



Service Management for Cloud Computing – taking bold steps towards the industrialization of IT

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Dec 2nd, 2009*



Cloud Computing

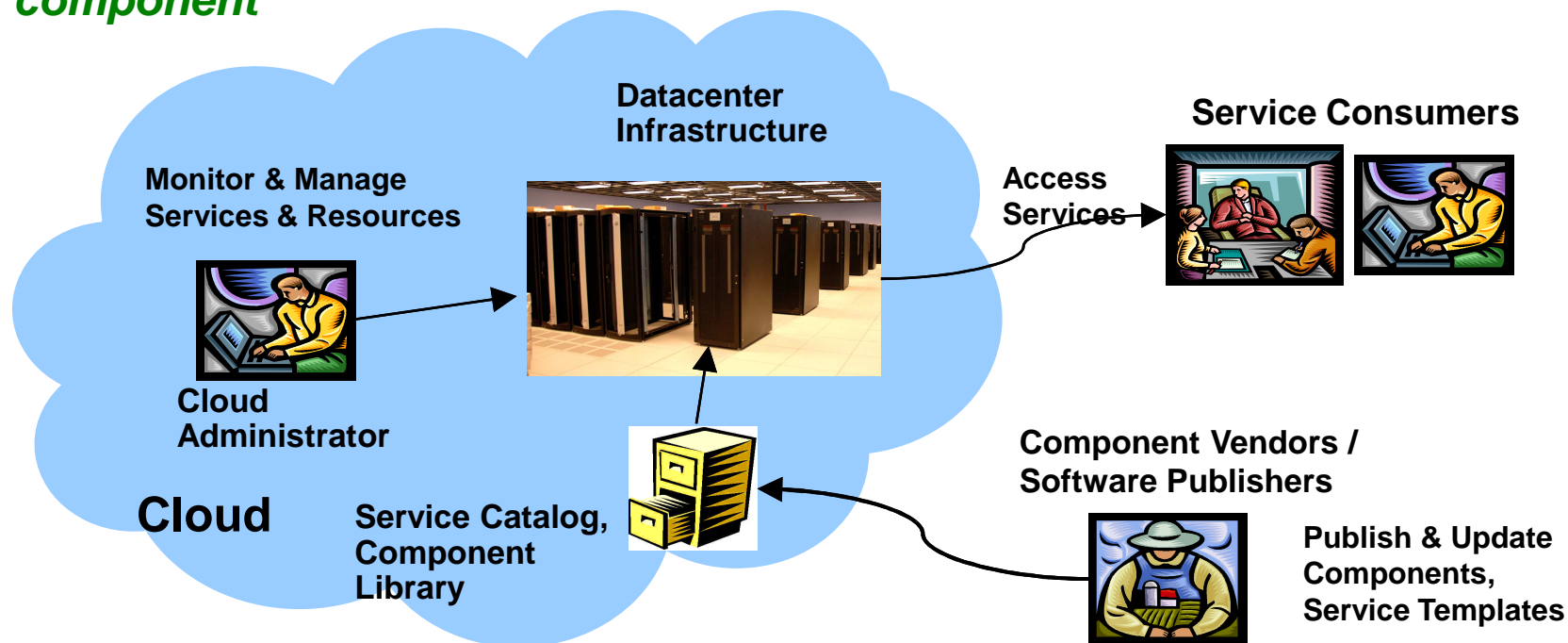
... is a user experience and a business model

- Cloud computing is an emerging style of computing in which applications, data, and IT resources are provided as services to users over the network.

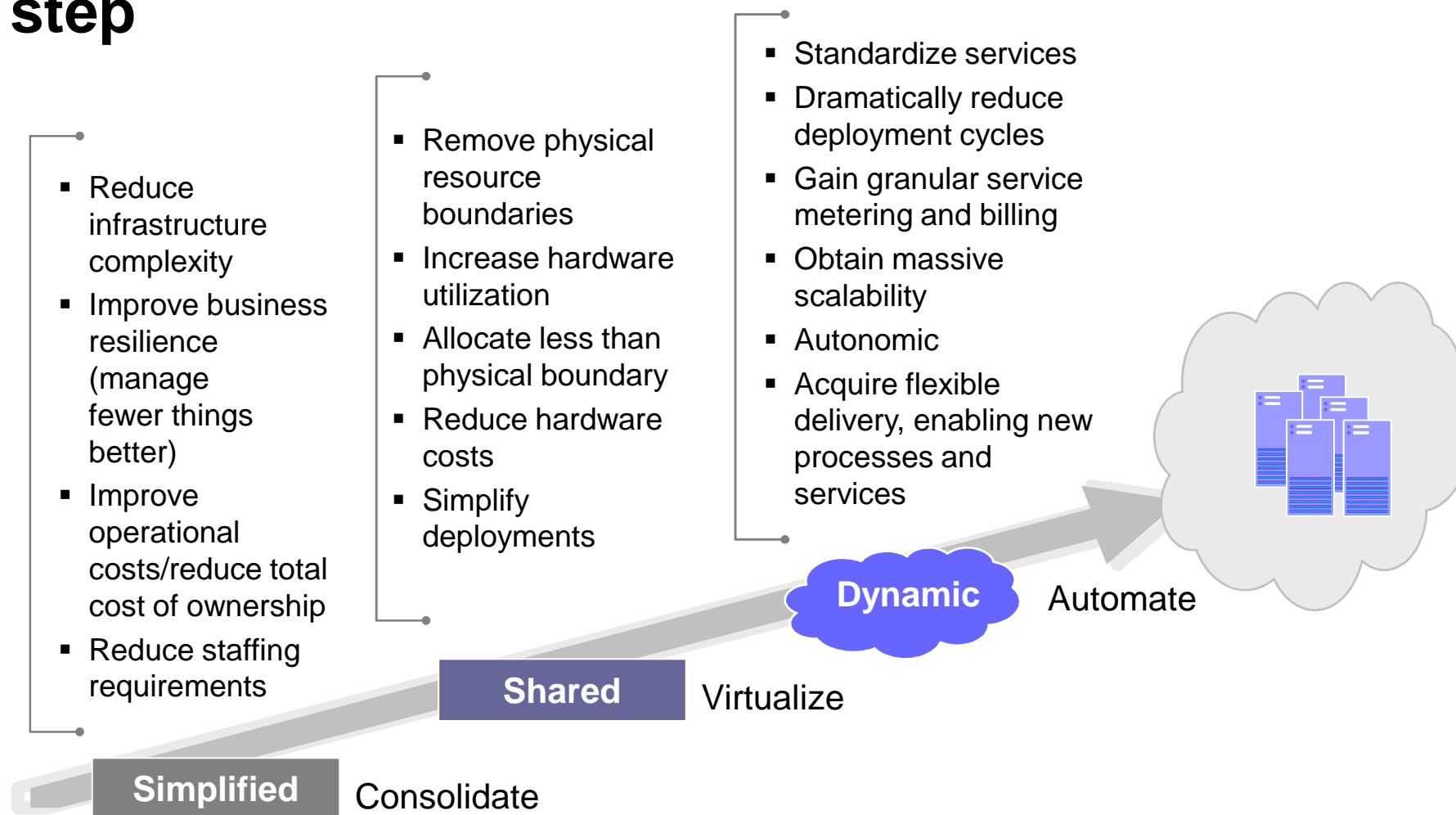
... is a infrastructure management methodology

