



// when transparency matters.



Product Portfolio and Service Management

Take IT easy – FNT's Product Portfolio and Service Management solution makes light work of meeting the requirements and requests of your internal customers.

„The medium of exchange for demonstrating IT effectiveness is a properly defined service catalog. Unless IT's services are defined, IT's contribution is implicit and difficult to measure”

Michael Smith, Benchmarks Can Guide Cost-Optimization Initiatives, Gartner

IT Services Must Be Standardized.

While companies have made tremendous strides over the last few years with regard to standardization of processes and technologies, there is now increasing focus on the standardization of business services, i.e., IT services that support business processes and are directly visible to customers.

The design of the IT Infrastructure Library (ITIL®) also addresses these challenges. ITIL V3 is aligned with the so-called service lifecycle. As with physical products, an IT service has a classic commercial lifecycle. The cycle starts when the service is launched and ends when it is retired from the portfolio.

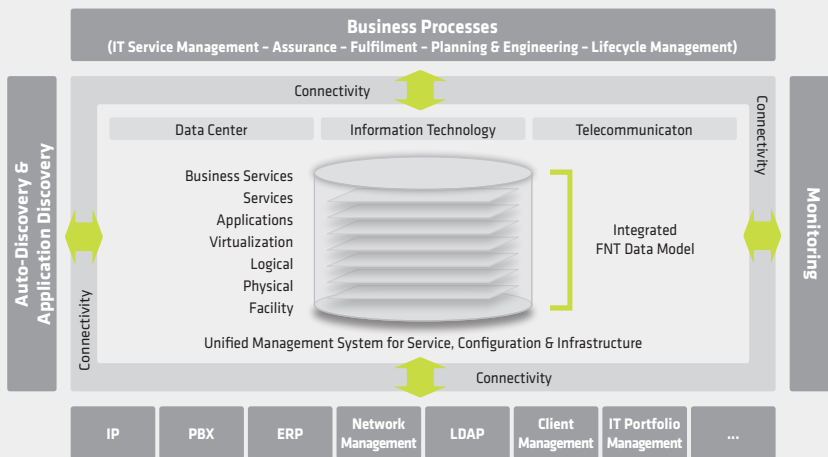
Accordingly, the service strategy and service design phases are part of the five core ITIL disciplines as defined in ITIL V3. While the service strategy phase ensures that the service portfolio is configured in accordance with market requirements and aligned with corporate strategy, the service design phase is about developing solutions that meet the service requirements of the market. In addition to designing new services, existing services need to be modified and improved to meet new market demands. The result is a market-oriented service catalog that is suited to the requirements of internal customers and the business as a whole.

However, it should be noted that ITIL® continues to focus on process-related design of the disciplines, with IT service production principles playing a subordinate role or being largely disregarded. Up to now, businesses have generally also been half-hearted about standardizing IT services and their service portfolio. But what good is a clearly defined IT service if it has to be continually redefined and then customized for each individual customer? Despite all the talk about service orientation, the reality behind the scenes is still one of hand-

crafting. Thousands of application silos exist, each with individually specified hardware and server configurations. As a result, sales and delivery processes require considerable human input and present a range of problems in terms of optimal utilization and strategic planning of resources

In order to boost the production efficiency of IT services, enable reuse, and make optimal use of resources, it is necessary to move away from the project-based build-to-order approach still followed in most IT organizations and to forge a new path.

While the focus is often on business services alone, it is actually the supply chain that offers the greatest potential for major improvements in efficiency, flexibility, and cost control. The aim of value-driven service management is to create transparency and structure at every stage in the process chain. This can then be used to produce competitive and standardized IT services while exploiting the potential for economies of scale.



FNT offers an integrated approach to services, configuration management, and infrastructure.



The Modularization Principle

In order to address these challenges, IT needs to switch from a project orientation to a product orientation. Of course, support for individual customer requirements still has to be possible via configuration options, even with a standardized IT service portfolio.

