



The Service Level Management Market Needs, Trends, Challenges

CA BSI EMEA User Group

- What's new in the “traditional” SLM market ?
- An operational real-time dashboard exemplification
- Looking a bit further - SIAM / MSI
- How SIAM/MSI can be addressed with CA's solutions
- New business models / disruptive innovation
- What's your view on the market? Please share your thoughts

- Service is Business
 - Define deliverables
 - Agree parameters
 - Negotiate prices and penalties
- Receive payments, if performance was delivered
- Pay penalties, if not delivered
- “Too green” would be potential for savings



Instead of closely monitoring SLAs, they are often **only** reported retroactively

Service Level Management is more than reporting



What's new in the “traditional” SLM market ?

- Customers' focus on SLA reports has increased
- Retroactive reporting is no longer sufficient
- Challenging targets in a highly competitive environment require closer tracking and monitoring of services

→ SLA Monitoring has to complement SLA Reporting

Key challenges:

- Distinction between monitoring on Service Operations vs Service Levels
- SLM System Criticality/Availability (BSI)
- Data quality and data correction/annotation
- “Real time” Dashboards for customers

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“Another meeting to find root cause.”



“Flooded with alarms and service desk tickets.”



“Don’t know how many services are at risk?”



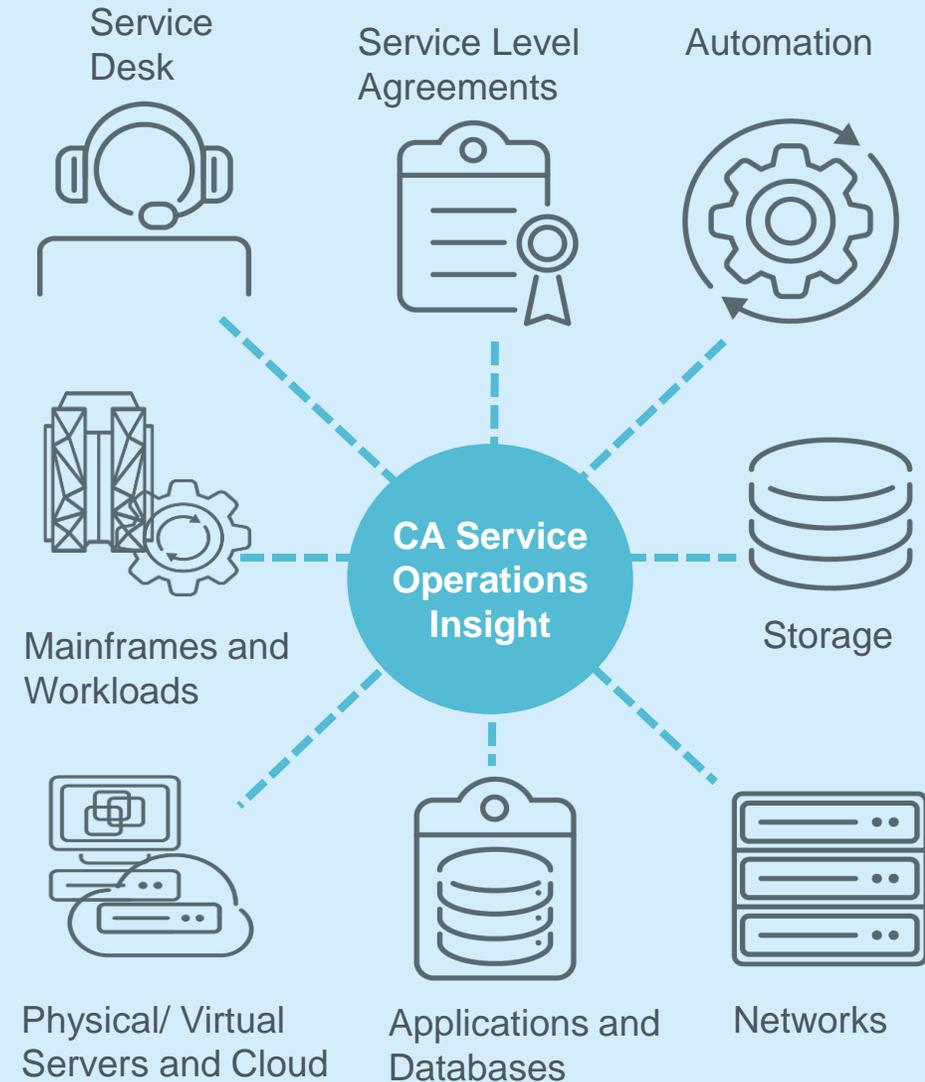
“Too much fire-fighting, too little innovation.”

■ Capabilities

- integrates information from IT management tools
- consolidates all events and alerts into a single point of escalation
- models and analyzes services to pinpoint service impact
- automates ticketing, escalation and workflow

■ Value

- prioritize and take action according to service impact, risk and business impact
- speed root cause analysis and mean-time-to-resolution
- optimize operations human resources and processes



- Capabilities
 - Understands significance and state of service components
 - Calculates impact of components on services
 - Alerts indicate root cause and allow granular investigation
- Value
 - Eliminates waste and inefficiency
 - Speeds time-to-resolution
 - Reduces risk and cost of service delivery

Navigation

Name			
Services (COE-SOI)	50	8	7
TIXCHANGE (12)	46	4	2
Shop - View Pr...	6	1	
Search Produc...	6	1	
Account - Sign...	6	1	
Account - Edit ...	6	1	
Place Order (4)	5	2	
Checkout - Or...	5	1	
Cart - View Cart	5	1	
Cart - Checkout	5	1	
Account - Sign...	5	1	
Account - List ...	5	1	
MS SQL Applicat...			
TIXCHANGE-IL...		4	
Quoting Service ...	4	2	4
Email (5)	17	2	3
HRMS Service (1)			
CRM (1)			

