



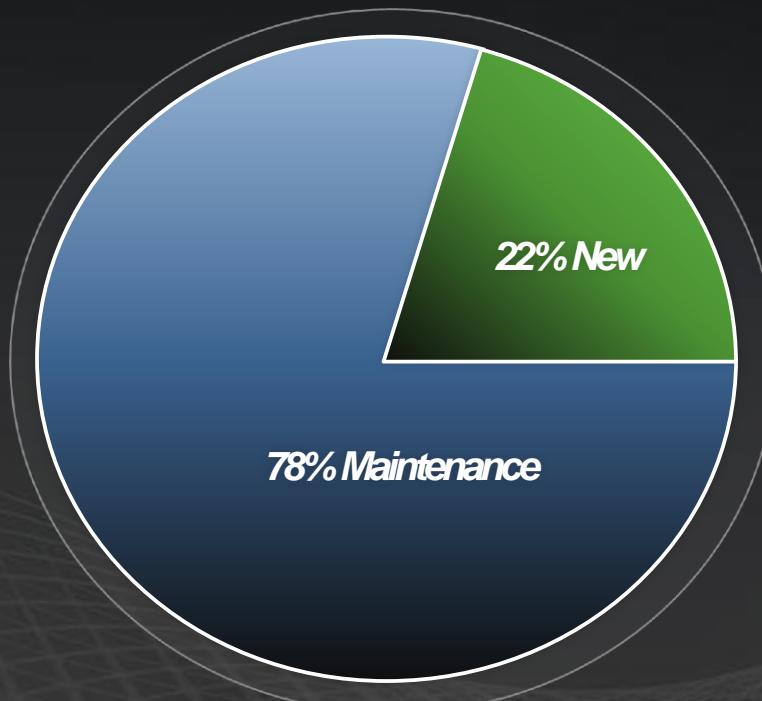
Service Manager

Anders Ravnholz
System Center Consultant

Agenda

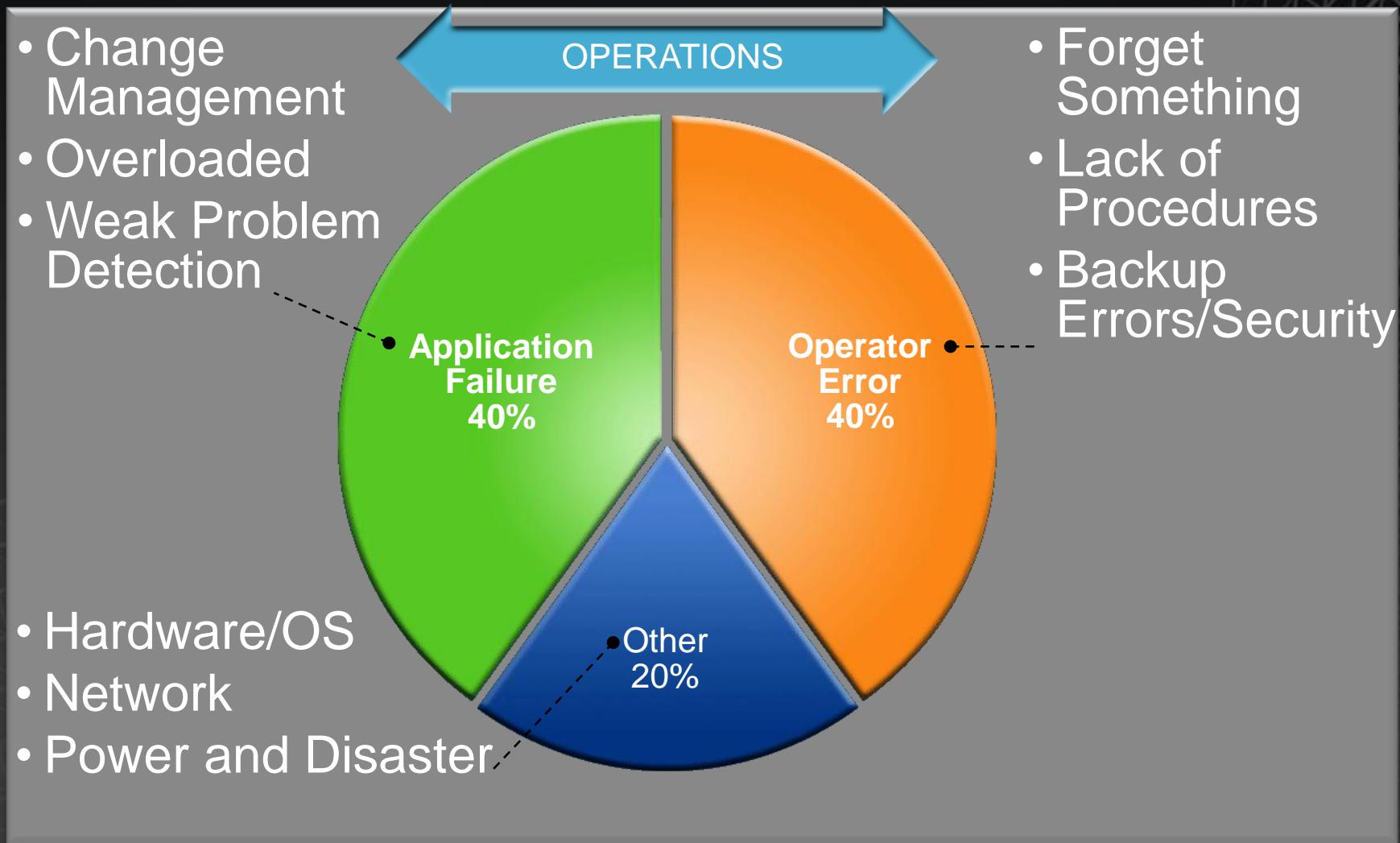
- The IT Operations Challenge
- Service Manager
- Demo
- Ramp Up

Objective: Drive Cost of Data Center Management



Issue: 78% of IT budgets spent on maintenance activities, trends increase pressure

