Increase IT efficiency

HP Service Manager

HP Service Manager (SM) software sets the standard for IT Service Management (ITSM) 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

HP Service Manager has been certified by PinkVERIFY™ and ITIL® for 11 processes.

Every day, your IT organization faces a set of competing challenges. Trends like cloud, mobility, and bring your own device (BYOD) open up new opportunities for 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 tackling these challenges and turning 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 service desk functionality in close alignment with the IT service lifecycle described by 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 service desk software 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).
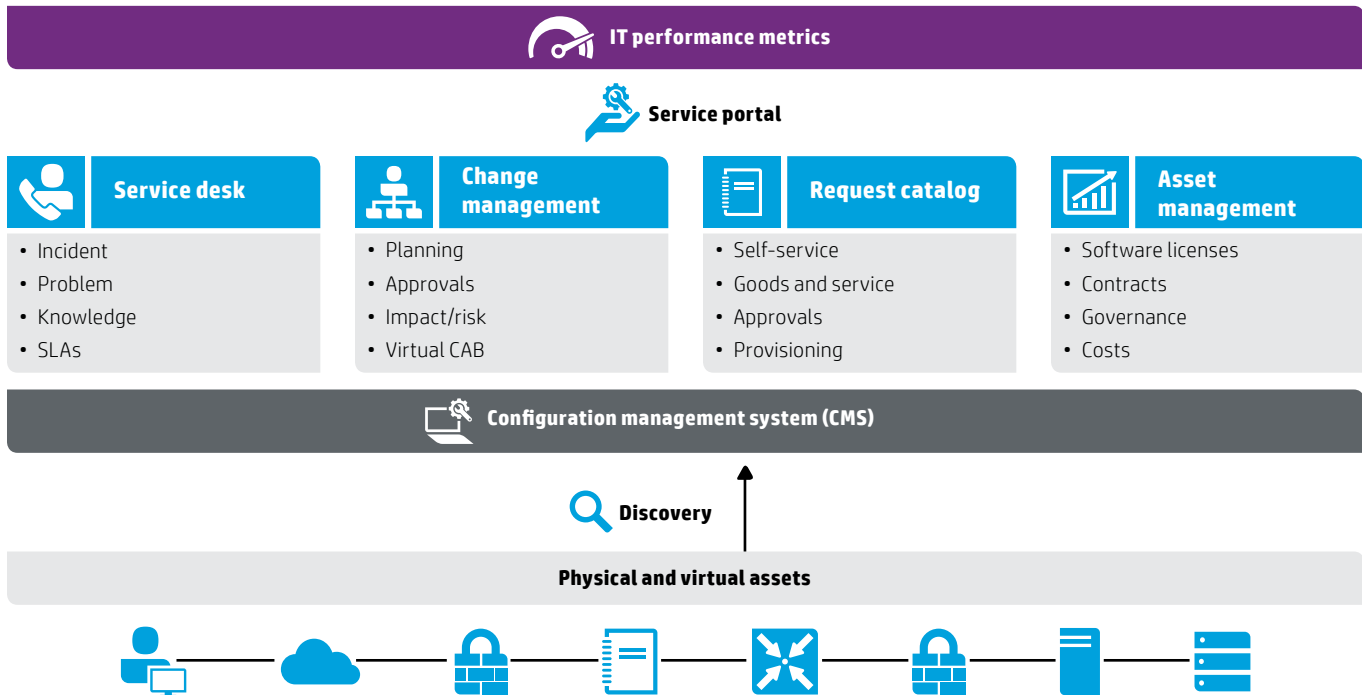
Accelerate innovation through ITIL-based best practices provided right out of a box
To help facilitate closer alignment with industry best practices as well as to significantly accelerate implementation, upgrade speed, and increase out-of-box usability, a wide-ranging set of predefined service desk components 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 Process Designer, a graphical UI for codeless configuration, processes can easily be customized and configured. Process Designer does not require a programming expert to tailor process workflows to meet specific requirements.

