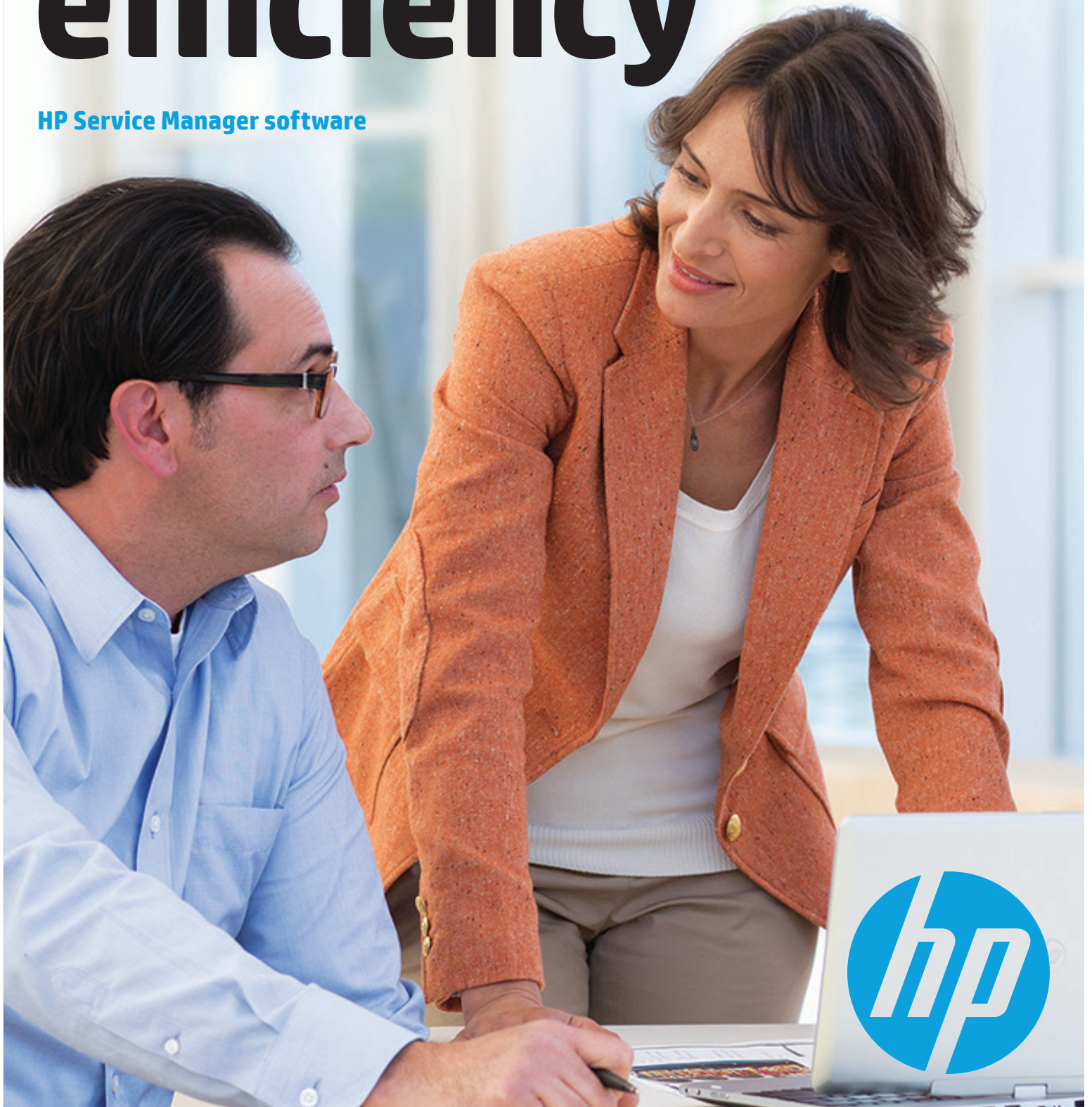


Brochure

# Increase IT efficiency

HP Service Manager software



HP Service Manager (SM) software sets the standard for IT Service Management enterprise solutions by increasing service quality, improving staff efficiency and reducing operational and business risks.

## Integrated and automated service lifecycle management with HP Service Manager

Every day, your IT organization faces a set of competing challenges. Trends like cloud, mobility, and BYOD open up new opportunities to IT organizations to become more service centric and productive. At the same time these trends drive new business and user expectations in terms of experience, service quality, and agility. Decentralization and consumerization of IT are among the results of this situation.