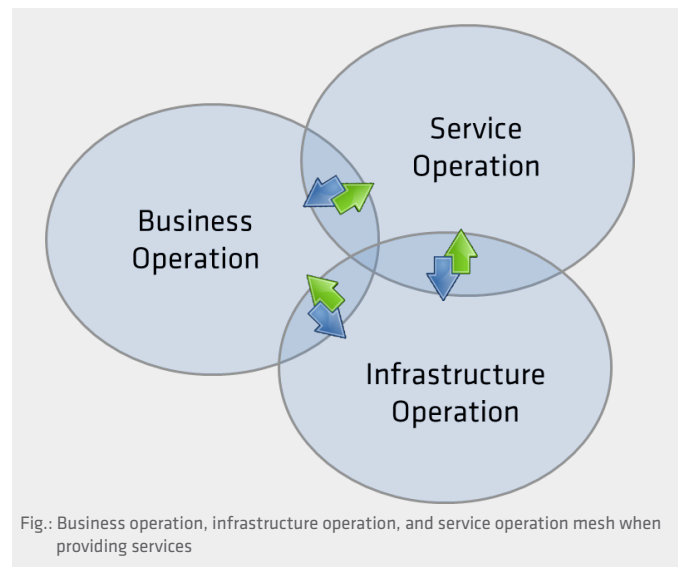
The key principles of industrial production provide a solution to these challenges and enable the transition to a product orientation:

- Standardization and automation
- Continuous improvement
- Modularization
- Concentration on core competencies in order to reduce production depth

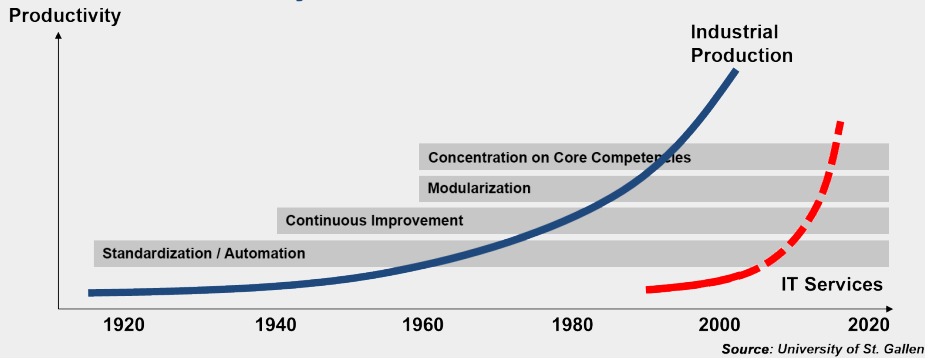
The parallels between industry and IT are striking. IT services can be broken down into their individual components, just like in a bill of materials. And as in industry, it is vital to make the best possible use of resources and address cost reduction targets, while simultaneously taking into account the need for customer-specific adaptation. The associated reduction in the number of variants and the utilization of common parts deliver the desired IT economies of scale. As an attractive by-product, susceptibility to faults is also reduced. However, achieving this goal requires a strategy, a process plan, and a functioning, consistent methodology.

ITIL® defines the process operations, but choosing a consistent methodology for service definition is particularly critical, since IT services must not only be marketed and sold, but also implemented, operated, and billed. The defined, standardized services thus form the link between business operation,

infrastructure operation, and service operation. Seamless functioning can only be assured if all three disciplines speak the same “language” and interpret the defined IT services in the same way.



Toward the IT Factory



Application of the key principles of industrial production to implement the IT factory model

Becoming Product-Oriented.

It is precisely here that businesses now find themselves facing major challenges:

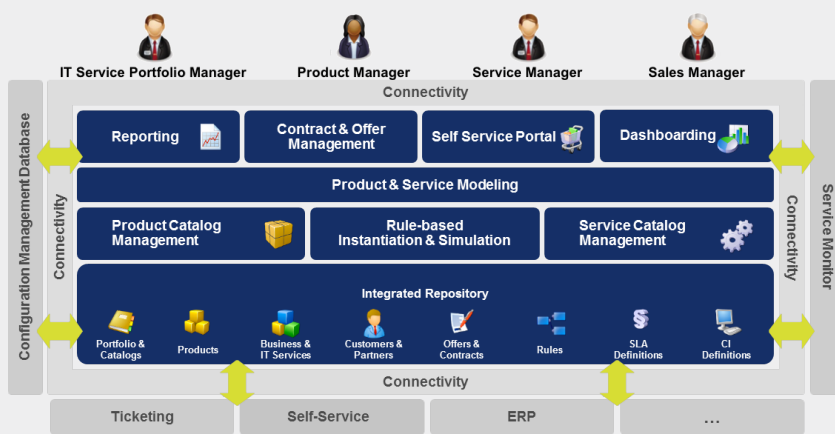
- Creating a standardized, market-oriented, business-focused service catalog is not easy.
- The build-to-order approach is still the norm; there is often no attempt to break IT services down into their component parts.
- Achieving economies of scale, resource optimization, and market-oriented budget planning in IT service management often fails to progress beyond PowerPoint presentations.
- It is often difficult to map infrastructure resources to the business services that depend on them.
- Transparency of costs and price structures is often unsatisfactory.
- Business operation, service operation, and infrastructure operation are poorly integrated and interlinking is thus inefficient.