Figure 1. Simplify your IT service management with connected intelligence

| IT performance metrics |
| Service portal |

Service desk	**Change management**	**Request catalog**	**Asset management**
• Incident	• Planning	• Self-service	• Software licenses
• Problem	• Approvals	• Goods and service	• Contracts
• Knowledge	• Impact/risk	• Approvals	• Governance
• SLAs	• Virtual CAB	• Provisioning	• Costs

Configuration management system (CMS)

Discovery

Physical and virtual assets

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:

• HP Service Manager Smart Analytics (separate add-on) to simplify ticket and request management and for providing trend analysis based on Big Data (unstructured data) and HP Haven

• Find answers quickly with global context-aware Smart Search to increase self-sufficiency and to reduce resolution times (available with HP Service Manager Smart Analytics)

• A state-of-the-art UI with simple navigation and a configurable layout provides an entirely transformed user experience

• More than 100 role-based out-of-the-box reports for all Service Manager processes

• Process Designer for codeless configuration for all Service Manager processes

• Fast rollout with HP ITSM Deployment Manager

• 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 user interface enables help desk agents to solve problems quickly
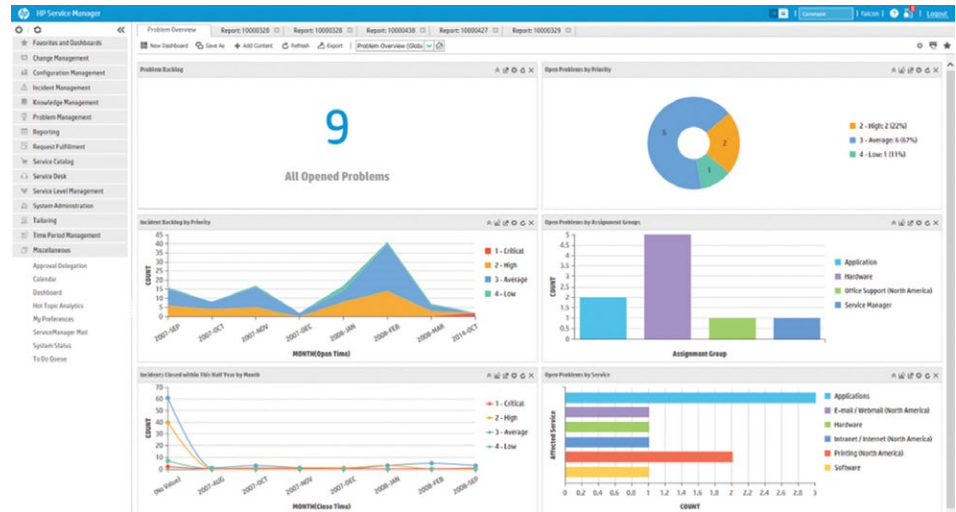
Choice without compromise

HP Service Manager Enterprise Suite is a single, comprehensive service desk software bundle, which is simple to order and priced to fit within today's stringent budgets. You can choose between Named User licenses and Concurrent User licenses to best suit 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 key capabilities include:

- Core functionality for access, configuration management, and a configuration management database (CMDB)

- Excellent help desk incident and problem management support

- An easy-to-use survey with a variety of views and reports within Service Manager, and supporting interactions, incidents, requests, problems, changes, and configuration items

- Helps automate and streamline request management, based on service catalog and non-service catalog requests

- 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

- Reporting for all processes with more than 100 out-of-the-box reports including role-based dashboards and flexible report distribution formats like HTML, PDF, and Microsoft® Excel. Custom reports are easy to build with the intuitive user interface

- Mobile access, for example to search the knowledge base, submit requests, 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 Lightweight Directory Access Protocol (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 service desk 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, efficient 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

HP Service Manager Foundation contains the following application components:
• Base access

• Configuration management—repository, state management, baselines, and visualization

• HP 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

• More than 100 out-of-the-box operational reports representing all Service Manager process areas

• Integration capabilities, including a case exchange infrastructure to exchange incidents across service desk software in multi-supplier environments

• Embedded collaboration (chat) capability for instant context based conversation between service desk agents

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, Smart Analytics, HP Universal CMDB, HP Universal Discovery, and HP 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 the automation of the detect-to-correct value chain through integration with other HP software solutions