But even with so much disruption, one fact becomes crystal clear: Your IT organization needs to stay relevant in this context, a context that is not under full control of IT anymore. More than ever before, the right IT service management solution is key to tackle these challenges and turn them into advantages.

Meeting those challenges requires the service desk to mature, implementing new processes and practices to resolve service issues faster and more effectively, and providing the flexibility users and the business ask for. HP Service Manager software is, quite simply, one of the broadest, deepest, and most cost effective ways to build the service management capabilities your organization needs.

HP Service Manager enables IT to improve service levels, balance resources, control costs, and mitigate risk exposure to the organization. You can start simply with HP best practices and expand as needed.

The broad capability set of HP Service Manager delivers comprehensive core and extended functionality in close alignment with the IT Service Lifecycle described by Information Technology Infrastructure Library (ITIL®). The capability to manage services using a lifecycle approach, with consistent improvement built into the governance model, allows IT to truly enhance the value to the business.

HP Service Manager software is at the core of our IT Service Management solutions, and combines with a powerful suite of operations and extended service management software from HP to provide some of the most robust solutions in the market today.

It is central to the HP solution for end-to-end change, configuration and release management (CCRM), as well as to the integrated HP solution for providing a closed loop incident process (CLIP).

### Accelerate innovation through ITIL based best practices provided right out of a box

To help facilitate closer alignment with industry best practice as well as to significantly accelerate implementation and upgrade speed and increase out-of-box usability, a wide-ranging set of predefined components is delivered as an integral part of HP Service Manager. These components include:

- Support for key processes, including incident, problem, change, service request (interaction), self-service, and service asset and configuration management
- Predefined roles, sample service-level agreements (SLAs) and service-level objectives (SLOs), and key performance indicators (KPIs)
- Documentation and flowcharts for process, procedures, and high-level work instructions
- Improved, standardized screen layout with “smart indicators” to flag related information
- Richer cross-process functionality via a range of wizards

With HP Service Manager’s Process Designer, a graphical UI, processes can easily be customized and configured. Process Designer does not require a programming expert to tailor process workflows to meet specific requirements.



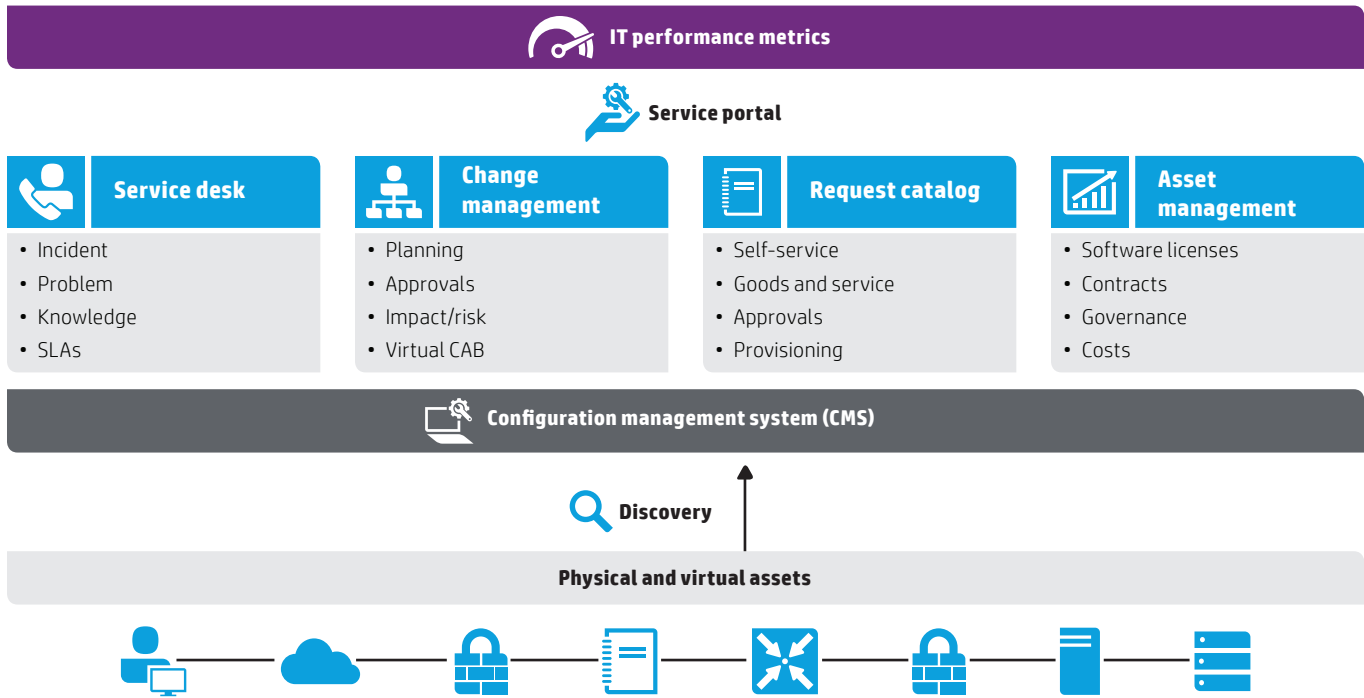
HP Service Manager has been ITIL certified by Pink Elephant and gold-level endorsed by APM Group for 11 processes.<sup>1,2</sup>