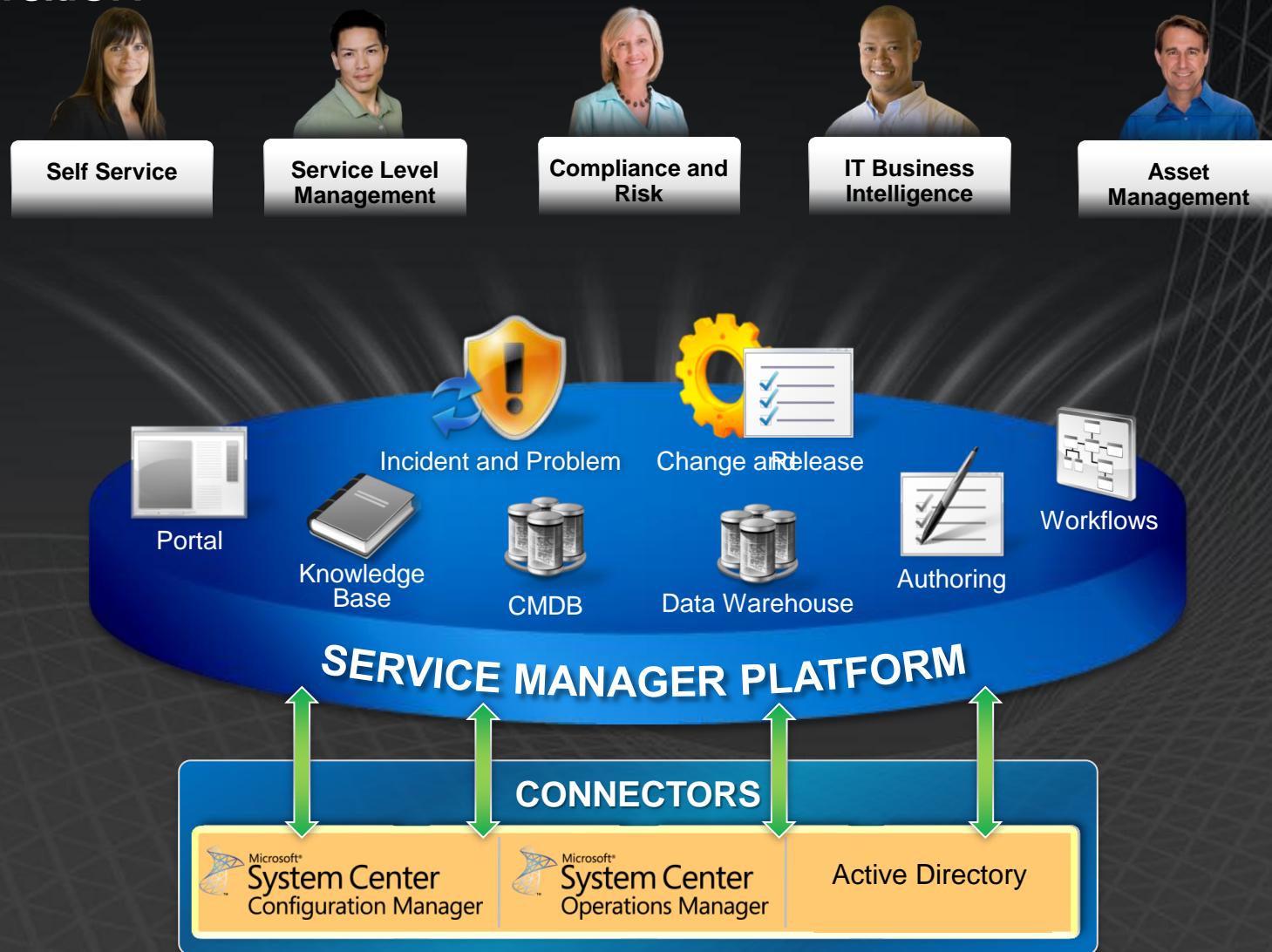
Source of Operational Problems



What makes a good Service Desk Tool

- Workflow Engine
- Short Implementation time
- Easy to modify Forms
- Good integration to other tools
- Generic CMDB (Easy to extend and maintain)
- Good reporting capabilities

Service Manager - The Power is in the Integration



Service Manager – Aligning IT to Business

Service Management

- Manage change across teams - informed by business policy
- Measure service performance – improve and remediate

