



IT Business Management

Jan Christiansson

May 28, 2013

agility
made possible™



Current service management solutions have companies feeling stuck

service management made difficult



EXPENSIVE & COMPLEX

DIFFICULT TO IMPLEMENT

- Multi-steps upgrade
- Custom development
- Hardcoded integrations



DIFFICULT AND EXPENSIVE TO MAINTAIN

- Overhead costs high
- Poor organizational readiness for upgrades
- Migrations prohibitively expensive



DIFFICULT TO USE

- Meet modern user requirements with 1990 capabilities
- Features non-intuitive
- Adoption requires extensive training



Forward thinking vision

Deliver Business Agility



ca Clarity™ Playbook

ca Clarity™ PPM

ca Service Management

Strategic Planning & Investment Mgt

Define the strategy and optimally distribute investments and resources



Project & Portfolio Management

Ensure successful delivery of initiatives and maximize resource utilization



Business User Service Management

Elevate business user experience and productivity



Benefits Realization

Measure and communicate impact of investments on business outcomes



CA Technologies Core Principles



IT Business Management (ITBM) Priorities



■ Innovation

- ITSM – Automation and Lightweight asset management
- Social Collaboration
- Mobility and analytics, across products



■ Execution

- Strengthen on-premise Service Management solution
- Stronger SI relationships and partner communication
- Foundation and Acceleration Services



■ Speed

- Quarterly release cadence
- Incremental value around ITSM on-premise

The right ITSM solution for your customers



CA Service Management (On-Premise and Strategic Partners)

- Highly configurable
- Deep integration and customization capability
- Full administration control or...
- ...“Hands-Free” hosted and managed option

CA Nimsoft Service Desk (CA SaaS and Strategic Partners)

- User experience
- Rapid time to value
- Ease of use
- Codeless configuration
- Low administrative overhead



CA Nimsoft Service Desk enables you to elevate business user experience & productivity