- Cloud computing is way of managing large numbers of highly virtualized resources such that resemble a single large resource used to deliver services

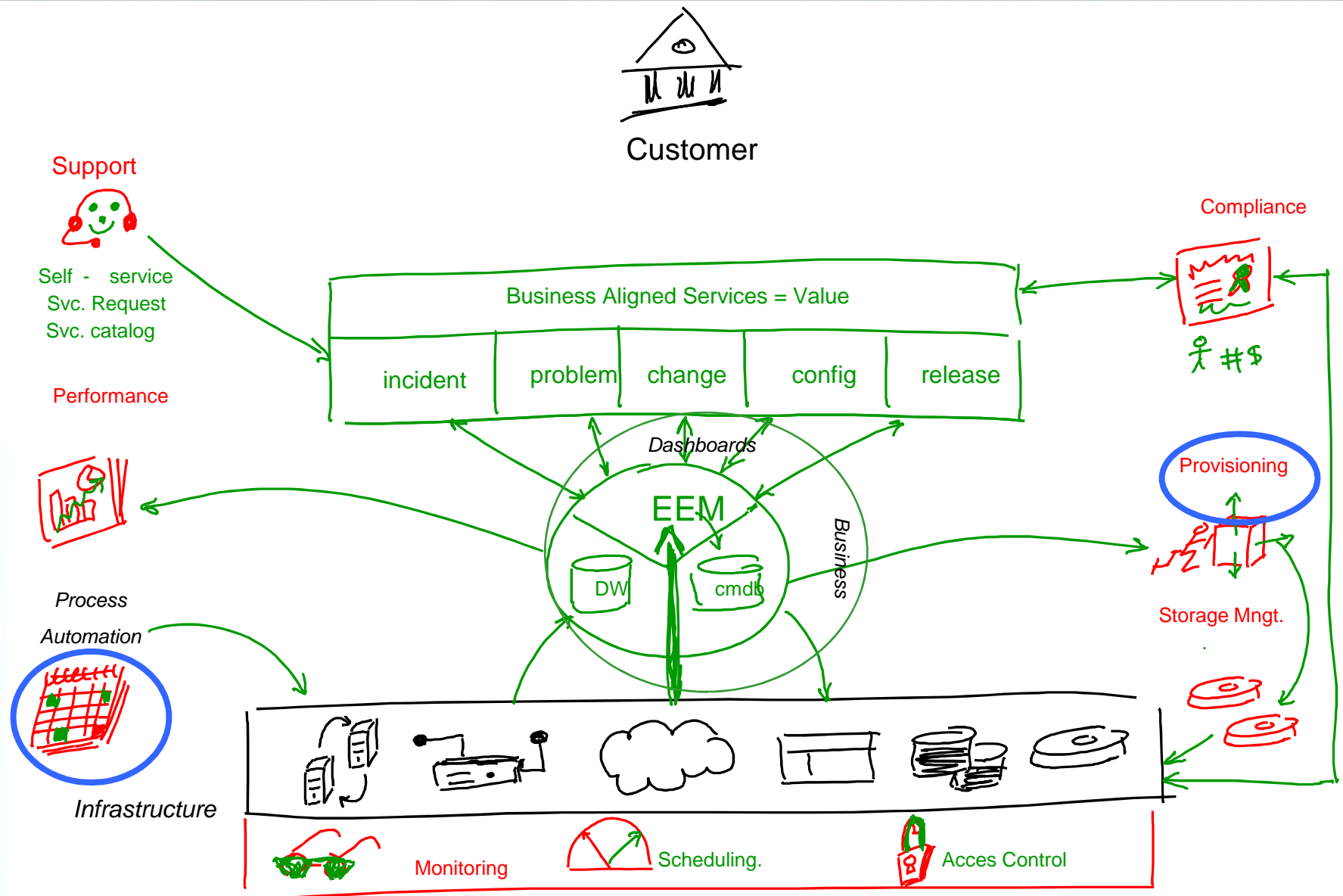
... that requires a consistent and embedded service management component



Creating a roadmap for Cloud as part of the existing IT Optimization Strategy is a critical first step