Contents: TIXCHANGE of type Service

Alerts List Services Topology Information OMDB View

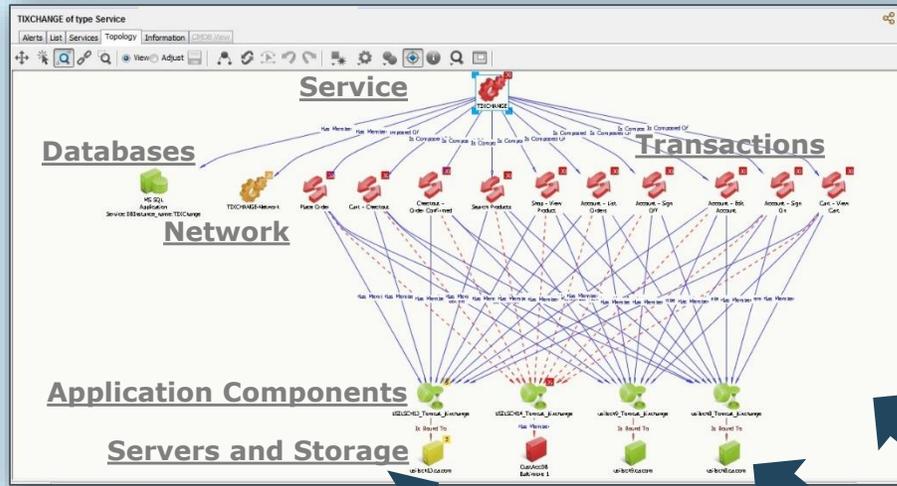
Component Detail: TIXCHANGE of type Service

Information Root Cause Service Impact Alerts Alert History USM Properties USM Notebook

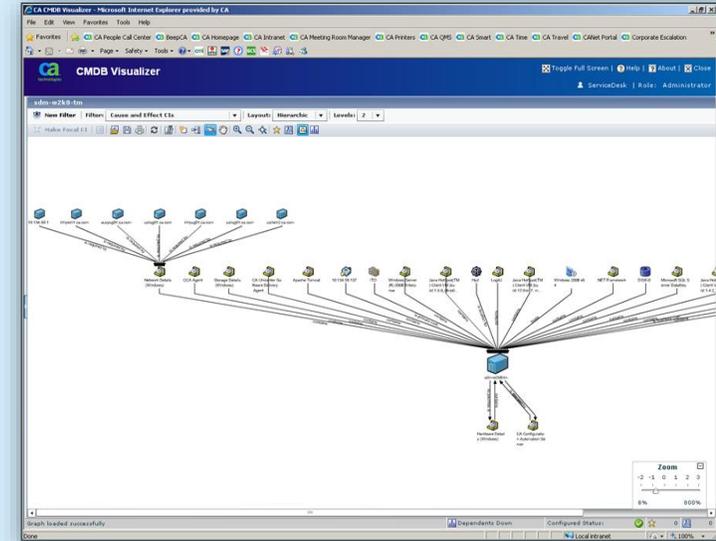
Filter: [] Displaying 1 of 1

Severity	Date/Time	Name	Summary	Source	Class	Ca
Critical	Jan 11, 2012 2:39:...	uslsch14.ca.com	SYSTEM DISK FAILURE	CA:00005_Spectrum-coe-spectrum@COE-SOI	Computer System Ris	

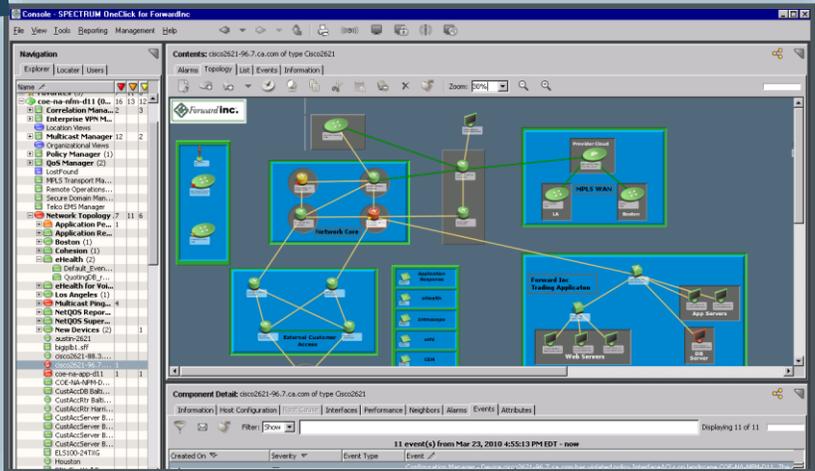
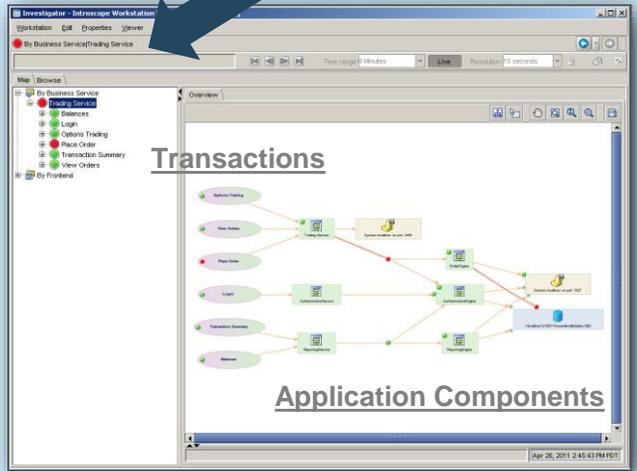
CA Service Operations Insight



