

IBM Tivoli Endpoint Manager: Helping reduce service delivery cost



Highlights

- Support fully outsourced infrastructure or targeted endpoint management services
 - Real time, multi-platform endpoint management provides complete visibility and control
 - Support multiple customers per server with multitenant capabilities
 - Streamline capabilities and eliminate unnecessary tools for cost savings
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A solution built on BigFix technology reduces managed service costs and enables additional value-added services

With the cost of labor rising rapidly for infrastructure management, it's no wonder that increasing numbers of organizations are turning to managed service providers for help. Labor cost, in fact, is the most frequently cited reason in enterprise IT for turning to outsourcing services.*

As a provider of managed services, you also need to keep labor costs in check. And as you increase and enhance the services you offer to customers, you need to control the complexity that increases cost. You need, in other words, to better manage your management capabilities.

IBM® Tivoli® Endpoint Manager, built on BigFix® technology, is a comprehensive and efficient solution for managing all of your customer endpoints, from network-attached servers and desktops to Internet-connected laptops, mobile devices and specialized equipment such as point-of-sale (POS) terminals and kiosks. In a world that is increasingly instrumented, integrated and intelligent, Tivoli Endpoint Manager provides visibility and control that enable you to reduce the resources you need to manage globally distributed, multivendor IT infrastructure, automating remediation of endpoint issues to reduce tech support calls and increase customer satisfaction—resulting in greater profitability and improved service levels.

A multitenant model allows you to manage multiple customers per Tivoli Endpoint Manager server, keeping customer data and administrative tasks separate from one another. Out-of-the-box solutions, including asset discovery and inventory, software distribution, operating system deployment, patch management, software usage analysis, security and compliance, core protection, and power management enable you to rapidly expand service offerings.

The result? With Tivoli Endpoint Manager, you can deliver IT efficiency, cost effectiveness and leading services that can position your company to benefit from growing customer adoption of remote outsourcing and services.



Meeting a full range of service provider needs

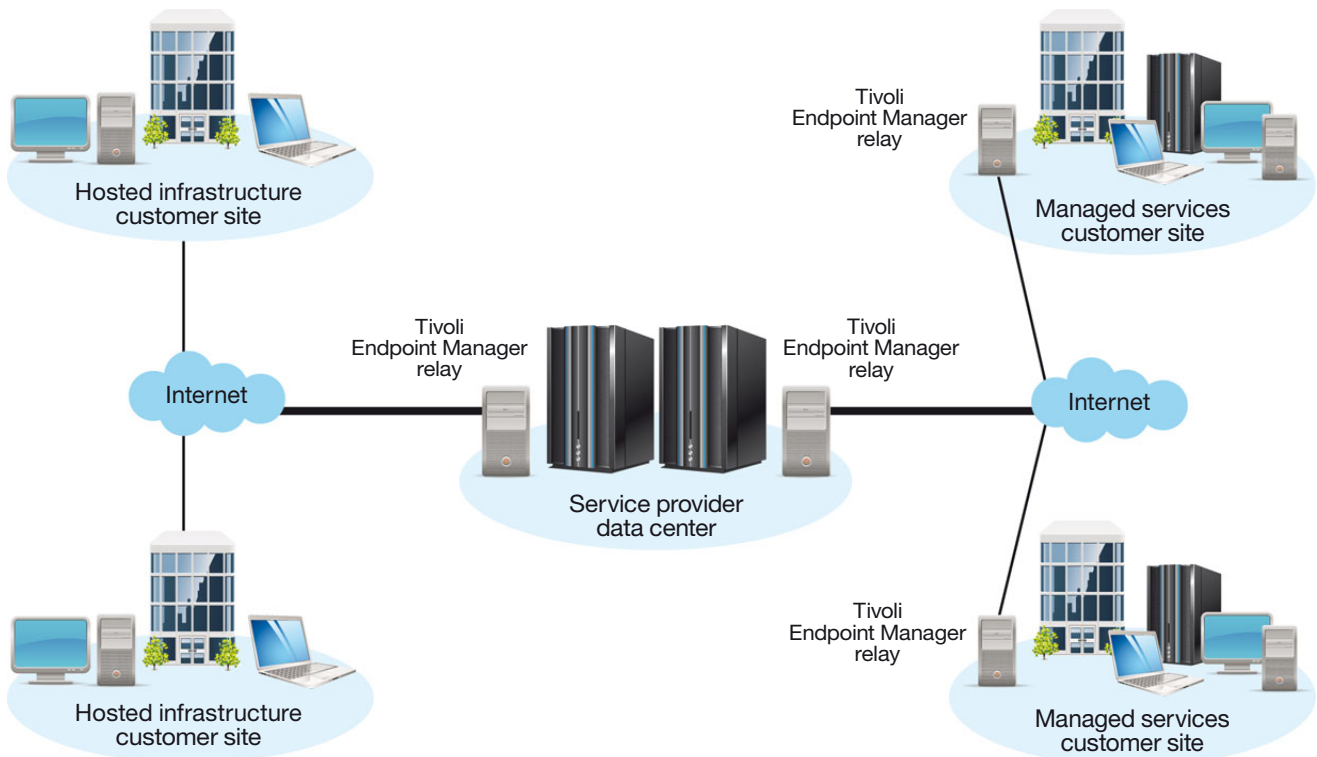
Managed service providers of all types—whether suppliers of complete outsourced infrastructures, communications providers such as a telephony and cable companies, or service providers specializing in endpoint management and security—share common needs. Rolling out new services can be expensive and time consuming. Management of services can be a complex undertaking, with varied tools, technologies (including endpoint agents, hardware, software and OS platforms) and customer needs often competing with one another.

