

## SMARTS Business Insight Abstract

To align IT with business objectives, organizations are turning to a category of tools known as business service management solutions. BSM is the ongoing process of monitoring, managing, and reporting on infrastructure health to optimize business service delivery.

While BSM initiatives hold promise, successful real-world implementations are rare and costly. Often, the missing link is automated analysis to feed the dashboard display with high-level actionable information rather than volumes of raw data.

SMARTS Business Insight combines state-of-the-art display with intelligent analysis to offer a powerful approach to business services management. SMARTS is unique in its ability to automate the delivery of actionable intelligence to the dashboard display, which is accomplished using patented technologies that embed three key properties: *abstraction, analysis, and automation*.

### **Abstraction — Making Sense of Complexity**

Abstraction is the essential first step in any complex analysis. It classifies components into categories and captures the essential properties of each category without drowning in specific product details. Abstraction gives *InCharge* a logical and very efficient way to look at all the pieces of any complex IT environment and understand how they work together to deliver business services.

The *InCharge* Common Information Model™ populates the abstract models with real-world information about the specific environment. ICIM models all physical and logical entities, their relationships, behaviors, and interactions across infrastructure, applications, and business services. ICIM provides a unified representation of the managed environment across all *InCharge* solutions and allows for open integration with third-party tools or external data sources.

ICIM is automatically populated by comprehensive auto-discovery, complemented by a variety of topology importation mechanisms for adding "last mile" business-level information. The result is an end-to-end, top-down model of the managed environment that is the basis for automated analysis.

### **Analysis — Pinpointing the Root Cause of Business Process Problems**

When problems occur in networks, systems, and applications, they quickly spread to affect services and users. Codebook Correlation Technology™ (CCT) automatically pinpoints the root cause of those problems in real time and calculates their impacts. CCT is highly accurate, extremely efficient, and totally automated — feeding real-time information to the dashboard display so users know the exact state of key business processes. CCT is based on two simple facts:

- Every problem that matters — an *authentic problem* — has characteristic symptoms.
- Each instance of a problem has a unique set of symptoms, called a signature.

CCT automatically calculates the signatures for all *authentic problem* instances in the customer environment and organizes them in a Codebook that maps problem instances to the symptoms in their signatures. CCT reduces the root cause analysis of any *authentic problem* to matching symptoms to signatures in real time. This process is extremely fast and highly accurate.

*InCharge's* built-in intelligence eliminates the need to write and maintain rules by adapting its logic automatically as the environment changes. Because ICIM understands all entities, relationships, behaviors, and interactions across the IT and business domains, CCT can determine the true cause of business service problems wherever they occur — in applications, systems, or network resources — and calculate their impact on business.

### **Automation — The Power To Decrease Costs, Increase Revenue, and Reduce Business Risk**

As IT gets more complex, so does management — but it's still necessary to do more with less. Automation is the answer. *InCharge* automates high-cost, labor-intensive tasks — including abstraction and analysis — to make IT management faster, more accurate, and more cost-effective to support business objectives.

### **Real-World Example: The U.S. Marine Corps**

The 14,000-device Marine Corps Enterprise Network (MCEN) connects and controls all bases, posts, and stations for the Corps. All IT services are housed at the Marine Corps Network Operations and Security Command (MCNOSC) in Quantico, VA. With network and application availability at a premium, the MCNOSC had deployed a number of non-integrated tools to ensure availability of critical systems. The goal of MCNOSC was to find a Network Common Operational Picture (NetCOP) or Manager of Managers to unify these tools into a single system solution.

After exhaustive research and testing, the Marine Corps chose SMARTS *InCharge*. The solution includes the *InCharge* Business Dashboard, Service Assurance Manager, IP Availability and Performance Managers, Application Services Manager, Business Impact Manager, and Adapters to link with existing tools and import syslogs and traps.

*InCharge* results have been outstanding.

**Fast deployment** supports the Marines' requirement for ease of field implementation. A **customizable, web-based dashboard** provides single-screen visibility into all management tools with drill-down and report generation capabilities.

**Automated root cause analysis** reduces thousands of alarms to a handful of root causes and speeds mean-time-to-repair.

**Consolidated applications management** with single sign-on access reduces costs by 40%.

**Customer service improves** dramatically — within the first 12 hours of implementation, calls to the help desk dropped 60%, and after three months trouble tickets decreased by 85%.

**Finger-pointing is eliminated**, because *InCharge* identifies the exact origin of service-affecting problems, so the right resources can be assigned immediately to solve the right problem.

**The call center is re-empowered**, because deployed units with no engineering skills or tool training can effectively handle management responsibilities.

For a full version of the SMARTS Business Insight White Paper, visit [www.smarts.com/resources/BIWhitePaper.pdf](http://www.smarts.com/resources/BIWhitePaper.pdf). For a full version of the U.S. Marines case study, visit [www.smarts.com/company/literature/registerUSMC.shtml](http://www.smarts.com/company/literature/registerUSMC.shtml).