CA CMDB



Other IT Tools



CA Spectrum

CA Application Performance Management



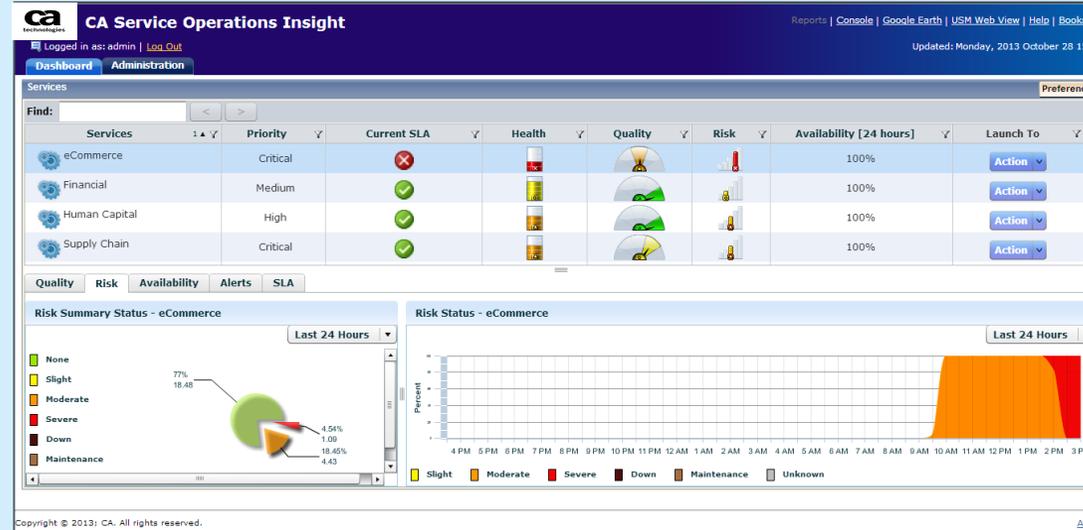
IT Executives
and Business
Stakeholders



Operations
Center



Data Center
Engineering and
Management



Network
Engineering and
Management



Application
Development and
Management

Service Desk and
Change
Management



Service
Owners and
Service Level
Agreement
Management



Workload and
Mainframe
Management

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Service Provider

- Selling services to other companies, assuring to deliver according to agreed expectations
- Pro-actively monitoring and documenting performance, spotting performance gaps and over-achievements
- Providing performance evidence to clients

Internal Service Provider

- Implementing “service excellence” solutions based on internal clients’ requirements and while under time and budget constraints
- Defining clear service agreements to make requested services transparent, and monitor/manage these
- Confirm service performance via agreed metrics

Service Client

- Receiving external services from Service Providers and properly managing Service Providers by assessing their performance
- Agreeing thresholds and clear, computable metrics
- Receiving transparent and meaningful reporting data

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**Measurable
processes/services**

Aligned expectations

**Effective monitoring and early
warning**

**Transparent agreements,
meaningful SLAs**

**Transparent performance
results, meaningful reporting**

- Service Integration and Management (SIAM) – more common in Europe
- Multisourcing Service Integration (MSI) – more common in the US
- Common understanding



Service integration and management lets an organization manage the service providers in a consistent and efficient way, making sure that performance across a portfolio of multi-sourced goods and services meets user needs.



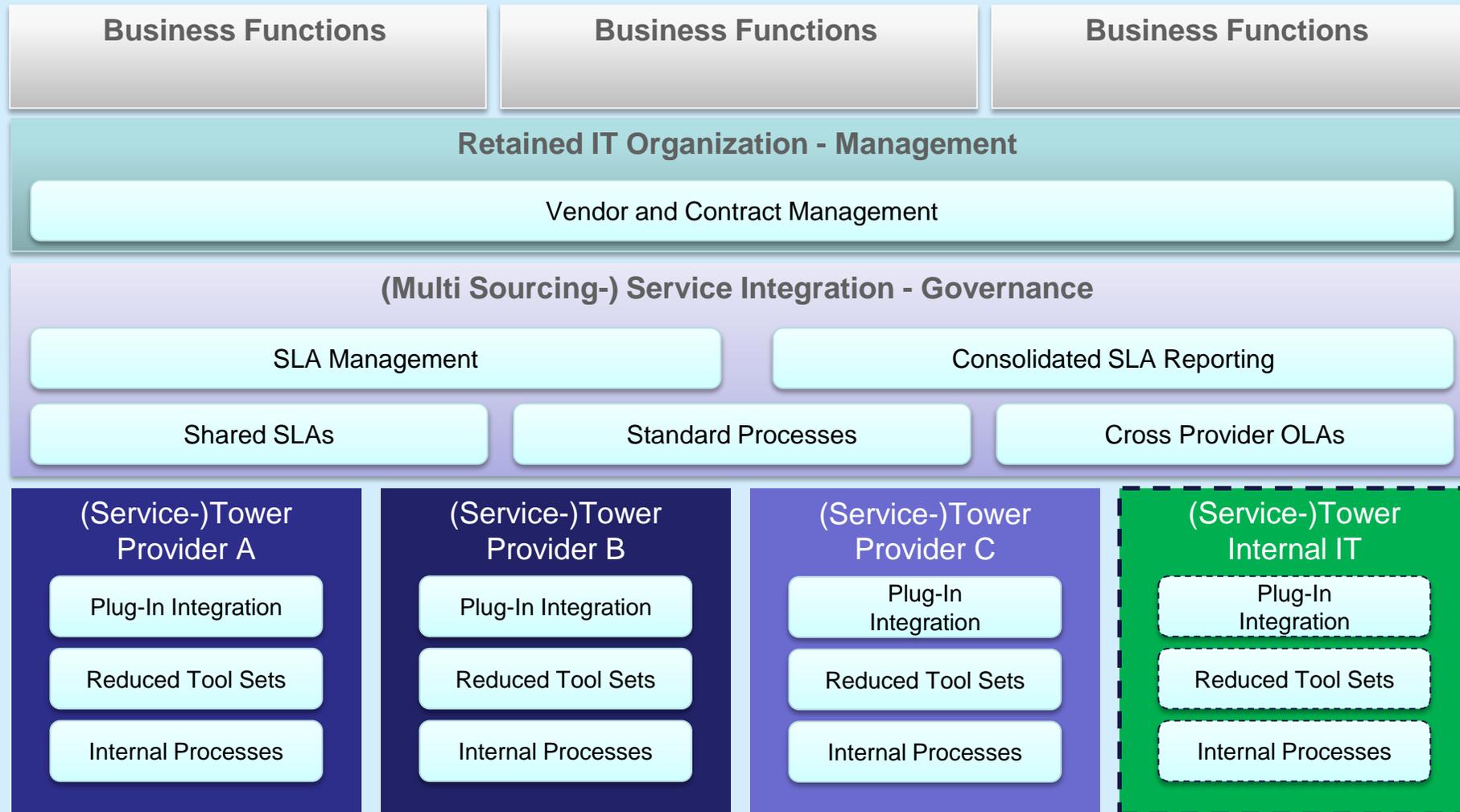
The approach of sourcing services through multiple providers has emerged as a good practice. The enterprise maintains a strong relationship with each provider, spreading the risk and reducing costs. The challenges are in governance and managing the multiple providers.

Integration planning: carefully consider the need for integration planning and solutions. This can take the form of standardized reporting and service reporting, or installed technology and protocols that integrate tools and data.