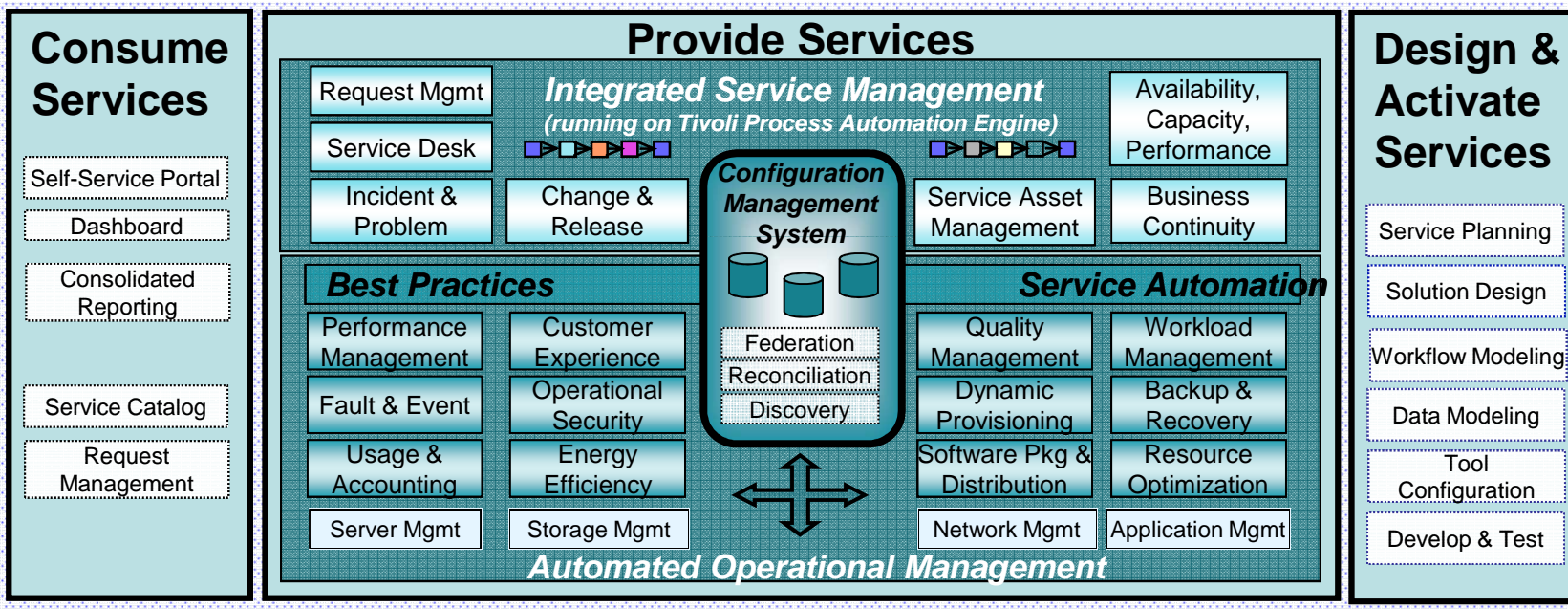


Tivoli Service Automation Manager Positioning



IBM Service Management – Multiple Delivery Models

IBM Service Management Reference Model



Assets and Infrastructure



Optimizing Private Clouds

Client Test and Production Environments

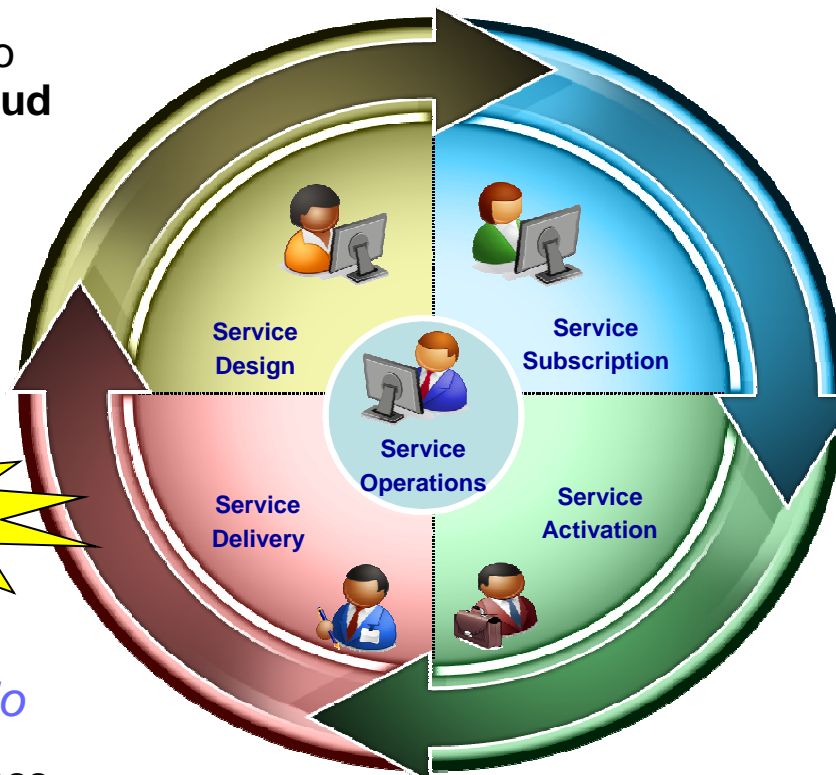
For those clients who wish to leverage a service management portfolio to build a **customized cloud solution**

Tivoli Service Automation Manger
(introduced in November 2008)

V7.2 Nov 2009

IBM Service Management Portfolio

Powered by Tivoli process automation engine and Service Management products.