Diagnose and Restore Service



Automate & Integrate IT change

Data Center Management



- Monitor the Service
- Restore the Service

Client Management

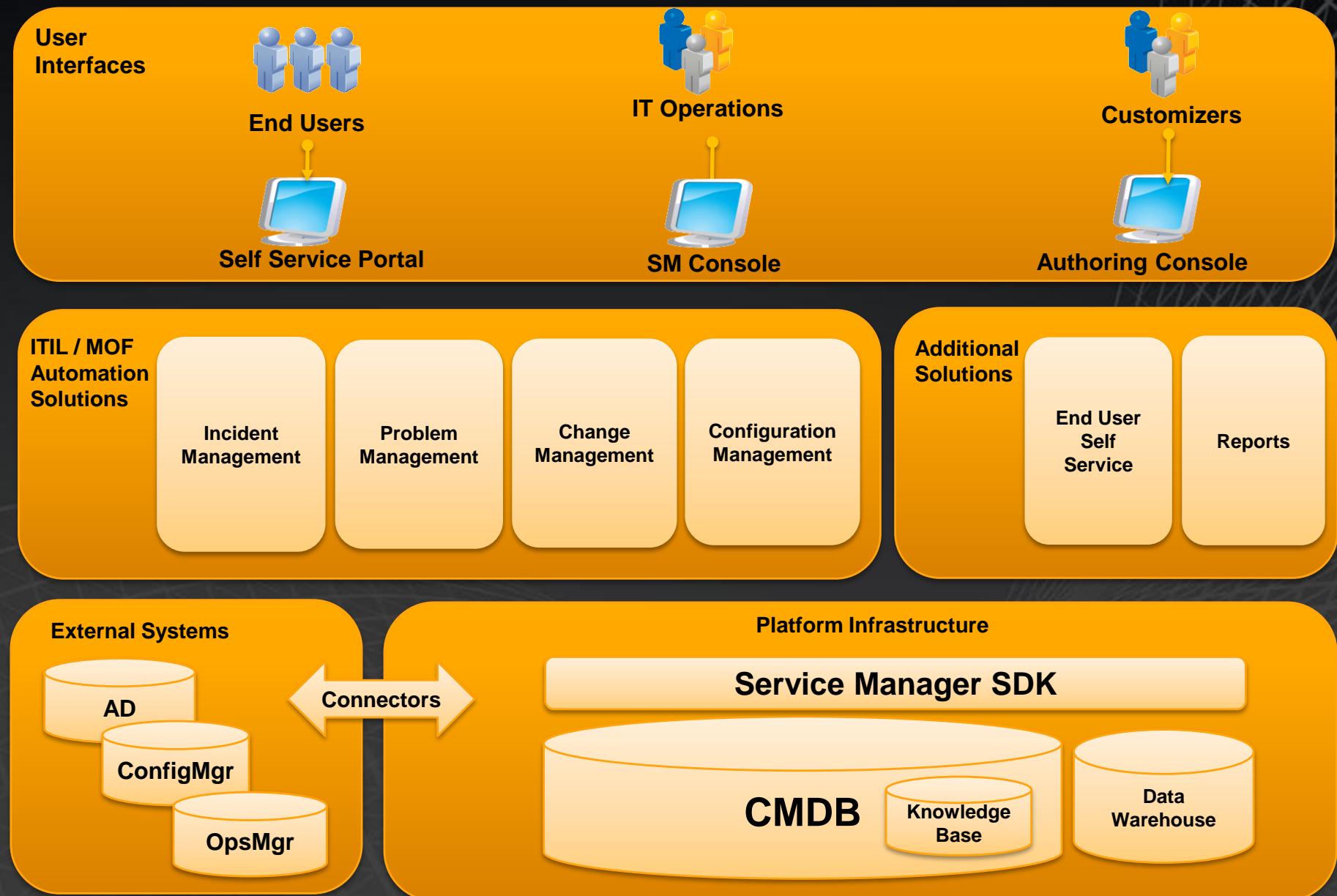


- Self-Service Application Deployment
- Self – Service Assistance and Knowledge

Scalability Goals

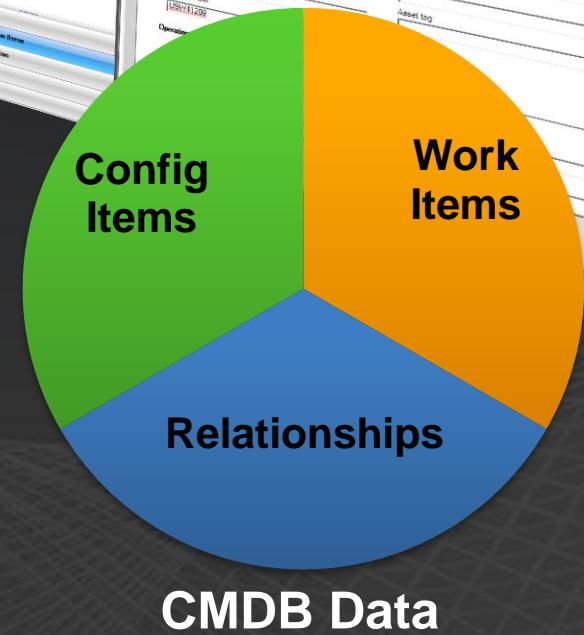
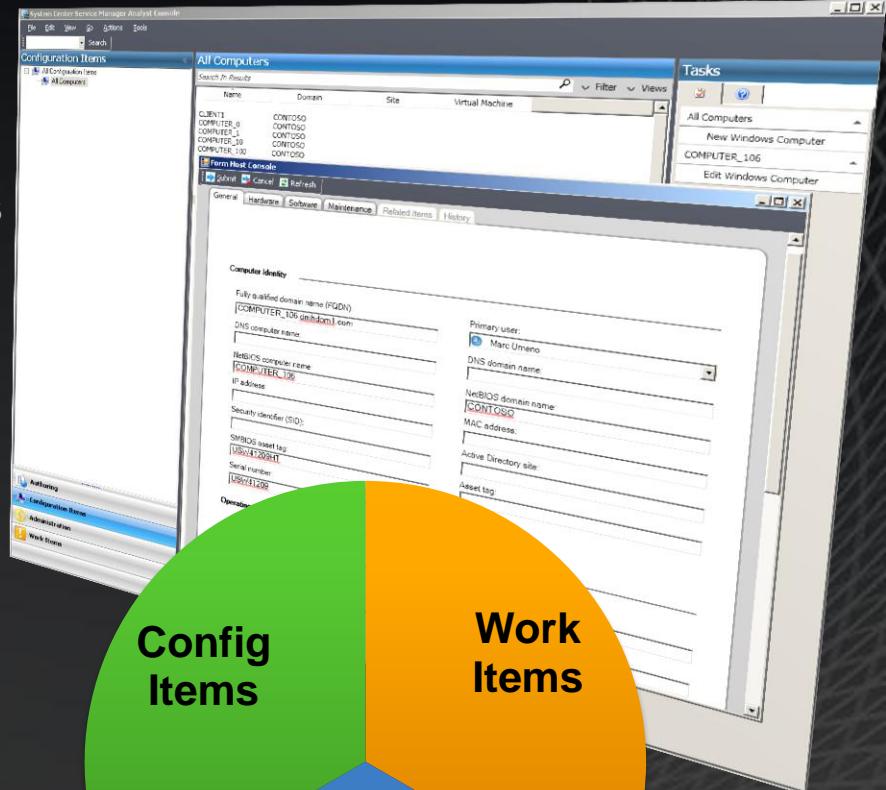
- Up to 20,000 users with up to 40 – 50 IT analysts providing concurrent support
- Up to 20,000 supported computers, assuming up to 10 - 12 configuration items (installed software, software updates, hardware components) per computer
- 5,000 incidents per week with 3 months of retention for a total of 60,000 incidents in the Service Manager database
- 1,000 change requests a week with 3 months of retention for a total 12,000 change requests in the Service Manager database

Service Manager Components



Integrated System Center CMDB

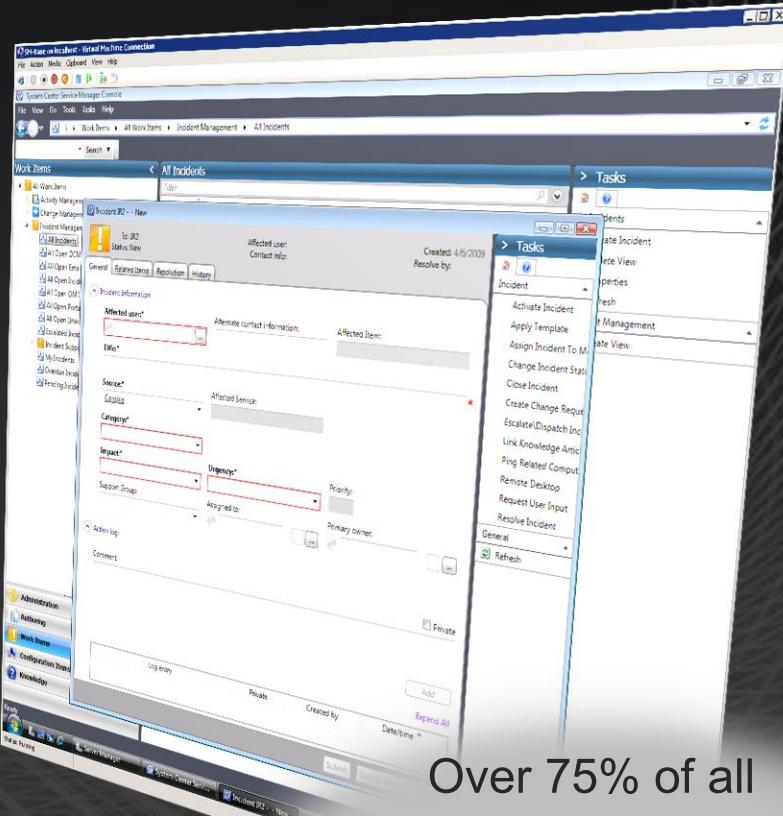
- System Center common schema
 - Object Model Based on Operations Manager
 - IT assets and services are Configuration Items (CIs)
 - Incidents, change requests, and problems are Work Items (WIs)
- Configuration Management Database (CMDB) features:
 - Connectors sync data with external systems
 - Create, update, and view CIs
 - Create relationships among CIs, WIs, IT staff, and Active Directory® Domain Services (AD DS) users
 - Automatically track CI change history
 - Service definition and mapping



Incident Management

Keep users and data center services up and running, and restore service quickly

- Process workflows
 - Escalations
 - Notifications
- Customizable templates
- Knowledge & History
- Automatic incident creation
 - Desired Configuration Monitor (DCM) errors
 - Operations Manager alerts
 - Inbound Email
 - Portal