“Traditional” Provider Management



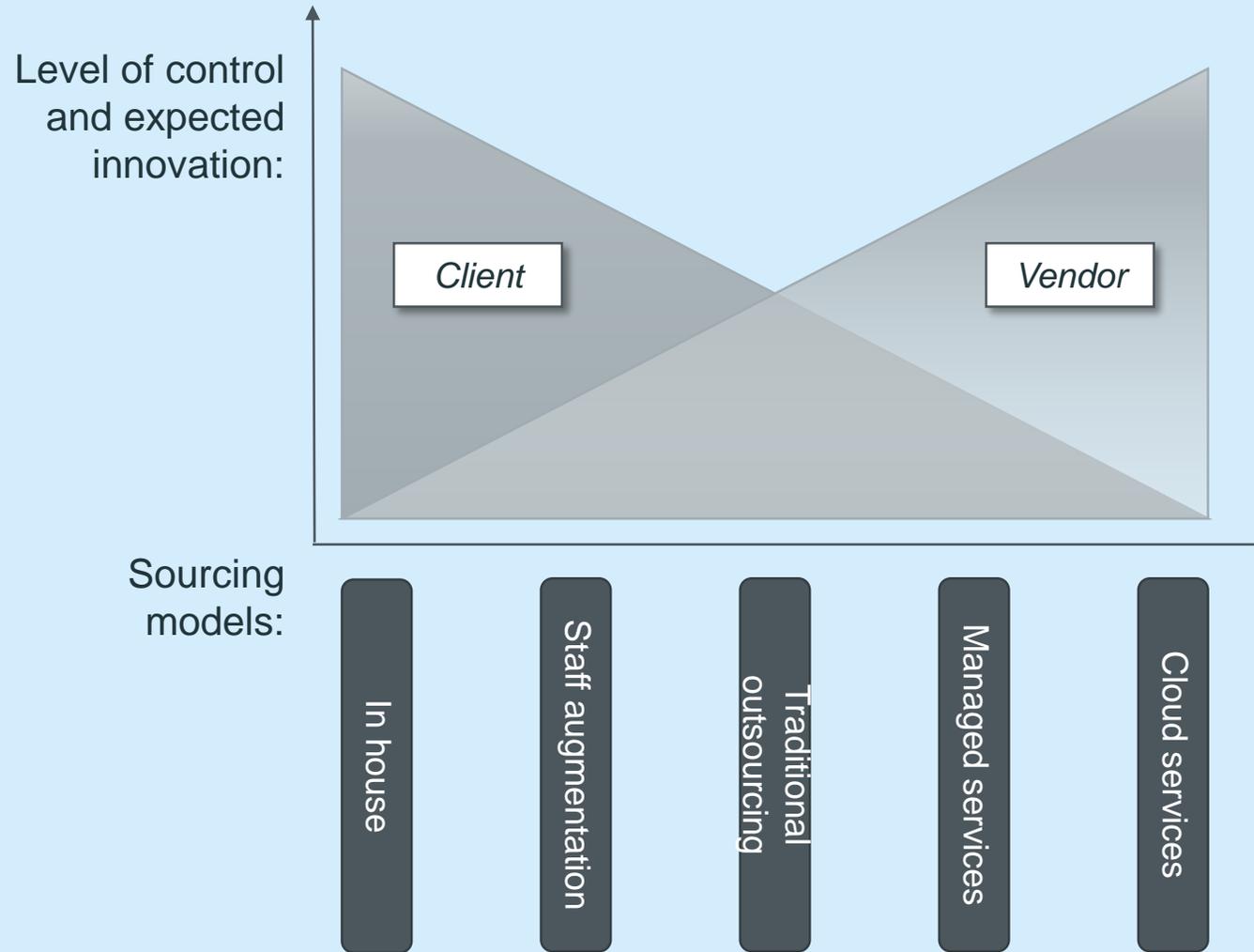
Service Integration core function of the retained IT



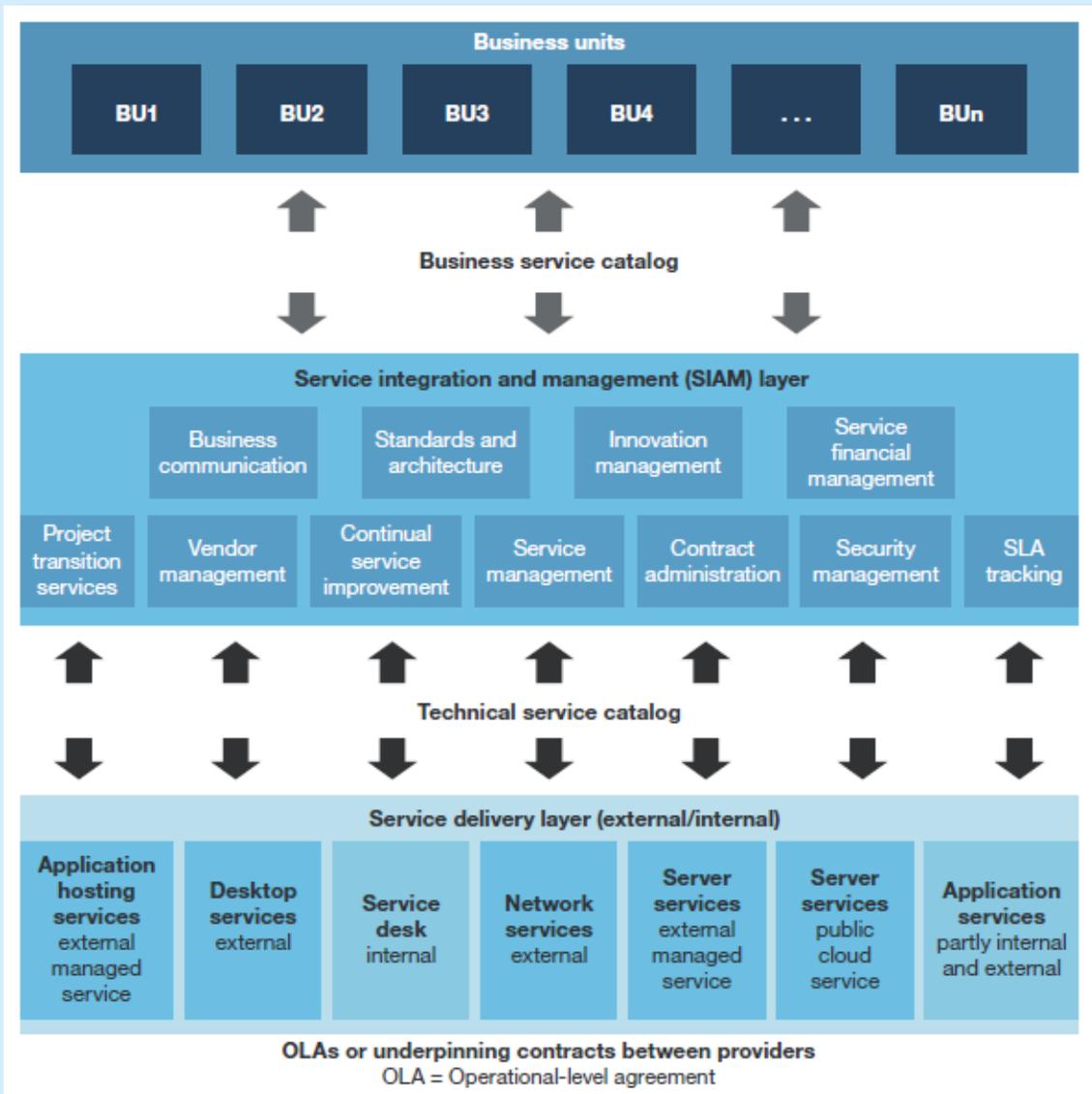
- SIAM takes Contract – and Service Level Management to the next level
- Service Providers' SLM requirements increase accordingly
- “Real Time” reporting, data transparency and accuracy are obligatory
- Automation and standardization become mandatory