For those clients who wish to rapidly deploy a **turn-key environment** with little to no customization

IBM CloudBurst
(introduced in May 2009)

V1.2 Nov 2009


A purpose built service delivery platform that leverages the same software components in the Tivoli Service Automation Manager as well as integrated purpose built workflows

Tivoli Service Automation Manager

provides orchestration and integration for Cloud Solutions

- **Central unit for deploying & managing Cloud Services in a datacenter environment**
 - Dynamic instantiation and management of Cloud Services along their entire lifecycle
 - Automation with build & management plans including process and technology components
- **Raises the level of abstraction for Service Management in data centers from single virtual machine, storage volumes, S/W installations to services as the units of management**
- **Integrated Management Solution**
 - Based on strategic Tivoli Process Automation Engine (TPAE)

Tivoli Service Automation Manager (TSAM)

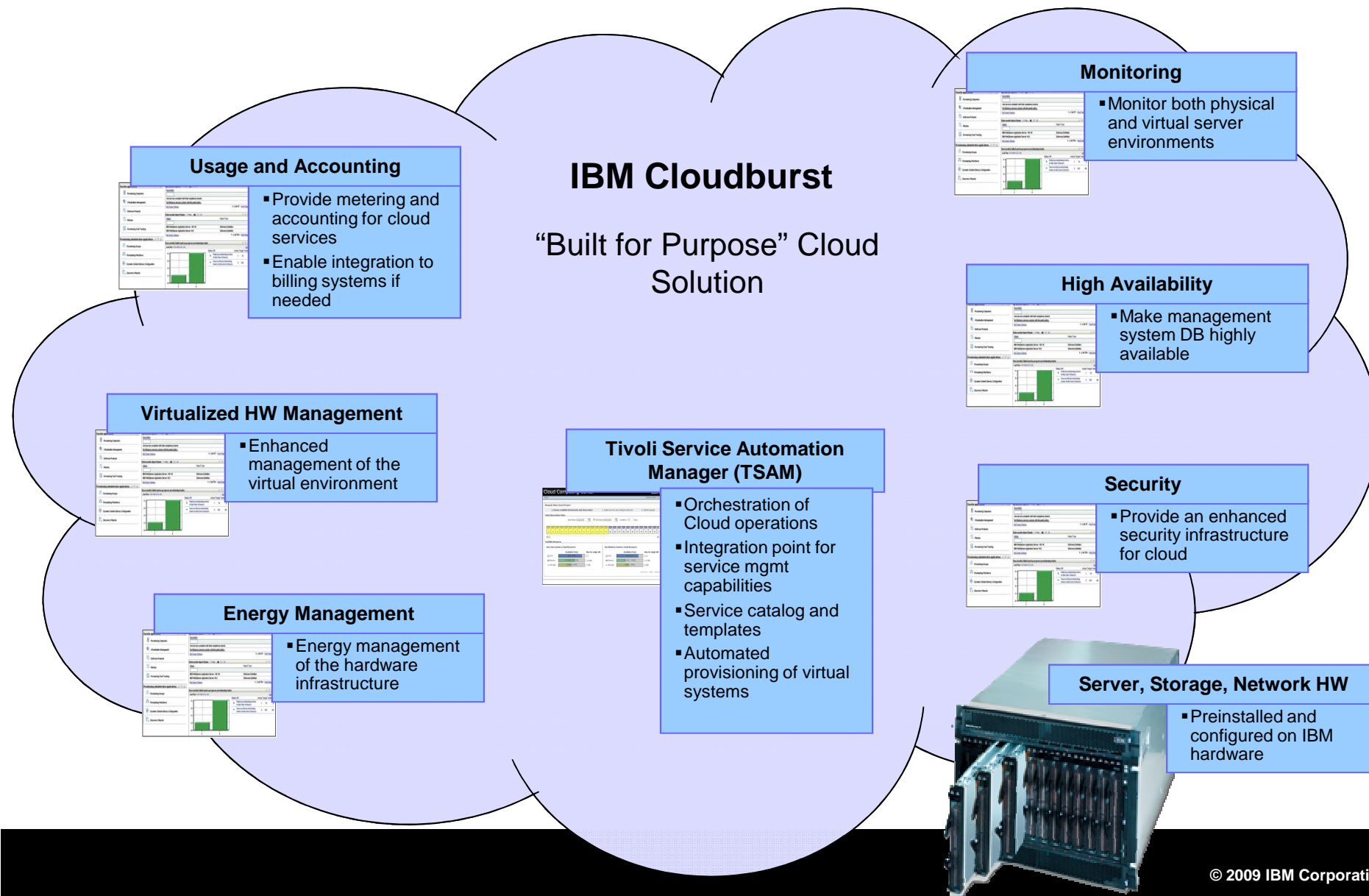


- Orchestration of Cloud operations
- Integration point for service mgmt capabilities
- Service catalog and templates
- Automated provisioning of virtual systems

