development tools. Empowering everyday users can lead to a large return on investment in saved technical support costs.

Cloud management

SmartCloud Control Desk provides control, automation and governance to help manage the rapid rate of change associated with cloud environments. Manual processes work well in relatively static environments, but in today’s fast-moving cloud environments, manual processes often cannot keep up. Until now, the choice has been to either slow the speed of business, or increase the risk of failure.

SmartCloud Control Desk enables users to automate lower risk activities and delegate certain scenarios to change managers. This helps ensure that an environmental change due to

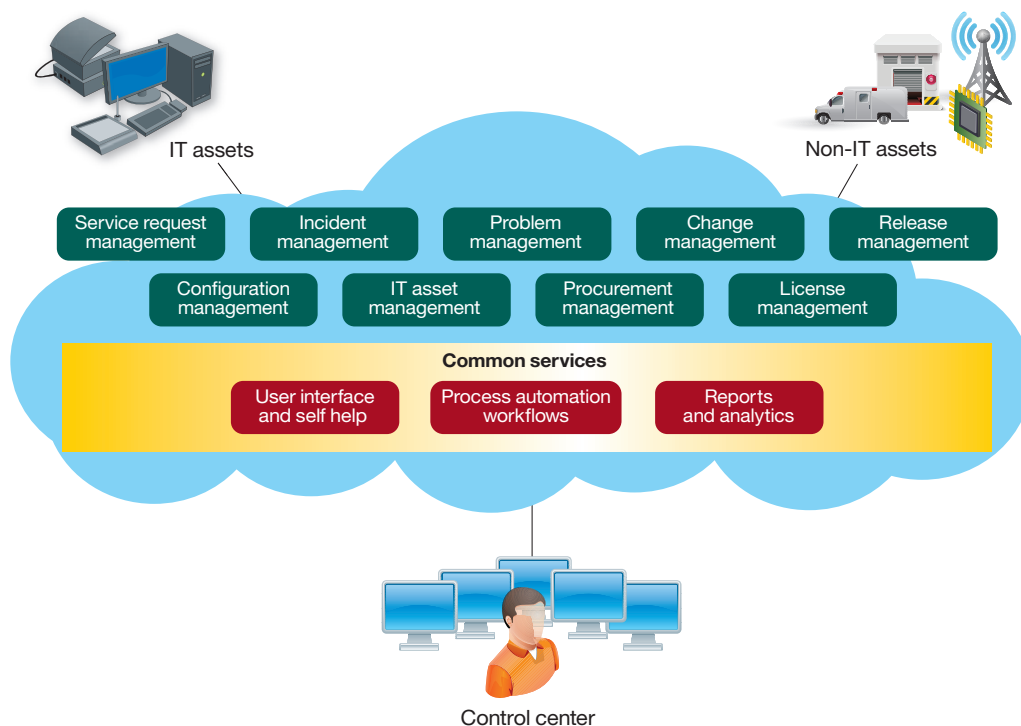


Figure 1: IBM SmartCloud Control Desk enables users to manage their IT and non-IT intelligent assets across the enterprise—from a single point of control.

provisioning or a machine outage does not impact service level agreements (SLAs), and allows the IT service management team to shift their focus to delivering value to end users.

Smarter physical infrastructure

More often than not, users today must manage business services that integrate the unique and growing segment of non-IT assets that have acquired IT characteristics. Previously, physical assets have often been managed with a completely separate system, meaning that processes spanning both IT and non-IT assets were often manual, prone to error and inefficient. Because these non-IT assets increasingly contain IT characteristics, making them “smarter,” there is a growing need to bring them under the same kind of management control that IT systems typically have in place.

IBM solves these challenges by managing both IT and non-IT assets on the same underlying platform—one that provides industry-leading enterprise asset management combined with seamless integration into IT service management. Great value can be gained by eliminating multiple service desks, change management processes and asset management tools, while providing a platform that unifies processes across teams.

Solution capabilities

The IBM solution goes far beyond those of other IT service management vendors. SmartCloud Control Desk provides a single platform—at a single price point—for managing incidents, problems, service requests, changes, configuration, releases, assets, procurement, service levels and licenses. Users deal with a single install, infrastructure, maintenance stream, administration tool, user interface, workflow engine, scheduler and security. They can start with one functional area and adopt others at their own pace. The solution also supports more than 10 Information Technology Infrastructure Library (ITIL) processes out of the box.

SmartCloud Control Desk works efficiently in traditional IT environments, in today’s dynamic cloud or virtualized infrastructure environments, and in “mixed” environments containing both virtual and traditional assets. And the solution is scalable—users can integrate SmartCloud Control Desk with the following tools to extend its capabilities even further, adding another layer of value:

- **IBM Maximo® Asset Management:** SmartCloud Control Desk integrates with IBM Maximo Asset Management to expand asset management capabilities to the IT domain on the same platform and manage intelligent assets with IT characteristics.
- **IBM Tivoli® Netcool® OMNIBus:** Integration with OMNIBus helps speed resolution by having tickets automatically generated from operational events and providing real-time information on assets to aid in root-cause analysis and change impact assessments.
- **IBM Tivoli Application Dependency Discovery Manager:** SmartCloud Control Desk extends the value of discovered data by tying it to key processes such as change, configuration and asset management.
- **IBM Tivoli Endpoint Manager for Software Use Analysis:** Using this with SmartCloud Control Desk matures the software asset management strategy from inventory management to license management and audit and reduces the financial risk of software auditing.
- **IBM Rational® Team Concert:** Integrating with SmartCloud Control Desk links development and operations processes with integrations between incidents and defects.
- **IBM Rational Asset Manager:** SmartCloud Control Desk extends the value of the definitive media library by providing support to the ITIL processes.
- **IBM Tivoli Provisioning Manager:** When integrated with SmartCloud Control Desk, it enables a release process to deploy software and virtual environments through automation and ties in with service catalog, service request and run-book automation service management processes.

SmartCloud Control Desk also integrates with various third-party applications, including enterprise relationship management, customer relationship management, telephony management tools and other service desk environments to ease migration and phased-implementation plans.

An end-to-end solution

SmartCloud Control Desk is the first unified service management solution in the industry, enabling users to manage both physical and digital assets across their entire enterprise from a single platform.

For more information

To learn more about IBM SmartCloud Control Desk, please contact your IBM representative or IBM Business Partner. Or, please visit: ibm.com/software/tivoli/products/smartcloud-controldesk to access white papers, demos and more.

About Tivoli software from IBM

Tivoli software from IBM helps organizations efficiently and effectively manage IT resources, tasks and processes to meet ever-shifting business requirements and deliver flexible and responsive IT service management, while helping to reduce costs. The Tivoli portfolio spans software for security, compliance, storage, performance, availability, configuration, operations and IT lifecycle management, and is backed by world-class IBM services, support and research.

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: ibm.com/financing



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