

# BUSINESS SERVICE MANAGEMENT SOLUTION FOR MID-MARKET ENTERPRISES

## SUMMARY

The business environment today demands that process owners take more control for the effective execution of their IT-enabled business processes. Organizations require 'Business Service Management' (BSM) systems to connect the worlds of IT and business, and give process owners visibility to the impact of IT on business outcomes of interest. BSM solutions view both the business process owners and the IT operations team as users that collaborate in assuring the effective functioning of IT-enabled business services and processes.

This white paper examines the service and infrastructure management challenge being faced by businesses, summarizes why BSM solutions are required, and presents an overview of a next generation BSM solution that is specifically designed to meet the needs of business process owners and managers.

## BUSINESS PROCESS OWNERS UNDER SIEGE

The increased reliance on information technology (IT) for business process enablement and automation has created a management and monitoring dilemma for business process owners/managers. While business process owners are increasingly accountable to executive management for delivering against significantly more demanding and aggressive 'IT-enabled' objectives and metrics, the same business process owners have no or limited visibility on the impact of IT infrastructure issues or problems on their business.

Almost every single task or activity in a business process, whether the process involves taking an on order or billing for delivered products, is tied directly to the effective functioning of one or more software applications and the underlying computing and communications infrastructure. Yet, most process owners have no understanding of the impact of the performance of the complex mesh of technology on the specific outcomes of interest in their business processes. Worse, process owners have no means to proactively monitor the status and trending of specific business tasks to prevent potential problems, or 'catch' them early before the effect is experienced by a wider constituency.

The status-quo is no longer acceptable, where process owners discover issues after-the-fact or are wholly dependent on the IT operations team for systems/process assurance. The business environment today

demands that process owners take charge and become more accountable for the effective execution of their processes. In order to get there, business process owners need to be empowered and provided with a dashboard to view and monitor the health of their business services IT infrastructure. Business process owners and the IT operations team need the tools that enable them to collaborate in ensuring the smooth running of the business.

While the issue clearly exists within larger enterprises, it is even more acute for mid-sized businesses. Although IT has rapidly become a pervasive part of business operations, these smaller enterprises lack the operational IT budget and staff / infrastructure to support service related problems.

## THE NEED FOR BUSINESS SERVICE MANAGEMENT (BSM) SOLUTIONS

Traditional network management systems focus on measuring and monitoring the technical metrics and trends of IT applications and infrastructure. The primary users of these systems are technicians and systems administrators in the IT operations organization. Although these systems enable the IT operations team to identify problem areas from a technical point-of-view for a 'given piece' of the infrastructure, significant gaps exist in determining the business impact of the given problem.

The challenge is compounded further by the accelerating adoption of next-generation technologies, such as Services Oriented Architecture (SOA), Virtualization, Utility Computing, Portal Frameworks, Grid Architectures and Mash-ups. A single business process or service may be supported by a number of composite applications, all of which could be dependent on a diverse set of distributed computing and communications elements. An 'isolated issue' anywhere in this complex web may impact one or more tasks in the business process. Traditional network management systems and technology-centric monitoring approaches are incapable of determining the business impact of an issue in such a complicated infrastructure environment.

Given the disconnect that currently exists between the business owner's understanding of problems with his or her processes, and the IT team's view of what is going at the technical level, there is a need for a solution that bridges the information gap and enables preemptive or rapid identification of business issues, accurate identification of root causes in the supporting IT infrastructure and quick resolution of problems.

Business organizations require Business Service Management (BSM) systems to connect the worlds of IT and business. These solutions view both the business process owners and the IT operations team as users that collaborate in assuring the effective functioning of IT-enabled business processes. Furthermore, BSM is now a part of ITIL, and BSM solutions enable organizations to become ITIL compliant.

## HOW BSM BRIDGES THE IT-BUSINESS GAP

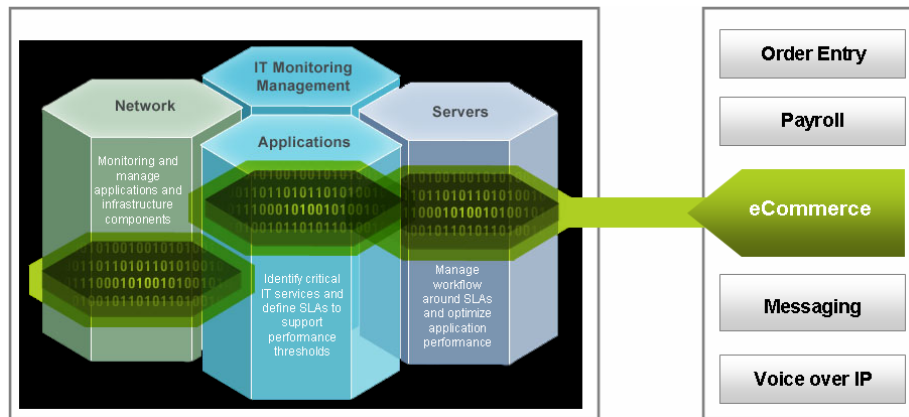
Assuming a business process has been described as a set of distinct business services (tasks), a comprehensive BSM solution would enable an organization to do the following:

- Maintain the connections, relationships and dependencies between business services, the applications that comprise them and the underlying computing and communications infrastructure
- Link relevant business metrics (e.g. order validation response time) with application and infrastructure performance metrics (e.g. application server CPU utilization)
- Monitor and measure the performance metrics of applications and underlying infrastructure, and aggregate, filter and correlate these
- Recognize service performance trends and provide alerts to avert potential business service problems
- View alerts, performance findings and all supporting detail using a variety of dashboard and drill-down mechanism that are applicable to a mixed user constituency of business process owners and technical personnel
- Identify the root causes of problems and determine means to fixing the them
- Execute simulations and conduct what-if analysis to determine the impact of infrastructure changes on business processes
- Monitor and measure Service Level Agreements between business process owners and their customers

How would an organization that has deployed a BSM solution manage the assurance of its business processes, and link business outcomes to IT performance? It is illustrative to walk through an end-to-end scenario. The business process owner is alerted that his business service is not working (or trending towards a non-working state) because the underlying IT infrastructure on which is his business service depends is performing poorly. The business owner determines the severity of the problem (value/results based) and the priority for resolution. Where appropriate, relevant business process actors are informed of the problem.

The process owner can then drill-down through the process to find the specific task where the problem exists. Upon further drill-down and analysis, the business person reaches a point where the information is of a technical nature and no longer easily understandable or actionable. The business person now hands-off to an IT operations counterpart who completes the subsequent detailed root-cause analysis and problem resolution.

Within a BSM enabled environment business impacting issues are dealt with proactively and rapidly, with the business owner remaining informed and in control of setting priorities on the problems that need to be addressed right away versus things that can be postponed. Additionally, information is presented in a way that is relevant to the user roles within the organization. The business process owner may want to see a simple dashboard view for those IT services on which his business depends. The information in this view is described in business terms. An IT operations person may want to view the detailed performance data plots for a given server cluster for example, where the data is defined in technical terms.



## ZYRION'S TRAVERSE EMPOWERS BUSINESS PROCESS OWNERS WITH A POWERFUL BSM SOLUTION

Zyrion's Traverse is a breakthrough BSM application that provides real-time visibility into the performance of business services. Traverse's breakthrough Business Container technology enables IT and business personnel to create unique virtual views of discrete business services, and makes the alignment of infrastructure technology with business outcomes a reality. Traverse facilitates decentralized remote infrastructure management that is pro-active and preventive rather than reactive, giving all employee-levels the control and information they require based on their specific responsibilities and permissions.

Traverse provides an easy-to-use web-based user interface and is a distributed, scalable, real-time, and easy-to-manage platform. Traverse is a feature-rich application that includes the following key capabilities:

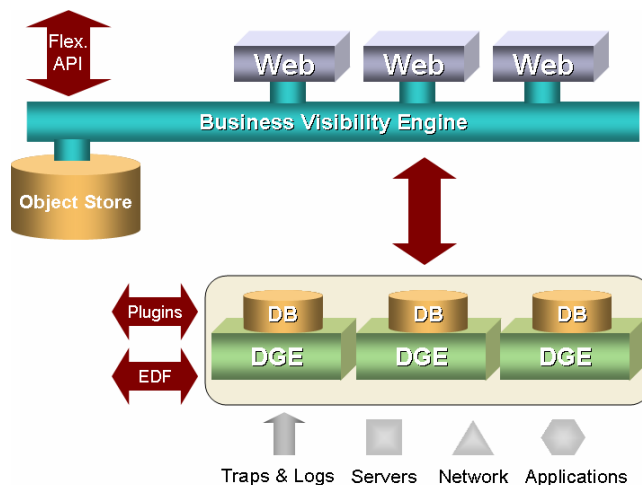
- **Business Service Views:** Traverse provides real-time business-oriented views of the performance of the underlying IT infrastructure. Traverse enables viewing the performance of processes, applications and related IT infrastructure across domains, departments, and multiple geographic locations.
- **Business Service Containers:** Traverse includes a unique object-oriented, "container" technology that allows linking applications and underlying infrastructure to services such as ordering and payroll. Business Service Containers can have unlimited staggered and recursive hierarchies. Rather than just labeling a loose collection of objects as a "business service", Traverse goes much further by making its Business Service Containers fully aware of the underlying L2/L3 relationships between components. In building topological awareness and connectivity dependencies into these business containers, Traverse provides IT and business managers with a more valuable business services view showing the full impact of IT infrastructure on service delivery.
- **Business Context-Sensitive Rules:** Thresholds and rules for performance monitoring/notification can be tailored for the various business views and service containers. For example, the

provisioning manager may want to be notified only if more than half the devices in the self-care application server cluster go “red”, whereas the server administrator may want to be notified when any single device goes “yellow”.