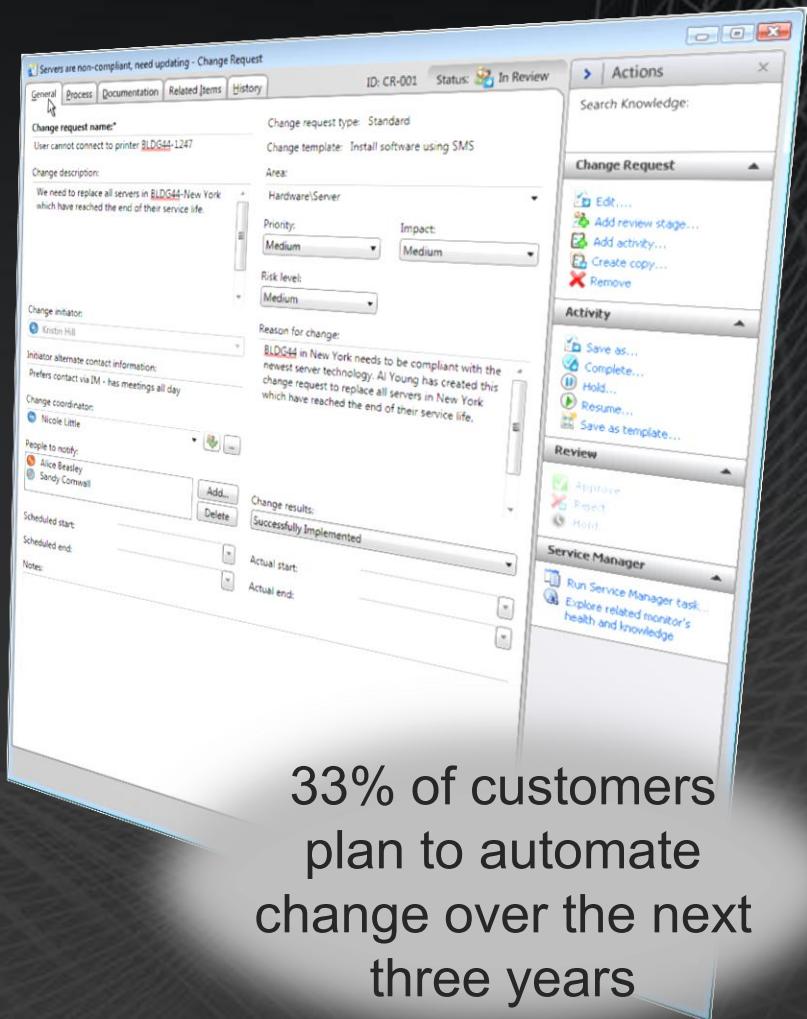


Over 75% of all incidents are caused by poor Change Management

Change Management

Minimize errors and reduce risk

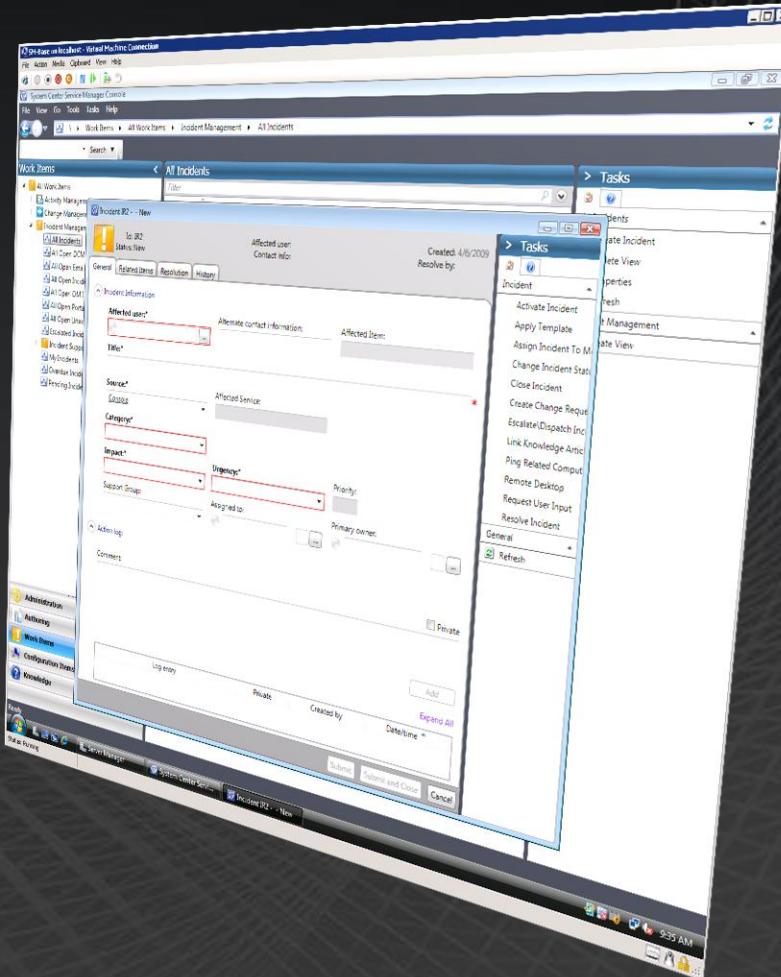
- Typical Change Models
 - Standard, Major, Emergency...
 - Review and Manual activities
- Customizable Templates
- Workflows and Notifications
- Analyst Portal
 - Approvals via Web
- Relate Change Requests to Incidents, Problems and Config Items



Problem Management

Enables organizations to identify and track problems

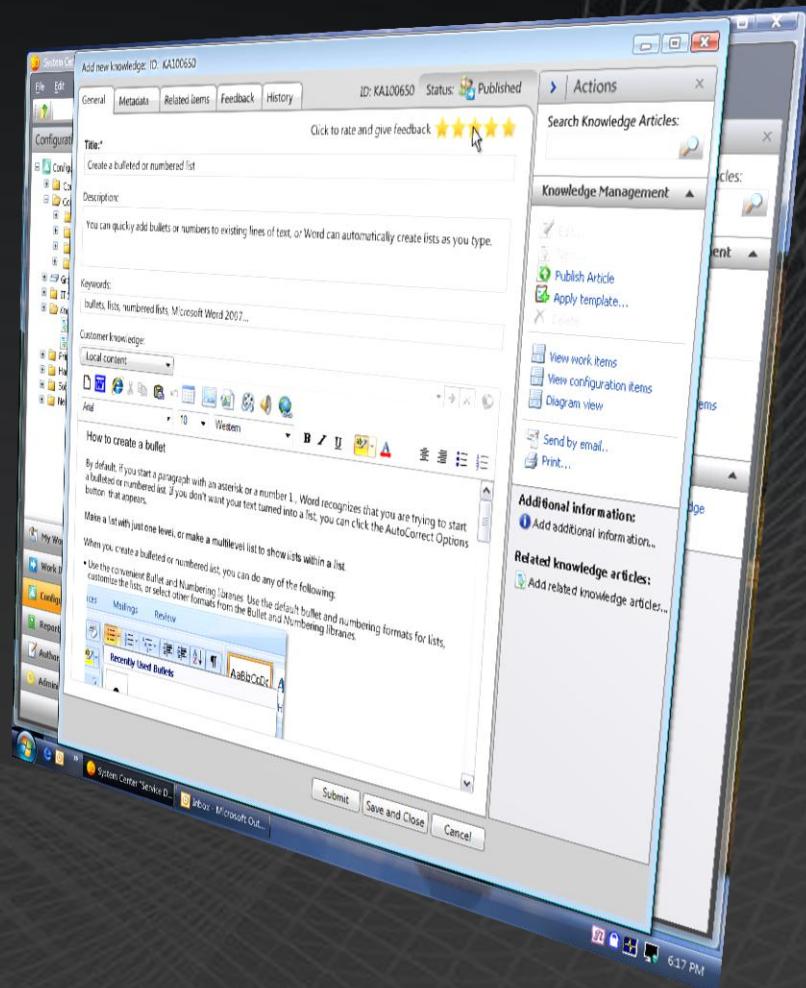
- Problem creation from similar incidents
- Link Incidents and Change requests to problem
- Auto resolution of Incidents linked to the Problem



