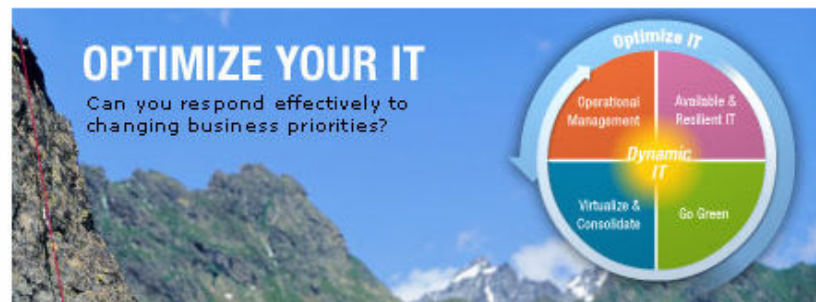


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# Operational Management: Driving IT Efficiency and Performance

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*With IT operational management solutions from IBM, you can manage physical and virtual environments more easily by automating processes for greater efficiencies, gain comprehensive visibility into your IT environment with enhanced monitoring to ensure optimal performance, and improve the financial value of your IT assets.*

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### Innovate and Complicate?

Today's enterprises need to innovate not just to remain competitive, but to simply run day-to-day business operations. But, given the complexity of managing a so-called innovative IT environment, innovation can come at a steep price where resources and their associated costs are concerned. Instead of improving the bottom line through innovation, IT managers are faced with cost-effectively managing sophisticated and complex IT infrastructures, particularly in virtual environments.

So organizational innovation, in and of itself, isn't enough to allow companies to utilize their IT environments to bring their business objectives to fruition. With typical budget restrictions, how can organizations deliver reliable IT services and capabilities without draining their resources? What's called for is *organizational evolution*—taking what you have in your IT environment and strategically optimizing it.

IT optimization is all about maximizing the return on your IT investment, which is undoubtedly sizeable. It's about figuring out the best, most efficient way to utilize your IT assets and resources to ultimately reduce costs and improve your IT service delivery while remaining flexible enough to adapt to changing business priorities. A good approach to optimizing your IT environment involves several key strategies that can help you achieve a dynamic IT environment. You should seize opportunities for simplifying your systems through consolidation and virtualization. You'll want to enable and sustain a high level of IT infrastructure availability—including systems, applications and data—to protect your IT services and ensure ongoing business processes. And you'll need to enhance the overall *operational management* of your IT infrastructure.

### Managing IT Operations for Efficiency and Effectiveness

Operational management—enabled with the right integration of hardware, software and services—allows you to take what's in your IT environment and make it run more quickly, easily and cost effectively. With IT operational management solutions from IBM, you can manage physical and virtual environments more easily by automating processes for greater efficiencies, gain comprehensive visibility into your IT environment with enhanced monitoring to ensure optimal performance, and improve the financial value of your IT assets. Gartner recently conducted a survey of more than 1,400 CIOs. Based on the survey findings, Gartner noted that CIOs can leverage technology for the purpose of "reducing enterprise cost structures, improving operational scale, or raising process performance through automation, integration and standardization. CIOs are delivering current services well, but 63 percent of CIOs do not have the right skills in the right amount."<sup>1</sup>

"Raising process performance" is just what [Guangdong Dapeng LNG Company Limited \(DPLNG\)](#) of China did. With five power plants and millions of customers dependent on DPLNG for energy, the company turned to IBM's operational management expertise to put processes in place that would ensure the efficient, reliable and safe production of natural gas from liquefied natural gas. According to DPLNG President, Tom King, "Establishing a solid operational foundation was imperative for the successful launch of DPLNG. IBM created the business process structure that allowed us to move seamlessly from the construction phase into the operational stage." IBM maximized efficiency through integrated processes, helped optimize production processes, and improved reliability and safety through proactive asset management practices.

### **Automate and Operate... Efficiently**

Business operations are not easy to consistently do well, and certainly not inexpensive. So companies turn to their IT environments for every opportunity to improve efficiencies, enhance productivity, and reduce costs. Companies want their IT infrastructure to run like a well-oiled machine. Yet companies often assign significant IT resources to ensure consistent infrastructure availability to maintain ongoing, optimized business processes. The good news is that many of your more repetitive, mundane IT tasks can likely be automated, freeing up valuable IT resources for more critical tasks. But how can you strike the right balance between what machines should do and what IT resources should do?

[IBM IT automation solutions](#) can help. They can ensure that your IT resources are utilized more effectively and efficiently, help mitigate the risk of human errors, and enable your operational staff to proactively manage physical and virtual IT environments through policy-based and event-driven task automation.

### **Magnify Visibility into Your IT Environment**

Keeping your fingers on the pulse of your IT infrastructure is a pretty big job. In fact, for many organizations it seems to be a daunting task, or at least one that seems to be spread out across the IT organization and managed by many hands and sets of eyes tasked with monitoring individual components of the IT infrastructure. Wouldn't it be nice to have a large magnifying glass over your IT infrastructure to give you a single view of the technology dispersed across your physical and virtual environments so you could more easily fine-tune its performance and deliver IT services more efficiently and reliably? Consider it done.

IBM provides robust [visibility and monitoring solutions](#) that can take you to a new level of business insight where your technology environment is concerned. These instrumentation and management capabilities facilitate the health of your service infrastructure across systems, applications, networks, security, and storage. They provide domain-specific visibility and intelligence that can be expanded and integrated to provide service contextual views across operational tools and silos. And because they're based on open standards, they also allow you to consolidate IBM and many third-party solutions under a single pane of glass, for operational agility and flexibility.

### **Elevate the Financial Value of Your IT Assets**

Unless you're running a lemonade stand, you've probably made a certain investment in IT to enable your business to thrive, or at least to try to make it thrive. In fact, chances are, you've made a significant investment in your IT infrastructure and resources. To enhance the value of these costly assets you need to know precisely what and where your IT assets are and whether they're worth the investment you've made in them. And you'll also need to be able to make highly strategic IT purchasing decisions when making additional IT investments.

[IBM IT asset and cost management solutions](#) can help you reduce operational costs by empowering you to effectively manage your IT assets. These IBM solutions for operational management centralize purchasing to help reduce costs, allow you to identify cost drivers across your IT organization, minimize overbuying, optimize software licenses, assist in measuring the usage of shared IT resources to support accounting activities, pare down the cost of meeting regulatory compliance, and much more.

IBM operational management solutions can also improve your ability to deliver IT services. You can optimize end-to-end processes and better align IT with the business, leverage more reliable asset inventory data to make strategic IT purchasing decisions, and reduce system downtime with proactive asset management practices.

### **Making Your IT Machine Hum**

With today's ever-emerging technology innovations—that organizations are all jumping on board with to strive to remain competitive in the global economy—complexity will remain a fact of business life. But innovation doesn't need to slow you down or hammer your budget by devouring valuable IT resources just to try to make it all work well. IBM offers robust, integrated product and service solutions that are designed to help more easily manage complex, highly technical IT operations. This way, when you face the clamor of complexity head on, you can free up IT resources while delivering a more flexible and responsive infrastructure. IBM is just the company that can make your IT machine hum—and that's when innovation can really start happening.

<sup>1</sup>[Gartner Press Release 501189, February 14, 2007, "Gartner EXP Survey of More than 1,400 CIOs Shows CIOs Must Create Leverage to Remain Relevant to the Business"](#)

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