Service Management Made Easy



REDUCE TOTAL COST OF OWNERSHIP

EASY TO IMPLEMENT

- Configure, Don't Code
- Deploy in Weeks
- No Hardware to Buy



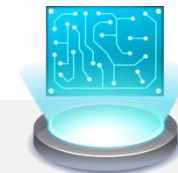
EASY TO MAINTAIN

- True SaaS
- Automatic Upgrades
- Low Overhead

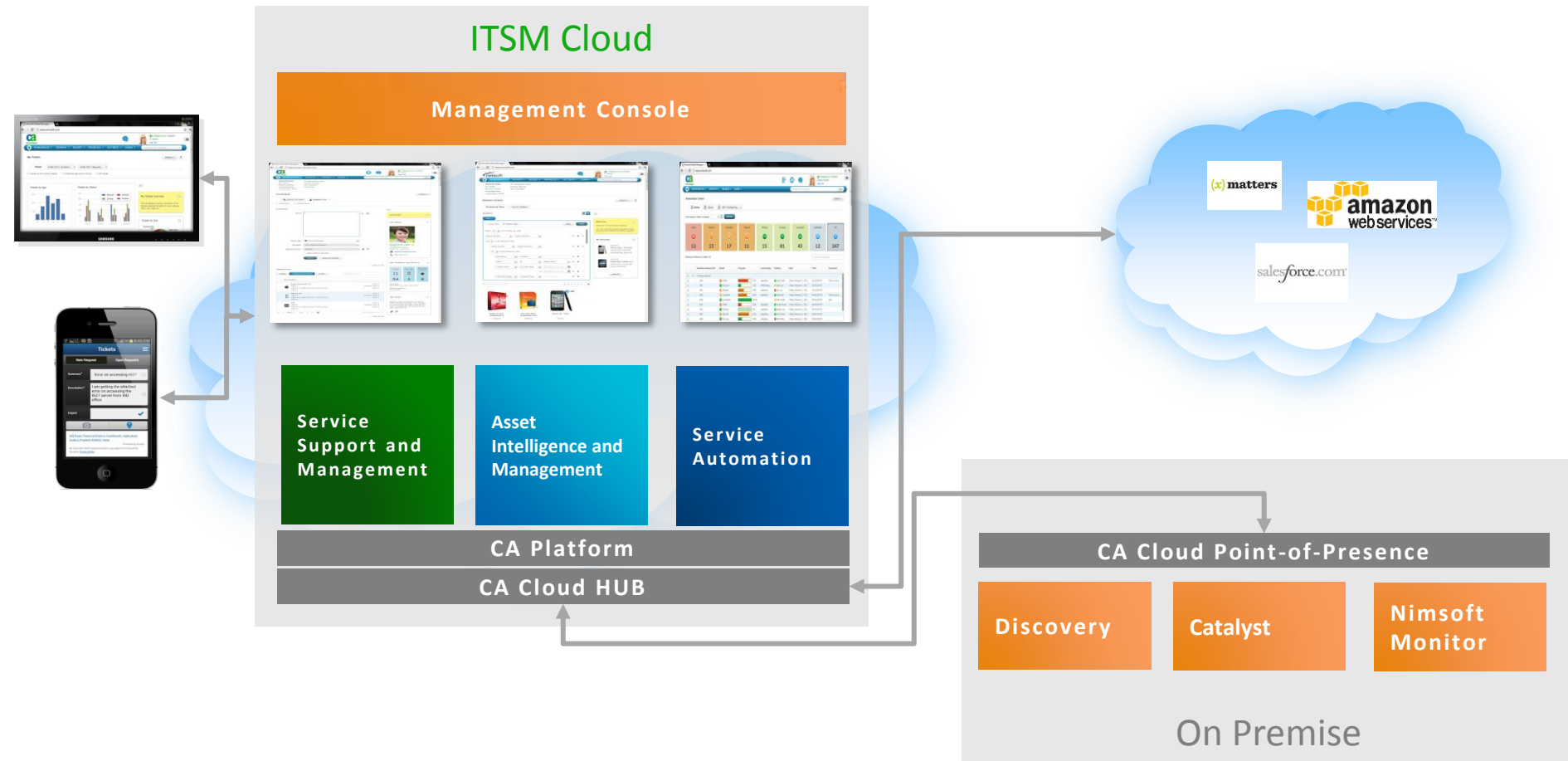


EASY TO USE

- Modern & Intuitive Interface
- Collaborative capabilities
- Low training needs



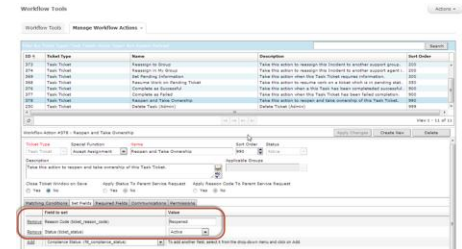
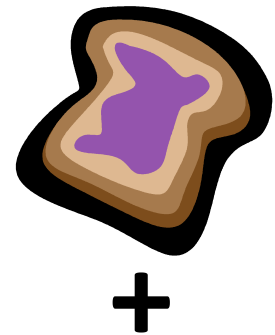
complete ITSM Cloud solution



This is Kayden...

- 7 year old configures CA Nimsoft Service Desk workflow behavior while making a PB&J sandwich
- Emphasizes both ease of use and configure-not-code

<http://youtu.be/SDOam6zPybo>



Auto Assign - Simply select the function



Workflow Tools (Manage Workflow Actions)

Filter By: Ticket Type | Status | Action Type

ID	Ticket Type	Name	Description
533	Change Request	Assign New Change Implementer	Assign Change Implementer
535	Change Request	zzAssign New User Tasks	
541	Change Request	zzAssignExchangeTasks_OnApproved	Create Exchange Task
53	Change Request	Accept Assignment	Accept Assignment (
54	Change Request	Assign To Individual	Assign to Individual from
55	Change Request	Assign To Group	Assign Change Request

Record(s) 1 to 20 of 25

Workflow Action #53 : Accept Assignment

Ticket Type Change Request **Special Function** Accept Assignment **Name** Accept Assignment **Sort Order** 1 **Status** Active

Description Accept Assignment (

Close Ticket Window on ☐ Yes ☒ No

Matching Conditions **Field to set** **Value**

Remove Reason Code **In Progress**

Remove Status (ticket **Active**

Add (ccti_search)

To add another field, select it from the drop-down menu and click on Add.

Make a close note Mandatory - configuration not code



Home

Request Management

Incident Management

Problem Management

Change Management

Task Management

Configuration Management

Knowledge Management

Service Feedbacks

Service Level Management

Trends and Metrics

Application Setup

Workflow Tools

Manage Communication Templates

Manage Workflow Actions

Manage Auto Routes

Manage Approval Groups

Manage Ticket Templates

Manage Task Groups

Manage Task Flows

Manage Defined Searches

Manage Schedules

Manage Value Lists

Workflow Tools (Manage Workflow Actions)

Filter By: Ticket Type | Status | Action Type | close

ID	Ticket Type	Name	Description
64	Change Request	Close as Complete	Close Change Request as Complete and send E mail to Requester
68	Change Request	Re Open Change Ticket	Re Open a Closed / Resolved Change Ticket and Status to Queued.
30	Incident	Close as Resolved	Incident resolved and pending verification with Requester
31	Incident	Close as Complete	Close Ticket after confirmation from Requester
32	Incident	Cancel Ticket	Change status to closed from any status, Reason cancellation
34	Incident	Reopen a Resolved / Closed ticket	Change Status from Resolved / Closed to Active

Record(s) 1 to 18 of 18

Workflow Action #31 : Close as Complete

Apply Changes

Ticket Type: Incident

Special Function: Check for Open Tasks

Name: Close as Complete

Sort Order: 130

Status: Active

Description: Close Ticket after confirmation from Requester

Applicable Groups:

Close Ticket Window on Save: ☐ Yes ☒ No


Apply Status To Parent Service Request: ☒ Yes ☐ No

Apply Reason Code To Parent Service Request: ☒ Yes ☐ No

Matching Conditions | Set Fields | Required Fields | Communications | Permissions

Option	Field	Is Required?	Description
Remove	Category (ccti_category)	Yes	TextField: Category
Remove	Class (ccti_class)	Yes	TextField: Class
Remove	Type (ccti_type)	Yes	TextField: Type
Remove	Worklog Description (work_description)	Yes	TextField: Add Worklog
Add	# of Drives (cf___of_drives_486)		Custom Field: # of Drives
Add	# of Licenses (cf___of_licenses_485)		Custom Field: # of Licenses

Modify Filed based on State – configuration not code



Home | Help | Log Out

Ambarish Kayastha

Workflow Tools (Manage Workflow Actions)

Filter By: Ticket Type | Status | Action Type |

ID	Ticket Type	Name	Description	Sort Order
64	Change Request	Close as Complete	Close Change Request as Complete and send E mail to Requester	101
68	Change Request	Re Open Change Ticket	Re Open a Closed / Resolved Change Ticket and Status to Queued.	121
30	Incident	Close as Resolved	Incident resolved and pending verification with Requester	120
31	Incident	Close as Complete	Close Ticket after confirmation from Requester	130

Record(s) 1 to 18 of 18

Workflow Action #31 : Close as Complete

Matching Conditions

Set Fields

Required Fields

Communications

Permissions

	Field to set	Value
Remove	Reason Code (ticket_reason_code)	<input type="text" value="Close as Complete"/>
Remove	Status (ticket_status)	<input type="text" value="Closed"/>
Add	<input type="text" value="(ccti_search)"/>	To add another field, select it from the drop-down menu and click on Add.

