

Insights and Intelligence on  
Enterprise Infrastructure Management

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## Get Ahead by Taking a Business-Centric View of IT Management

By Paul Miller, Senior Consultant, Evidian Inc.

Network operations center and help desk staff of large organizations monitor complex elements-mainframes, servers, WAN/LAN segments, and internetworking devices that make up today's typical IT infrastructure. Ensuring its proper operation requires constant surveillance of alarms and correlation of events to curtail potential problems and avoid trouble for end users and company operations.

At stake is business continuity, the ability of the organization as a whole to operate smoothly in pursuit of its business goals. This means maintaining the continuous availability of the IT infrastructure to support optimum service levels for the end users who really drive business forward. These end users may be consumers or contracted purchasers or suppliers of value to your business.

Monitoring only discrete IT elements may or may not ultimately identify the underlying problem but will unduly extend the time required to resolve the problem and implement a fix. Taking a business-centric view of the IT environment, rather than a network- or system- or even application-centric view, is the winning approach. Managing the enterprise IT environment with business continuity in mind is more than simply making sure all the routers and switches are working right and that network traffic is adequately balanced. The role of IT is shifting from managing technical infrastructures to supporting enterprise users in their business functions, focusing on:

- Increasing the quality of services delivered to the business functions. Most of the installed tools focus on managing particular technologies but cannot report how well the business process functions as a whole.
- Adapting to new and changing technologies. The management solution must keep pace with newly implemented business solutions while still leveraging existing investments.
- Reducing technology risks. E-commerce requires corporations to make available select portions of internal corporate

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### SYSTEMS & NETWORK MANAGEMENT JOURNAL

(Formerly *Systems & Network Management Report*)  
Published biweekly (24 issues) by  
DataTrends Publications, Inc.  
P.O. Box 4460, Leesburg VA 20177 USA

Available in PDF version: Adobe Acrobat Reader required.

Phone: 703-779-0574

Fax: 703-779-2267

E-mail: dtrends@ix.netcom.com

**Trial subscription (6 issues, new subscribers):**US\$125.00

**Annual subscription:** US\$495.00

(Outside N. America and U.S. territories add US\$48.00)

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News and Analysis for IT Professionals

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data to business partners. This, combined with the complexity of a distributed IT environment, drastically increases the business risks associated with the use of network computers.

- Lowering cost of ownership. Simply throwing more people—assuming they can be found—at IT problems cannot solve them. The automation of repetitive and mundane tasks, however, offers more error-free operation while allowing IT personnel to concentrate on the payoff from creative and strategic business service projects.

### ***A Structured Approach***

Four key management domains need to be addressed in order to implement business customer-driven service-level monitoring and management policies:

- Asset, configuration and deployment management
- Operations management
- Service level and help desk management; and
- Security management.

Enterprise management remains critical if organizations hope to fully realize the benefits of increased productivity from their investments in systems, applications and networks, while taking advantage of new e-business opportunities.

A business-focused enterprise-management solution enables IT organizations to reduce the cost and risk of using electronic technologies to conduct business. The approach should relate business-driven

service-level agreements to actual technology management policies that can be refined over time. Implementation of service-level agreements is facilitated by monitoring service-level agreement compliance by integrating system, network and application management information into a business process view and proactively improving the service provided by anticipating and preventing problems.

- Policy-driven operations allow the high levels of automation critical in the IT environment for achieving proactive end-to-end availability of large-scale distributed applications and business systems. Many administrators already have policies in place to help maintain IT operations (i.e., backing up file servers weekly or taking network inventories twice yearly). Other examples of policy-driven procedures are: Problem and recovery management correlate events with network and system operations and enforce rules for automatic service backup, problem resolution, and service restoration.
- Proactive configuration management ensures the integrity of the production environment by automating IT configuration and enforcing configuration policies down to the workstation level.

IT executives should align their goals to better sustain the enterprise's businesses through service-level and policy management, which will drive down costs and manage the risks associated with business processes.