<sup>1</sup> PinkVERIFY 3.1 Toolsets, Pink Elephant, October 2012.

<sup>2</sup> Endorsed Software Tools, APM Group Limited, January 2013.

**Figure 1.** Simplify your IT Service Management with connected intelligence



## HP Service Manager Enterprise Suite

With HP, you can choose the service desk software purchasing and deployment option that best meets your business needs.

### A single ITSM solution, with everything you need

HP Service Manager Enterprise Suite is a comprehensive, fully integrated ITSM solution that leverages the experience of thousands of IT Service Management deployments.

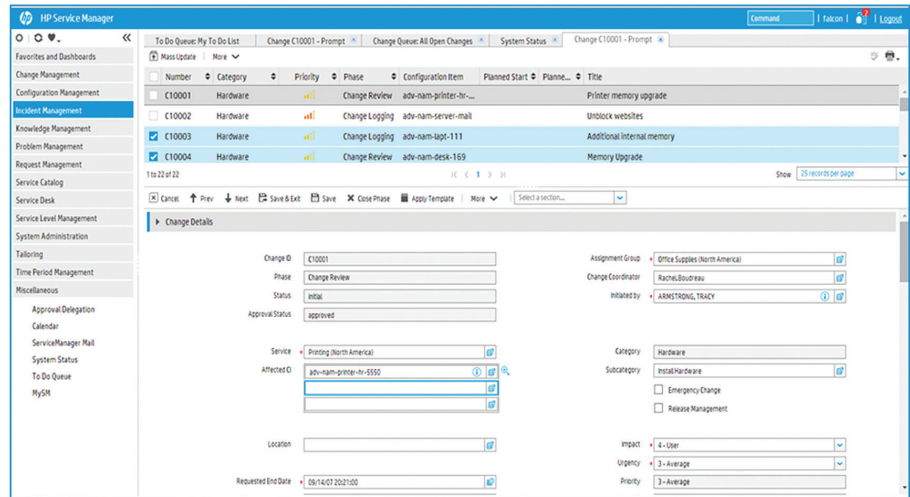
It provides a modern, powerful platform to standardize, automate, and enforce your key IT processes and to demonstrate value to the business. It offers efficiencies through:

- Automation of core IT processes such as incident, problem, service level, and end-to-end change and configuration management
- Out of the box ITIL based process workflows for secure, efficient service operations and delivery
- End user self-service for ticketing and catalog-based requests, including support for mobile devices

HP Service Manager orchestrates your ITSM processes and allows you to track calls, requests, incidents, problems, changes, releases, configurations, and service-level agreements. So, for every task, you know who is responsible, what has been done and still needs to be done, and whether the task is being completed quickly enough.

What are the results? High service quality, high user satisfaction, less risk, and better compliance with IT policies, all resulting in lower costs.

**Figure 2.** HP Service Manager’s user interface enables help desk agents to solve problems quickly



### Choice without compromise

HP Service Manager Enterprise Suite is a single, comprehensive bundle, which is simple to order and is priced to fit within today’s stringent budgets. You can choose between Named User licenses and Concurrent User licenses to best suite your needs. It is as easy as counting heads to order, and the solution can scale up cost-effectively to support your needs as your company grows.