Home

Dashboards

List Tickets

Create Ticket

Create Ticket (Using Template)

All Searches

Update My Preferences

Update My Profile

Change Password

Request Management

Incident Management

Problem Management

Change Management

Task Management

Configuration Management

Make Field Mandatory - configuration not code

Home

Dashboards

List Tickets

Create Ticket

Create Ticket (Using Template)

All Searches

Update My Preferences

Update My Profile

Change Password

Navigation Help

Request Management

Incident Management

Problem Management

Change Management

Task Management

Configuration Management

Knowledge Management

Service Feedbacks

Service Level Management

Trends and Metrics

Application Setup

Workflow Tools

Workflow Tools (Manage Workflow Actions)

Filter By: Ticket Type Status Action Type

close

Search

ID	Ticket Type	Name	Description	Sort Order
530	Task Ticket	Close as finished	Close as finished	0
76	Task Ticket	Close as Complete	Close Task after completion	71
77	Task Ticket	Re-Open Closed Task Ticket	Re Open a Resolved / Closed Task Ticket	81

Record(s) 1 to 3 of 3

Workflow Action #77 : Re-Open Closed Task Ticket

Apply Changes Create New Delete

Ticket Type Special Function Name Sort Order Status

Task Ticket

(None)

Re-Open Closed Task Ticket

81

Active

Description

Re Open a Resolved / Closed Task Ticket

Applicable Groups

Close Ticket Window on Save

Apply Status To Parent Service Request

Apply Reason Code To Parent Service Request

☐ Yes ☒ No

☐ Yes ☒ No

☐ Yes ☒ No

Matching Conditions Set Fields Required Fields Communications Permissions

	Field to set	Value
Remove	Reason Code (ticket_reason_code)	Re-opened Task Ticket
Remove	Status (ticket_status)	Queued
Add	(ccti_search)	To add another field, select it from the drop-down menu and click on Add.

Create or modify workflow - configuration not code

ID	Ticket Type	Name	Description	Sort Order
559	Change Request	zzWebServerProvisionTask		0
560	Change Request	Start Provisioning Task	Starts the Web Server Provisioning Task	0
556	Change Request	zzTaskingSuccessful	Backend workflow that fires when tasks have all successfully comple...	0
557	Change Request	zzTaskingFailed	Notice and RFC update when a task has failed.	0
558	Change Request	Start Provisioning Tasks	This will start the task flow example. There are 3 sequenced sampl...	50
566	Service Request	zzTaskingFailed - SRQ	zzTaskingFailed - SRQ	0

Workflow Action #534 : Approve for Implementation

Apply Changes Create New Delete

Ticket Type: Change Reque Special Function: (None) Name: Approve for Implementation Sort Order: 400 Status: Active

Description: Take this action to m Change Request will

Close Ticket Window: Yes No

Matching Conditions: Criteria: ("[status]" = "Active" AND "[change type]" = "Emergency")

Auto Create Tasks

Submit For Approval Withdraw From Approval Relate to Global Issue

Class(s) Category Type Item Status Phase Reason Code(s) Change Type



Next on the list...

Integrate through web services - configuration not code

4. The example window

The screenshot shows the Nimsoft Unified Management console. The browser address bar displays <https://saas.nimsoft.com/>. The user profile at the top right indicates 'Regina Lee Available' and 'IT Admin'. The 'Web Service Configuration' dialog is open, showing the 'Field Mapping' section. The 'Select Method' dropdown is set to 'Create External Ticket'. The 'Outbound Mapping' tab is active. The table below shows the mapping of fields:

Ticket Field	External Field
Select Ticket Field	Select External Field
Requester	Reporter
\$UserID	User ID
Service	Affected Service
\$Alias	Login ID
Customer	Organizatoion

The 'Service' field is highlighted with a yellow tooltip that reads 'User ID of currently logged-in user'. The 'Save' and 'Cancel' buttons are at the bottom of the dialog.