A service provider that offers outsourced infrastructure management services needs solutions that can help run its business more efficiently. Managing outsourced endpoints efficiently, for

example, requires tools that streamline the process of configuration, patch, compliance reporting and remediation across all machines to reduce costs and improve service levels.

Managed service providers need solutions that help maintain service level agreements (SLAs) and ensure high levels of customer satisfaction. Whether managing the infrastructure at the customer's site, extending security to mobile devices, reducing power use to support green IT or delivering any number of value-added services, these providers need a range of service capabilities that can be delivered easily from a highly scalable, unified management platform. All managed service providers need solutions that help them rationalize equipment and processes, standardize and consolidate tools, extend and deliver offerings, and control costs.

IBM Tivoli Endpoint Manager for managed service providers



Tivoli Endpoint Manager simplifies and enhances IT operations for service providers serving customers through outsourced environments or internal managed service infrastructures.

Services including multi-tenancy help build business

Tivoli Endpoint Manager enables providers to increase service levels in ways that benefit both their business and their customers.

- Real-time remediation of issues including endpoint configuration, security patching and remote control—whether endpoints are hosted at the provider site, managed at customer sites or even roaming with mobile employees—helping to assure high service levels and build customer satisfaction.
- The ability to offer an array of Tivoli Endpoint Manager solutions such as patch management, software distribution, operating system deployment, security vulnerability and compliance management, asset management or software usage analysis enables service providers to rapidly introduce new value-added services and grow revenues.
- The ability to define baseline patch and configuration policies, helping to ensure that endpoints stay in compliance with policy regardless of location or connectivity.
- Support for multitenancy enables providers to service a growing customer base leveraging a shared infrastructure—with the assurance that every customer is able to see information on the status of that customer's endpoints only.

The multitenant capabilities of Tivoli Endpoint Manager are, in fact, essential to a successful managed service business. Multitenancy eliminates the need to provision a separate infrastructure for each customer, reducing equipment costs considerably. And deployment is simple: from the central Tivoli Endpoint Manager console, point-and-click operations create customer IDs and user accounts that are unique to a customer's resources, ensuring complete control over the functions administrators can access, including reporting and management tasks.

Half a million customers, one management portal

Fiberlink, a Pennsylvania-based innovator in managed voice, data and IP networking solutions, sought to expand its services by offering a cloud-based, always-on mobile device management platform. Using its new service, administrators can track inventory, assess vulnerabilities, deploy software upgrades and security patches, and manage power usage for mobile devices—all from a single web portal.

In building its cloud service, Fiberlink utilized Tivoli Endpoint Manager. The Tivoli solution not only enables Fiberlink to manage more than 500,000 endpoints across hundreds of customers, its multitenant capabilities allow it to gain operational efficiencies and cost advantages over its competitors by delivering services to multiple customers from a single server.

Elevating service levels with streamlined management

With its ability to manage up to 250,000 endpoints from a single management server—scaling to multiple servers and supporting Microsoft Windows, UNIX, Linux and Mac OS endpoints—Tivoli Endpoint Manager is an ideal platform for the managed service provider. Enabling comprehensive, streamlined management for endpoints of all kinds, including servers, in hosted infrastructures or environments providing business and IT services, the solution delivers real-time visibility and management capabilities to help ensure the highest levels of service.

Its low-impact, small-footprint infrastructure provides an intelligent, non-intrusive, agent-based management approach. Agents placed on endpoints use less than two percent of CPU utilization, require less than 10MB RAM and consume only 50KB to 100KB in network bandwidth per day on average.

Unified management capabilities deliver centralized visibility and control by bringing functions together under a single management umbrella—reducing the clutter and expense of multivendor tool sets, cutting back on the number of staff hand-offs across management processes, and decreasing the number of full-time equivalent personnel required to perform those processes.

