integrated service assurance

hp OpenView solutions for enterprises

hp

i n v e n t

doing more with less has never been more imperative for enterprise IT

Expectations for IT are higher than ever before. Delivering superior services to customers through higher levels of application performance and availability. Demonstrating measurable business value for new technologies, such as wireless applications, and new IT management initiatives. Minimizing system and network problems that create costs and curtail revenues. Managing IT operations and adapting to changes efficiently, but with fewer staff and smaller budgets.

Your ability to meet these challenges will be determined in large part by how well you manage your IT infrastructure. Optimizing the entire IT environment. Cost-effectively integrating diverse IT resources, services and processes. And especially, delivering the best performance, availability and quality of IT services.

Traditional framework solutions for IT management cannot offer the speed and flexibility you need to meet these challenges. Only HP OpenView solutions for integrated service assurance enable complete IT management — for an outstanding return on your IT investments.

> **look to hp OpenView for
> service-driven management
> of your IT operations**

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That's just one reason why HP OpenView solutions are rated #1 in total satisfaction by our customers. For assuring the exceptional value of your IT services, an HP OpenView solution also offers these advantages:

- end-to-end, service-driven views and control of a multiplatform IT infrastructure
- breadth and depth of management capabilities focused on assuring an optimal customer experience
- a modular, building-block solutions approach for solving your most urgent management problems first
- adaptable solutions that support unique, fast-changing IT environments
- a complete portfolio of HP technical support services for flexible, effective response to your support needs

Integrated service assurance solutions from HP OpenView. The powerful choice for dramatically improving IT services, maximizing your resources and controlling costs — now and in the future.

maximize IT's contribution to enterprise success

HP OpenView delivers industry-leading solutions that help you maximize IT's contribution to enterprise success. By focusing on integrated service assurance, an HP OpenView solution enables you to:

- protect revenue streams and empower cost-savings initiatives with service-driven operations management that ensures high levels of performance and availability for multi-vendor systems, network elements, storage devices and software applications across IT domains

- deliver improved IT services through the ability to proactively anticipate and prevent problems and to implement predictable IT management processes that reflect your organization's unique needs, challenges and objectives

- provide new support for business decision-making through personalized information portals, real-time views of business services, and historical and predictive reporting on service levels

increased IT value for any enterprise

Many types of enterprises can gain value from an HP OpenView solution for integrated service assurance. Consider the results achieved by these HP customers:

An established insurance company extended its business by offering automated insurance quotes over the internet to complement the sales efforts of local insurance agents. This company's IT managers faced the challenge of managing new e-services and their performance for customers, agents and employees. The HP OpenView solution enabled the managers to validate service availability and response times, then correlate these measures against transaction volumes to identify needed improvements in IT services and infrastructure.

For a major airline, many customer-facing business operations are tied directly to a data center and rely on high levels of system performance and availability. With the ability to monitor, track, report and correlate system events, HP OpenView solutions deliver the efficient, service-focused IT management that is critical for smooth business operations. Efficient IT management also supports the company's business goals of streamlining operations, creating cost savings and ultimately enhancing the customer experience.

A pharmaceutical company, dissatisfied with its Web hosting provider, decided to create an internal hosting environment. However, the company faced the challenges of monitoring web application availability and network maps, minimizing security risks, managing performance, and maintaining consistency between internal and external host environments. The HP OpenView solution enables the company to monitor the applications and hosting environment from a single, business-focused point of view. The transparent management environment also improves the experience of internal and external customers.

> "Because we are now more productive, there are fewer problems... If an incident does occur, we can restore services 40% faster than before."
>
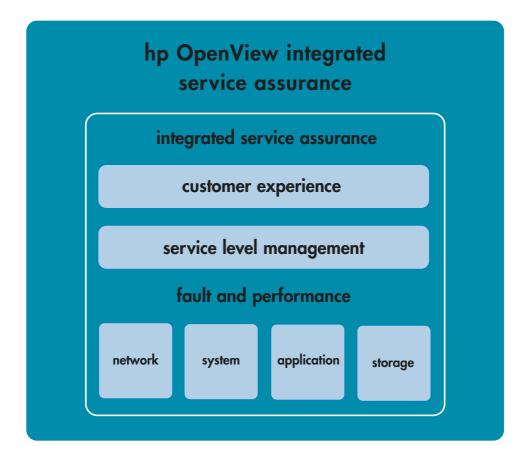> **Lars Holmberg, Service Delivery Manager, Bombardier Transportation**

a predictable customer experience

As IT plays a bigger role in all business activity, market success requires tools and best practices that optimize the experience of internal and external customers. Tools are required that can measure, monitor and troubleshoot across all elements of an IT service that affect the customer experience. Best practices are required to ensure the IT staff follow procedures that are proven to optimize a customer's total experience when interacting with IT staff and IT services.

Only HP OpenView solutions can accommodate any mix of IT services, elements and processes. In addition, you gain the flexibility to manage from the "top down" or "bottom up." Top-down management enables you to proactively measure the customer experience to determine if expectations and committed service levels are being met. Bottom-up management identifies how the individual components of the overall IT infrastructure are performing — including business impact analysis — and where possible, resolves problems automatically. With these two approaches to management, an HP OpenView solution enables you to understand what your customers are experiencing and what conditions are creating that experience.