15

Apply Status To Parent ☐ Yes ☒ No

Service Request

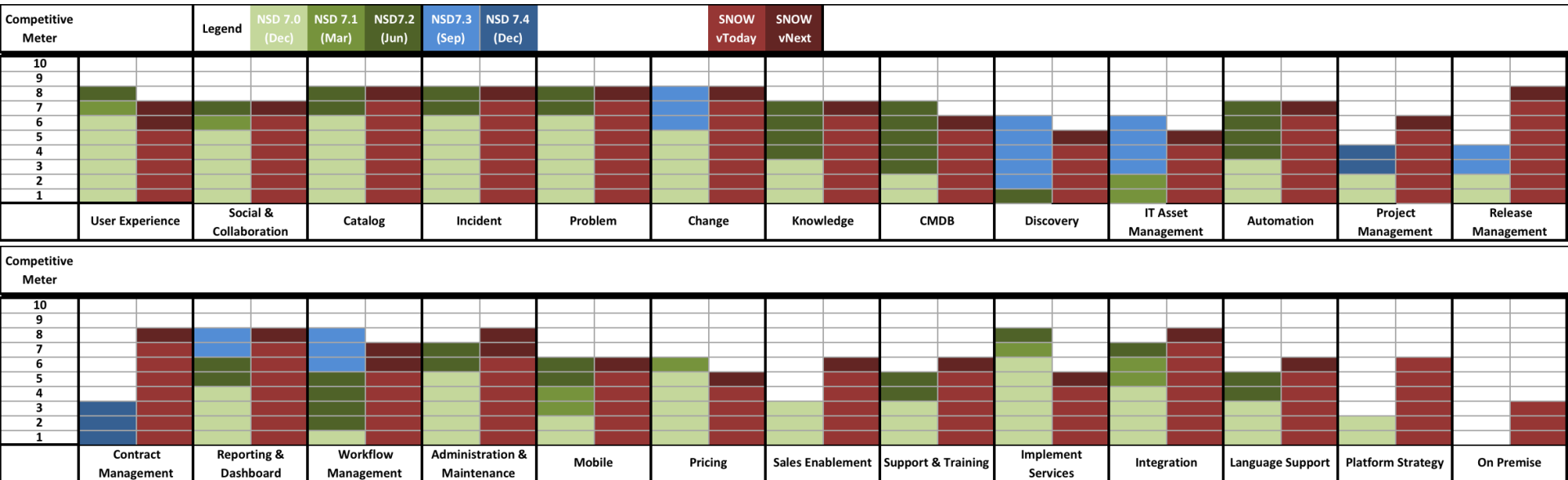
Technologies

GTM NSD Mobile 1.0 (June) mobile app for end users

- Single role based app for end users, analysts and managers
 - iOS and Android support
- Service Different...
 - Differentiate with user experience
 - Innovate by using mobile specific capabilities to solve different business problems
- Roadmap
 - 1.0 Self-service end user focused
 - 1.5 push notifications, tablet optimized
 - 2.0 analyst focused
 - 3.0 manager focused



NSD 7	NSD 7.1	NSD 7.2	NSD 7.3
12/2012	3/2013	6/2013	9/2013
Improved Service Experience Social Collaboration Easier to Adopt	Reduce Administration Faster Adoption Enterprise Capabilities	Request Automation Codeless Integration Mobile Interfaces	Asset Mgmt Improved Change Business Dashboards