### ***From cost burden to valuable asset***

Implementation of an IT management system focused on business continuity needs tight integration between management functions, as well as the ability to integrate the different technologies that make up the system. The system should enable the efforts of multiple contributors from both line management and IT staffers to be coordinated into a seamless extension of the business process itself.

Simply throwing more people — assuming they can be found — at IT problems cannot solve them. Working smarter and with better focus on business value can turn an IT organization from a cost burden to a valuable business asset.

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### **About the author:**

*Paul Miller is a senior consultant with Evidian Inc., (www.evidian.com) which produces secure e-business and telecommunications management software. Paul has nearly 30 years experience in the design and deployment of large-scale online systems. For the past 15 years, he has been focusing on management systems, including involvement in the design of Evidian's OpenMaster enterprise management software from its inception. Most recently he has been concentrating on service management operational support systems for the telecommunications industry.*

### **An Insider's View: EVIDIAN Inc.**

*Service level agreement (SLAs) have become the coin of the realm not only in today's enterprise IT structure but also in the fast growing application and managed service provider (ASP/MSP) marketplaces. But managing SLAs towards specific business objectives requires a centralized, yet global end-to-end view of the business chain that the IT infrastructure supports. Traditional IT management products fall short in this regard, creating an urgent need for a truly consolidated management capability that addresses the full bricks-to-clicks continuum. Evidian has developed its OpenMaster<sup>TM</sup> IT management software to solve these challenges.*

Traditionally, IT management has been handled at the component level, such as networks, servers, databases and applications. As a result, business line managers lack a global business-centric view of the IT infrastructure. Without this view, it is not possible to adequately monitor alarms, correlate events, perform root cause analysis and instantly take counter measures.

Instead, business managers have to dive into heterogeneous, non-correlated management tools or, worse, call each IT component manager. This often costs precious minutes, even hours, of down time — quite possibly representing losses of millions of dollars.

This situation makes it difficult to negotiate and measure SLAs between enterprise IT or ASPs/MSPs and business end users in a mutually verifiable and truly business-centric way; i.e., giving priority to processes that are business critical. OpenMaster delivers high-level business process and service level management capabilities, and provides a

single management view of enterprise and e-business applications and their underlying system and network resources. Introduced in the early 1990s, OpenMaster was one of the first enterprise management software suites on the market. It has been enhanced continuously since then to take advantage of the latest technology and customer requirements.

Evidian will unveil the latest updates, Release 6.0, of OpenMaster on March 22 at CeBIT. With a new business-oriented management tree, secure role-based management and expertise packs for popular e-business software, OpenMaster 6.0 is the first management software that addresses the entire bricks-to-clicks IT continuum in a truly business-centric way. This will enable organizations to improve service levels and, therefore, customer satisfaction and loyalty.

OpenMaster 6.0 integrates two broad application suites, SLA and SLM (service level management). The SLA applications include powerful intelligent correlation and reporting tools that provide enterprise-wide metrics and IT business intelligence.

The SLM suite includes Application Governor and Network Governor applications for seamless management of networks, servers, databases and applications. Automated tools for enhanced change management plus links to asset management and help desk applications also are part of the SLM suite.

OpenMaster 6.0's comprehensive approach is the only solution that helps overcome the IT-centric nature of traditional network, system and application management products. The new OpenMaster release provides new and enhanced features that enable IT to provide verifiable compliance with service level needs of critical business processes. These features include:

- **Business-oriented management tree** — this unique XML-based animated interface helps ensure business-centric management. The tree provides operators an interdomain management capability — with intelligent event correlation — of all network, system and application resources related to defined business processes (ERP, e-business chain, etc.) together with their associated management views. For the first time, operators have a global view of service levels using a single management console.
- **Role-based management** — securely provides the right information to the right admin-

istrators while adapting to diverse management profiles in complex, extended organizations. Based on their personal profiles, administrators view only those IT resources they are authorized to manage, whether within specific functions, departments, or even companies in an extended e-business process. This feature also improves efficiency by routing statistics and alarms only to administrators knowledgeable in a given application or domain.