The resulting challenges can be addressed simply and effectively using a methodological process model based on an integrated service management database (SMDB). In this scenario, the SMDB acts as the control center for the IT service organization and as a central intermediary between IT, business, and service operation.

The bE_Method® provides the appropriate process model for deploying the SMDB. This method, which is an enhancement of ITIL®, enables customers to standardize and manage their service, application, and business process environments in a transparent, targeted manner. Key benefits include a high level of flexibility when defining and providing IT services, making it possible to respond effectively to market needs. At the heart of

the bE_Method® is the separation of the product offered and the service provided. In this context, “product” refers to an IT service at the design level. The product is broken down into its component parts, which can then be used to define product variants as well as other products. Having been defined as a product, an IT service can thus be provided or sold multiple times in different configurations.

The FNT Product Portfolio and Service Management solution offers the required functionality. It improves the efficiency of your IT and service management processes by enabling you to model and deliver standardized products and services. This unique solution provides a solid foundation for defining, managing, monitoring, and delivering business services and service assets over the entire service lifecycle. In turn, this makes it possible to reuse service assets and products efficiently and provide services in a flexible manner and with consistently high quality, while also keeping costs under control.



Overview of functional areas within the FNT Product Portfolio- and Service Management solution



The FNT ServicePlanet Software Suite

The FNT Product Portfolio and Service Management solution is an innovative solution for defining, administering, and managing an organization's IT product and service portfolio. The solution is built around the FNT ServicePlanet software suite, which is an SMDB based entirely on the bE_Method®.

FNT ServicePlanet was developed in close collaboration with customers and partners, based on their requirements and the latest market trends. The result is a user-friendly, Web-based solution with multilingual, multi-user, and multi-mandator capability. As an integrative system, FNT ServicePlanet has a modern, multi-tier software architecture that connects with CMDBs, ITSM tools, ERP systems, and monitoring systems.

The FNT Product Portfolio and Service Management solution supports you in the following tasks:

Product Portfolio Management

- Creation, definition, and management of product portfolios and product catalogs.
- Definition and management of products/IT services based on the modularization principle over the entire lifecycle and for multiple versions, with the aid of modeling components.
- Definition and management of prices and costs.
- End-to-end mapping from business service through to CI.
- Definition of default configurations and product variations.
- Definition and management of service level agreements (SLAs), operational level agreements (OLAs), and underpinning contracts (UCs)
- Provision of product catalogs in integrated order portal; optional integration of self-service portal based on product catalog.

- Documentation and simulation of propagation rules for integrating a service monitor.

Service Management

- Rule-based instantiation and configuration of products as IT services.
- Definition and management of service catalogs.
- Generation of infrastructure work orders.
- Provision of metrics for service level reporting.

Offer and Contract Management

- Offer creation via IT services, including automatic price calculation.
- Converting offers into contracts.
- Managing offers and contracts over the entire lifecycle.

Reporting and Dashboarding

- Evaluating the repository with regard to various different aspects, such as products sold, services per customer, or pending offers.
- Integration of best-practice dashboards for detailed service and portfolio analysis.
- Generating PDF documents, such as catalogs, work orders, and product profiles.

The FNT Product Portfolio and Service Management solution enables better communication with your customers via a clearly defined and structured service offering. There is no need to define services from scratch for each customer and to discuss details of the infrastructure level. Rather, the relevant SLAs are used. Customers select the desired service from a standard product portfolio in a modular manner. After ordering, they receive a customized service assembled from the various options and featuring their chosen level of quality of service.

The FNT Product Portfolio and Service Management solution includes a range of functional areas. The main core functions of FNT ServicePlanet are presented and discussed in greater detail below.

Product Area: Product Modeling and Product Catalog Management

FNT ServicePlanet can help improve the efficiency of your service management with the help of product-modeling methodologies, such as standardization and reuse of product elements. The ability to break down products into standardized components enables cost-efficient production as well as rapid rollout and marketing of new products.

