

FireScope Business Service Management: Business-Edition

Abstract

Businesses of all types and sizes depend on IT, directly or indirectly, to deliver their products and services. For many companies, IT has a substantial impact on business performance, although too few organizations have visibility into just how substantial. Whether through enhanced customer experience, greater operational efficiency, faster time to market or other benefits, IT can provide the advantages needed to succeed in today's highly competitive business environment. But to realize these benefits, IT must be properly managed. Business Service Management (BSM) is an approach to managing IT in support of improved business performance. BSM enables IT to be managed as a cohesive set of value adding business services rather than a loose collection of technology components.

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However, traditional BSM solutions have been designed around the needs of large enterprises rather than the unique requirements of small and medium businesses (SMB). For too long, SMBs have waited for accessible BSM solutions with both low complexity and low cost. FireScope, an innovator in the BSM market, has introduced the FireScope Business Service Management: Business-Edition (FireScope BSM:BE) with the intention of removing the barriers to BSM adoption for SMBs. With FireScope BSM:BE, SMBs can shift their focus from simply keeping IT systems operational to delivering IT services that provide a competitive advantage for the business.

BSM for the People

BSM describes IT value and performance in a way that is meaningful outside of IT. It starts by positioning the IT organization as a provider of services in support of user and, ultimately, business needs. While technology components – including servers, disk arrays and firewalls – make IT services possible, the consumable services themselves, such as customer relationship management, order management and e-mail, supply the real value. So, rather than focusing on the management of individual technology components, BSM monitors and optimizes end-to-end services. In this way, BSM ensures IT investments deliver business-aligned services and improved business performance.

IT management approaches such as BSM are often first targeted to enterprises like those in the Fortune 500. Their IT budgets are large on an absolute scale, and their investments can be leveraged across multiple business units, product lines and geographies. While large firms tend to generate initial market opportunities, SMBs frequently induce follow-on innovations that benefit the entire market. Innovative software vendors that find ways to understand and deliver to the unique requirements of SMBs make management approaches like BSM accessible to a wider range of customers – BSM for the People.

SMBs have strong requirements around simplicity, cost, and agility. For example, SMBs demand greater simplicity for deployment, customization, integration and ongoing administration. In terms of cost, organizations of all sizes want them to be low, of course.

However, SMBs tend to be more sensitive to indirect costs around training, time to value, and staffing requirements for ongoing administration. Most SMBs cannot afford dedicated specialists, hired just to maintain a single solution or technology. Relating to agility, SMBs are more likely to make rapid, sweeping changes to their infrastructures. This requires a solution that easily consumes new data sources and rapidly produces intelligence on the ROI of new IT investments.

FireScope's BSM: Business Edition

BSM:BE provides actionable intelligence for both IT and business leaders. It aggregates all infrastructure event and metric data from other tools and repositories, making the data visible through a single interface. This provides an end-to-end view of services rather than just individual technology components. By understanding service health, IT can prioritize activities based on business priority. BSM:BE also correlates IT and business metrics with services so business line managers can continually understand how IT is impacting business. This includes the ability to calculate a financial impact, such as lost revenue or impaired employee productivity, due to critical events. Business performance is improved by managing to business outcomes rather than technology outcomes. BSM:BE provides these capabilities through:

- Agent and agent-less data collection, including discovery and dependency mapping to normalize and unify data from disparate tools and technologies into a single repository
- A single interface to consolidate access to critical management information and applications through a single sign-on
- Service level management including service level agreement (SLA)/service level objective (SLO) management and financial impact analysis of SLAs
- Event management with data correlated to services for service-level impact analysis as well as business impact analysis
- Extensive use of automation, wizards and inline help to make the solution accessible for any level of user

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Priced starting at \$2,450, BSM:BE was designed to meet SMB requirements including simplicity, cost and agility, making BSM capabilities easily accessible to SMBs. It is delivered as a virtual appliance or bootable ISO image with all software pre-installed, improving time to value and reducing deployment cost. A downloadable, 28 day free trial of fully functional software is available at www.FireScope.com and does not require specialized training or consulting. BSM:BE is a scalable solution that grows with client needs and adapts to new technologies introduced to the IT environment. For customers that grow to include multi-site IT environments, BSM:BE can easily be upgraded to BSM:Enterprise-Edition.

EMA Perspective

There has been a myth that only the largest companies require the integrated business metrics and IT data provided by BSM. The truth is that the smaller businesses have not had access to solutions tuned to their requirements around purchase cost, management staffing and time to value. In fact, ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) research has revealed no statistically significant differences in expectations for BSM benefits across businesses of different sizes. For example, businesses of different sizes, both by annual revenue and total number of employees, were just as likely to expect improved service quality, reduced IT operations costs, and greater ability to support new business initiatives from BSM solutions.

By offering a rich set of capabilities, yet making them inexpensive and easy to use, FireScope has delivered an innovative and ground breaking BSM solution for the SMB segment.

The trick to providing BSM for SMBs is **not** to provide fewer capabilities and reduced benefits. Instead, the capabilities must be priced appropriately, easy to use, quickly available, and deliver the same benefits. IT management solutions for SMBs too often make the mistake of simply lowering price and deactivating menu items. To be useful to SMBs, IT management solutions require additional vendor investment to reduce deployments costs in terms of license price, services, and calendar time; reduce ongoing costs in terms of administrative complexity and staffing requirements; and ease of use without high training requirements.

FireScope BSM:BE was developed around this SMB design point, and the results are clearly visible. Tips and tricks for getting the most out of FireScope BSM:BE are built-in to the product and updated based on user context. The dynamic dashboards can be customized by users and provide easy-to-use monitoring, troubleshooting, and reporting. Auto-discovery and agent-less data collection reduce time to value. By offering a rich set of capabilities, yet making them inexpensive and easy to use, FireScope has delivered an innovative and ground breaking BSM solution for the SMB segment.

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