Knowledge Management

Reducing time to resolution

- Knowledge articles
 - Customer, Partner, and Analyst authored content
 - Local content and links to external content
 - End User and Analyst Sections
 - Ratings
- Knowledge Search
 - Full text, keywords, categories
 - Related incidents, change requests, problems
- Console and Web interfaces



Empowering the End User

User self-service portal

The screenshot shows the Woodgrove National Bank Self-Service IT Portal. At the top, it says "Woodgrove National Bank Self-Service IT Portal". Below that, a blue bar displays "IT Announcements" with four items:

- [09/12/08, 8:00am] High priority: Your e-mail system is under urgent maintenance. Work will be finished by 4PM on Friday, 09/12/08.
- [09/11/08, 2:25pm] Medium priority: Critical updates were required on Woodgrove - HRServer. Updates required a reboot. Server will be unavailable from 3:45PM to 3:55PM.
- [09/10/08, 10:20am] Medium priority: Critical security patches. Critical security patches will be installed on all servers. A reboot is required.
- [09/10/08, 11:11am] Low priority: Maintenance notification: DIAL\test password. DIAL\test password will expire soon and must be changed.

Below the announcements, there's a section for "Top 10 knowledge base articles" with links to various Windows Vista troubleshooting articles. To the right, the user profile shows "Welcome, Lee" with details: Alias: Lee Maxwell, Title: Marketing Manager, Office: Bldg 2 / 1156, Phone: (425) 456-9877 Ext. 104, Company: Woodgrove National Bank. Buttons for "Reset password" and "Request software" are available. Under "My recent requests", there are four entries:

- IR-789543 Waiting on user Problem installing Outlook
- IR-789545 Work in progress Problem adding a machine
- CR-0198785 In Review Install Microsoft Office 2007
- A "Create request" button is also present.

Self Service Portal
reduces help desk
calls by 30%



- Provision Software
- Reset Passwords
- Create/view service requests
- View announcements
- Search/view knowledge base

Self-Service Portal

Enabling the end-user

The screenshot shows a Windows Internet Explorer window displaying the Woodgrove National Bank Self-Service IT Portal. The title bar reads "Woodgrove National Bank | Self-Service Portal - Windows Internet Explorer". The page header includes a "Live Search" bar, a "Home" button, and a "Tools" menu. The main content area features the "Woodgrove National Bank" logo and "Self-Service IT Portal" text. A "Welcome, Melissa" message is displayed, along with user details: Alias: Melissa Myers, Title: Marketing Manager, Office: Bldg 2 / 1156, Phone: (425) 456-9877 Ext. 104. The left sidebar contains "IT Announcements" with several items listed, each with a small icon and a timestamp. Below that is a section for "Top knowledge base articles" with a list of troubleshooting tips. The right sidebar features "My recent requests" with three entries: IR-7895543 (Waiting on user), IR-7895545 (Work in progress), and CR-0198785 (In Review). At the bottom, there are links for "Reset password", "Request software", and "Create request". The taskbar at the bottom of the screen shows various open windows and system icons.

Woodgrove National Bank | Self-Service Portal - Windows Internet Explorer

You are here: Home

Woodgrove.com | Contact IT

Search the IT portal

Welcome, **Melissa**

Alias: Melissa Myers
Title: Marketing Manager
Office: Bldg 2 / 1156
Phone: (425) 456-9877 Ext. 104

IT Announcements

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Critical security patches will be installed on all servers. A reboot is required.

[09/10/08, 11:11am] **Maintenance notification: DIAL\test password**
DIAL\test password will expire soon and must be changed.

Top knowledge base articles

- Install Windows Vista
- Troubleshoot when you receive "Internet Explorer cannot display the webpage" error message
- Get help with stuck messages in your outbox when using Windows Mail
- Tips for fixing common sound problems
- Optimize Windows Vista for better performance
- Description of the Outlook 2007 Junk E-mail Filter update
- Vulnerabilities in Microsoft Office could allow remote code execution
- Description of the PowerPoint 2007 hotfix package
- How to troubleshoot mail stuck in the Outbox in Outlook 2000
- Troubleshoot when you receive "PowerPoint couldn't translate this file" error message

My recent requests

IR-7895543 Waiting on user
Problem printing large format banners

IR-7895545 Work in progress
Problem adding a machine

CR-0198785 In Review
Install Microsoft Office 2007

→ Reset password

→ Request software

→ Create request

System Center Service Manager

Inbox - Mi... Woodgrove ...

4:44 PM

System Center Service Manager

Self Service Portal

You are here: Analyst Portal

Woodgrove National Bank

Self-Service IT Portal

Announcements

Add View All

[9/4/2009 2:11:09 PM] **Critical priority: Exchange Server Down**
Exchange Server Down



My change requests

[View Change Requests Created By Me](#)

[View Change Requests Assigned to Me](#)

[View Change Requests that I Should Review.](#)

[View Change Requests with Manual Activities that I Should Complete.](#)

1



0

0

0

Created By Me

Assigned to Me

To Review

To Complete
Manual Activity

Password Reset Registration

- Under the People, Profiles, and Password Section on the home page
- Click the Register for Password Reset link

Home

Distribution Groups

- My DGs
- My DG Memberships

Users

- My Profile

Requests & Approvals

- Manage My Requests
- Approve Requests (1)

Distribution Groups



Distribution Groups (DGs) provide an easy way to send email to a group of people. When you send email to a DG, the email will get delivered to all members of the DG.

- Create a new DG
- Manage my DGs
- See my DG memberships
- Join a DG

People, Profiles, and Passwords



Profiles allow you to see data about people in your organization. You can also update certain data in your profile, such as your cellphone number, or register to reset your password.