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Common sourcing models and level of control



IT in a multi sourcing setup



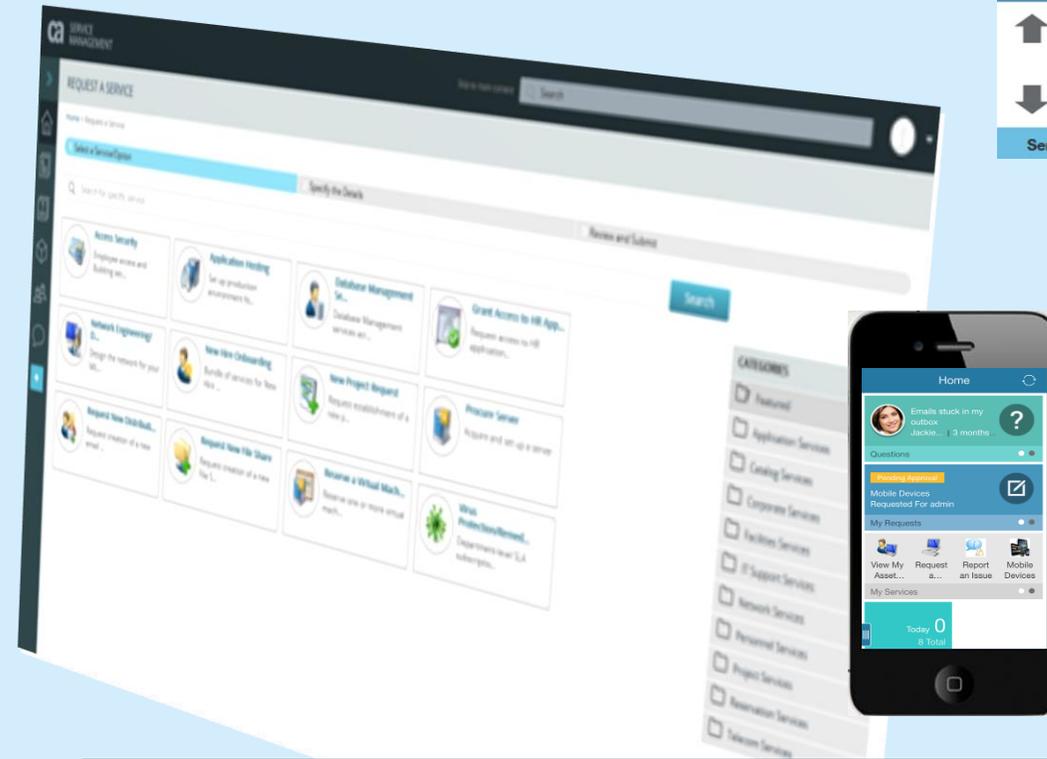
*The aim of SIAM is to have a **single point of control and visibility** into the management and delivery of all services provided by your ecosystem of suppliers.*

Sourcing models:

1. In house
2. Staff augmentation
3. Traditional outsourcing
4. Managed services
5. Cloud services

*Source: [Forrester: Meet The Multisourcing Challenge](#)