- **Management expertise packs** — provide powerful out-of-the-box management tools that work like expert systems to maximize time to value in managing many popular e-business industry applications. The expertise packs include management agents and intelligent diagnostic tools optimized to meet the management parameters of applications from BEA, Lotus Notes/Domino, Cisco, SAP, Oracle and others.

There are hundreds of production deployments of OpenMaster worldwide in both the private and public sectors.

Representative customers include Altadis, CNAM (French Social Security), Graybar Electric, A.G. Edwards, EADS, Globus, German Air Traffic Control, Legrand, Barmenia, Credit Agricole, Ericsson, SwissLife, EMTEC, Banco de Sabadell, OEPM (Spain public housing), Wehkamp (Germany), Cambridge Constabulary and Thales.

Evidian is also well represented in the telecom sector, with its OpenMaster for Telecom management suite, which adds specialized applications to the core OpenMaster suite.

Telco industry customers include Deutsche Telekom, Ericsson, France Telecom, Intermedia, Motorola, Matra Nortel, Tellabs and Telia.

Based in Billerica, Mass., Evidian has research and development, sales, marketing, and service operations in the U.S. and Europe.

More information on Evidian and its products is available via [www.Evidian.com](http://www.Evidian.com), via email at [info@Evidian.com](mailto:info@Evidian.com) or by calling toll-free at 877/5Evidian.

## *The Business Benefits of Business Service Management: Helping Quantify the Unquantifiable*

*By Siki Giunta, President and CEO, Managed Objects*

Not five years ago the IT department was seen as a necessary evil in most companies, garnering little respect and even less budgetary leeway. Today, technology has become the cornerstone of nearly every successful company. Yet a strange dichotomy still exists — in most companies, technology and business services are managed separately. These companies may have a variety of tools to manage the systems, networks, and applications that support their business. But they have no way to easily interpret that data's impact on their business.

That interpretation — known as Business Service Management — is becoming absolutely critical to companies that want to stay competitive. Here again is the dichotomy: If this is a critical need, why do some IT departments have a hard time quantifying it? The reason is, Business Service Management represents a new approach to managing technology. Because Business Service Management takes a top-line business-focused approach to management, IT departments must in turn take a top-line customer-focused approach to quantifying its benefits.

ROI, or return on investment, has become the standard measure of success for product or service implementations. But many of Business Service Management's most compelling benefits are not necessarily bottom-line benefits — they're not easily quantifiable and in many cases have nothing to do with IT.

Consider one of Business Service Management's primary benefits: improved customer service. Let's say two servers are experiencing a slow-down within the network of a financial services company. If that company has a Business Service Management solution in place, it can see that server No. 1 is supporting internal administrative applications while server No. 2 is supporting outside clients trying to make online trades. With that information, priority is automatically given to server No. 2.

What if that company doesn't have a Business Service Management solution in place? Chances are the IT department will not be able to prioritize. As

a result, they could easily make the wrong choice — and leave customers in the lurch.

Other “intangible” benefits of Business Service Management are:

- Keeping customers happier, through increased availability and meeting or exceeding service commitments;
- Increased uptime of a company’s most mission-critical, revenue-generating systems
- Quicker resolution of potential problems
- Increased employee productivity
- Faster time to market

All of these benefits lead to a company’s ability to be more flexible, take advantage of new business opportunities, increase customer attraction and retention and — in turn — increase revenue.

To be sure, IT departments that can’t quantify the benefits of Business Service Management will face challenges when making this essential business-focused shift. But the need for a Business Service Management solution is critical. After all, our Internet-focused economy measures success by customer satisfaction and achieving pre-defined service levels. That means companies need to move past the old dichotomy. Instead of managing the technology and business services separately, they must manage them together in business terms as it relates to business goals.

