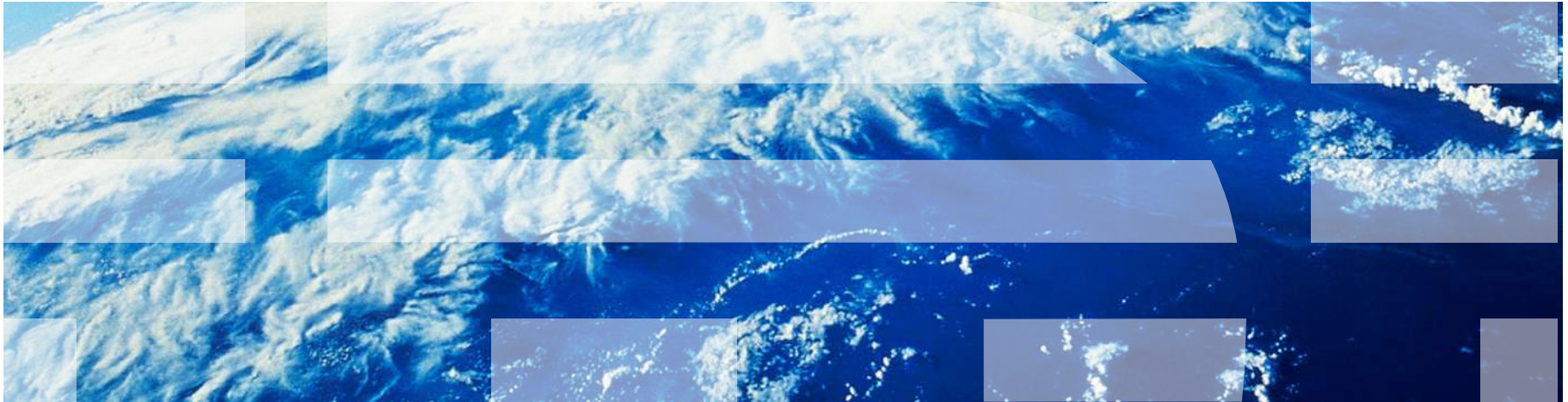


**Alan Ganek**

CTO & VP of Strategy and Technology, Software Group

*IBM*

# “Making Management Matters Matter” Panel Discussion



# Management technology and managed technology



Is management already good enough?

Or does management even matter, really?