- Edit my profile
- Register for Password Reset

Requests

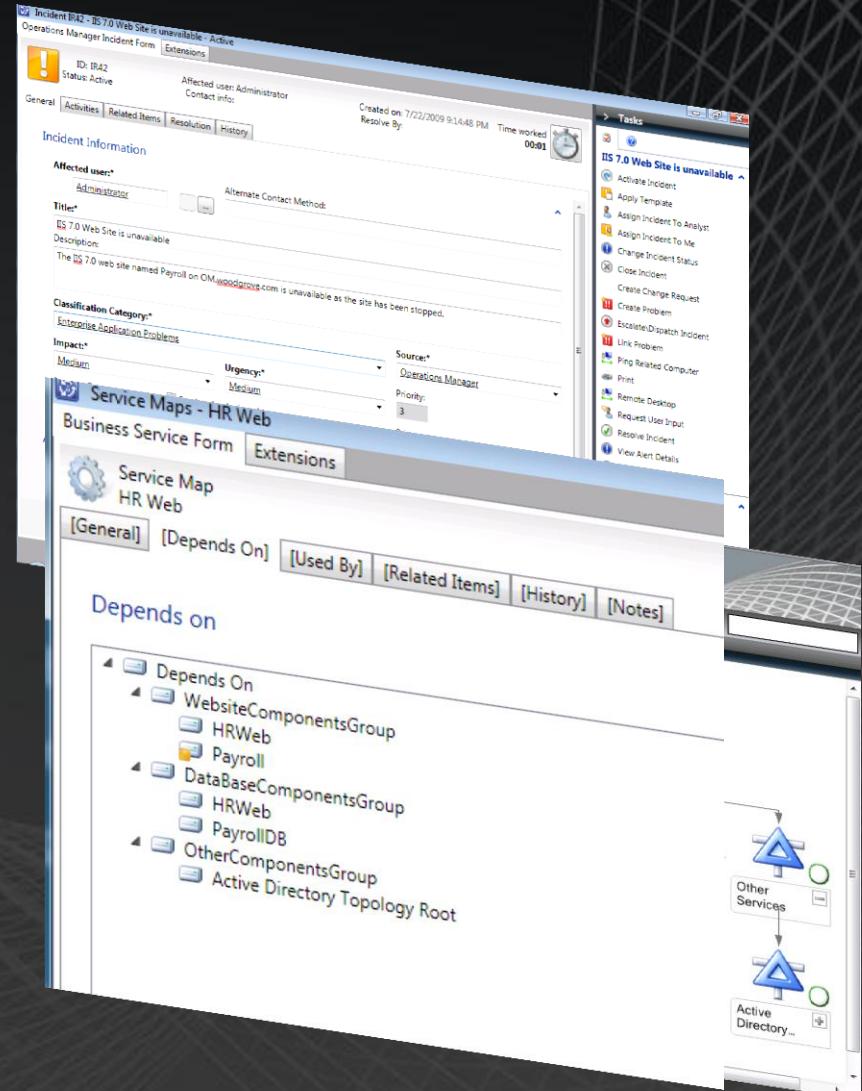


See requests you've made, or approve requests that others have made to you.

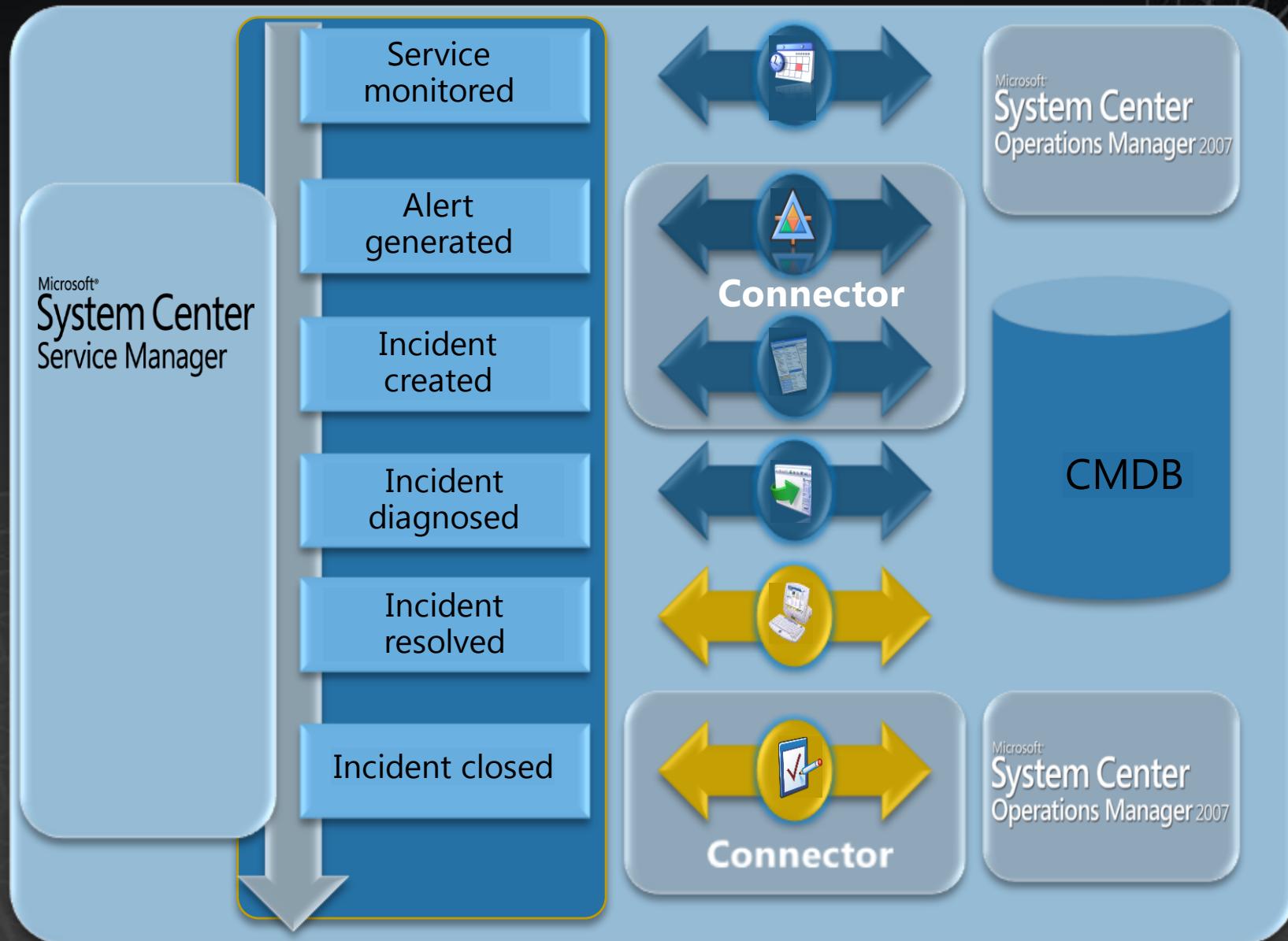
- Approve requests
- See requests I've made

Operations Manager Integration

- Alert → Incidents
 - Create incident from Alert
 - Sync and resolve OM alerts
 - View Alert details from SM
- CMDB
 - Creation of CIs from OM discovered objects
 - OM Health Explorer for CI
- Services
 - Sync Distributed Applications as Services



Scenario -- Eliminating Costly Downtime through Auto Detection

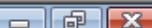


Provance and Service Manager



Provance IT Asset Management Pack for Microsoft System Center Service Manager

- Process Management Pack extension that provides IT asset lifecycle management and software asset management capabilities within Service Manager
- CTP May 2009; Beta August 2009; RTM Spring 2010