HP Service Manager Enterprise Suite includes:

- Core capabilities for access, configuration management, a configuration management database, and predefined report analytics
- Excellent help-desk incident and problem management support
- Automated and streamlined request management, based on a service catalog (with up to 1,000 end user, self-service licenses for catalog and knowledge management provided per suite user)
- Change and release control management for quick and efficient response to change requests, more effective change advisory boards (CABs), and automated impact analysis, collision detection, and unplanned change detection and validation
- Mobile access to help resolve incidents and approve changes more quickly
- Service-level management for standardized objectives and service-level agreements, cost-based service-delivery pricing, and service-level tracking
- Connectivity and integration with other HP software, as well as with your LDAP directories, email, and databases

### Your choice between CAPEX and OPEX

HP Service Manager is also available on a subscription basis (per user per month), including maintenance and support. It combines low upfront cost with the flexibility to adapt to your changing needs in a simple way.



HP Service Manager provides a broad range of IT Service Management capabilities:

## HP Service Manager Foundation

HP Service Manager Foundation provides IT organizations with the tools to build an agile, optimized service support and delivery organization. Empowered by configuration management capabilities that are federated with the ITIL based HP Universal Configuration Management Database (UCMDB) software, HP Service Manager Foundation helps improve IT operations.

### HP Service Manager Foundation

- Provides a robust, highly scalable, and cost-effective underpinning to the HP service management solution
- Improves service support and delivery by modeling and visualizing business services
- Connects to a constantly enhanced list of HP and third-party applications using a broad range of integration and federation technologies
- Enables a lifecycle approach to managing IT services

### The HP Service Manager Foundation contains the following application components

- Base Access
- Configuration Management—repository, state management, baselines, and visualization
- Universal CMDB Foundation
- Customizable, easy-to-use Web-based user interface
- Mobile access to core Service Manager capabilities like incident and change management, supporting a large range of Smartphone types
- Predefined operational reports leveraging Crystal Reports 2008, which incorporate KPIs representing many of Service Manager's process areas
- Integration capabilities, including a case exchange infrastructure to exchange incidents across service desk software in multi-supplier environments

### HP ITSM Deployment Manager

HP Service Manager Foundation also includes HP ITSM Deployment Manager, which makes it very simple to deploy a new HP ITSM solution including Service Manager, Release Control, Universal CMDB, Universal Discovery, and Asset Manager. A central console automatically sizes and distributes the necessary software including enabling components such as the database and application server. The result is a radically shortened deployment time for your ITSM solution.

The HP Service Manager architecture can help to meet the needs of the most demanding IT organizations.

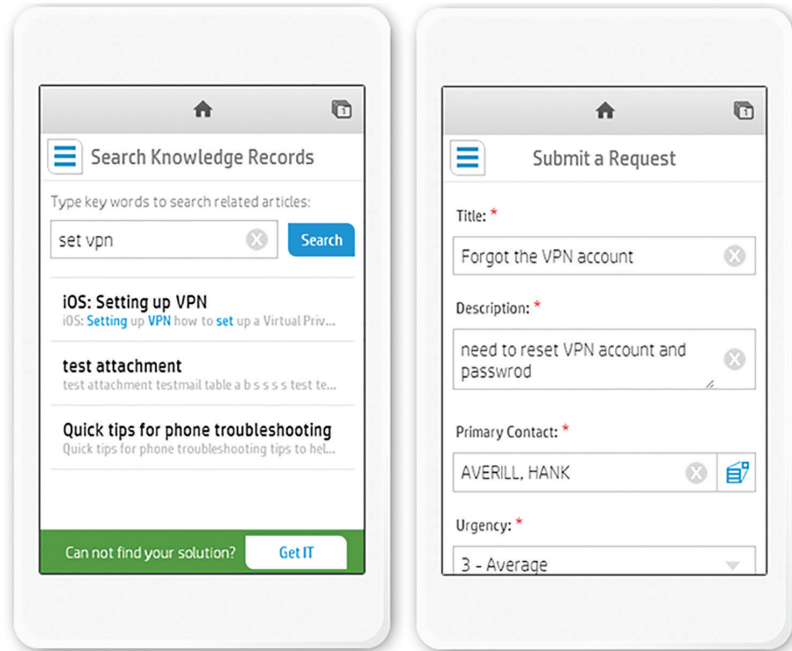
## HP Service Manager Help Desk

HP Service Manager Help Desk helps your organization meet the challenges of providing key IT service support. Through excellent support for tracking and resolving interactions, incidents, and problems, HP Service Manager Help Desk provides IT with an ITIL aligned management tool. Embedded best practices significantly accelerate implementation times, while allowing you to evolve with the demands of your business.