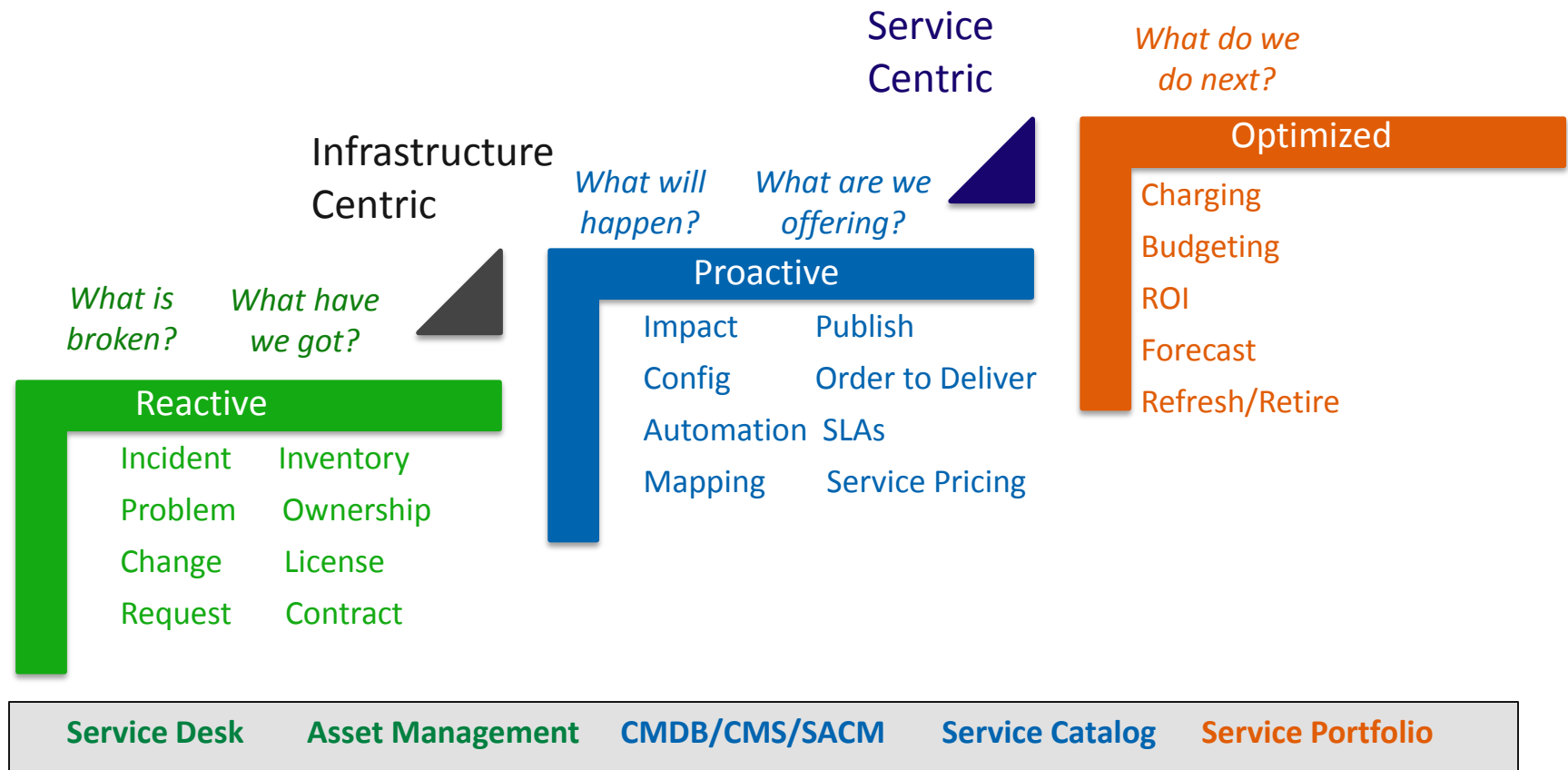
Service Management Vision and Roadmap

agility
made possible™



value driven Service Management evolution

focusing on business value



what's exciting in Service Management?

Self-sufficiency

- Collaboration and social media
- Knowledge Management
- Support automation
- Dashboards/reporting
- On-demand contextual training



Mobility

- Analysts, IT experts, employees
- Queue management
- Notifications, status, take action
- Analytics, reporting, dashboards



Better user experience → IT image, productivity

Operational efficiency → cost reduction, productivity

Management effectiveness → better decisions

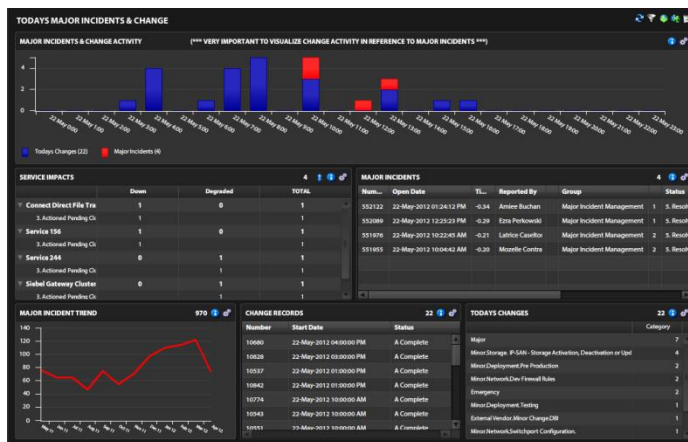
social media-based collaboration

- Empower end-users, analysts and IT experts
- Increase productivity and efficiency
- Reduce cost of Support
- Increase user experience

The screenshot displays the Open Space Technologies website interface. At the top, there's a navigation bar with 'Open Space Technologies' logo, a search bar 'Ask a Question', and links for 'LOGOUT' and 'My Profile'. Below the navigation bar, the user profile of Jackie Brown, Analyst, Finance, is shown with a '20' badge. The main content area features a question titled 'Connecting iPad to vpn' by Rita Friendman, asking 'Is it possible to connect an ipad to the network?'. The question has 2 replies in the General Topics community. Below the question, there are buttons for 'FOLLOW', 'IGNORE', 'REPLY', and 'SHARE'. On the left sidebar, there are links for 'Home', 'Incidents', 'Communities', 'Post A Question', and 'Chat with an IT Analyst'. A section for 'Current Popular Tags' lists 'android', 'blackberry', 'iphone', 'mac', 'vpn', and 'ipad'. At the bottom, there's an 'Announcements' section with a message about email service interruption.

self-service, real-time, ad hoc dashboards

- Empowers users with self-service capabilities
- Non-technical users quickly create interactive dashboards and reports in minutes
- Immediately share with the broader user community
- Unified view of service management environment
- Deep, real-time management insight and transparency into service demand, cost, use, assets and issues



Deliver BUSINESS VALUE

- **Improve User Experience** - self-service empowers users with the right information, at the right time; minutes, not hours
- **Make Better Business Decisions** - improve access to and ad hoc analysis of relevant service management data
- **Reduce Costs** – remove dependency on technical teams, coding and cumbersome tools
- **Increase Productivity** – get answers quicker; free up technical team

Business Service Insight

BRV provides executive views of quality and status on services levels

- View customers, vendors, services, contracts and metrics
- See the contracts, metrics and performance details
- Take actions on potential violations – send email



support automation

- Improve Analyst productivity and end-user satisfaction
- End-users self-help and web-based assists by analysts to remotely control, diagnose, and resolve problems
- Troubleshoot and repair end users' computer instantly and accurately, and deploy proven fixes
- Resolution scripts that operate without user intervention

FUNCTIONALITY

Self -Service



Self-Service Automation

- Automated diagnostics and repair processes
- 24x7 service availability
- Knowledge search
- Integrated transfer to assisted support
- Audit and reporting

BENEFITS

- Call deflection
- Reduce cost
- Customer satisfaction
- Compliance

Web-based Assistance

Phone



Live Automation

- Automated diagnostics/repair processes
- Real-time consultant
- Remote admin tools (chat, software/hardware inventory, file transfer, registry and file system editing, take screenshot, remote control, reboot/reconnect)
- Integrated knowledge base
- Audit and reporting