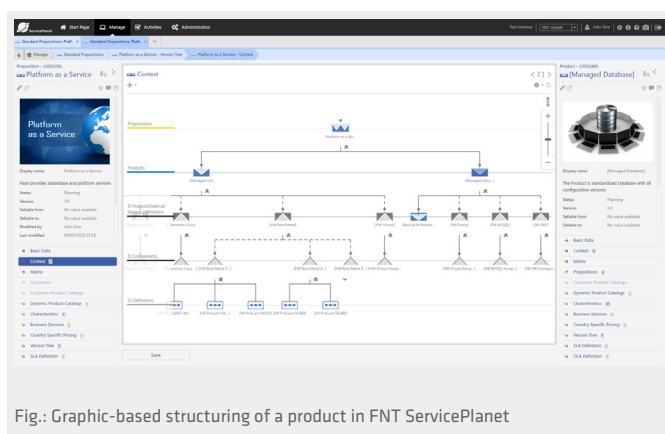


Fig.: Graphic-based structuring of a product in FNT ServicePlanet

FNT ServicePlanet provides corresponding support via a graphical user interface for defining and modeling product trees and mapping dependencies between products and product elements. The ability to define all product attributes and their effects on costs and prices enables rapid, efficient, and automated service creation. Freely definable portfolios and customer-specific product catalogs give you maximum freedom to categorize and catalog your product offerings. This facilitates fast product creation and modification while retaining control and an overview of all associated costs and dependencies.

In addition, work orders can be used to document and organize the operational and administrative tasks required for service provision. When defining products, it is also possible to predefine work orders that can then be customized during service creation for a specific customer. These predefined workflows make service provision faster, more efficient, and more transparent, thereby boosting customer satisfaction.

Service and Contract Area: Rule-Based Instantiation and Service Catalog Management

It is important to be able to configure and vary the services you want to provide quickly and efficiently. All service-related information must be documented and updated over the entire lifecycle. When creating a service, the configuration of marketing and end customer-related attributes at the service level should also automatically ripple through to the underlying infrastructure components. Specifically, it is necessary to select and provide different IT infrastructure resources based on service configuration in order to be able to provide the proper product or service to the customer.

With FNT ServicePlanet, it is easy to configure services based on a product specification and to define the product's explicit attributes. Dependencies defined on the product side are reflected in the selection of attributes, enabling automated instantiation of the service. Customized service variations can be mapped flexibly and directly, without prior product definition. This allows maximum freedom when providing services while ensuring transparency into the underlying IT resources.

A status-driven workflow supports the service manager when maintaining services, thus ensuring that all important process steps are followed when creating a service. It is also possible to detect service delivery problems with the aid of predefined analysis templates and metrics that connect with service level reporting systems.

Fig.: Matrix view of configuration variants, dependencies, and price aggregation in FNT ServicePlanet

Services delivered to customers need to be covered by legally binding contracts. It is especially important to capture and evaluate all relevant information, including customer data, offers, contracts, and agreements (BLAs, SLAs, OLAs). FNT ServicePlanet includes a comprehensive accounting area with functions for managing offers and contracts plus clearly structured customer and partner management functionality for offering and contracting services.

Self-Service Portal

FNT ServicePlanet has a self-service portal that enables marketing of services to external customers. As in a regular online store, shoppers are free to select and order the services

they want. All service variants and configuration options are generated on the basis of a predefined product catalog. A sophisticated rights system makes it possible to control the availability of services by customer group.

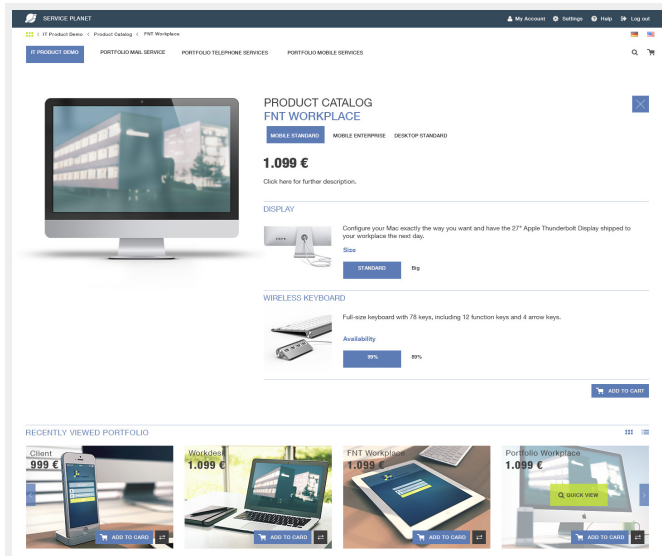


Fig.: Provision of products and configuration options in FNT ServicePlanet's self-service portal

System Integration: Connectivity and Alignment

Service management solutions often include integration into other systems that frequently already exist. Services must be linked to the resources required for provision at the physical level in order to enable end-to-end monitoring of the services across other company areas and of the technical assets or configuration items that make up the IT infrastructure.

Thanks to standard integration with FNT Command as a CMDB system, it is possible to directly access and define the underlying IT infrastructure in the form of configuration items from within the service itself. In addition, FNT ServicePlanet has an open repository, which allows easy integration with ERP, ticketing, monitoring, and other CMDB systems.

