

EMC Ionix for Service Management

The Big Picture

- Rapidly implement ITIL best practices with out-of-the-box processes
- Align IT activities with business objectives through an integrated Service Catalog
- Empower the Service Desk to deliver quality service through Knowledge Management, Self Service, and integrated Service Level Management
- Automate and fully audit key business processes and ensures they are carried out in a consistent, best practice manner
- Easily identify and rapidly resolve Problems
- Automatically populate and maintain the service management CMDB from multiple sources of configuration data
- Get clear line of sight into complex service to application relationships and physical to virtual dependencies

In today's ever-changing global economic climate, the soaring costs of doing business in an increasingly competitive marketplace has seen more and more responsibility placed on IT to improve efficiency, satisfy compliance requirements, and drive business agility. To add to the complexity of this challenge, business objectives are often conflicting, for example: delivering competitive advantage whilst meeting cost targets or delivering efficiencies without breaching Service Level Agreements (SLAs). As a result, an increasing number of IT organizations are looking to best-practice frameworks, such as ITIL, to help align IT activities to business objectives and demonstrate the tangible business value of IT.

EMC Ionix for Service Management helps transform IT organizations into strategic, business-aligned service providers. The Ionix for Service Management solution enables IT organizations to deliver service excellence across both physical and virtual environments, through automation, seamless integration and alignment to best practice. In achieving this, Ionix for Service Management helps ensure organizations are able to deliver IT services that are efficient, flexible, and that adapt to ever changing business goals.

Read on to learn how EMC Ionix for Service Management will help you;

- Rapidly implement ITIL best practices
- Optimize the value IT provides to the business
- Deliver efficiency, minimize risk and enforce best practice through end-to-end process automation

Rapidly implement ITIL best practices

While many organizations have embraced the need to leverage proven best-practice methodologies, such as ITIL, successful implementation of ITSM processes that adhere to these methodologies has proved time consuming and expensive. This is largely because embracing best practice methodology using traditional, monolithic ITSM solutions has typically required considerable effort and cost. These solutions have proved complex to configure and expensive to customize to respond to site specific requirements. They have also failed to adapt to clients' ever changing business needs.

In many cases, the effort to upgrade to the next generation of these traditional ITSM solutions is as great, or even greater than for the initial implementation. As a result, IT Organizations are now looking to the market for more flexible, integrated service management solutions that enable the rapid implementation of ITIL processes, using automation and easy to use workflows to enable IT to efficiently deliver the services that the business currently needs, and to quickly respond as business needs change.

EMC's Ionix for Service Management provides out-of-the-box fully ITIL verified functionality for all major ITIL processes (PinkVERIFY) including; Incident, Request Fulfillment, Problem, Service Level, Knowledge, Change, Release & Deployment, Service Configuration & Asset, Service Catalog and Availability Management. All of these processes are delivered, fully integrated through EMC's Ionix for Service Management solution.

EMC's Ionix for Service Management makes it possible for IT organizations to quickly and efficiently automate and continually improve these processes to meet their specific requirements, with an easy-to-use graphical workflow modeler, fully integrated Self-Service customer portal, 100% web based architecture and flexible modular subscription-based licensing.

With EMC Ionix for Service Management you will:

- Dramatically reduce the time and effort required to implement and automate your ITIL processes
- Ensure that ITIL processes implemented are tailored to meet your site specific needs
- Deliver services that are in line with, and exceed business expectations
- Reduce the impact of service outages on business operations

Optimize the value IT provides to the business

To address the increasing pressure on IT to cost justify IT activities, and to explain how IT outputs are aligned to business objectives, EMC Ionix for Service Management provides a fully integrated Service Catalog which is published on the EMC Ionix Service Manager Customer Portal. This integrated Service Catalog ensures that all interactions between IT and business stakeholders are articulated through meaningful business Services.

The Ionix Federated CMDB platform automates the process of drawing configuration data from multiple external data sources, to populate and maintain the EMC Ionix for Service Management CMDB. EMC Ionix also provides a comprehensive Service Discovery and Mapping solution that automates CMDB population, including the ability to model how IT infrastructure and applications underpin business Services. The integration between the EMC Ionix for Service Management CMDB and Service Catalog provides instant visibility into the impact of IT activities on services IT provides to the business.

To demonstrate the value IT is providing to the business, the EMC Ionix for Service Management solution allows IT to easily monitor and report upon Service focused SLA and Availability performance to business stakeholders. This is enabled through EMC's Ionix for Service Management extensive out of the box and ad hoc reporting capabilities.

