Management for the Adaptive Enterprise

Automate the dynamic link between business and IT
Capitalizing on change

Around the world, enterprises are wrestling with change. To stay competitive, organizations of every type and industry need to make large-scale changes in a minimal amount of time. For example: To stay competitive, a car manufacturer needs to move from two model introductions per year to six—without sacrificing quality. To meet the demands of its market, an entertainment company needs to distribute movies across new devices and networks. To solve emerging inventory problems, a retailer requires real-time supply chain insights. And a brokerage house requires systems that can change as fast as the waves of regulatory requirements.

How quickly can your business identify and respond to change? And can you leverage change and turn it to your advantage? The answer lies in becoming an Adaptive Enterprise. With an Adaptive Enterprise, business and IT are synchronized to capitalize on change. IT breaks away from the inflexible, silo-like architectures of the past to deliver more value to the business. IT becomes a business enabler—and not an obstacle to change.

Gain an advantage

During this time of unprecedented change, you face unrelenting pressure to do more with less. You must constantly balance a set of conflicting objectives: maximize return on IT investment, mitigate risk to the business, improve IT quality and increase your company’s agility.

In the midst of these challenges, you need a dynamic IT environment—including applications, services and infrastructure—that can respond quickly to the peaks and valleys of business demand. Today, there is much to manage—including business services, distributed applications and new service-oriented architectures (SOAs), as well as remote data centers, desktops, laptops, handhelds, shared printers, storage devices and Internet-enabled cell phones. Constant change demands agility, not just to provide new applications and services but also to support the proliferation of devices required to maintain a competitive edge.

At the same time, compliance with government regulations and corporate governance initiatives is putting more pressure on your enterprise. Meanwhile, your customers, partners and employees all want to be connected to services wherever they are, whenever they need them—in a format that works well with the device they are using. And suppliers want virtual access to your inventory databases to manage supply chains.

Management is the key to success in meeting today’s demands head on, as you build an Adaptive Enterprise that connects business and IT—so you can quickly and easily respond to change.
Address change where it impacts your business most

Understanding the challenges enterprises face today is the first step toward more effective management solutions. HP can help you identify and concentrate on the areas where change may have the greatest impact on your company.

Control

Measure and assess key business indicators through better information and integrated management

Control is about understanding and effectively managing your assets so that your IT services and infrastructure become more stable, agile and efficient. More active control can best be achieved by transitioning beyond silos of best-of-breed tools to integrated management solutions. HP OpenView management solutions provide greater insight and automation of your business and IT, including your infrastructure, applications, IT services and business processes.

Compliance

Increase efficiency and reduce costs within a changing regulatory environment

Today, organizations face compliance with evolving government and industry-related regulations such as Sarbanes-Oxley, Basel II, Solvency II, SEC/NASD and HIPAA, as well as adherence to best practices such as ITIL, BS15000, ISO 17799 and CoBIT. HP provides a comprehensive strategy for perpetually managing and retaining digital information for governmental and corporate policy requirements and other business issues such as costs, audits and legal needs including discovery or litigation needs. HP Information Lifecycle Management (ILM) solutions can help you establish and maintain compliance in a changing regulatory environment while also realizing additional benefits from your compliance investment.

Consolidation

Reduce the complexity of your IT environment while lowering cost and freeing resources to drive innovation

The traditional perspective of IT management has responsibilities split across infrastructure silos of networks, systems, applications, Web services, storage and other domains. The main drawback to this approach is that business-critical services—such as accounts receivable, supply chain and email—cut across multiple infrastructure management domains. Consolidation can occur only after the IT infrastructure is stable and integrated. HP’s approach flips this view away from technology toward business priorities, so you can manage the IT infrastructure while more efficiently utilizing resources and improving quality of business services.

Continuity

Deploy a risk management strategy to ensure a highly available, secure and continuous business operation

In today’s competitive business world, the availability, stability and adaptability of your IT infrastructure are key to success. HP takes a comprehensive approach to business continuity that features a plan to assure that business processes are always available to meet critical needs. IT availability management and application health are linked to continuity and recovery as part of an ongoing effort to improve IT service levels and availability to meet the needs of your business. You gain real business agility via a cost-effective IT infrastructure that is highly available, consistently reliable, readily scalable and secure.
Management solutions from HP span the enterprise.

HP management solutions for the Adaptive Enterprise provide the software and services you need to manage today’s demanding IT environments. Operational costs are reduced by increased staff efficiency, better application availability and enhanced service delivery. You’re free to focus on innovation—instead of maintenance.

Industry Management

Solutions tailored to your unique industry needs

HP works with the world’s top enterprises to understand their challenges and solve problems with innovative IT solutions. We continue to stay on the cutting edge and anticipate the industry-specific needs of today’s enterprises by addressing critical IT issues.

• Manufacturing. Automotive, technology, pharmaceutical and utility industries each face similar challenges when it comes to cost-effective management of the supply chain, customer and product development processes. HP OpenView management software provides critical tools that enable compliance, increase operational efficiency in the supply chain and provide a reliable IT environment for business-critical transactions.