### HP Service Manager Help Desk

- Enables IT to collaborate and quickly identify and resolve service outages
- Provides a central “triage” command center for all issues
- Tracks IT work and responsibility, providing visibility into service support
- Establishes a historical record of service disruptions and resolutions for reuse and analytics
- Supports an automated CLIP through integration with other HP Software solutions

**Figure 3.** Mobile self-service access via Smartphones



**The HP Service Manager Help Desk contains the following application components**

- ITIL Service Desk—interaction management
- Self-service ticketing for all end users, including mobile support
- Incident management
- Problem management
- Scheduled maintenance

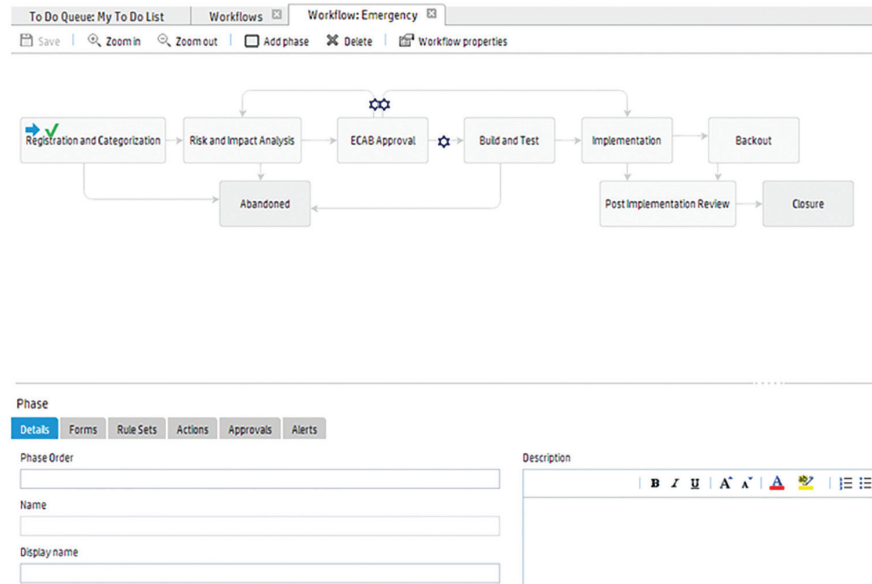
## HP Service Manager Change Management

HP Service Manager Change Management incorporates ITIL, best-practice based workflows to manage and control IT changes within the organization, mitigating risk and providing effective process controls. It makes sure that changes are recorded, evaluated, authorized, prioritized, planned, tested, implemented, documented, and reviewed in a controlled manner.

The powerful workflow capability of the Change Management suite means that processes can be designed, modified, and visually monitored with drill-down features to expose multiple levels of sub-processes. In clear, visual terms, it exposes every element of a change process: people, assets, time frames, tasks, phases, and notifications. Change Management also provides an enhanced workflow for Configuration Management’s state management and baseline lifecycle support features. Furthermore, the real-time integration with HP Universal CMDB enables the configuration item’s (CI’s) actual state to be verified against the planned state of the CI as defined by the change process. By adding HP Universal Discovery (separate product) to this, even unplanned changes can be detected and managed accordingly, decreasing the number of service disruptions and increasing service quality.

Finally, embedded release control functionality provides rich decision-support information such as risk and impact analysis as well as collision detection to move a request for change through the process faster and with more confidence. The familiar Microsoft® Outlook-style Change Calendar provides information both for scheduling changes and troubleshooting. A virtual online CAB capability provides for more efficient meetings.

**Figure 4.** Quick and easy customization of workflows with HP Service Manager's Process Designer



### HP Service Manager Change Management

- Respond faster and more confidently to change requests
- Prioritize changes based on departmental goals
- Monitor change processes in real time
- Mitigate the risk of unplanned outages
- Identify and resolve unplanned changes in the infrastructure proactively
- Reduce the cost and risk of manually provisioned changes through the execution of a predefined run-book automation flow, following request for change (RFC) approval, that automatically provisions very complex changes across the production environment

## HP Service Manager Service Level Management

HP Service Manager Service Level Management is designed to help keep IT services aligned with business needs and demonstrate value back to users and stakeholders. It makes it easy to develop standardized service level objectives for calls, user requests, incidents, problems, and changes, and thereafter allows you to construct service level agreements that can be applied to various CIs, people, and business services.

Service Level Management also provides cost tracking. It provides line item cost calculations for both parts and labor, and empowers IT to develop rules that limit spending according to contract parameters.

### HP Service Manager Service Level Management

- Improves IT service alignment with business objectives
- Provides better measurements for prioritizing service tasks
- Aligns IT departments with service delivery goals
- Enables cost-based service delivery pricing



## HP Service Manager Request Management

HP Service Manager Request Management automates the entire user request process, from initial request through delivery, fulfillment, and update of the CMDB, optimizing costs of the service desk.