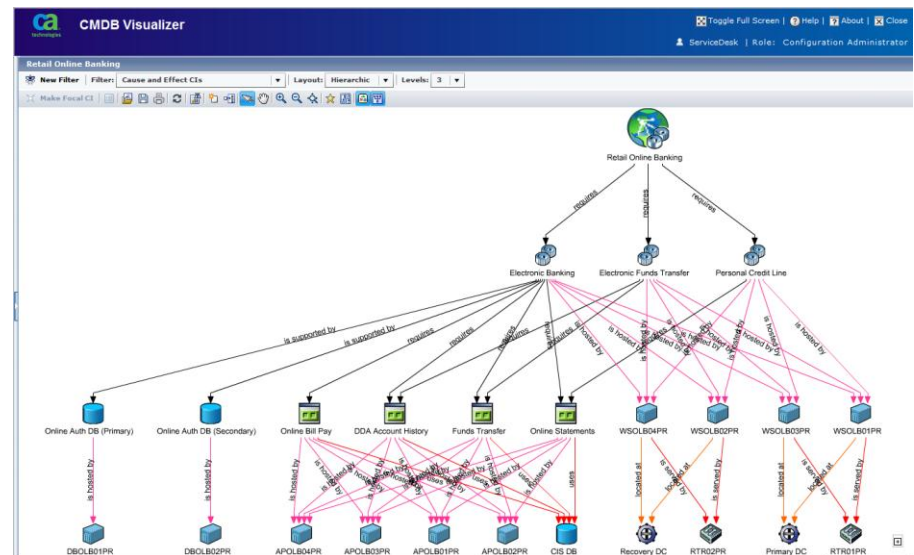
Analysts can handle multiple sessions concurrently




- Increased analyst productivity
- Increased first-call resolution rate
- Increased customer satisfaction

Reduced telephony costs

service visualization, change audit control

- Identify change risk, quickly identify root cause, and prioritize by business impact
- **Automated change audit control**
- Automated application dependency mapping
- **Intelligent visualization**
- Standards-based federation
- Native integration with process workflows
- Rapid implementation best practices



- **Collaboration, Search** – all CA Open Space functions via iPad and iPhone, providing end users, Analysts and IT experts with issue information, collaboration, federated search and issue creation/update 
- **CA SDM User Interface** – Apple Safari support → much of the CA SDM UI on iPhone and iPad using standard browser technology. Analysts and end users can perform these functions on their iPads
-  **Analyst Queue Management** – Analysts access and filter Incidents/ Problems and other ticket types in their queues, drill into details and take appropriate actions from iPhones and Android devices
- **Advanced Analytics** - Xtraction for CA Service Management, an optional component provides self-service, ad hoc dashboards and has the ability to display pre-defined dashboards on the iPad via a native iPad app. 
-  **Mobility Platform** (in Development) – cross-platform mobile framework with role-based applications controlled by CA SDM administrators, with subsets of most relevant functionality
- **RESTful Web Services API** - Customers, CA Services and partners more easily incorporate CA SDM information into user experiences/applications; sample mobile device application is provided

Benefits of CA SDM Mobility

- **Increases Business Productivity**
 - Analysts and users to create and respond to issues in a timelier manner
 - Anywhere, at any time
- **Improves IT's Relationship with Business**
 - IT is more responsive to incidents and problems impacting business users
- **Better User Experience**
 - Analysts and users have freedom to perform their jobs remotely

Other Mobile Capabilities

RESTful Web Services API

- Augments existing broad API
- HTTP-based web services leveraging the principles of REST
 - 650+ SDM objects are exposed through REST API
 - Included REST client samples (Building blocks)
 - CRUD operations on Ticket (Java/.net/UI samples)
 - Supported Authentication models
- Customers, CA Services and partners more easily incorporate CA SDM information into user experiences/applications
- Sample mobile device application is provided