Many enterprises adopt the IT Infrastructure Library (ITIL) standards for best practices for IT service management in areas such as change, configuration and service level management. The ITIL codes of practice help organizations provide quality IT services in the face of budgetary constraints, skill shortages, system complexity, rapid change, evolving user requirements and growing user expectations for service quality. HP OpenView products enable enterprises to comply with and successfully implement ITIL best practices, resulting in a customer experience that is not only optimal, but repeatable and predictable.

hp OpenView integrated service assurance

integrated service assurance

customer experience

service level management

fault and performance

network | system | application | storage

a unique architecture for true integration

HP OpenView solutions are built with a uniquely flexible and scalable building-block architecture, enabling you to select the solution components that best fit your needs today. In comparison with framework solutions, this building-block approach lets you address your most pressing challenges right away and adapt quickly to business requirements as they arise. The open architecture of HP OpenView means you're never boxed into a management corner.

Each HP OpenView solution provides an integrated software foundation with add-on products — from a library of HP smart plug-ins, products from HP partners or internally-developed applications — that target specific service dimensions, management tasks or environments. To control management costs and gain value quickly from your investment, you can implement the solution over time, in a modular fashion.

HP OpenView solutions run on designated PCs as well as computing platforms from HP and Sun, including the new HP Itanium-based servers. Operating system support is available for all major systems ranging from mainframes to workstations to PCs, including the ability to manage a mixed IT environment from a Windows-based system.

HP OpenView also has the strongest developer partner program in the industry, offering more than 400 integrated applications. Partner products cover functions such as job scheduling, notification, desktop administration, simulation and web analysis. This product choice helps you tailor a solution that addresses your specific management needs, resource availability and operational environment.

support for your success

An HP OpenView integrated service assurance solution delivers more than just software. Through services and support provided by HP and its partners, you can access outsourcing assistance, consulting expertise, training, best practices — even financing — for smooth implementation and operation of HP OpenView solutions.

> **"HP OpenView helps us meet our service level agreements and provide higher quality service."**
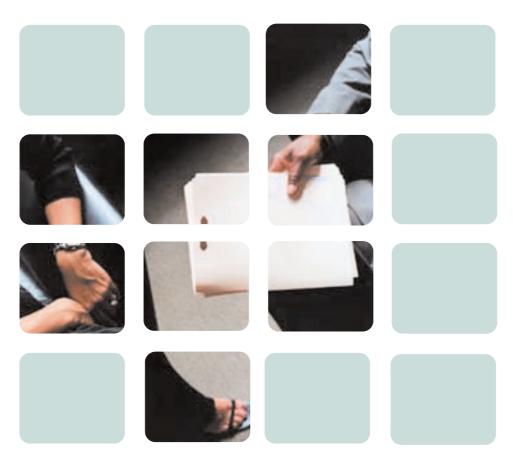>
> **J. Paul Duyn, IP Business Solutions IS/IT, Managing Consultant, Bell Canada**

HP offers a scalable set of support services for all HP OpenView solutions, enabling you to choose the support program that best matches your needs and budget. Standard customer care provides unlimited telephone support during regular business hours, timely product upgrades and updates to materials, as well as direct access to electronic support. An extended plan adds 24x7 phone support. You can also receive proactive, personalized service for large or complex multi-platform environments, including dedicated support personnel focused on business alliance management, proactive problem avoidance and onsite technical services. Lastly, HP offers a service that maximizes your system availability by providing specialized resources for fast recovery.

eCare support gives your team instant web access to the vast library of technical knowledge and interactive tools used by HP OpenView support experts. Your staff can increase knowledge, manage your services more effectively and ensure a quality customer experience.

> **"The implementation of our modular HP OpenView solution went very smoothly. We were able to proceed in defined stages from a pilot project to full-fledged IT management across a large number of sites."**
>
> **Vincent Bonnier, Director of Centre Electronique de Traitement de l'Information (CETI), Banque de France**

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hp OpenView: leadership you can rely on

Because IT management is so vital to your business strategy, you want to be confident of your chosen solution and the vendor behind it. At Hewlett-Packard, we understand the challenges and demands facing enterprises today. HP OpenView offers an unmatched breadth of solutions for IT service management, delivering proven value in more than 135,000 deployments worldwide. HP OpenView is among the top 20 software businesses in the world and manages 70% of the world's internet devices today.

Customers who use HP OpenView to manage their IT environment include:

- nearly every Fortune 50 company
- trading companies and online banks, managing more than 25 million customer accounts

As a leading supplier to both enterprises and service providers of all types, HP has achieved a strong presence in every aspect of the market. HP employees chair or participate in important standards bodies within the industry. HP OpenView solutions are also offered in the product ecosystems of Cisco Systems, Sun and Microsoft. HP OpenView products have achieved SunTone certification, meeting Sun's high standards for reliability and quality, and Windows 2000 Certification from Microsoft.

For more information on HP OpenView service assurance solu-
tions, contact your local HP sales representative or HP sales office.

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