Automating services to simplify and enhance delivery

With Tivoli Endpoint Manager, managed service providers can simplify and automate infrastructure management to save costs and improve service delivery. This high-value endpoint management suite provides value to both the service provider and its customers with a full range of functions including:

- **Asset discovery:** Quickly discovers and identifies network endpoints, including roaming laptops intermittently connected to the network as well as “rogue” endpoints, aiding in defining the scope of management services. This function is particularly useful to a provider in the early stages of managing a new customer’s existing environment.
- **Software distribution:** Provides the ability to manage software installations across managed servers and workstations from a single, unified point of control. The solution can be used to define a set of baseline applications for certain endpoint types or to install applications on-demand. Bandwidth throttling ensures minimal impact on network performance.
- **Operating system deployment:** Shrinks deployment and migration time for servers, laptops and workstations using centralized control and automation to simplify “bare metal” operating system deployments as well as migrations from one version of Windows to another. The solution allows rapid reimaging of managed servers and workstations with the provider’s base image for simplified, standardized management.
- **Patch management:** Provides comprehensive capabilities for delivering patches from a full range of operating system and application vendors to hosted and distributed endpoints, shortening patch remediation time to hours and ensuring a greater than 90 percent first-pass success rates with no loss of endpoint functionality.
- **Remote desktop control:** Supports and controls desktops, laptops and servers from a central location with management and troubleshooting to streamline IT functions and reduce the help-desk workload. The solution’s agent-based approach eliminates the need to give credentials for outsourced systems to administrators, simplifying and speeding processes and reducing costs.
- **Software usage analysis:** Gathers and analyzes detailed endpoint software usage metrics including a determination of exactly which applications and versions are installed on which machines and how often or intensely individual components are used. This data supports license compliance and vendor negotiations with accurate and automated license usage data. When offered as a value-added service, analytic capabilities can help customers plan software budgets to prevent overspending and breached contracts.
- **Power management:** Enables energy conservation policies that drive cost savings through reductions in electricity usage. Savings of up to US \$50 per endpoint per year can be achieved.

- **Security configuration management:** Provides visibility and automated updates to ensure that endpoints remain compliant with internal and external standards and regulations such as the Payment Card Industry Data Security Standard (PCI DSS), the Health Insurance Portability and Accountability Act (HIPAA) and Sarbanes-Oxley. The solution also can manage a variety of third-party antivirus solutions.
- **Core protection:** Provides antivirus and antimalware functionality, managed from the Tivoli Endpoint Manager console.
- **Network self-quarantine:** Prevents at-risk endpoints from accessing the network until they are remediated.
- **Continuous compliance:** Endpoints can autonomously and continuously enforce policies, even when disconnected from the network, reapplying patches and configuration changes if necessary.

Reducing costs with a unified technology

Tivoli Endpoint Manager provides the flexibility of use and granularity of control you need to manage endpoints across highly distributed and complex outsourced environments or infrastructures delivering managed services. The solution supports your needs to comply with SLAs, delivering higher levels of service at a lower cost. Its unified technology delivers the infrastructure-wide visibility you need to manage thousands of endpoints from a single console. Its efficiency enables you to leverage automation to reduce costs and sell new, value-added services, helping maintain and even increase profit margins even as customer fees decline over the life of a service contract.

Ready to serve a large numbers of customers from only a few servers, Tivoli Endpoint Manager delivers functionality for both operations and security in a single solution, eliminating the need for multiple management tools yet offering the extensibility and scalability to meet growing needs as your service provider business expands its reach over time.

For more information

To learn more about IBM Tivoli Endpoint Manager, contact your IBM representative or IBM Business Partner, or visit ibm.com/tivoli/endpoint

About Tivoli software from IBM

Tivoli software from IBM helps organizations efficiently and effectively manage IT resources, tasks and processes to meet ever-shifting business requirements and deliver flexible and responsive IT service management, while helping to reduce costs. The Tivoli portfolio spans software for security, compliance, storage, performance, availability, configuration, operations and IT lifecycle management, and is backed by world-class IBM services, support and research.

Additionally, financing solutions from IBM Global Financing can enable effective cash management, protection from technology obsolescence, improved total cost of ownership and return on investment. Also, our Global Asset Recovery Services help address environmental concerns with new, more energy-efficient solutions. For more information on IBM Global Financing, visit: ibm.com/financing



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* “Capgemini Survey Reveals Latin America is the Third Most Popular Outsourcing Destination,” Business Wire, September 14, 2010. www.businesswire.com/news/home/20100913007526/en/Capgemini-Survey-Reveals-Latin-America-Popular-Outsourcing



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