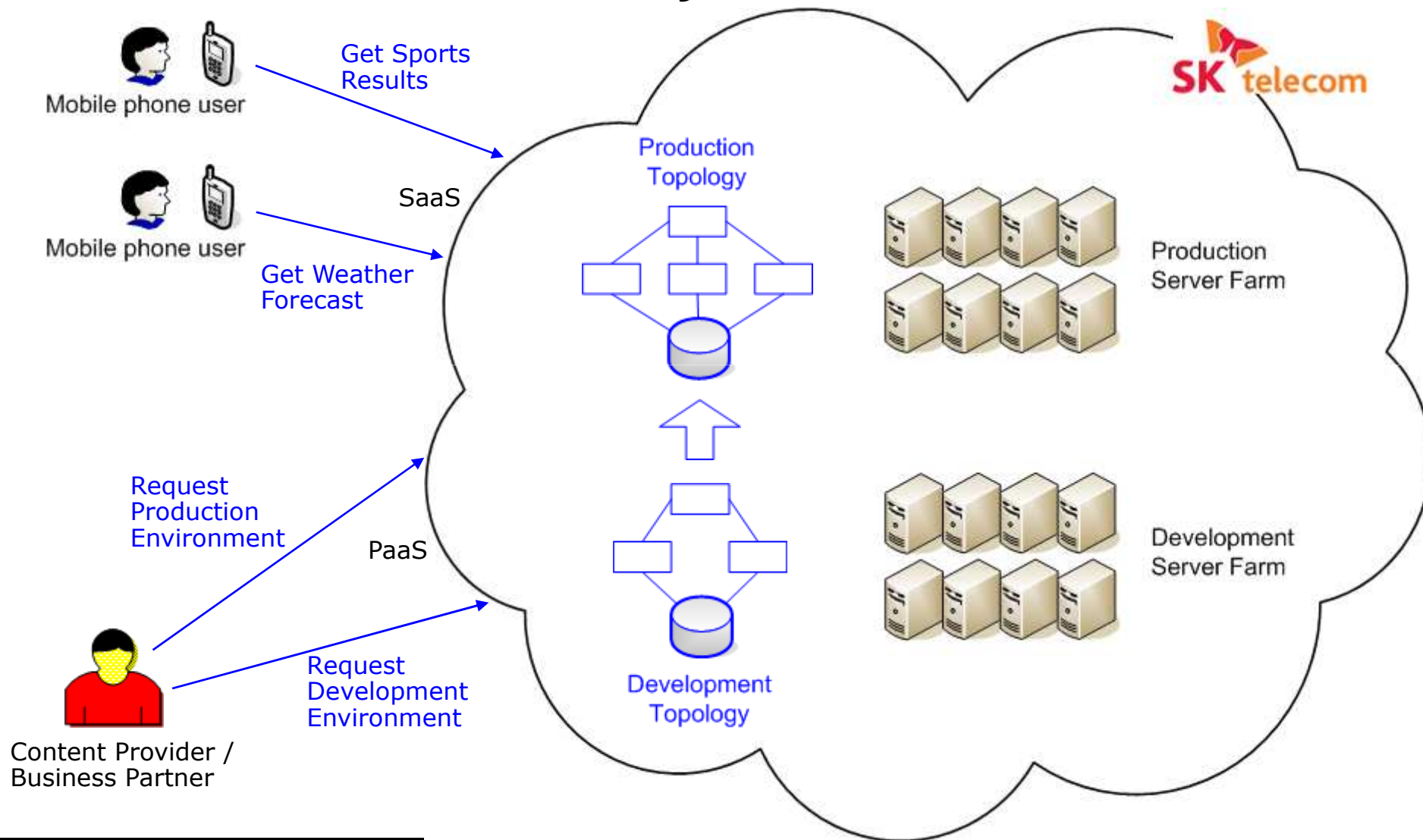
Highly customizable, software-only solution with broad platform and hypervisor support

Extensible with other Service Management Capabilities

IBM Cloudburst – an Integrated Cloud solution



Customer Success Story



SK Telecom Cloud Computing Platform

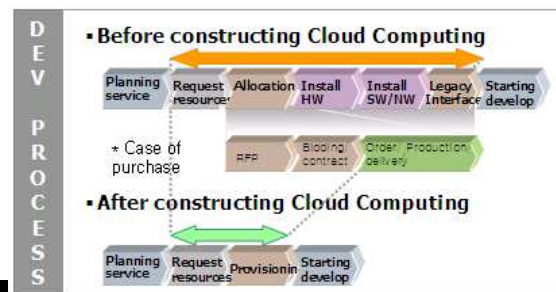


Business Background

- SK Telecom is a unit of SK Holdings, one of South Korea's largest *chaebol* conglomerates
- SK Telecom has #1 market share in the domestic wireless market, and #2 market share in the domestic fixed line market
- SK Telecom is perceived as a technology leader in South Korea

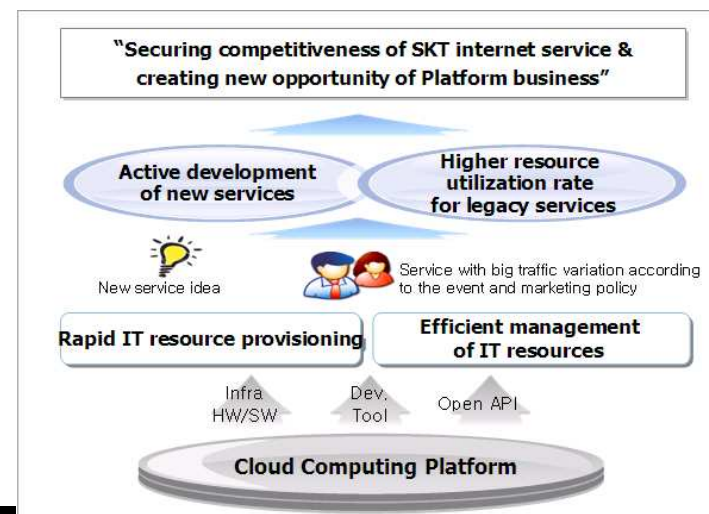
Cloud Business Benefit

- Reduction of new service development time, achieving faster time to market
- Efficient management of resources, delivering reduction in CapEx & OpEx

