

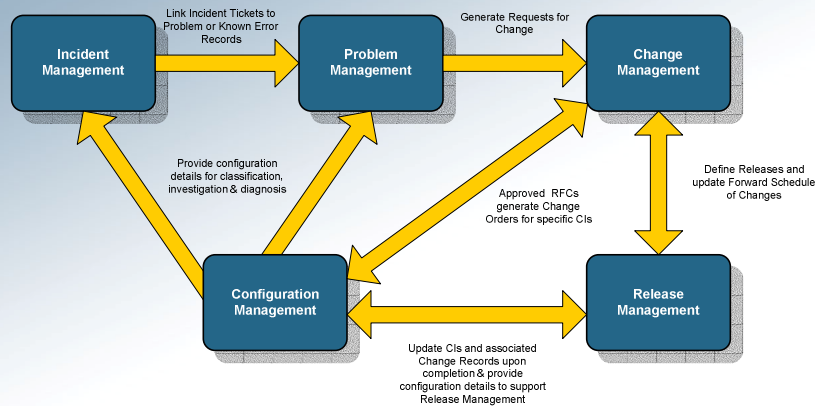
What is Service Management?

- The goal of IT Service Management is to align the management of your IT function with the goals of your business
 - Maintain Service availability and quality
 - Effectively plan and prioritize change
 - Reduce the costs to deliver and maintain business services
 - Attain efficiencies to deliver more business value and to deliver it more quickly

The Convergence of ITSM and ALM

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Service Support – the key focus area

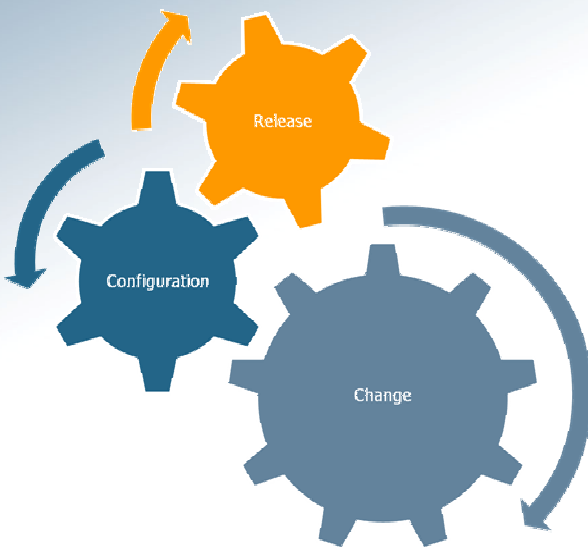


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Cornerstones of Service Management

- Change, Config and Release processes affect Application Development teams
- Application development teams are the only source of key information, such as:
 - App Dependencies
 - Build/Install procedures
 - Change Bill of Materials



The diagram shows three interlocking gears. The top gear is orange and labeled 'Release'. The bottom-left gear is dark blue and labeled 'Configuration'. The bottom-right gear is a lighter blue and labeled 'Change'. Curved arrows indicate a clockwise cycle: from Configuration to Release, from Release to Change, and from Change back to Configuration.

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Cornerstones of Service Management

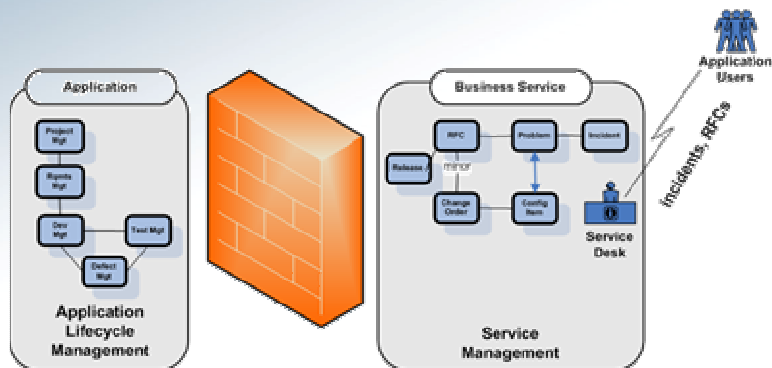
- Change Management
 - Ensure standardized process is in place to efficiently and promptly manage and prioritize change to IT assets
- Configuration Management
 - Manage the configuration and dependencies between services and their constituent parts
- Release Management
 - Group changes into a release with the objective of protecting production services through formal planning and implementation procedures