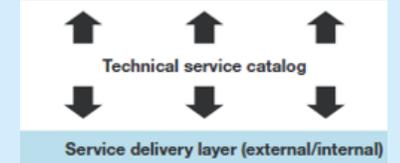
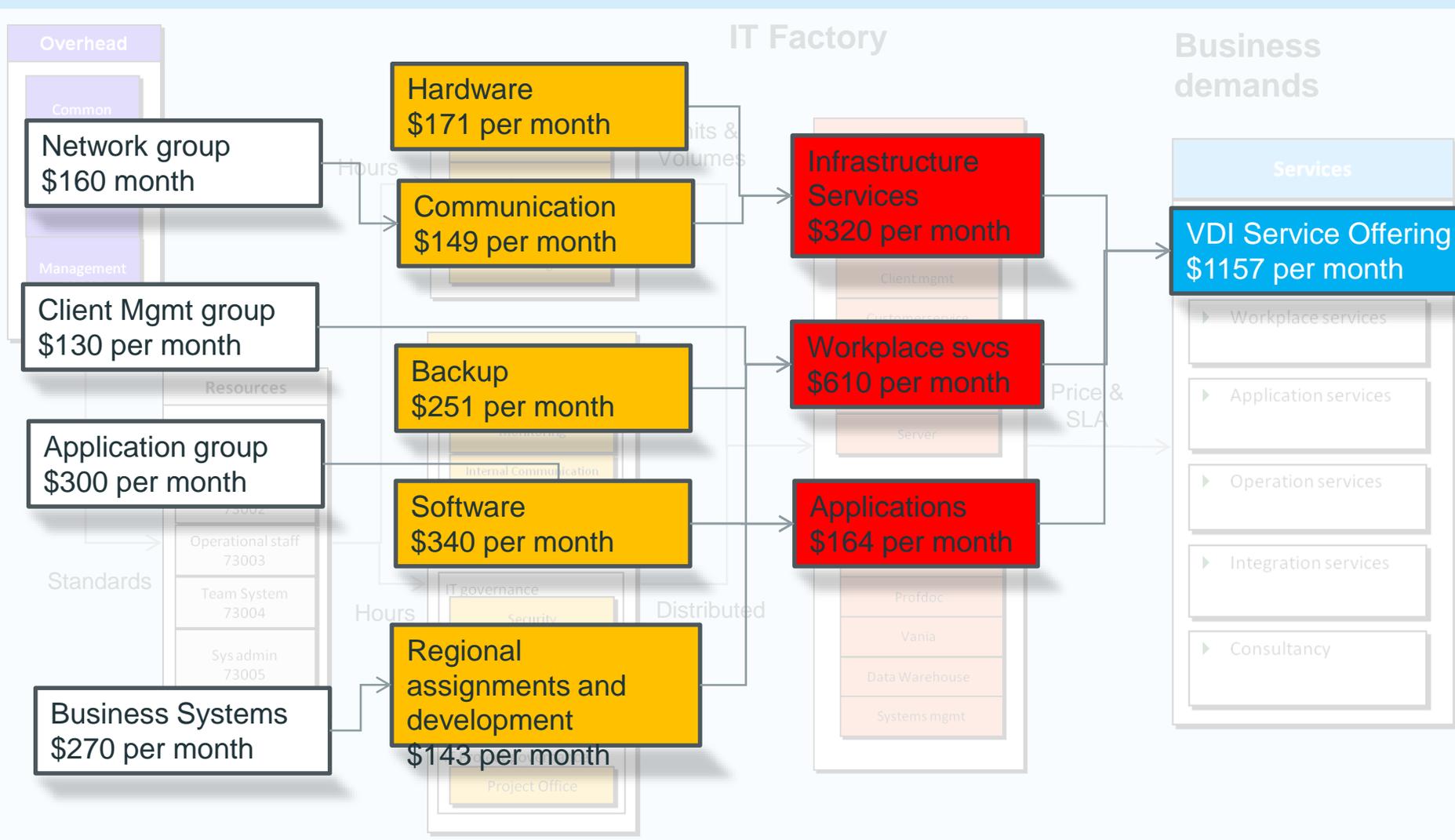
- Consumer-like storefront for all enterprise users
- Centralized location for all service offerings
- Publish services across multiple portals
- Deliver services by where, when and how they are needed
- Automate routine, time-consuming, manual or scripted tasks
- Insight and transparency into service costs and performance
- Calculate service consumption in financial terms



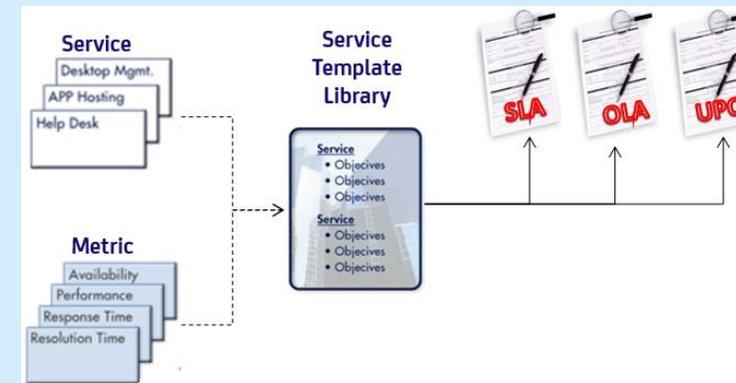
25% to 35%
Improvement by Streamlining IT
Process Flows from User Input to
Fulfillment*

(*CA ROI and Business Analysis Team)

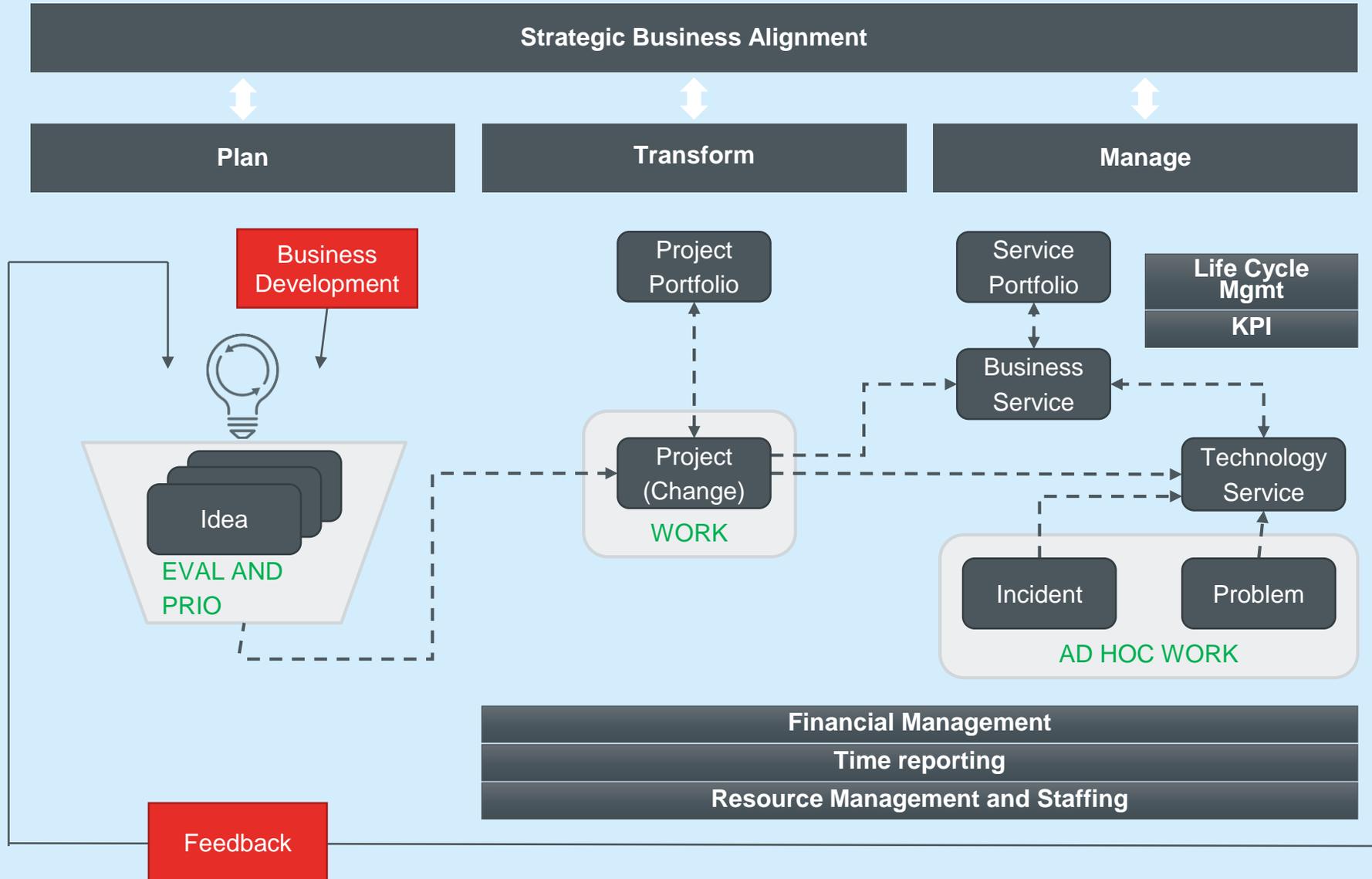
Technical service catalog & Service delivery layer