With EMC Ionix for Service Management you will:

- Easily deploy an integrated, actionable Service Catalog that aligns IT activities to business services
- Automate real-time population and maintenance of a federated Service Management CMDB
- Effortlessly discover and map inter-dependencies between infrastructure components, applications, and business services, across both physical and virtual environments
- Monitor and report performance against Service Level Agreements and Service Availability targets, to demonstrate the value IT provides to the business

Deliver efficiency, minimize risk and enforce best practice through end-to-end process automation

Manual, poorly automated processes are subject to error, hard to enforce, difficult to audit and impossible to monitor. This is especially relevant in today's IT environment where organizations have to reduce cost and minimize risk, whilst still delivering Services that are fully aligned to business objectives.

If IT organizations are unable to effectively automate their processes, Service Quality and Service Levels are likely to be compromised. Without process control and consistency, IT organizations will also find it much more difficult to comply with increasingly stringent compliance and auditory requirements. These factors combined dramatically increase the cost of providing IT Services that are aligned to business needs and objectives.

While process automation is an objective that most IT organizations are striving to achieve, this has proved difficult as most traditional ITSM solutions either only provide inflexible, generic pre-defined process templates, or require extensive customization to adapt to site specific requirements.

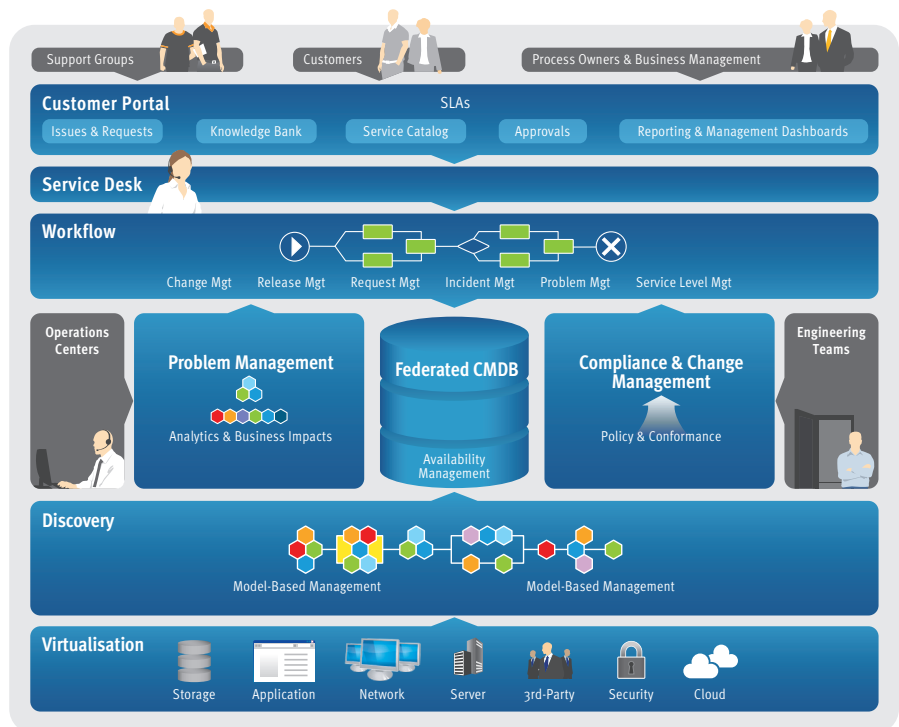
EMC Ionix for Service Management allows organizations to easily model business processes through a powerful and flexible graphical workflow modeling solution. This solution allows IT organizations to automate their site specific processes, with full audit trail, including the ability to deploy online forms through the Customer Portal that intelligently capture the data required to drive these processes.

The EMC Ionix for Service Management workflow solution allows proposed infrastructure changes to be put through a consistent, best practice approval process. The workflow solution's seamless integration with the EMC Ionix for Service Management CMDB and Service Catalog empowers Change Managers to assess the impact of infrastructure changes on critical business services. This means that changes will only be approved if the impact of that change is in line with business expectations and agreed service levels.

With EMC Ionix for Service Management you will:

- Easily model and automate your organization's business processes without having to rely on inflexible, predefined vendor templates
- Ensure processes are carried out in a consistent, best practice manner that adhere to audit and compliance requirements
- Implement key infrastructure changes with minimal disruption to business services
- Extend your workflow solution to automate any IT or non-IT process

The EMC Ionix for Service Management solution consists of the following capabilities:



EMC Ionix Service Manager

A integrated and highly configurable Service Management offering, supporting 10 key ITIL processes (as verified under PinkVERIFY) including Incident, Problem, Change, Release and Deployment, Request Fulfillment, Service Level, Knowledge, Service Catalog, Availability, Service, Asset and Configuration Management including;

- Self-Service Portal with integrated Service Catalog
- Graphical Workflow Modeler
- Knowledge Centered Support (KCS)
- 100% Web based architecture for truly scalable deployments
- Fully federated, easily deployed CMDB
- Reporting and real-time monitoring

EMC Ionix Application Discovery Manager

Provides accurate, up-to-date and in-depth discovery of your IT infrastructure, including application dependencies and interrelationships. Using a passive, agentless approach, Ionix for Service Discovery and Mapping allows you to unify multiple discovery sources into one definitive source that supports and enables CMDB/CMS accuracy, change management, application troubleshooting, and data center blueprinting.