Automated data exchange ensures that the data is current. This ease of integration makes it possible to monitor the provided services successfully and to perform fast, efficient troubleshooting in the event of faults via the integrated root cause analysis function.

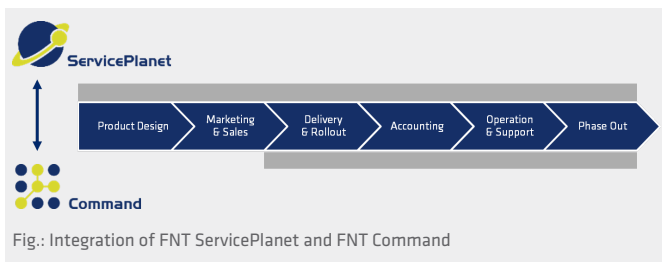


Fig.: Integration of FNT ServicePlanet and FNT Command

Administration: Setup and Management

Although as a packaged software product FNT ServicePlanet can be used "out of the box" to provide a comprehensive range

of functions, it also allows simple customization of the user interface, icons, texts, and object names.

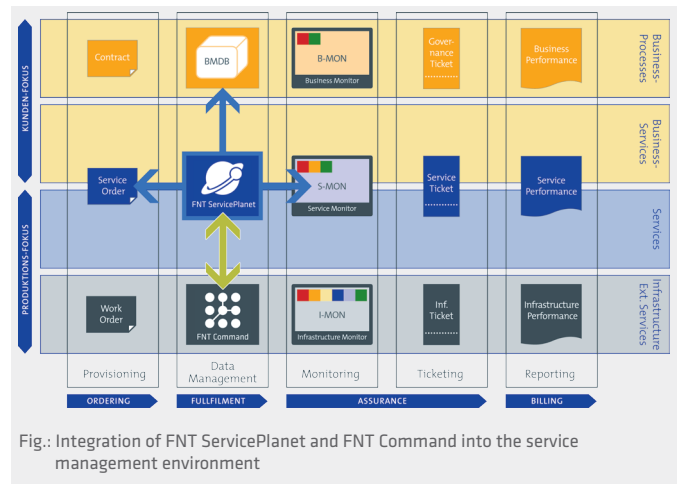


Fig.: Integration of FNT ServicePlanet and FNT Command into the service management environment

A comprehensive standard role/authorization strategy and carefully selected object classes provide an appropriate basis for working with FNT ServicePlanet. The clearly constructed administration area offers a wide range of options for configuring the GUI to suit individual users and roles. The ability to adapt the interface to preferred methods and procedures is an effective way of achieving user acceptance.

„FNT ServicePlanet allows us to achieve a new level of quality in our service management activities. In addition to a clear methodological process and the utilization of a user-friendly tool, we are able to manage our customers' service contracts efficiently.“

Götz Sander, Manager CC IT-Management, Controlware GmbH

Conclusion

The unique FNT Product Portfolio and Service Management solution acts as the control center for the IT service organization and as a central hub between IT, business, and service operations. The FNT ServicePlanet software suite forms the heart of the solution, is based entirely on the bE_Method®, and allows definition, administration, and management of the IT product and service portfolio. IT services are broken down into their individual components and the individual modules are reassembled into new products using a special modeling

interface. Services can then be instantiated, offered, and managed on a product basis, along with the related customer details and contract information. The resulting service trees provide the foundation for service billing, monitoring, work orders, and controlling.

For example, a work order generated by an order in FNT ServicePlanet can thus form the basis for planning and provisioning the required IT infrastructure in FNT Command.

Benefits of deploying the FNT Product Portfolio and Service Management solution:

- Clarity and transparency in the customer-supplier relationship in hybrid IT environments
- Acceleration of day-to-day business processes, particularly in relation to the service portfolio, service design, and sales
- Method-based definition of standardized products
- Market-oriented product catalog that is aligned with corporate strategy
- Contract and order management for products and services
- Successful mapping and management of products, services, and their service assets over the entire lifecycle
- Marketing and delivery of services with automated documentation
- Continuous improvement of services based on targeted evaluation and predefined analyses
- Transparency with regard to quality, compliance with service level agreements, and the cost of the services provided
- Fast integration into an existing service management tool environment (CMDB, monitoring, ERP, and helpdesk systems, etc.) using standardized interfaces
- Mandator capability; audit-proof; ITIL-compliant
- 100% Web-based solution
- Best-practice content for achieving rapid time-to-value
- Standard out-of-the-box solution
- Support for process automation