Figure 3. Mobile self-service access via smartphones
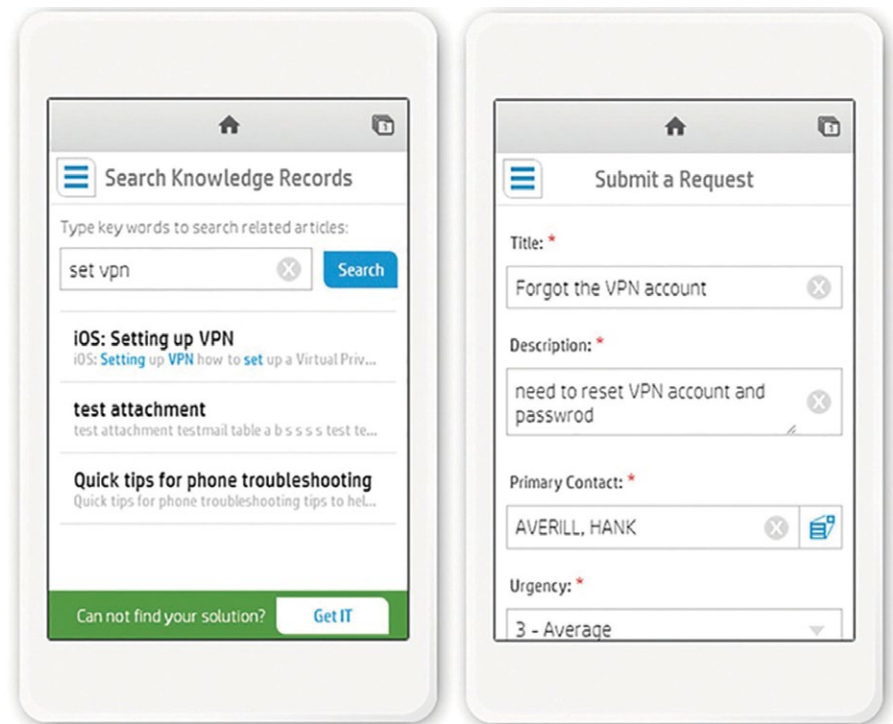
**The HP Service Manager Help Desk contains the following application components:**
• ITIL Service Desk—interaction management

• 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 change management 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 managing configuration states and baseline lifecycle support features. Furthermore, the real-time integration with HP Universal CMDB enables the configuration item's actual state to be verified against the planned state of the configuration item 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 allows more efficient meetings.

Figure 4. Quick and easy customization of workflows with HP Service Manager Process Designer
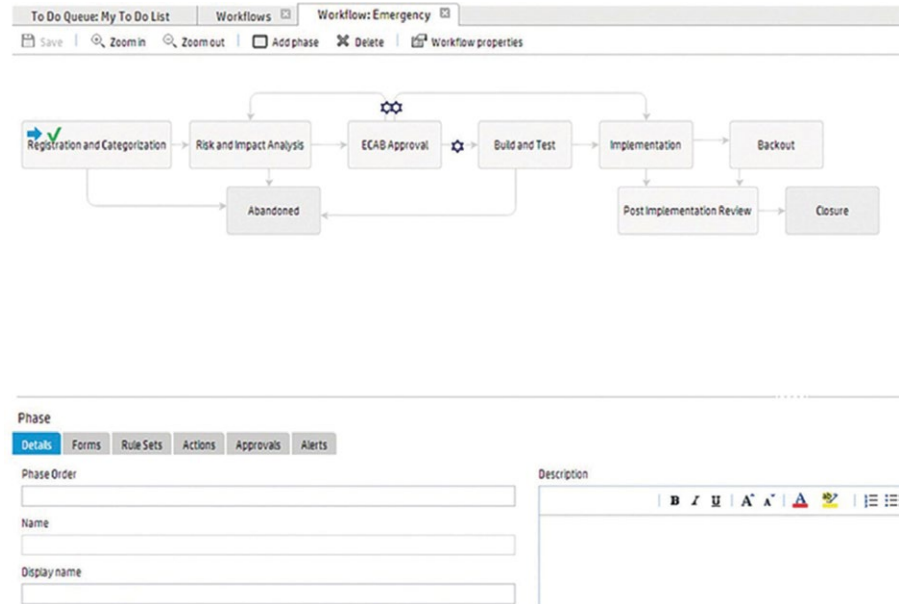
HP Service Manager Change Management
• Respond faster and more confidently to change requests

