



## IBM Control Desk

### Next-generation IT asset and service management

There's a lot to manage in today's complex, fast-paced IT environments. For one thing, cloud and virtualization are increasing the velocity of change, and organizations are finding that their traditional, manual processes cannot keep up with this rate of change, nor can they adequately support planning and scheduling across IT and operations line of business.

In addition, on today's smarter planet, assets that are part of business services are taking on IT characteristics. These smarter assets, from delivery trucks to electric meters, require the same management processes that are used for IT within the data center. But the cost of maintaining siloed, multiple systems for IT and line of business processes is expensive and ineffective when so many assets now have both IT and non-IT characteristics.

Further contributing to siloed IT infrastructures, most IT service management tools and services have been sold separately—until now. IBM is the first to offer a unified approach to asset and service management, enabling organizations to manage these different processes together. Introducing IBM Control Desk, a solution that joins together the process and functional aspects of IT service management, while taking into account today's smarter physical infrastructures.

## IBM Control Desk

### Advantages to a Unified Approach

Control Desk is the first unified service management solution in the industry, enabling users to manage both physical and digital assets across their entire enterprise from a single platform.

The Control Desk unified approach speeds time-to-value while minimizing complexity and total cost of ownership. The solution provides a complete “control center” for managing services and assets in a seamless way, with automation that allows processes to work at the speed of today's cloud and virtualized environments.

### gen-E implements IBM Control Desk so our clients can:

Leverage a single platform—at a single price point—for managing incidents, problems, service requests, changes, configuration, releases, assets, procurement, service levels and licenses.

Deal with a single install, infrastructure, maintenance stream, administration tool, user interface, workflow engine, scheduler and security.

Start with one functional area and adopt others at their own pace

## IBM Control Desk

gen-E implements IBM Control Desk to provide our clients with a common control center for managing business processes for both digital and physical assets

### Simplicity

Control Desk offers new levels of simplicity that will be good news for the growing number of non-technical users who request access to IT services and interact with service management processes. The complete IT service management solution provides self-service capabilities, and is designed so that no matter their level of expertise, end users can efficiently solve Level 1 service requests on their own and require less technical intervention when elevating issues. The tool encourages less need of expert problem-solving, helping reduce training costs and increasing user efficiency.

Additionally, Control Desk gets more information into the hands of end users by its easy accessibility via mobile devices and its integration with social media and development tools. Empowering everyday users can lead to a large return on investment in saved technical support costs.

### Cloud management

Control Desk provides control, automation and governance to help manage the rapid rate of change associated with cloud environments. Manual processes work well in relatively static environments, but in today's fast-moving cloud environments, manual processes often cannot keep up. Until now, the choice has been to either slow the speed of business, or increase the risk of failure.

Control Desk enables users to automate lower risk activities and delegate certain scenarios to change managers. This helps ensure that environmental changes due to provisioning or a machine outage doesn't impact service level agreements (SLAs), and allows the ITSM team to shift their focus to delivering value to end users.

### Smarter physical infrastructure

More often than not, users must manage business services that integrate the unique and growing segment of non-IT assets that have acquired IT characteristics. Previously, physical assets have been managed with a completely separate system, meaning that processes spanning both IT and non-IT assets were often manual, error-prone, and inefficient. Because these non-IT assets increasingly contain IT characteristics, making them "smarter," there is a growing need to bring them under the same kind of management control that IT systems typically have in place.

IBM solves these challenges by managing both IT and non-IT assets on the same underlying platform—one that provides industry-leading enterprise asset management combined with seamless integration into IT service management. Great value can be gained by eliminating multiple service desks, change management processes and asset management tools, while providing a platform that unifies processes across teams.

## Why IBM?

IBM's offering goes far beyond those of other IT service management vendors. Control Desk provides a single platform—at a single price point—for managing incidents, problems, service requests, changes, configuration, releases, assets, procurement, service levels and licenses. Users deal with a single install, infrastructure, maintenance stream, administration tool, user interface, workflow engine, scheduler and security. They can start with one functional area and adopt others at their own pace. The solution also supports more than 10 Information Technology Infrastructure Library (ITIL) processes out of the box. Control Desk works efficiently in traditional IT environments, in today's dynamic cloud or virtualized infrastructure environments, and in "mixed" environments containing both virtual and traditional assets.



gen-E is a leading advanced analytics and service assurance software and professional services company for service providers and companies with large, complex networks. We enable our clients to dramatically reduce costs, improve efficiency and deliver higher quality service by providing greater visibility, control and automation of their operational systems. **Learn More at: [www.gen-E.com](http://www.gen-E.com)**

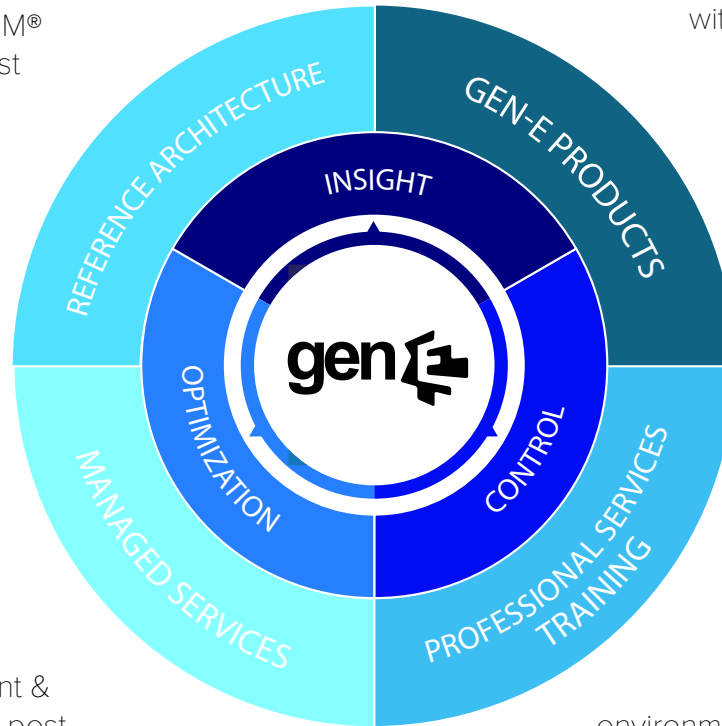
# gen-E Software and Services help you take the steps today to manage tomorrow's environment.

## Reference Architecture

Leverage best-of-breed products, including the IBM® ITSM suite, along with best practices and industry standards based on over 250 implementations

## gen-E Products

Service Assurance software with advanced analytics helps businesses take action on performance indicators



## Managed Services

Remote end-to-end IT infrastructure management & support ensures success post-implementation

## Professional Services/Training

Full service consulting, environment assessment, integration and custom development, and formal training for all levels of network management staff

gen-E clients maximize existing investments in technology,  
reduce operating expenses and improve efficiency.

## Improve Efficiency

Improve the efficiency and effectiveness of Netcool investments with speedy event processing, improved fault isolation, and enhanced automation, enrichment, and correlation of events.

## Reduce OpEx

Eliminate redundant systems and reduce Netcool maintenance costs while minimizing manual engagement to reduce the total cost of ownership.

## Truly Unified View

Replace outdated visualizations with a unified view of all customer and network data from across the entire business, providing a real-time, end-to-end view to all corporate users for a more unified customer experience.



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