### **An Insider’s View: Managed Objects**

Founded in 1997, Managed Objects is a privately held McLean, VA-based company that makes Business Service Management software built on this premise: to effectively meet and exceed service commitments, a company must evaluate and manage technology at a business process level.

The company was the first to provide a simple, objective approach to managing service across management systems, business processes and even companies — an called Business Service Management<sup>3</sup>™.

The company’s flagship product, Formula®, translates technology into business terms, and enables companies to understand how infrastructure impacts their business. And as a result, provide better service across the board.

That is why companies like Amazon.com, AT

& T, Bank of America, BellSouth, Computer Sciences Corporation, Dell Computer Corporation, and WebLink Wireless use Formula today.

For more information, please visit [www.managedobjects.com](http://www.managedobjects.com).

### **About the Author ...**

*Siki Giunta joined Managed Objects in 1999 as president and chief executive officer. With more than 15 years of enterprise systems management expertise, she oversees the company’s overall strategy and direction.*

*Prior to heading Managed Objects, Siki served as senior vice president of Computer Associates’ OS/390 product line. She had worldwide responsibility for product strategies, marketing and technical support of the company’s premier enterprise server products. During her four-year tenure at Computer Associates, Siki also played a considerable role in delivering a broader and more consistent set of systems management solutions. Siki joined Computer Associates when it acquired Legent Corporation in 1995. At Legent, she oversaw global research and development initiatives, and had responsibility for the company’s automated document management software solutions.*

*She holds degrees in literature and art history from De Vadrina College in Rome, Italy. She also holds a degree in French language and civilization from La Sorbonne in Paris, France.*

## **Systems Management News**

### **Callisto Launches Beefed Up Mobile Systems Mgmt. Solution**

WHEATON, Ill. - As the number of laptops and mobile handheld devices within enterprises grow, enterprises are demanding that vendors address the unique requirements for managing these mobile users. Mobile-focused management vendors must provide a solution that compliments an enterprise's strategy to provide critical information to end-users regardless of when they connect to the network. In addition, mobile and desktop management frameworks must include device management and synchronization to provide enterprises with the tools required.

Callisto Software, Inc., a developer of mobile systems management solutions, must have been listening to customers. On March 15 the company announced Orbiter 4.0, a management solution that now handles a

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wider variety of mobile and remote clients, from notebooks to Palm OS handheld devices.

Handhelds, once used primarily for personal productivity applications such as address books and appointment calendars, are becoming essential business tools and are carrying mission critical data and applications that need to be managed. Orbiter delivers the functionality corporations need to gain control of all their mobile systems in a cost effective, efficient manner.

In addition to the Palm OS support, new query technology ties together Orbiter's comprehensive hardware and software inventory functionality with other management features such as software distribution.

Orbiter 4.0 is generally available. The per-seat price for 1000 seats is \$100 per Windows client, \$30 per Palm client, with discounts available based on volume. The Orbiter Server is priced at \$5000.

<http://www.callisto.com>

### Company Sees Industry Shakeup in Systems Management

AUSTIN, Texas - IT Masters recently said that some of the biggest name players in the IT systems management space are quickly losing their commanding hold on the systems management software market to smaller more agile companies.

According to the company, enterprise managers are complaining that management software has grown so complex that they are only using a fraction of what they bought and are spending more money hiring additional IT staff to manage it, making it hard to justify the expense. Companies looking for a more fundamental, scalable software solution that serves large enterprises as well as small to mid-size businesses are turning to the new systems management players — vendors offering point solutions that can stand alone or integrate into larger systems management platforms.

“Traditional enterprise systems management software was designed almost entirely around client-server technologies,” a spokesman told *Systems & Network Management Journal*. “But infrastructures have gotten a lot more complicated, so it’s become a Herculean, and very expensive task, to manage everything -- systems, networks, databases and applications with complex multi-vendor integrations, all spread out across geographically disparate locations. Not only that, but companies also have to upgrade existing enterprise systems, adding the necessary functionality to bring e-business capabilities aboard. It’s a huge challenge.”