• Financial Services Industry (FSI). Financial services companies, including banks, financial markets and insurance, are under tremendous pressure to drive growth in revenue and profits while facing difficulties creating long-term differentiation on product offerings and intense competition. HP OpenView solutions have helped many global financial institutions address these challenges by optimizing quality of service, reducing operational costs, eliminating risks and enabling sustained compliance.

• Public sector. Public sector agencies and institutions are facing changes from upheaval in the economy, complexity in global politics, tight budget constraints and the public’s need for improved services. HP helps many government organizations solve critical business and technical issues, including reducing costs by improving the efficient utilization of resources and streamlining operations and protecting data privacy.

• Network and service providers. With the convergence of voice, data and information technology infrastructure, service providers must constantly confront change to continue delivering and managing their services at a profit. HP OpenView management software simplifies and standardizes the infrastructure for operations staff, service developers and services.

Business Management

Continuously connect IT to the business, allowing IT to maximize its contribution

Today, IT is measured not only by the quality of services it delivers but also by how it helps business teams reach financial goals. Increasingly, IT is being held responsible for the business impact of interruptions and is being asked
to help business units improve customer-facing and internal business processes. IT must have up-to-the-minute information about how IT services are handling the peaks and valleys of business demand. HP OpenView Business Management solutions supply these capabilities to IT, helping your IT team understand the health of key business processes as well as underlying applications and IT services.

“HP’s state based automation ensures high availability and short service delivery time while minimizing administrative costs.”
Michael Hanzlick, Project Manager, T-Systems International

IT Service Management

Manage IT as a business to deliver IT services to internal and external customers more effectively

HP IT Service Management (ITSM) combines powerful HP OpenView software with years of experience to help you transform your IT into a truly competitive business. Each solution approach can be implemented on a stand-alone basis—or combined with any of the other approaches in order to create a greater positive impact for your IT organization and those that rely on your IT services. Key ITSM solutions include:

• **Service-driven operations** that allow you to manage network, systems and applications as an integrated and measured service provided to the business

• **Consolidated service desk** to implement core ITSM/ITIL processes in record speed

• **IT transformation** using our proven methodology for transforming your IT from silos to services

Application Management

Increase control and efficiency throughout the application lifecycle

Effective application management enables application owners to provide consistently well-performing and available applications to support key business processes. By managing the entire application environment—from business process to application to underlying infrastructure—HP OpenView can help you see applications as your customers do, understand the impact of underlying infrastructure, isolate problems quickly and automate change management and identity management tasks. Whether custom, packaged or composite applications deployed in SOAs, HP OpenView can help you reduce total application costs and mean time to repair as you shift resources from maintenance to innovation.

Infrastructure Management

Control the inventory, availability and performance of your IT infrastructure

Effective infrastructure management spans a wide range of resources. HP has the solutions that deliver a unified approach to infrastructure management with unique capabilities that enable you to increase operational efficiency.

• **Network management** delivers new services faster and at lower costs by improving the adaptability, availability and performance of the network infrastructure.

• **Server management** provides deployment, management and proactive maintenance of heterogeneous environments, multiple operating systems and virtual server technologies to improve server uptime.

• **Client management** includes a comprehensive portfolio of products, tools and services for planning, deploying and managing client hardware and software.

• **Storage resource management** helps you manage storage growth, reduce the cost of storage ownership and improve storage availability.

• **Printing management** is part of the HP Total Print Management portfolio that is designed to deliver balanced deployment, reduced costs and increased productivity.

• **BladeSystem management** builds on unified infrastructure management to enable you to automate changes based on predefined events and policies.

Governance

Navigate today’s challenges with leadership, organizational structures and processes

In this era of cost constraints, market turbulence and organizational stress, the role of governance has never been more critical. IT departments today are charged with delivering business value with an eye on managing risk, as well as establishing, assessing and reporting against effective business controls. HP OpenView governance solutions provide enterprises the ability to effectively address operational risk, automating and centralizing controls in areas such as security, operations and change—helping to reduce costs, minimize risk and ultimately achieve sustained compliance with industry and government regulations. Through this alignment of business and IT combined with effective risk management, companies can move toward true IT governance.
Identity Management

Enable secure access to services, systems and applications
HP OpenView identity management provides automated user provisioning, access and federation to support trusted relationships between business entities and partners. A business process focus puts control in the hands of the business user. The scalable solution suite enables process automation and ease of use that aligns with your business services. Our heterogeneous approach to identity management offers you more choice—with no software, hardware, database, application server or directory lock-in agenda.

Configuration Management

Lower costs and ensure the software supporting your business is reliable and secure
HP OpenView change and configuration management solutions provide continuous management of software such as operating systems, applications, patches, content and configuration settings to ensure that each computing device is maintained in the right configuration to support the business. Customers using our continuous configuration solutions report dramatic IT cost savings, accelerated time-to-market for software and content, as well as increased user productivity and satisfaction.