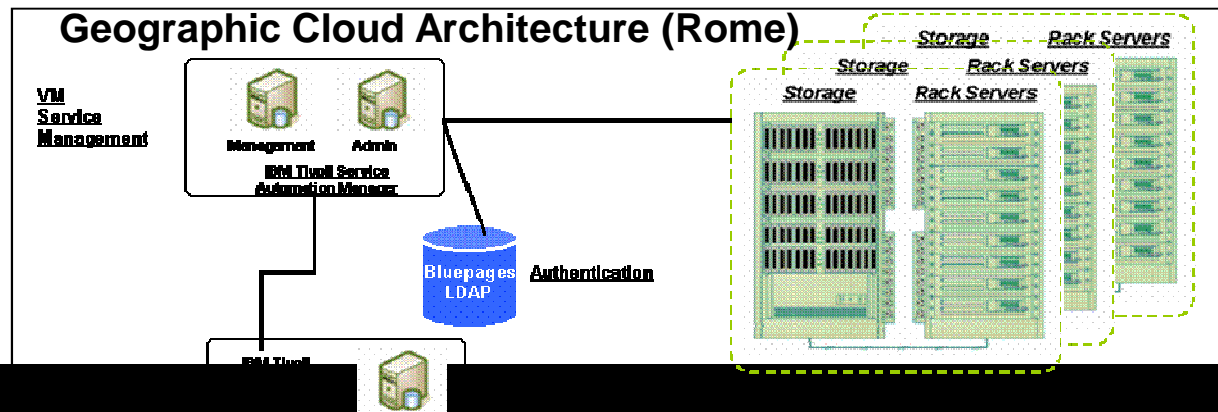
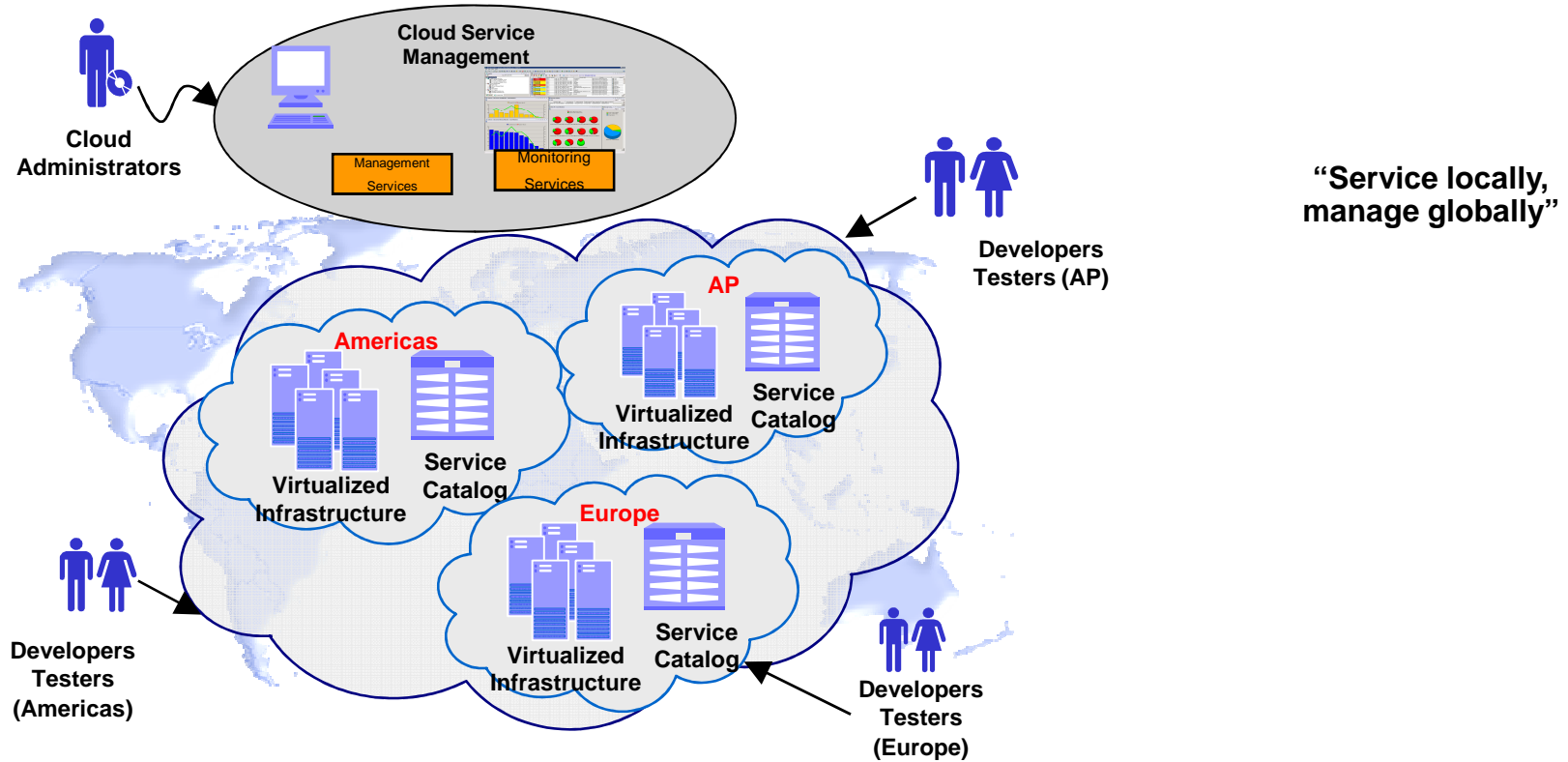