EMC Ionix Advanced Services

EMC Ionix Advanced Services offer experienced, trained and skilled consultants who have deep competency skills and industry knowledge in proven IT management methodologies. The Ionix team consists of experts certified in CoBit, ISO, SOX, VaIT as well as ITIL masters. Our consultants will help you design your ITSM capabilities to create an improved management architecture focused on delivering high-quality services.

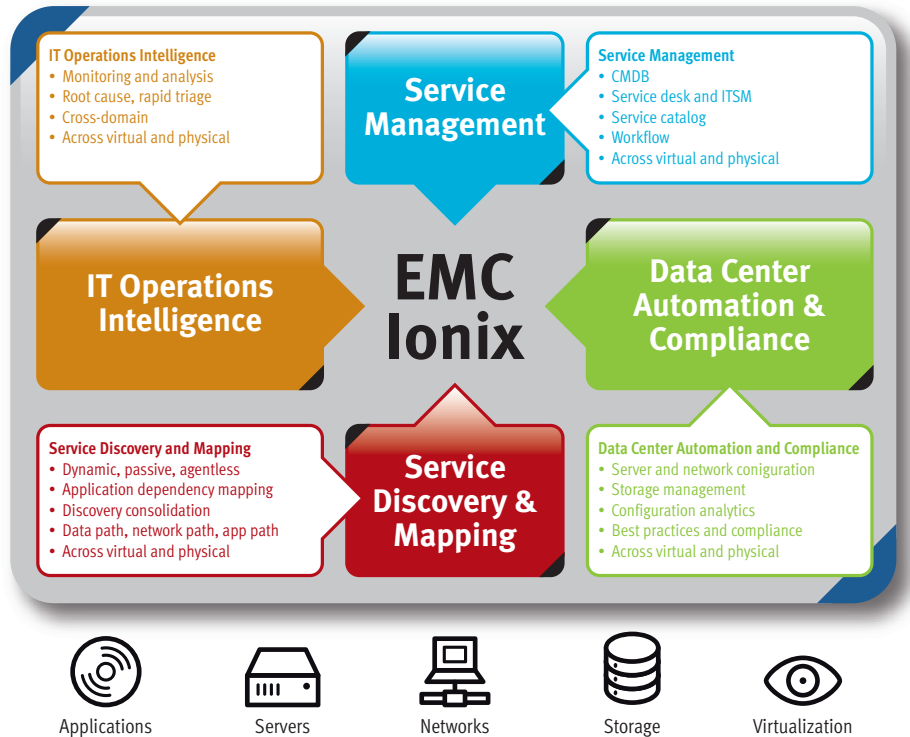
Using a flexible, modular, full lifecycle approach driven by a rigorous and well-documented

methodology, EMC Ionix Advanced Service representatives work with you to deliver an integrated set of service management design initiatives. The engagements can be crafted to your specific needs, with a focus on execution and quick time to value.

Our representatives will provide a full spectrum of services including but not limited to:

- Assess the current state of processes and determine the preferred future state
- Identify the gaps and recommend a roadmap to achieve process improvements and opportunities for automation and integration with Ionix products as well as those you already own.
- Recommend a governance model specific to your organization, a reporting strategy with KPIs and Metrics, Communication and Training Strategies and methods for control, management and continuous service improvement
- Implement appropriate Ionix solutions to support the agreed upon processes.

About EMC Ionix



EMC Ionix is EMC’s family of next generation IT management solutions created to support you on your journey from physical IT, to virtual IT, to the cloud. Unlike existing management tools, EMC Ionix was built with virtualization and the next-generation data center in mind and leverages EMC’s expertise across the data center. EMC Ionix solutions allow you to efficiently and effectively manage the full virtual and physical data center ecosystem across networks, storage systems, servers, applications, as well as the IT services that rely on these infrastructure elements. With Ionix solutions working for you, you can solve today’s management challenges, meet increasing service-level requirements, deploy virtual data centers faster, and be confident that you’re completely enabled for your journey from physical IT, to virtual IT, to the cloud.

Stretching across four solution categories EMC Ionix next generation of IT management solutions enhance EMC’s position as a leading provider for virtualized data centers. It complements and extends VMware vCenter, helping you operationally manage beyond VMware to the broader, end-to-end data center of today, as well as the private cloud environments of tomorrow.



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Take the next step
 To learn more about how EMC Ionix IT management solutions can positively impact your business and IT operations, contact your local EMC sales representative, or visit our website at www.EMC.com/Ionix.