Search

IT Asset Management

- IT Asset Management**
- Contract Administration
 - Disposal Contracts
 - Leases
 - Suppliers
 - Support Contracts
 - Warranties
- Hardware Assets**
 - All Hardware Assets**
 - By Asset Status
 - By Asset Type
- Hardware Catalog and Manufacturers
 - Available Hardware List
 - Manufacturers

All Hardware Assets

Filter

Asset Tag	Status	Asset Type	Make/Model	Serial Number	Loc.
HWASSET001	Installed	Computer	HWCATALOGITEM1	001-0001-001	Loc1
HWASSET002	Installed	Computer	HWCATALOGITEM2	002-0002-002	Loc2
HWASSET003	Received	Computer	HWCATALOGITEM3	003-0003-003	Loc3
HWASSET004	Installed	Printer	HWCATALOGITEM4	004-0004-004	Loc4
HWASSET005	Installed	Monitor	HWCATALOGITEM5	005-0005-005	Loc5

Tasks



HWASSET001

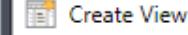
- Add Warranty Contract
- Create Change Request
- Create Incident
- Dispose Hardware Asset
- Edit Hardware Asset
- Install Hardware Asset
- Link CI by Serial Number
- Link Knowledge Article

All Hardware Assets

New Hardware Asset



Hardware Assets



General



HWASSET001

Object

Name:

HWASSET001

Configuration Item

Status:

AssetStatus:

Ready



System Center Servi...

Screen7.png - Paint

7:01 PM

System Center Service Manager Console

File View Go Tools Tasks Help

Form Host

IT Asset Manager

IT Asset

- Asset Tag: HWASSET001
- Status: Installed
- Asset Type: Computer
- Make and Model: Lenovo T500
- Serial Number: 123-4567-890
- Location: 44-2078, 1 Microsoft Way, Redmond, WA
- Configuration Item(s): Windowscomputer001**

This asset is covered by a warranty
 The warranty coverage expires on 4/1/2010
[View warranty details](#)

This asset is not covered by a service contract
[Assign to Service Contract](#)

Description: Marketing Standard Laptop

Tasks

- Add Warranty Contract
- Create Change Request
- Create Incident
- Dispose Hardware Asset
- Install Hardware Asset
- Link CI by Serial Number
- Link Knowledge Article

General

Refresh

Submit Submit and Close Cancel

Ready



System Center Servi...

Form Host

Screen9.png - Paint

7:05 PM

Governance, Risk & Compliance

PROBLEM / OPPORTUNITY

GRC= 8% of US GDP (\$1 Trillion)