Solution Overview

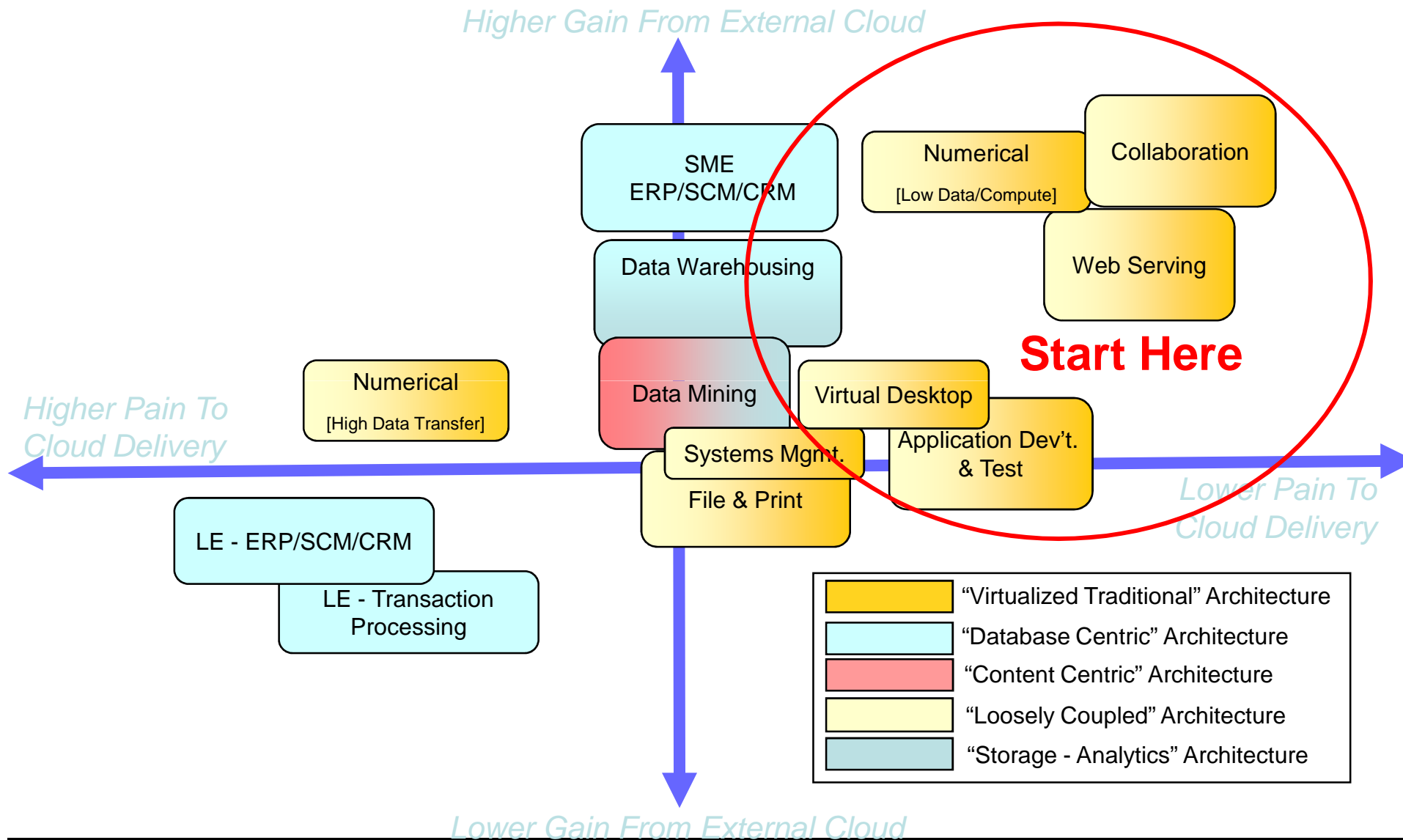
- Korean language portal based on API extensions to Tivoli Service Automation Manager
- Tivoli Provisioning Manager-based Development Platform-as-a-Service offering to allow Business Partners to quickly test, develop, and publish new end-user focused WAP services available on SK Telecom network
- Service Management-enabled Cloud Delivery platform to run new WAP services in a workload optimized fashion.



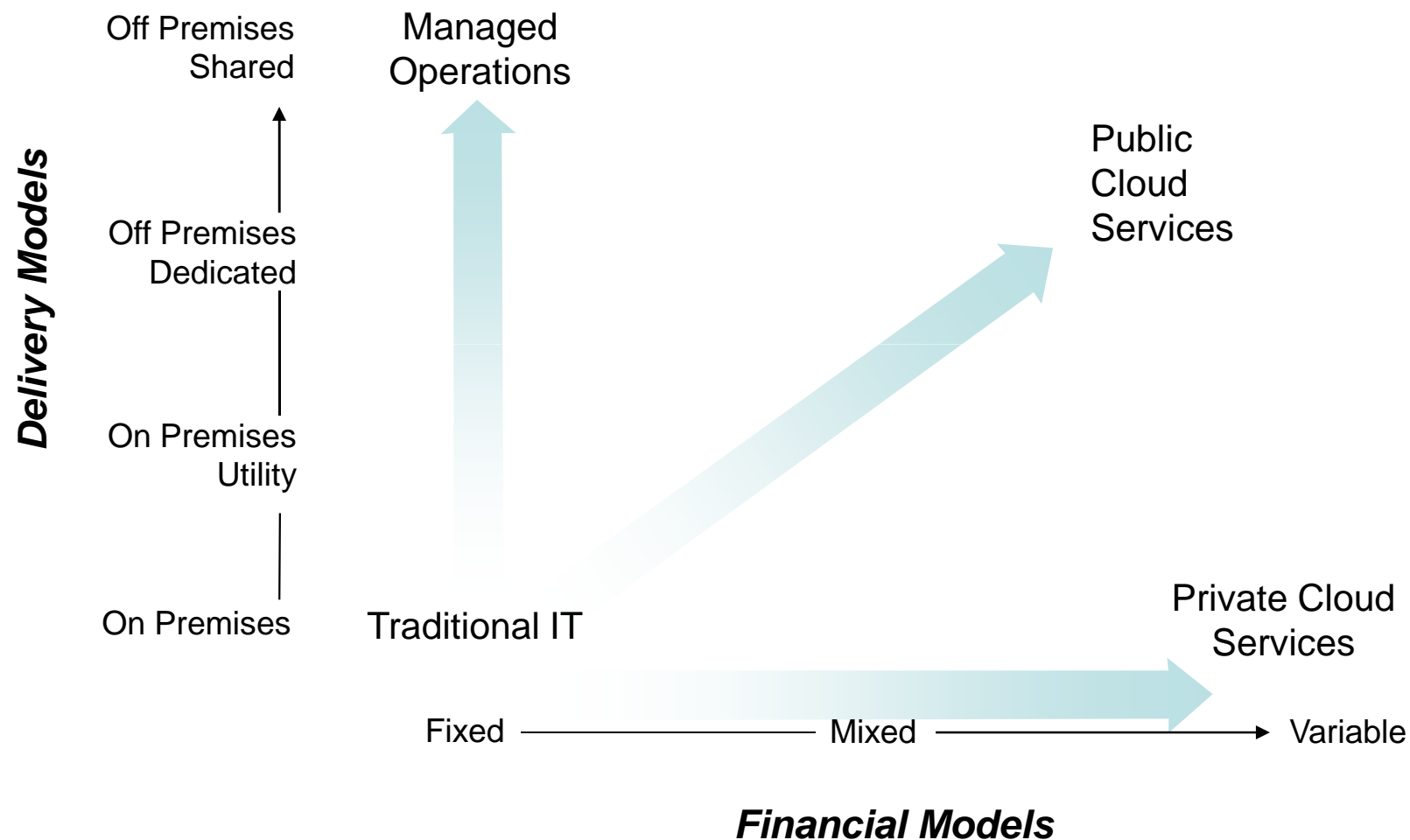
Tivoli Development Cloud Initiative – The Big Picture



Clients will adopt cloud based on workload affinity.



