

## **Five Keys to Increasing Operational Effectiveness**

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Today's leading global businesses embrace and use instant, Actionable Information, frictionless processes and optimized operations as strategic advantages. Successful real-time enterprises have achieved lower cost models and use their dynamic structures to surpass competitors. With the new complexities of virtual servers, web based applications and zero-down-time, the immediate delivery of information is a requirement.

The following five keys show how the real-time enterprises are using Actionable Information Delivery to transform data to role-specific information, which is instantly targeted and delivered with mobile resolution capabilities.

#### Consolidate Notification:

Enterprises spend a significant amount of time cleaning up profile data before it can be consolidated and used to accurately deliver notifications to the right person or team. Automating the profiling process is key to ensuring that the right information reaches the right people at the right time. This profile information defines who, what, where and how important information is communicated to personnel. Actionable Information Delivery Systems ensure the correct person is notified by:

- Obtaining information from a number of systems that contain accurate employee profile information.
- Ensuring subscription and self-service assignment capabilities are available to enhance the quality and validity of the information. The process allows the IT employee to enter and maintain shift rotation, vacation and other availability information as well as interests which allow them to be notified only for those areas where they can be effective.

Once profile information is set, events can stream in. These events come from monitoring, service desk, support and other service management applications in IT. These events are then matched against the profiles and assets, and are transformed into notifications relevant for the role of the recipient.

#### Accelerate Decision Making:

Once notifications are consolidated it is time to start collecting responses and actions from targets that are able to change an event, or status of event. This process gives some visibility back into the other areas of IT so they can see the status of the event as it is unfolding. Real-time updates are posted in the common views area of the Actionable Information Delivery platform, allowing users, operations, the NOC and the help desk to constantly view the event status. When integrated with existing business processes and the supporting applications, such as HP Service Manager, HP Operations Manager, HP Network Node Manager, HP Business Availability Center or any other of the HP suite or similar applications, the decision making ability as well as visibility through bi-directional information flow is accomplished seamlessly.

#### Increase Visibility:

With accurate profile information in place and the Information Delivery process automated, users can now take action directly on notifications, for example, changing the status of an event, or resetting a server. The IT team now receives only notifications that pertain to them and the IT executives are being notified, in real time, if there are significant system or business impacting events taking place. This capability leverages the Actionable Information Delivery platform, delivering notifications to recipients across the entire organization. Increased visibility can:

- Provide proactive access to business service information.
- Increase service visibility by allowing business personnel to opt-in to information from critical applications.

#### Optimize Processes:

As the user community becomes familiar with using an Actionable Information Delivery platform it is also possible to give them more choices when it comes to solving events from multiple devices. Through the use of such a platform, managers can now report on and capture every action that is taken. This is important to the team in problem management and compliance as well as those responsible for improving the process and benchmarking progress. Since this is public information for the person solving the problem, their manager and anyone else that is given access, it tends to change how fast people respond to the problem because it is published and visible to others.

Finally, Line of Business and Executives receive push based notifications, where they are notified on an exception basis. The focus now is on accelerating resolution by presenting staff with preset actions, or the ability to browse from mobile devices to update and append incidents, review logs and other actions.

#### Expand Adoption:

The final key to increasing operational effectiveness is by expanding adoption across different disciplines. An Actionable Information Delivery platform can expand vertically through Incident Management. When the process of tracking down the right people and providing them a user interface to resolve the issue in a timely matter is perfected, there are other incident processes that the platform can support.

For example, there is a push for Change Management, specifically the Approval Process. The ability for management to make decisions discreetly, quickly and efficiently from any mobile device is key to the Change Management process. Expanding adoption across several disciplines allows:

- Application uptime
- Increased application availability while lowering the operations cost structure
- Conversion of complex IT data into Actionable Information accelerating incident resolution and application availability

#### Conclusion:

With an Actionable Information Delivery platform, enterprises can consolidate notification and ensure that the right information is available during an IT event, allowing users to make better decisions. Through optimized processes, visibility within IT is possible, allowing the rest of the company to stay in the loop when business interruptions occur. With these five keys to increasing operational effectiveness, an Actionable Information Delivery platform delivers:

- Tangible reduction in alert volume through targeted information delivery
- Shortened time to resolve through an automated resolution process

- Accountability through process visibility
- Business visibility for Business Level IT information

Actionable Information Delivery enables business to improve operational effectiveness by consolidating notification, increasing visibility and minimizing business impact. The result is a more agile business, an optimized process and a foundation that can be expanded across the enterprise.