According to researcher Giga Information Group, “The overall event correlation software market to be at approximately \$320 million ... There is a clear trend towards consolidation of point products complementary in their functionalities into a single, fully integrated solution.

This trend can reduce the size of any of the niche markets, but there will always be a need for innovative products that will complement the existing solutions in the network management market. Smaller companies in this segment are essentially more flexible and will be able to respond quicker to the emergence of new technologies.”

IT Masters said it is poised to increase market share with its patented peer-to-peer systems management software, MasterCell.

MasterCell was designed to serve a broad range of customers to provide real-time availability management software that dynamically identifies and responds to problems in the system, reducing downtime of critical IT resources.

### Dirig Delivers Mgmt. Solution for WebSphere

Dirig Software, a developer of applications and systems management solutions, announced the release of Specific Application Manager (SAM) for IBM WebSphere Application Server, providing pre-configured management the widely used application server.

According to the company, SAM integrates into Dirig's Fenway, xSPress and RelyENT management solutions to ensure e-business transaction completion and performance.

The WebSphere SAM enables Dirig solutions to manage all critical components of an e-business infrastructure at the deepest levels possible.

<http://www.dirig.com> or call 603-889-2777

### Tivoli Tightens E-Business Infrastructure Security

AUSTIN, Texas – IBM systems management subsidiary Tivoli Systems Inc. on March 12 announced enhancements to Tivoli SecureWay Policy Director, authorization software that allows organizations to control access to applications and data, letting the right people in, while keeping the wrong people out.

Enhancements to the software include the ability to integrate with a broader set of e-business initiatives, with out-of-the-box support for both Java 2 Enterprise Edition (J2EE) and wireless devices. Tivoli SecureWay Policy Director also provides cross-domain single sign-on, an entitlements service application programming interface (API), delegated administration and more.

Tivoli SecureWay Policy Director helps some of the world's most innovative companies, such as IKON Office Solutions, rapidly deploy e-business applications to employees, partners and customers, without compromising security.

“As e-business infrastructures continue to become more complex — requiring that systems, applications and data be shared selectively with employees, partners and customers — organizations must ensure that se-

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curity policies are enforced consistently and effectively," said Audrey Rasmussen, vice president, Enterprise Management Associates. "New features in Tivoli SecureWay Policy Director, such as the cross-domain single sign-on and authorization API entitlements service, can give organizations more control over user access, while reducing end-user frustration caused by excessive authentication requirements."

Tivoli SecureWay Policy Director 3.7 is currently available worldwide. Pricing is based on the number of users.

<http://www.tivoli.com>

### **XcelleNet, AlterEgo Partner in Mobile Mgmt.**

ATLANTA – Mobile management specialist XcelleNet, Inc. and AlterEgo Networks, a provider of enterprise software and services, have partnered to provide businesses with a mobile device management and information delivery solution. The alliance will give enterprises the ability to centrally manage the deployment and maintenance of mobile applications and devices, while dynamically extending these applications and content to wired and wireless users regardless of device type, bandwidth connection or geographic location.

XcelleNet's Afaria allows enterprises to extend essential systems management capabilities, such as software deployment, hardware and software asset tracking, information exchange and system back-up to mobile devices, including laptops, PDAs, Symbian smart phones and interactive pagers like RIM's Blackberry. AlterEgo's Adaptive Performance Suite integrates with an enterprise's existing web-infrastructure, dynamically adapting and delivering enterprise information for mobile users — customized for any mobile device or desktop platform and highly personalized for each user's requirements. Through this relationship, enterprises will have the ability to deploy virtually any type of application or content to virtually any type of net access device, while effectively managing the hardware and software through its complete lifecycle.

<http://www.xcellenet.com>

<http://www.afaria.com>

<http://www.aego.com>

### **Mobile Automation 2000 Updated**

SANTA MONICA, Calif. - Mobile Automation, a provider of management solutions for mobile computing and handheld devices, today announced the latest release of its Mobile Automation 2000 software.