- **Business Visibility Engine and Configuration Object Database:** Traverse contains an intelligent configuration object repository that keeps track of users, permissions, devices, connections, and the correlation between business services and underlying infrastructure. IT personnel can set up business services and containers, and maintain the data on all thresholds, traps and syslogs. It also maintains application user permissions, definitions of what infrastructure elements are in which business container views, which data gathering elements monitor which infrastructure components, and at what frequency and with which specific queries/tests.
- **Federated Security Model:** Traverse has a built-in federated security model which supports multiple departments, users or customers in using a single instance of the software. The flexible security model allows creating read-only or read-write users, administrative users within a department/domain, or administrative users across departments/domains. ‘Private’ departmental or user-specific views can be enabled in a single deployment of Traverse, even if the various views are based on monitoring information from the same DGE.

Additional capabilities of Traverse include:

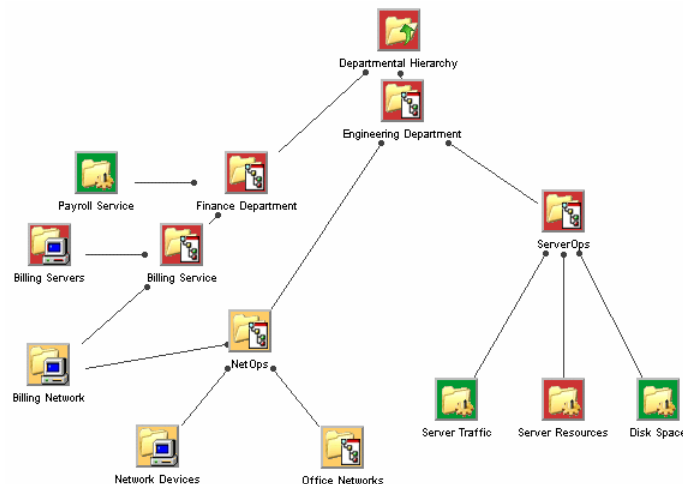
- Service Level Agreements Monitoring and Measurement
- Topology Discovery and Mapping
- Real-time Reporting
- Smart Notification and Alerts
- Root Cause Analysis and Correlation
- Open and Extensible APIs
- XML-based Plug-in Framework
- Integrated Fault and Performance Management



## WHY BUSINESSES ARE CHOOSING TRAVERSE OVER THE ALTERNATIVES

Zyrion's Traverse does not require businesses to make tradeoffs between functionality, solution cost and implementation expertise. The unique proposition of Traverse is that businesses are able to get one of the most advanced BSM solution in the marketplace at an affordable price, and more importantly, are able to get the solution implemented quickly and efficiently. The key strengths of Traverse compared to some of the alternative solutions include:

- Ability to build Business Containers on the fly, with a nested service container feature that provides flexibility to build containers within containers; Alerts provide real-time status of nested services in a meshed hierarchy, updated simultaneously across all views
- Business Containers dynamically correlate IT to business services
- Integrated Dashboard-to-Packet views and reporting allows drill down to the packet level
- Multi-level federated user model and "delegated authority" user architecture allows unique, secure, defined infrastructure and business views for all application users
- Low get-started footprint application – downloadable over the Web, minimal training required, wizard-based install, intuitive 'traffic-light' based GUI, lightweight distributed database architecture
- Reduced TCO, rapid ROI - priced for the mid-tier enterprise, but scalable to Fortune 1,000s
- Open, easily extensible API architecture



## CONCLUSION

The increased reliance on IT for business process enablement and automation requires service management and monitoring tools that enable business process owners and the IT operations team to collaborate in ensuring the smooth running of business services. Traverse is an advanced Business Service Management (BSM) application that provides real-time visibility into the performance of business services. Zyrion's Traverse runs under Solaris, Linux and Windows, and a free trial can be downloaded from <http://www.zyrion.com>.

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## ABOUT ZYRION, INC.

Zyrion is a provider of BSM and IT infrastructure monitoring software for mid-market enterprises. The company's business service container technology allows mid-level enterprises to more easily and effectively manage IT-enabled business processes and services. Zyrion's flagship Traverse solution, provides correlated, end-to-end monitoring capabilities that link underlying applications and the IT infrastructure to business services. Zyrion has its corporate offices in Sunnyvale, California. For more information, go to [www.zyrion.com](http://www.zyrion.com) or call +1-877-7-ZYRION.