Information Lifecycle Management

Turn your data into information that can be put to work for your business
HP offers a comprehensive portfolio of ILM solutions to capture, manage, retain and deliver information according to its value to your organization. HP’s approach evolves the management of applications, storage, business records and other content to help increase your business agility and provide the ability to take advantage of market opportunities. To reach this level of integration, we ensure the right data is in the right place at the right time, where it will deliver the most value to your organization.

Transform IT and drive business improvement

Whether you are dealing with issues around business process health, compliance, consolidation, control or continuity, HP can help you respond to these challenges of change.

HP OpenView management solutions combine software and services to enable you to unlock the value of your existing IT resources. Our approach to management integrates people, processes and technology to create a dynamic link between IT resources, business processes and business priorities. HP management solutions continually measure, assess and optimize the performance of IT in support of your business priorities.

HP Services provides experienced consultants who apply industry best practices and proven methods to guide you through the necessary steps to build a powerful, business-driven IT organization. HP Services consultants help you design and build processes that optimize IT service delivery at agreed-upon targets for service levels, quality and costs. HP works with you to build staff skills and clearly define roles, responsibilities and performance metrics for your IT staff.
Partners and HP: Solutions for managing the Adaptive Enterprise

Partnering strengthens management portfolio
The key to building a dynamic IT environment is through robust, standards-based solutions tailored to your unique IT infrastructure. HP OpenView Management Solutions help you realize a dynamic IT environment with the help of hardware and software partners. These partners integrate with HP OpenView to extend and enhance management capabilities, allowing HP to offer you more choices in solutions tailored to your unique needs.

HP works closely with our partners to drive management technology standards and solutions into the marketplace. HP has strong relationships with global partners such as Accenture, Avaya, Bearing Point, BEA Systems, Cap Gemini, Cisco Systems, Citrix Systems, Oracle®, SAP and Siebel Systems, among others. In addition, HP is working with technology partners such as AppMind Software, ArcSight, BindView, CalAmp, HERMES SoftLab, Invoq Systems, Knova Software, netForensics, OPNET, ORSYP and Systinet to extend and enhance management software solutions.

Enterprise management alliance program
HP has evolved its award-winning HP OpenView Solution Alliance Partner Program into the HP Enterprise Management Alliance Program (EMA). This program addresses the needs of existing HP OpenView Alliance partners as well as new partners who are integrating their offerings with HP management solutions. EMA provides technical information, integration toolkits, integration guides, certification services and marketing support to assist partners in the development and delivery of management solutions for the Adaptive Enterprise.

The HP advantage
Why is HP the right partner for your company? Consider these reasons:

- **Breadth and depth of management.** HP's approach offers unparalleled insight into your IT infrastructure, applications and business processes. Unlike other vendors, HP can rapidly pull all your management insight together into one view.

- **Widely recognized industry leader.** HP OpenView is recognized by IDC as 2003 market revenue and market share leader in worldwide distributed system and network management software as well as distributed event automation software. Add this to the many awards HP has won as a result of support from thousands of our customers worldwide and it's clear that HP is a proven leader in enterprise IT.

- **Best-in-class architecture.** HP has built an award-winning portfolio of management solutions based on an architecture that offers the best of both worlds. HP OpenView modularity offers rapid time to value. HP's federated, SOA-based approach to integration offers rapid, comprehensive integration across the product portfolio as well as with hundreds of partner applications.

- **Proven experience and expertise.** HP has more than ten years of deployment experience. Our global team includes 400+ service management consultants, 1,000+ certified HP OpenView consultants and 60,000+ IT professionals trained on ITIL and HP OpenView. We have implemented more than 135,000 HP OpenView installations—including all Fortune 50 enterprises.

- **Open to industry standards.** HP's approach combines the use of industry-standard architectures, modular components and consistent business and IT processes to help you get the most from your investment.

- **Flexible financing options.** HP Financial Services financing and financial asset management programs are designed to help you acquire, manage and upgrade HP solutions more cost effectively.

Let’s get started
The journey to becoming an Adaptive Enterprise often begins with an HP Agility Assessment. This helps you assess the agility of your IT infrastructure and benchmark your company against the best in your industry as well as other industries. HP works with you to identify your greatest opportunities for gains and to establish clear priorities for where to begin your journey—and how to move forward successfully.

To learn more about how HP management solutions for the Adaptive Enterprise can help you gain simplicity, increase agility and unlock value, contact your HP sales representative.

Or explore HP management solutions online at: www.hp.com/go/management

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1 IDC Document #32027, November 2004, IDC Document #32020, October 2004

Scott Womer, Manager of Systems Engineering, Atmos Energy Corporation

“Addressing regulatory compliance in a more sustained manner is a top priority for Atmos Energy. HP has helped tremendously both by identifying and alleviating risk and by providing automated control over our IT environment.”

Scott Womer, Manager of Systems Engineering, Atmos Energy Corporation