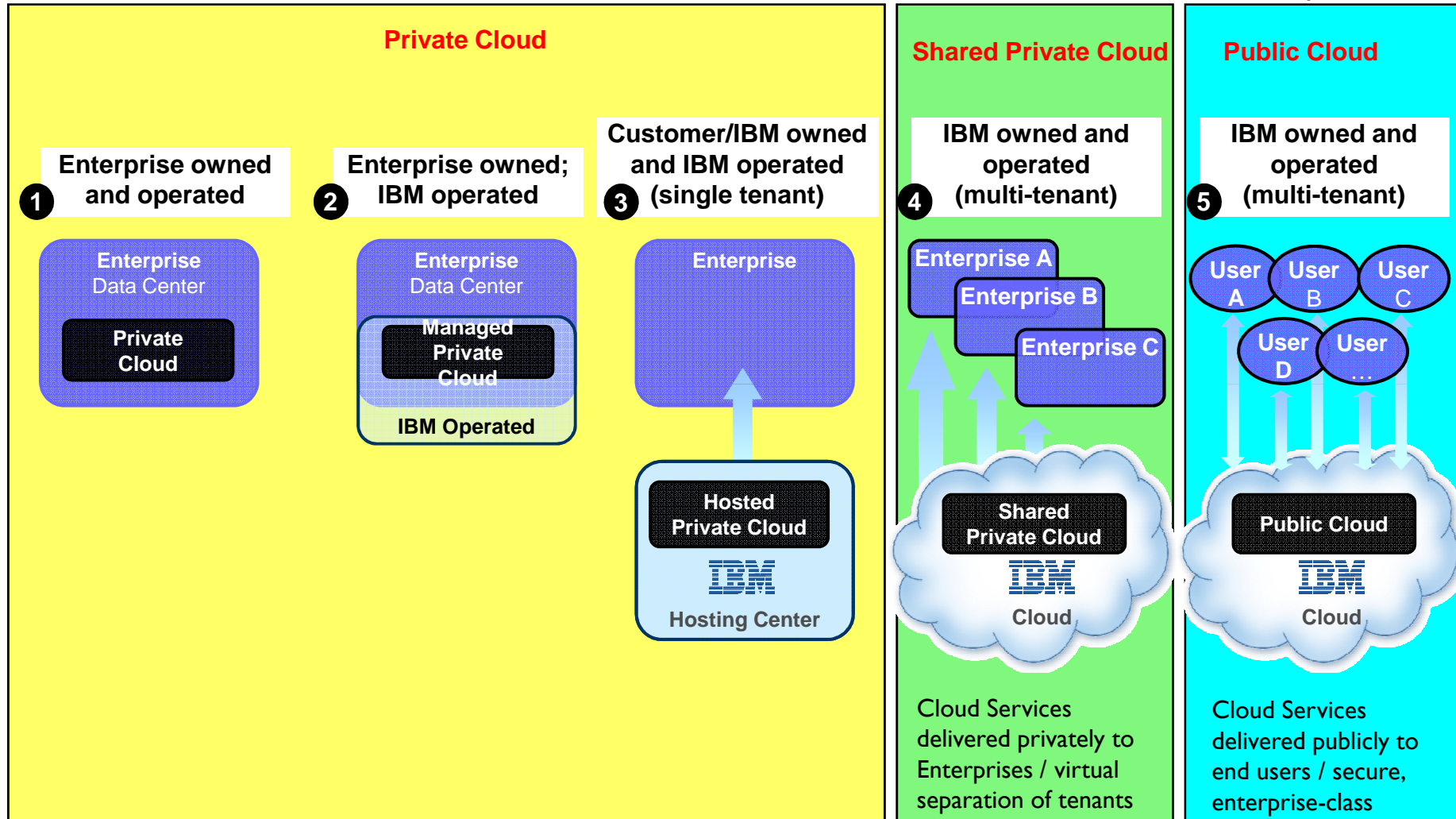
Decide the right mix for your enterprise



IBM Cloud Delivery Models

Currently available

Currently in tech preview



Customer owns and pays for infrastructure and has unlimited exclusive access

IBM owns infrastructure and customer has shared access and pays by usage

New deployment choices

Existing
 New - Oct

	Analytics	Collaboration	Development and Test	Desktop and Devices	Infrastructure Compute	Infrastructure Storage	Business Services
Smart Business on the IBM Cloud Standardized services on the IBM Cloud		 IBM Lotus Live NEW - iNotes	 IBM Smart Business Dev & Test on the IBM Cloud (Beta)	 IBM Smart Business End User Support on the IBM Cloud	 IBM Compute on Demand (HPC)	 IBM Information Protection Services	 IBM BPM Blueworks (Design tools) IBM Smart Business Expense Reporting on the IBM Cloud
Smart Business Cloud Private cloud services, behind your firewall, built and/or managed by IBM	 IBM Smart Analytics Cloud		 IBM Smart Business Test Cloud	 IBM Smart Business Desktop Cloud		 IBM Smart Business Storage Cloud	
Pre-integrated, workload optimized systems	 IBM Smart Analytics System		 IBM CloudBurst			 IBM Information Archive	 IBM Smart Business for SMB (backed by the IBM cloud)