Mobile Automation 2000 now provides users with powerful remote control capabilities, fully integrated with its popular software distribution and asset management technology. Code-named "Eagle," this release of

MA2000 includes free integration of a remote control technology called LiveSupport and Palm VII-based wireless console features.

"Remote control features are becoming an important consideration for those who are looking to purchase mobile and remote laptop management solutions," said Stephen Drake, senior research analyst with IDC. "Given the complexity of managing users in a mobile environment, it is critical for mobile management solutions to combine core features such as software distribution, asset management, and remote control into a single management platform."

Also in this release is Mobile Automation's unique Palm VII-based wireless management interface. Using a Palm VII, IT administrators can easily search for machines by user name, machine name, or IP address segment, then simply click through to the detailed hardware and software inventory of that machine

<http://www.mobileautomation.com>

### **NetIQ Releases Security Module for NT E-Commerce Sites**

SAN JOSE, Calif. - NetIQ Corp. (Nasdaq: NTIQ), a provider of e-business infrastructure management software, announced a new software module that identifies in real time the security holes in e-commerce and e-banking sites running Windows NT and immediately prevents the hacker from exploiting the vulnerability.

The solution is available to NetIQ Security Manager users as a new ActiveKnowledge module downloadable from NetIQ's Web site.

The Federal Bureau of Investigation released information about a series of economic extortion attacks that have already hit more than 40 e-banking and e-commerce sites running Windows NT. In its announcement, more than 1 million credit cards have been stolen and the primary crime is extortion in which the criminals demand money to keep sites safe from "other hackers" and to keep the site's credit card information confidential. The FBI also reported the attackers were using specific, well-known Windows NT vulnerabilities and often, after a successful attack, they left specific files on the victim's computers.

There are three vulnerabilities that comprise the attack. The first allows the hackers to gain access to the IIS server. Once access has been established, the second vulnerability involves the modification of certain registry keys and code that on restart allows the hackers to disable key security measures. The third vulnerability involves malicious SQL code that allows unauthorized actions to be taken on the SQL or MSDE database.

Unique features of the Security Manager module that help stop the attack include its ability to detect the attack in real-time and to take immediate automated ac-

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tion to stop the attack before security is compromised.

A trial version of NetIQ Security Manager product is available at <http://www.netiq.com/Trial/Default.asp?p=11>. For existing customers of the NetIQ Security Manager product, the Security ActiveKnowledge module is available for download at [www.netiq.com/Downloads/Products/Operations-Manager/ActiveKnowledgeModules.asp](http://www.netiq.com/Downloads/Products/Operations-Manager/ActiveKnowledgeModules.asp)  
<http://www.netiq.com>

**MetricStream Ships Distributed Business Ops. Mgmt. Software**

SANTA CLARA, Calif. - MetricStream, Inc., a new enterprise software company, announced shipment of Enterprise Business Management (eBM) Suite, software that helps executives and managers improve the management of business operations within and across distributed enterprise applications.

Using MetricStream's Web-based eBM Suite, executive and IT management can proactively monitor the performance and integrity of all business processes via customizable dashboards that provide real-time access to important, exception-based business process information.

MetricStream's eBM Suite addresses a wide spectrum of back-office operations such as shipping, invoicing, procurement, manufacturing and distribution, as well as front office processes such as customer interaction and sales force automation. The eBM Suite is aimed at both Fortune 2000 companies with elaborate IT infrastructures and sophisticated e-businesses.

“Business professionals must proactively manage and fix problems with business critical data as it flows through applications and e-business systems.

“Keeping e-business and enterprise applications running is not enough to improve service, communication, and customer relations.

“Solutions that provide a dashboard enabling business managers and technologists to pinpoint business data issues, in real-time, help the business to be successful,” stated Jasmine Noel, Director of Systems Applications Management at the Hurwitz Group, an industry-leading technology research firm.

<http://www.metricstream.com>

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