• 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, which 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 supports service-level agreements (SLA), operational-level agreements (OLA), underpinning contracts (UC), and their relations. 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 configuration items, 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, controlling costs of the service desk. Like all other Service Manager processes, it is based on Process Designer for codeless configuration and comes with a series of out-of-the-box request models, like for employee on-boarding and off-boarding.
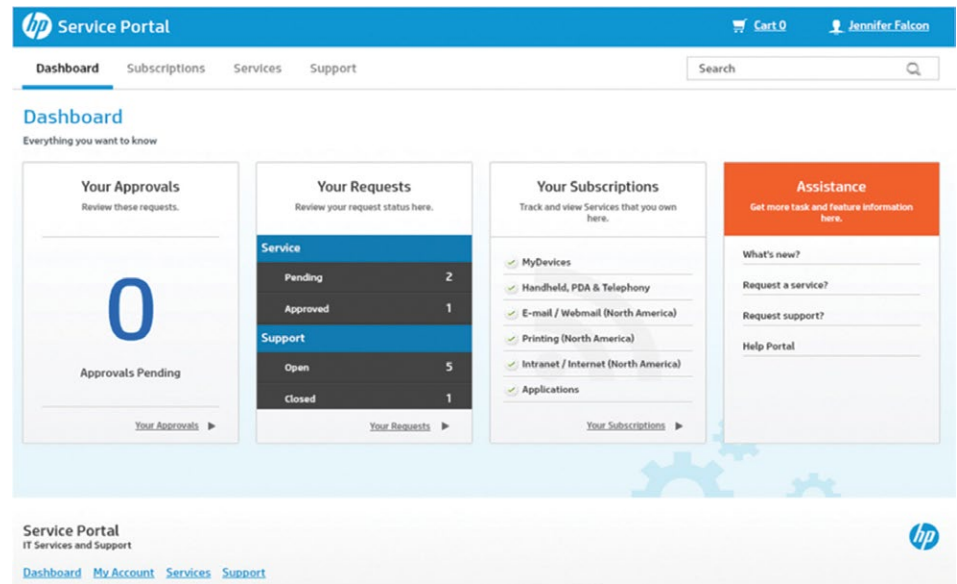
HP Service Manager Request Management
- Streamlines request, quote, ordering, and fulfillment processes

- Enables sequencing of fulfillment activities

- Automates ticket assignment, ticket closure, and request fulfillment

- Provides order and stock management

- Connects to Service Manager service catalog

- Reduces the costs of IT request and fulfillment services

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 or 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 manage 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 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

• Offers tablet support for mobile access

HP Service Manager Smart Analytics

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 Haven, HP Service Manager Smart Analytics taps into the data of key Service Manager modules and external data sources like Microsoft SharePoint, 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 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 back end. 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.
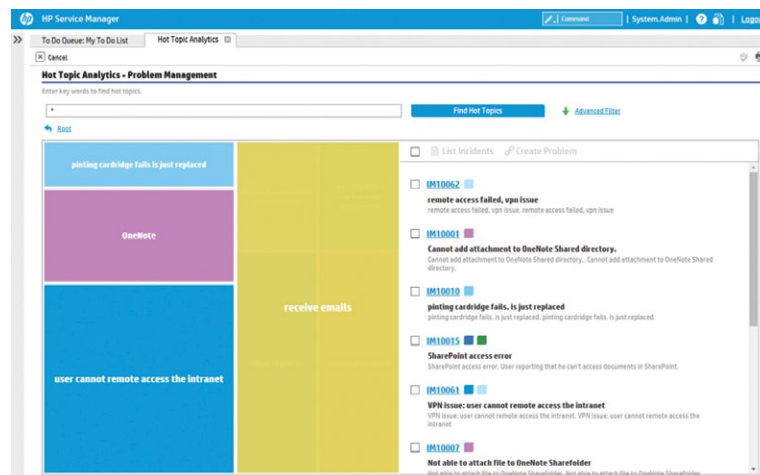
Analyzing a huge amount of data takes a lot of time, preventing IT organizations to be more proactive and to identify potential incidents before they impact service availability. As a result, IT is really struggling to put a proactive problem management process in place.

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.

Build your own use cases

For Hot Topic Analytics, data from any Service Manager module can be used to identify trends and drive action.

Figure 6. Hot Topic Analytics for proactive problem management

> "At the end, using HP SM Smart Analytics will definitively 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

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 Haven 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.[1]

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 control expenditure and drive compliance. HP SAM keeps track of software licenses to improve their utilization and to decrease IT spending.

HP IT Business Analytics software
HP IT Business Analytics makes it faster and simpler to provide a balanced scorecard for IT. We replace manual and expensive reporting from spreadsheets and business intelligence (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 information from Service Manager help desk and SLA monitoring information from business service management (BSM).

HP Propel software
HP Propel provides a single user experience for both traditional and cloud IT services. It aggregates, orchestrates, and automates service delivery, so a single request reaches multiple fulfillment engines. And it helps you become an IT service broker, seamlessly orchestrating multiple suppliers and integrating existing and new services. HP Propel aggregates to a single self-service catalog that uses the existing fulfillment engines to fulfill the request. HP Propel service exchange enables IT agility and quick time to value, with built-in content for integrating IT management tools, exchanging service messages between them, and orchestrating service requests to their corresponding fulfillment systems.

[1] HP internal testing, July 2014

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acquisition of new IT, management of existing
assets, and removal of unneeded equipment.
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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 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.

HP Universal Discovery software
HP Universal Discovery (UD) software dynamically discovers and almost 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.

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/softwaresupport.

To access technical interactive support, visit HP Software Support Online at
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