Other Mobile Capabilities

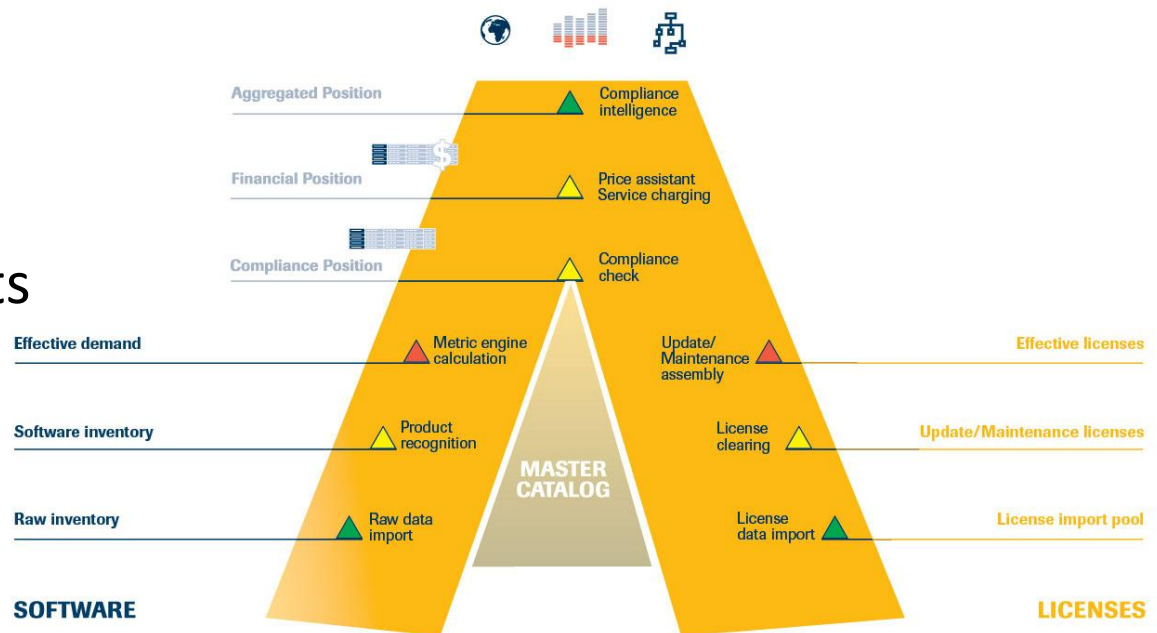
Browser-based capabilities

■ **CA SDM User Interface** – Chrome & Safari support →

Analyst Mobile Capabilities	End User Mobile Capabilities
<ul style="list-style-type: none">• Create Incident, Problem, Request, Change Order, Issue• View Announcements• Search/Advanced Search Incident, Problem, Request, Change Order, Issue, Announcements• Update Incident, Problem, Request, Change Order, Issue• Sort Incident, Problem, Request, Change Order, Issue by Ticket Number, Status and Priority• Search/Advanced Search Knowledge Documents, Trees, Forums• Read Knowledge Doc, Tree, Forum• View Activity Log, Status of the Ticket, Assignee, Escalate the ticket• GO Button• All Menu Items• Scoreboard()• Edit-in-List• View Knowledge Categories	<ul style="list-style-type: none">• Search Solution• Create Incident• Read Incidents• Search Incidents• Update Incidents• View Announcements• Show List of Incidents• Read Knowledge Doc/Knowledge Tree• Submit Knowledge

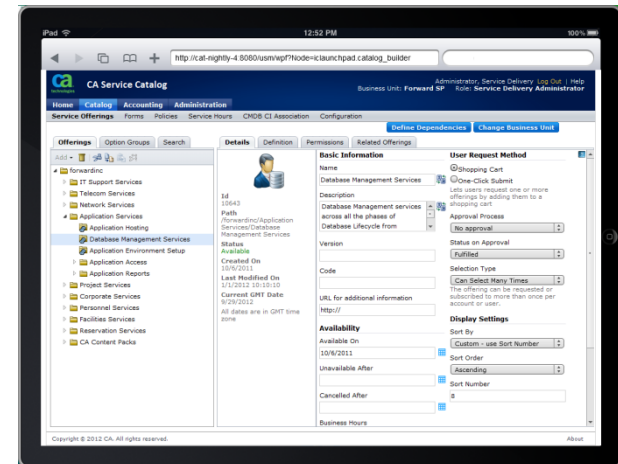
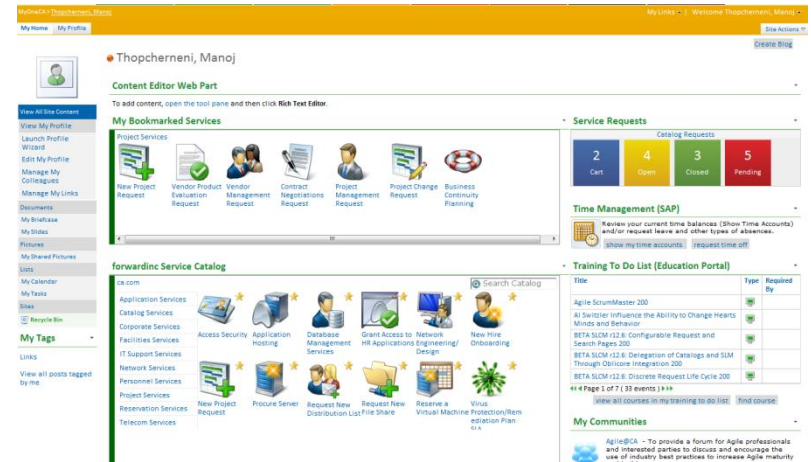
software asset management

- CA IT Asset Manager's Software Asset Management Module helps companies manage the software asset lifecycle
- From procurement to retirement
- Helps manage & allocate license costs
- Aids with compliance reporting & audit