# Imagine My Reaction



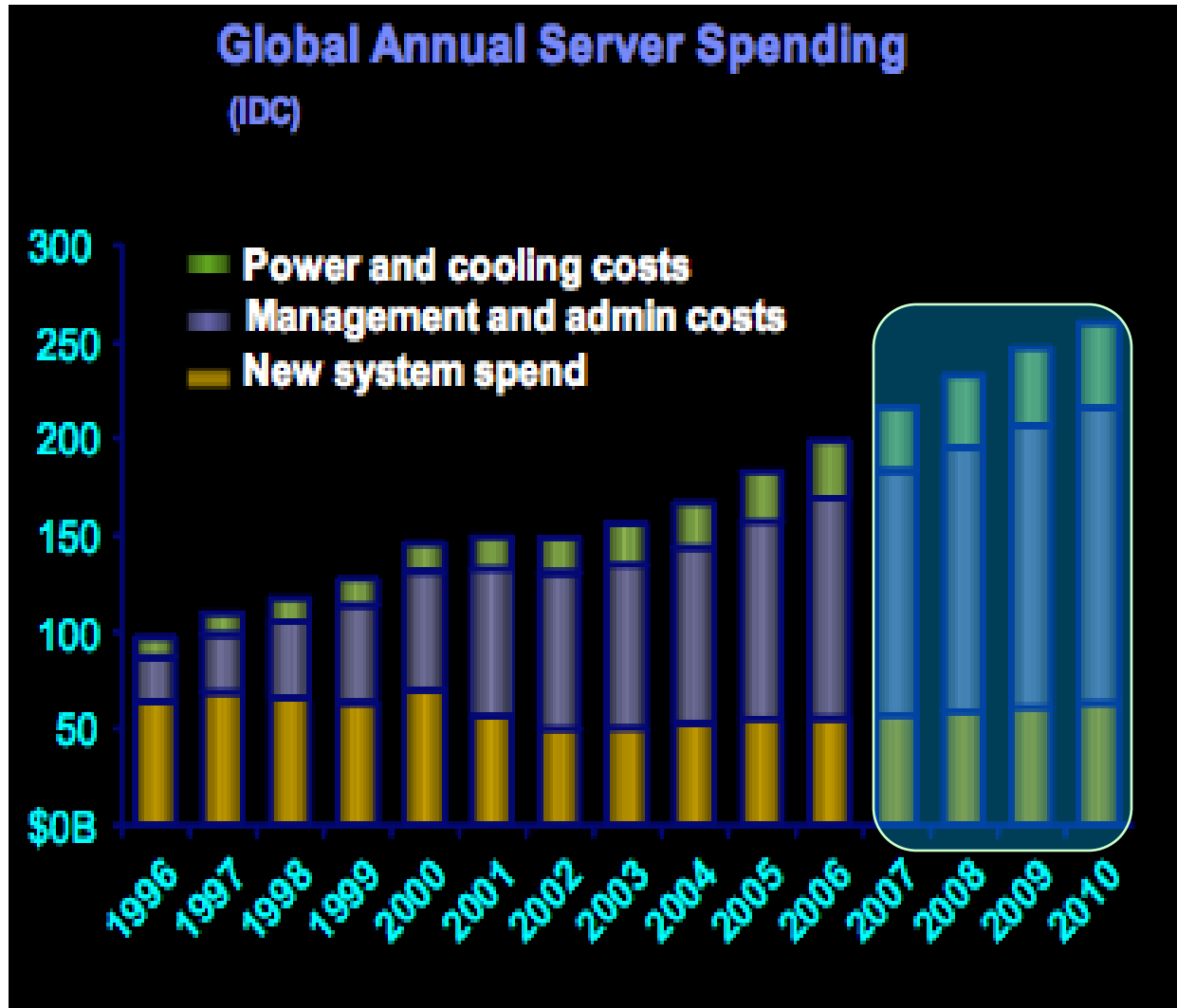
# Management technology and managed technology



Is management technology already good enough?

Or does management technology really matter, even matter,

# *Explosion of cost & complexity is reality!!*



# Service Management has left the Data Center....

**Transportation  
Assets**

**Facilities**

**Production  
Equipment**

**IT Hardware  
& Software**

**Telco**



*More smart assets*

*Greater complexity*

*Escalating event volumes*

# McCarran International Airport

## Client Requirements

Managing asset information in silos across different divisions was increasing costs, hampering compliance reporting and complicating efforts to improve service.

## Solution

- Significantly improved technician productivity
- Accelerated resolution of repairs
- Helped reduce IT costs
- Increased revenue through accurate charge-back information
- Helped enhance security efforts and streamline compliance reporting



*“By unifying the management of all our IT and operational assets using IBM solutions, we can maintain an industry leadership position and improve quality of service for travelers. IBM asset management software has also helped us realize a higher percentage of recoverable fees and directly improve revenue as a result.”*

— Doug Wardle  
Enterprise Resource  
Planning Systems  
Consultant  
McCarran International  
Airport

Its not about 'making management matters matter', its about enabling end-to-end services of growing scale, complexity, and diversity with certainty and the ability to *manage risk*...

- Deliver holistic business processes which merge the physical and digital worlds
- Collapse the management of IT and non-IT assets
- Changing the focus from service management as an 'after thought' to service management *'built into the solution'*.