Adds \$7000 in cost / Employee

Regulatory Docs



CONTROL OBJECTIVES

Exchange

WS 2008

Windows 7

CONTROL ACTIVITIES

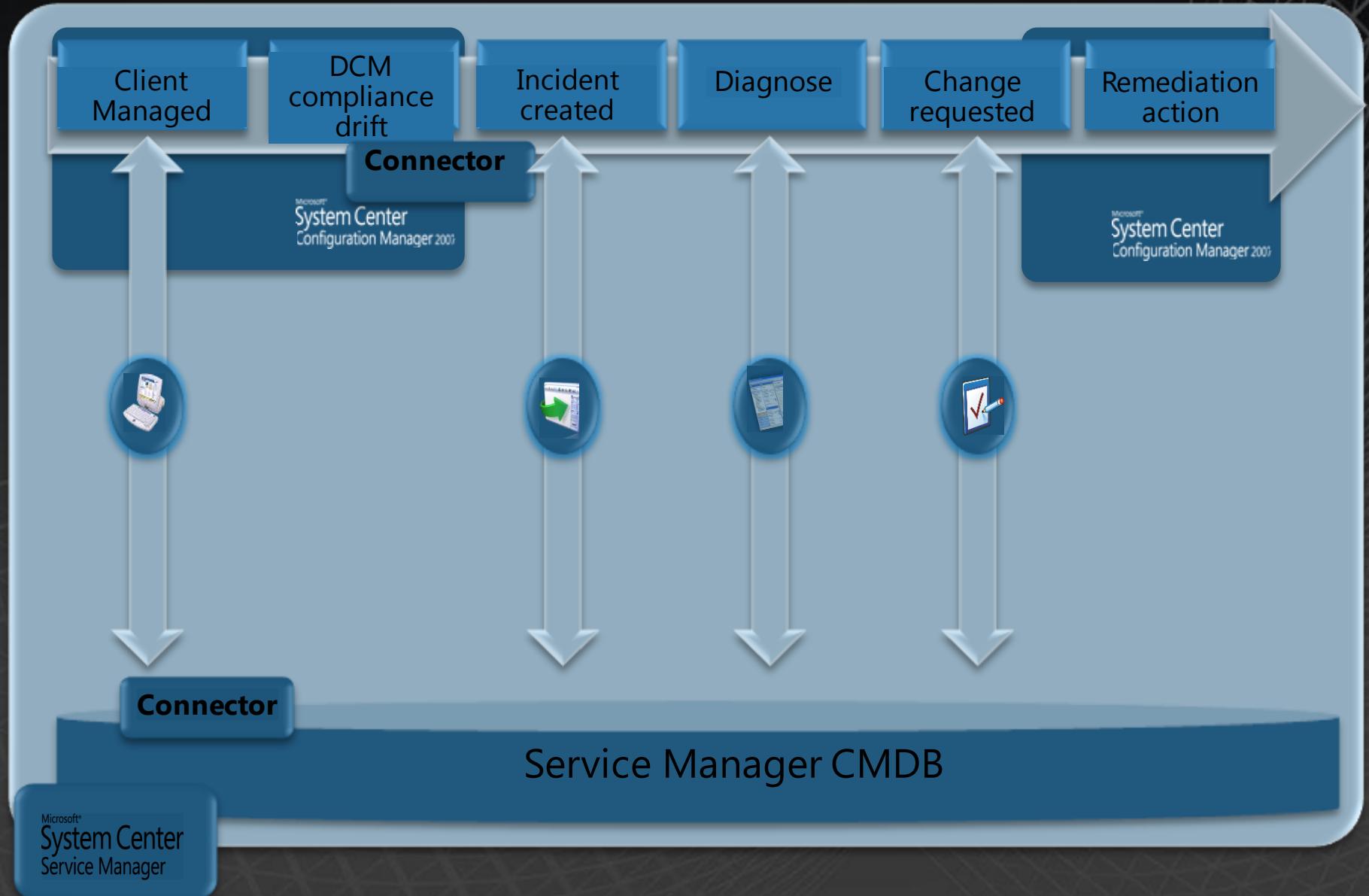
Reports

Reports

Reports

Scenario – Supporting Configuration Compliance

DCM and incident management



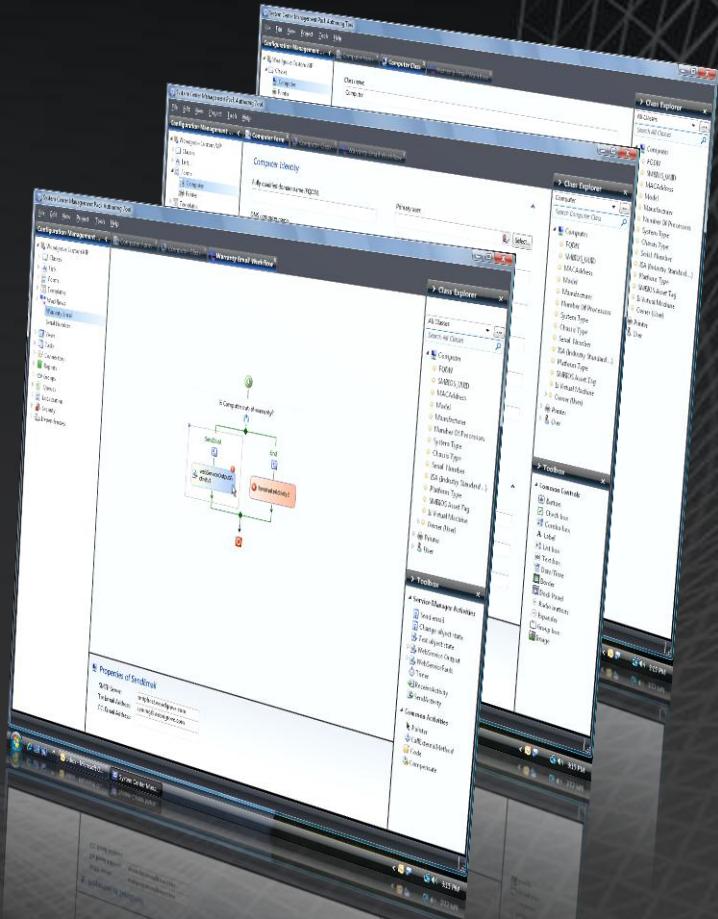
Business Intelligence for IT

- Integrated across System Center
 - Easy installation through Service Manager setup
 - Supports Configuration Manager, Operations Manager, and Active Directory integration knowledge
- Data Warehouse repository database
 - Store large amounts of dimension and fact data
 - Provide a historical record
 - Retain data groomed from the CMDB
 - Model-driven: MP extends DW schema



Authoring Console

- **Drag and drop designer – no coding required!**
- **Forms customization**
 - Add/remove/move controls, change formatting, validation rules
- **Extend CMDB model**
 - Add new classes, relationships, and properties
- **IT process workflow authoring**
 - Compose workflows for automated activities within Incident and Change Management
 - System workflows for other process automations



We Use Service Manager To ...

Efficient Support

- Implement ITIL and MOF
- Decrease calls to the service desk
- Provide self-help and provisioning

Are You a Believer?

Integrated Knowledge

- Simplify compliance management
- Decrease cost of resolution
- Integrate workflows

Business Alignment

- Manage IT assets
- Analyze IT performance
- Increase confidence in risk management

Customer Quotes

Saxo Bank

- Saxo Bank has chosen System Center Service Manager as it's future, due to excellent integration with other System Center products.
- Saxo Bank expect to save time whilst at the same time make it easier to stay compliant on software licenses

LM Glasfiber

- LM Glasfiber sees Service Manager as a natural expansion for their System Center solution. "It's very easy for us to implement this into our infrastructure".
- Service Manager will help us align Business strategy with IT strategy by using and measure SLA and KPI
- We believe that we can reduce the workload on the Service desk by educating the users to use the Self Service Portal for new service requests

Schedule

2008

H1

H2

2009

H1

Beta 1

CTP2

2010

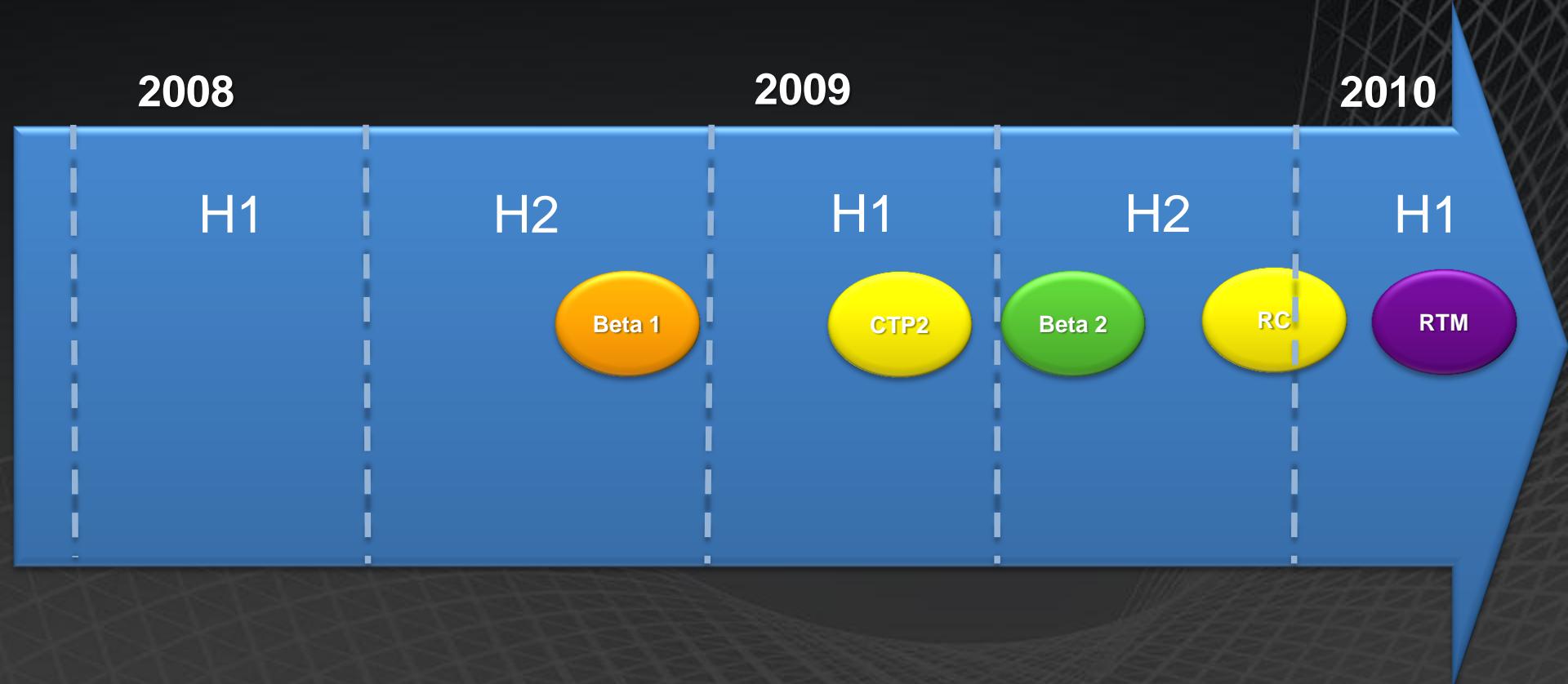
H2

Beta 2

RC

RTM

H1



Service Manager

Demo

Overview
Integration to System Center
Self Service Portal

Ramp Up

- The IT Operations Challenge
- What Makes a good Service Desk tool?
- Demo



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