### **HP Service Manager Request Management**

- Streamlines request, quote, ordering, and fulfillment processes
- Enables sequencing of fulfillment activities
- Facilitates the reuse of assets through the Virtual Stockroom
- Consolidates multiple orders for efficiency and cost saving
- Reduces the costs of IT request and fulfillment services
- Employs the ITIL defined Technical Service Catalog

## HP Service Manager Knowledge Management

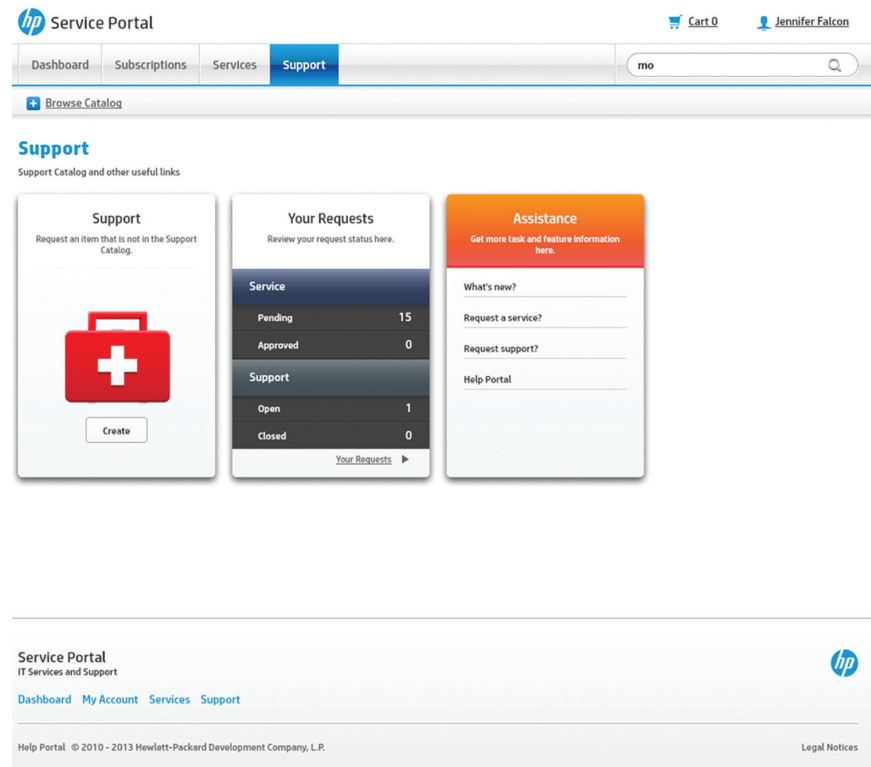
HP Service Manager Knowledge Management empowers your staff and end users by enabling and leveraging organizational wisdom. Cutting edge search engine technology and a Web-based search form/UI provide superior performance and scalability along with superior user productivity. Mobile support allows for efficient self-services, wherever your users are.

### **HP Service Manager Knowledge Management**

- Reduces rework for your IT staff by leveraging knowledge
- Obtains the best answers in real time for both IT staff and end users
- Lowers the cost of ownership for your help desk and reduces call resolution time
- Accurately and in real time routes, escalates, or resolves customer incidents through a powerful, fully integrated run-book automation tool via a link within the knowledge article
- Solves call interactions and incidents in real time with fully integrated knowledge lookup
- Searches within the results of an existing search to quickly narrow a search
- Supports full knowledge lifecycle
- Offers a Hot News feature with time limitations on entries to improve accuracy and the quality of solutions



**Figure 5.** HP Service Manager Service Catalog portal



## HP Service Manager Service Catalog

HP Service Manager Service Catalog provides a state-of-the-art, Web-based service portal to help managing the complete service request lifecycle, key to supporting popular initiatives such as cloud computing and data center transformation.

- It makes IT more efficient by streamlining and automating the processes of offering IT goods and services to users and processing and fulfilling their orders.
- It dramatically reduces the number of calls to the service desk for these routine items.
- It enables IT to properly set users' expectations about what they can acquire, how long it will take to receive it, and what they will receive.
- An interface to support self-services provides users with a simple, easy-to-use and interactive mechanism to request help from IT for their most common problems.

The results are transparency, user satisfaction, and efficiency.