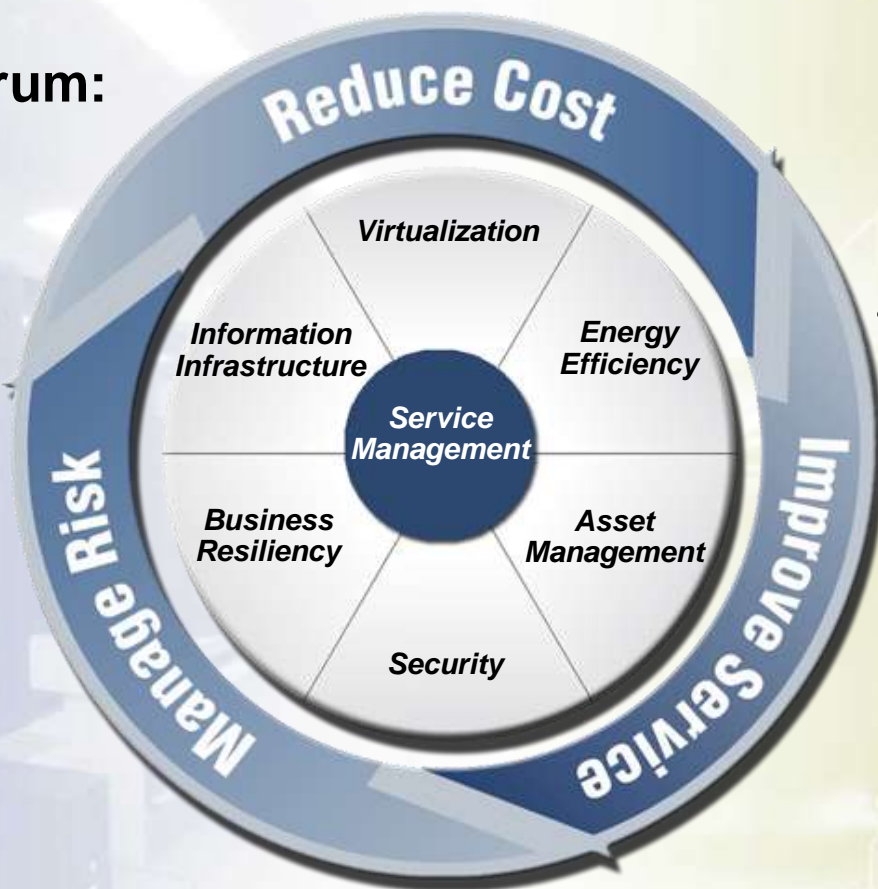
**It's the service, stupid!**



# Tomorrow's IT Department has a huge challenge.....

- **Problems across the end-to-end solution spectrum:**

- ✓ Security
- ✓ Cost
- ✓ Availability
- ✓ Time to Value
- ✓ Integration
- ✓ Maintenance/ Upgrade
- ✓ Compliance
- ✓ Scale
- ✓ .....



- **Three client imperatives:**

- ✓ Improve Service
- ✓ Manage Risk
- ✓ Reduce Cost

- **Seven primary initiatives:**

- ✓ Service Management
- ✓ Virtualization
- ✓ Energy efficiency
- ✓ Asset Management
- ✓ Security
- ✓ Business Resiliency
- ✓ Information Infrastructure

## *Yes it matters, and it needs continuing innovation!*

- **Society benefits from key advancements:**
  - ✓ Healthcare, travel/transportation, energy, ecology, education, government,.....
- **Consumers, Businesses, Service Providers, Integrators, Technology Vendors all stand to gain:**
  - ✓ Better, cheaper, more reliable services: more function, more capability,....
- **Technologies services limited by management technology**
  - ✓ Increased scale and complexity of ***virtually all underlying technologies*** are constrained and dependent upon management advancement: servers, storage, network, middleware, development environment, applications.....
  - ✓ Therefore, ***virtually all non-trivial services*** which in turn depend upon these technologies
- **Losers: those unable to adapt to change (ref. Darwin)**



**Thank you!**