- Service Portfolio Management
 - Manage business demand
- Services
 - Standardized finite list of services offered
- Service Level Agreements
 - Standardized finite list of SLA's offered
 - Priced individually
- Financial Management
 - Pricing services
 - Chargeback (Showback)
- Architectures
 - Based on existing or extending the infrastructure
 - XaaS extensions (IaaS, PaaS, SaaS)

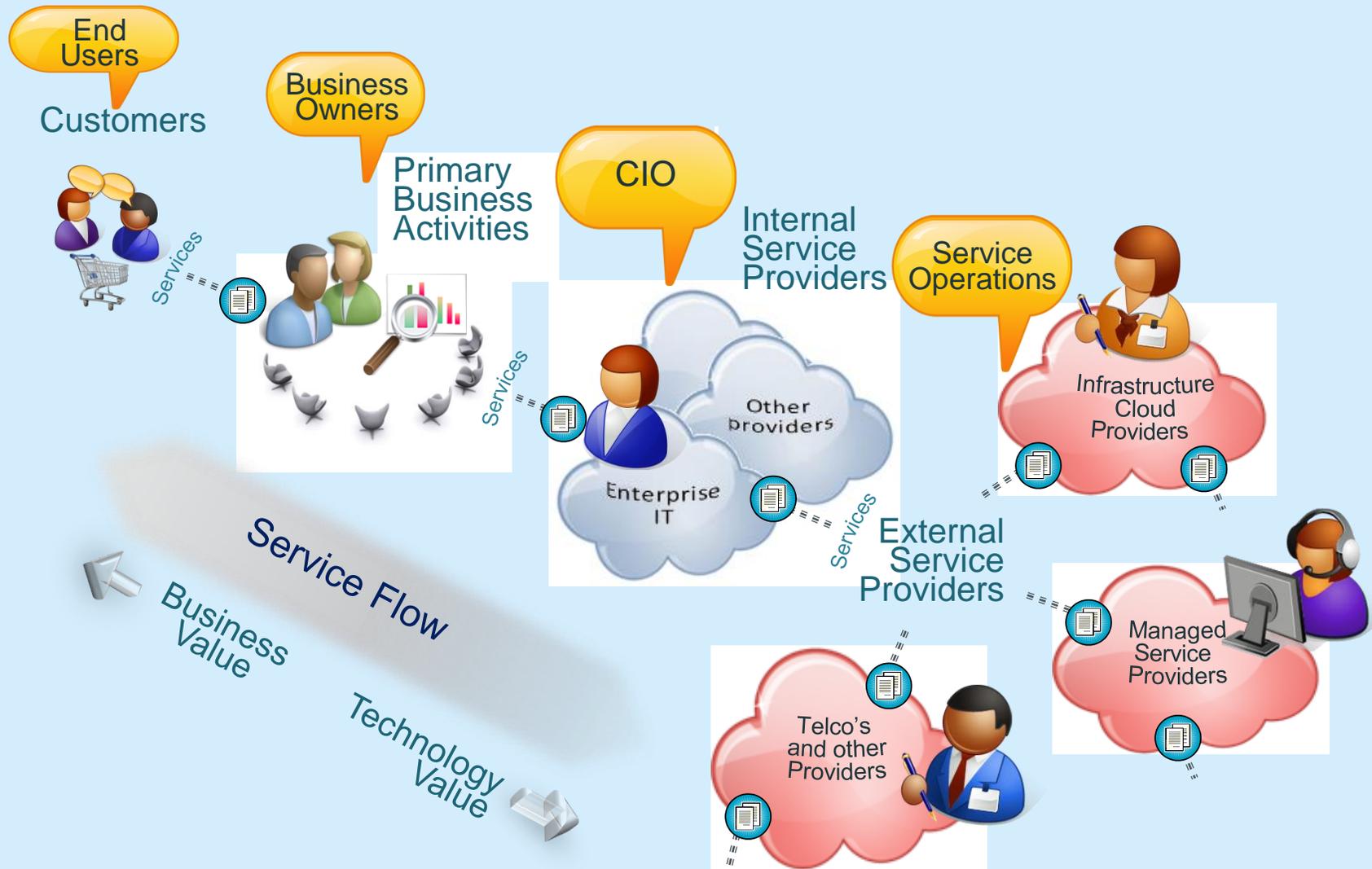


Services and Project Portfolios

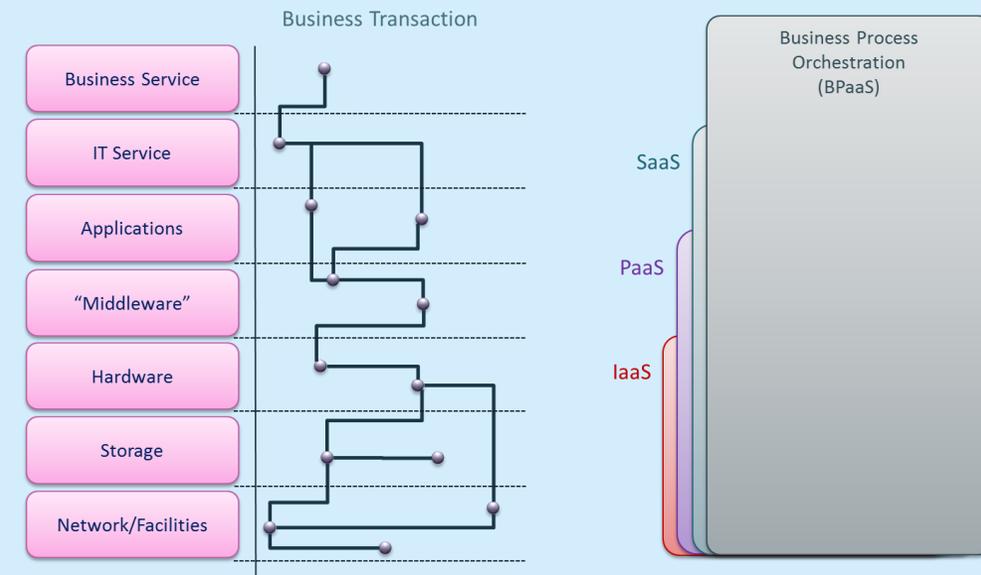


Vendor management

Service integration and management (SIAM) layer					
Business communication	Standards and architecture	Innovation management	Service financial management		
Project transition services	Vendor management	Continual service improvement	Service management	Contract administration	SLA tracking

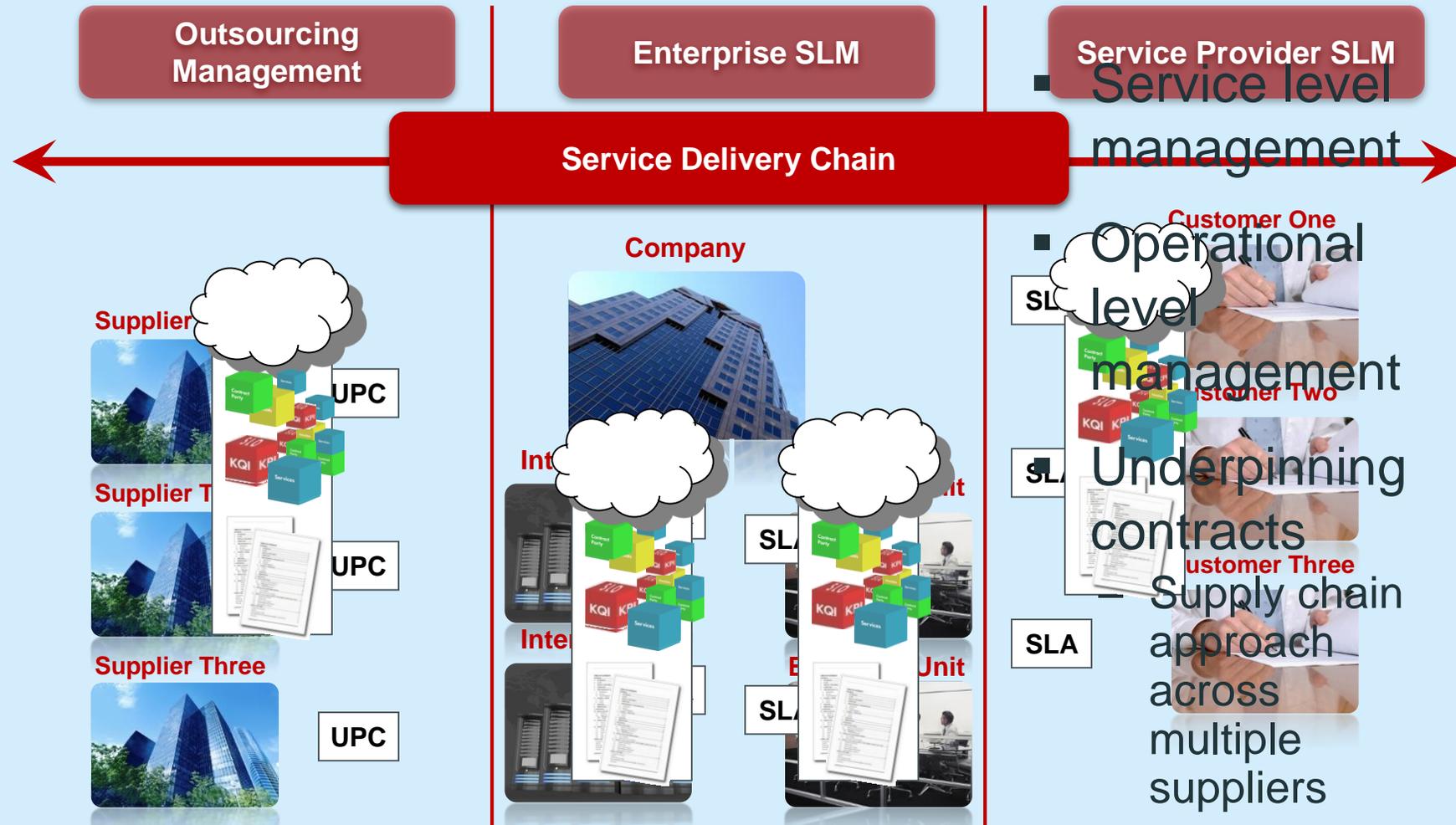


- Service request management across suppliers
- Incident management across suppliers
- Problem management across suppliers
- Change management across suppliers
- Configuration management across suppliers
- Release management across suppliers
- Service fulfillment management across suppliers
- IT asset management across suppliers



- Governance
- Compliance
- Contracts related to the business units
 - Service Level Agreements
- Contracts related to the suppliers
 - Underpinning contracts
- Contracts related to the existing infrastructure
 - IT asset management
 - Warranties
 - Licenses
 - Leasing





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- New business models – Uber, airBNB, car2go, drivy
- Internet of things, Industry 4.0
- App Economy
-

Next generation services also require effective management and reporting !

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