### HP Service Manager Service Catalog

- Enables innovative, highly responsive, and quality service provision through service standardization and simplification, integration, and automation of the entire service request management lifecycle
- Improves the total user experience and enhances perception of IT by enabling a fast, inexpensive, and an easy to use order and support process for the end users and support agents
- Cuts costs and reduces the service desk's workload by providing powerful self-service capabilities via a friendly and intuitive Web-based service portal
- Supports global enterprise requirements such as multiple languages and currencies
- Creates an ongoing subscription that can be managed, updated, or canceled
- Single guided, questionnaire-style user interface for requesting support for catalog and non-catalog items
- Support self-services including integrated knowledge base search save IT cost by automating the resolution of common support requests
- Flexible user interface to create the service request experience users demand today, including customized layout, look and feel and custom field support. Tablet support for mobile access

## HP Service Manager Smart Analytics

“At the end, using HP SM Smart Analytics will definitely reduce the number of incidents at service desk level and the number of events at service monitoring level, increase de facto the service availability ratio, the end-user satisfaction, and reduce potential penalties.”

–Patrick Bailly, IMSL Quality and Process Director, Steria

Big Data is changing the world. Using modern data analysis adds tremendous insight and value to your service desk by leveraging so called unstructured data, which makes about 90 percent of all data.

Using and integrating with HP Intelligent Data Operating Layer (IDOL), HP Service Manager Smart Analytics taps into this data, simplifying the end-user experience and increasing IT productivity.

### Simplified incident submission and classification

Simplicity is key for users and productivity is key for IT agents. The smart ticket capability enables an end-user to open a ticket in a very simple way. Smart ticket also helps the IT agent—by automatically categorizing, understanding the impact, and assigning the ticket.

With HP Service Manager Smart Analytics in place, there is no need for the user to fill in any fields when submitting a ticket. All the user needs to do is to take a screenshot of the error message, attach it to the ticket, and click the “submit” button. Another option is to just type in a couple of text lines to describe the error in natural language. All of the ticket details are completed automatically in the backend. The IT service desk agent then picks up the ticket with a lot of the information already filled in (category, impact, assignment).

HP Service Manager Smart Analytics can ease the service desk agent’s life and improve the categorization process even further. When receiving a call from an end user, the user’s description of the issue can be entered as is by the agent. Then, by clicking on the “smart classification” button, the system suggests the most likely categories and service for the agent to choose. The agent can adjust and correct any of the fields that were auto-generated, also enabling the system to learn to be smarter in the future.

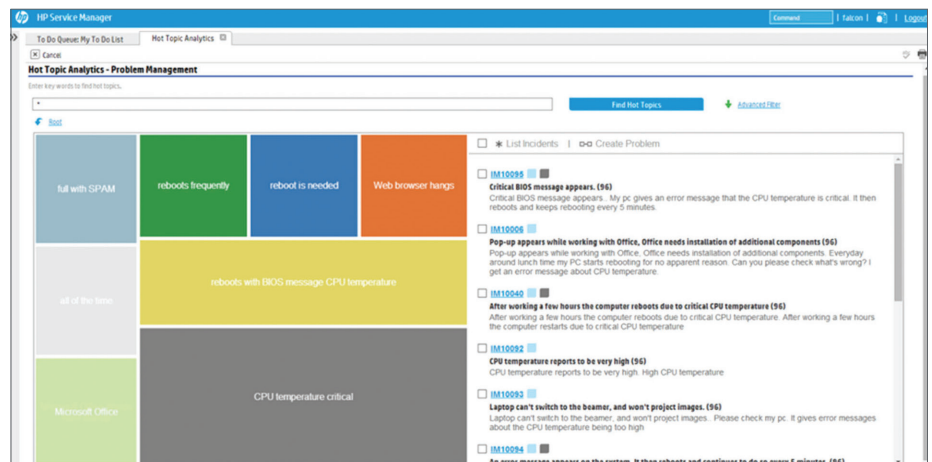
### Your path to proactive problem management

Hot Topic Analytics allows for faster problem resolution based on unstructured data by providing a jumpstart from the mountain of incidents in the service desk.

Analyzing a huge amount of data takes a lot of time, preventing IT organizations to be more proactive and to identify potential incidents before they impact service availability. As a result, IT is really struggling to put a proactive problem management process in place.

“Hot Topic Analytics” closes this gap. Using Hot Topic Analytics, problem managers get a clustered view of recurring themes hidden in the huge quantities of unstructured data. Hot Topic Analytics structures this data and provides incident title and description text, including the option to filter and zoom into smaller sets of data as needed.