expanded visibility and access for service offerings with CA Service Catalog

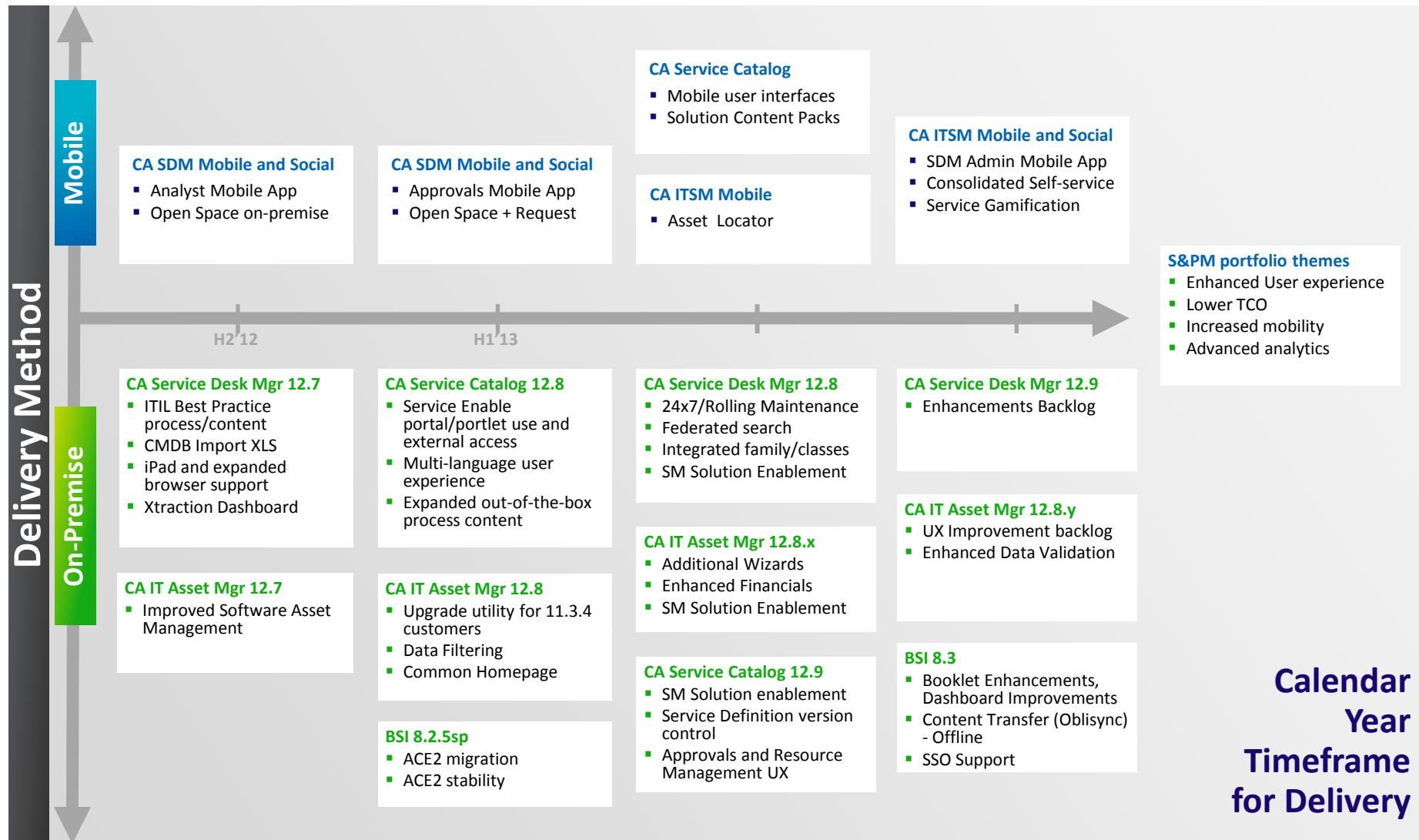
- Place service request elements where they are the most useful to your users
- Intranet home page
- SharePoint
- Portal
- Leverage the deep service definition and advanced automation
- Process the service requests as an integral part of the Service Management processes



Service Management On Premise Products Timeline

Service Management Hosted & On-Premise

Roadmap Highlights *and target timelines*




portfolio roadmap themes

- Enhanced User experience
- Lower Total Cost of Ownership
- Increased mobility
- Advanced analytics

sneak peek consolidated self-service

- Aligns:
 - Community self-help
 - Service Requests
 - Asset Information
 - In-flight activities
- Focus:
 - Productivity
 - The user's context

MY PROFILE [EDIT MY PROFILE](#)



Jackie Brown
VP of Finance
48

Communities: [General Topics](#)

Interests:

- xml
- cloud computing
- vce
- cisco ucs
- expense report
- expenses
- iphone
- mac
- blackberry
- vpn
- expense report expenses
- itunes
- test

[ADD INTEREST](#)

Skills:

- ipad
- citrix
- junos
- dashboard
- portal
- sugarcrm

[ADD SKILL](#)

Home Page: <http://www.ca.com>







Company Assets:

Model	Asset Tag/SWID	Cost Center	Status
BlackBerry Torch	FINC20426	10083645	Active
Latitude E6410	FINC14232	10029321	Loaner
Latitude E6410	FINC15223	10010452	Being Repaired
Microsoft Office Frontpage	PO415623-250-5	10029321	Active
Microsoft Office	Standard productivity software	10029321	Active
TechSmith Camtasia	PO478372-20-6	10029321	Active

Registered Personal Assets:

Model	MAC Address	Policy installed	Remote wipe allowed
Apple iPad 2	A3:14:54:2B:33	Yes	Yes
Apple iPhone	12:43:8A:55:C1:78	Yes	Virtual only

My Services:

 Business Cards
  New Hire Onboarding
  PC Loaner
  Request New Distribution List
  Request New File Share
  VPN Access

Pending Service Request Actions:

Service Request	Created	Status
New Project Request	2/11/2013 14:18:20	Pending Approval - Finance
Request New File Share	3/16/2013 14:20:56	Provisioning in progress
Application Hosting	3/17/2013 10:45:21	Pending Approval - Engineering

My Stats: Contributions by Tag:


Last log-in: 8 hours ago

Questions posted: 21

Other Posts: 10

blackberry Posts: 5

mac Posts: 7



continuous commitment to Service Management at CA

- Innovation built on top of proven capability
- Verified on 15 ITIL processes with pre-built content to support ITIL best practices for accelerated deployment.
- Commitment to ITIL with participation in ITSMf, 1,100 consultants on bench, and thought leadership. (ITIL authors)
- Integrated service management stack. Other vendors manage processes with separate data stores, workflows, and applications with single front-end.
- Reduced TCO and administrative costs by using feature-rich configuration instead of expensive customization.



CA Service & Portfolio Management

Deliver business agility

Measure and communicate **impact** of investments on business outcomes

Define the **strategy** and optimally distribute investments and resources

Deliver Business Agility



Elevate business user **experience** and productivity

Ensure successful **delivery** of initiatives and maximize resource utilization

Q&A

CA Value Stream