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The ALM and ITSM Silos

- Application Development teams and IT Operations staff often find themselves operating in silos, with little co-ordination
- Organizations should begin to focus on App Dev in addition to Data Centre Service Management strategies



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Eliminating the Silos

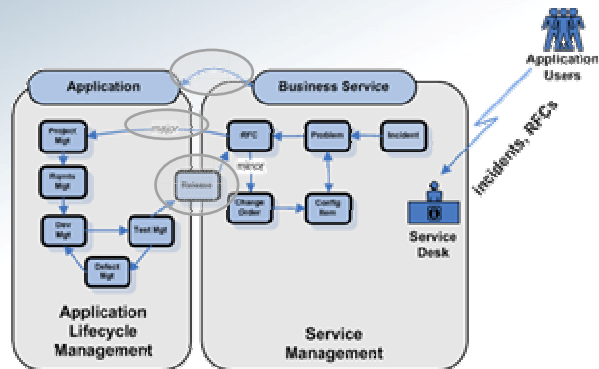
- How do we begin to eliminate these silos?
- Identify the intersections between ITSM and ALM
- Introduce an Integrated ITSM and ALM Strategy
- Accurately measure service quality and efficiency in
- Assign Service-based objectives to your application development teams
 - Service Quality
 - Application Efficiency
 - Value to Business

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The Intersection of ITSM and ALM

- Service Mgmt can extend ALM by establishing a relationship to Change, Config and Release Mgmt
- Applications are managed from 'In Development' to 'In Service'
- Business perspective remains at the forefront



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Leveraging the Integrated ITSM and ALM Strategy

- Service Quality
 - Service Outages resulting from Incidents
 - Service Outages resulting from Application Releases
- Value to Business
 - Requirements Coverage
 - % RFCs addressed per Month
 - RFC based development vs. architectural/non RFC development
- Application Efficiency Benchmarks
 - Strategic Application Development vs. Application Maintenance

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The Benefits to your Organisation

- Development staff
 - Better visibility of business requirements
 - Ability to measure and manage app dev activity aligned to business
 - Input into Change and Release process in particular (representation on CAB)
- IT Operations
 - Visibility into application development activities
 - Greater understanding of "what's changed"
 - More accurate input from development teams
- Business
 - Knowledge that all of IT understands business needs/objectives
- Executives and Management
 - Measurement of strategic and maintenance application development
 - Ability to prioritise activities more effectively

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Marketplace Support?

- Disparate Multi-Vendor Tools
- A Federated CMDB
- Extensible Application Lifecycle Management Solutions

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Disparate Multi-Vendor Tools

- Most organisations satisfy Application Development and IT Operations teams with a disparate set of tools (Best of Breed?)
- This only encourages silos
- Results in a significant administrative burden
- Overwhelming tool cost, especially to extend tools across both groups

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A Federated CMDB

- Will ultimately meet resistance from the Application Development teams
- "Configuration Items" are too abstract and do not equip application development teams with sufficient detail
- CMDB strategies often focus on Operational infrastructure, focusing on network devices, servers etc..

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Extensible ALM Offerings

- Consolidation in the Application Lifecycle Management market has created more “business centric” solutions
 - IBM’s acquisition of Rational Software
 - HP’s acquisition of Mercury
- ALM vendors are putting more emphasis on IT Operations support
- Intelligent application dependencies provide configuration management
- Change traceability satisfies audit requirements
- Release Management and the automation of application releases, reduces risk and ensures a greater likelihood of implementation success

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Summary

- An integrated solution for ITSM and ALM can yield significant organization benefit
- Application Development and IT Operations teams become more closely aligned to the business
- Measurement and Key Performance Indicators can be measured across all of IT, not just IT Operations
- A holistic picture of application cost, strategic and maintenance can be derived

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