Figure 6. Hot Topic Analytics for proactive problem management



### **More value with Big Data service desk**

With HP Service Manager Smart Analytics, business users get a hyper-simplified service support capability, which only requires minimum input from the user. At the same time, service desk agents can avoid substantial rework due to possible misclassification by end users. This simplified experience improves end user self-sufficiency rates, reduces ticket-handling times, and can accelerate first touch resolution.

### **HP Service Manager Smart Analytics for a real difference**

There is no other Big Data service desk offering like this available. Getting in control of and leveraging unstructured data based on HP IDOL technology, HP Service Manager Smart Analytics changes the way you think about and work with your service desk, taking it to the next level of simplicity and productivity, for the end user and IT.

According to an in-lab testing based on an average number of 150,000 service desk interactions per month, HP Service Manager Smart Analytics results in \$0.2 million USD in IT saving per year for the given scenario.

Automated request submittal, smart ticket and Hot Topic Analytics make your service desk intelligent. The intelligent service desk gains insights from Big Data, providing a better user experience, faster incident closure, and smarter problem isolation.

The results: superior user satisfaction, improved service desk efficiency, and increased service quality.

### **Get ahead of the curve and implement your Big Data service desk now**

HP Service Manager Smart Analytics is a separately licensed add-on module for HP Service Manager. It offers the choice between concurrent and named user licenses.

## **Complementary HP Software products**

### **HP Asset Manager software**

HP Asset Manager software fully enables IT organizations to manage the physical, financial, and contractual aspects of all IT assets, helping to control costs, manage inventory, and improve utilization of IT resources.

HP Software Asset Management (SAM) helps optimize expenditure and drive compliance. HP SAM keeps track of software licenses to improve their utilization and to decrease IT spending.

### **HP Executive Scorecard software**

The HP IT Executive Scorecard makes it faster and simpler to provide business analytics for IT. We replace manual and expensive reporting from spreadsheets and BI tools with data gathered automatically from Service Manager and other IT tools. No longer just for executives, this product can provide unique insights on the value of the services you are delivering to anyone interested in the performance of IT. These insights can get even better if you combine data from other sources; for example building a comprehensive SLA KPI by combining Service Manager helpdesk and monitoring business service management (BSM) SLA information.

### **HP UCMDB software**

HP Universal CMDB provides a single point of access for a variety of federated data sources to create a holistic view into your enterprise. HP CMDB not only stores Configuration Items (CI) and models their service dependencies, but also dynamically accesses other data sources to provide all IT management domains with a more complete, common understanding of business services.

By using a federated approach, IT organizations can quickly access current information across teams and tools in a common service context, resulting in faster, better business aware decisions that improve business service quality and reduce cost.

Developing solutions for major social and environmental challenges

[hp.com/hpinfo/globalcitizenship](http://hp.com/hpinfo/globalcitizenship)

Customize your IT lifecycle management, from acquisition of new IT, management of existing assets, and removal of unneeded equipment.

[hp.com/go/hpfinancialservices](http://hp.com/go/hpfinancialservices)

### **HP Universal Discovery (UD) software**

HP UD software dynamically discovers and continuously updates IT service dependencies to provide an up to date view of your business services and applications. It populates the HP Universal CMDB with IT elements and relationships to create an accurate model of your IT environment. HP UD provides you with the basis for understanding what makes up the business services that IT delivers from the physical layer of the data center all the way to the business process layer.

## **Comprehensive training**

HP provides a comprehensive curriculum of HP Software and IT Service Management courses. These offerings provide the training you need to realize the full potential of your HP solutions, and achieve better return on your IT investments.

For more information about these and other educational courses, visit [hp.com/learn](http://hp.com/learn).

## **HP Services**

HP provides high-quality software services that address all aspects of your software application lifecycle needs. With HP, you have access to standards-based, modular, multiplatform software coupled with outstanding services and support. The wide range of HP service offerings—from online self-solve support to proactive mission-critical services—enables you to choose the services that best match your business needs.

For an overview of HP Software services, visit [hp.com/services/software-support](http://hp.com/services/software-support).

To access technical interactive support, visit HP Software Support Online at [hp.com/managementsoftware/services](http://hp.com/managementsoftware/services).

To learn more about HP Software Customer Connection, a one-stop information and learning portal for software products and services, visit [hp.com/go/swcustomerconnection](http://hp.com/go/swcustomerconnection).

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4AA1-6148ENW, October 2014, Rev. 12

