

2014 Awards of Excellence Honorable Mention



Business Service Management

Terry Hill, Bell Canada

Better business management through integrated real-time metrics

Business Service Management

Service and Portfolio Management

HP Software Professional Services

High-level overview: Using HP, Bell Canada has realized the following benefits:

- Deliver single-view, real-time metrics to improve business decisions
- Enable business partners and vendors to reduce costs, improve efficiency
- Improve application availability
- Evolve from spreadsheets to ITIL best practices
- Ease management of incidents and change with enterprise line of sight
- Streamline day-to-day processes

Company: Bell is Canada's largest telecommunications company, providing mobile phone, TV, high speed and wireless Internet, and residential home phone services.

Contact: Terry Hill is Regional Manager at Bell Canada.

Business goals: Bell Canada aimed to achieve the following: a single point for management of incidents, change problems, and releases; improved change management; control and measures of vendors; asset inventory and control; quicker identification of application components during incidents; real-time monitoring and correlation; and real-time metrics and measures. Before, the data was on spreadsheets. Bell Canada wanted to integrate data into the whole application ecosystem to improve business decision-making through single-view availability of real-time data.

HP Software products implemented: HP Service Manager (Change, Incident, Release, Problem); HP UCMDB; HP DDMA & DDMI; HP Asset Manager; HP SiteScope; HP BSM; HP

UCMDB Browser; HP Executive Scorecard. Bell Canada used SACM (service asset configuration management) to create a fully integrated ITAM (IT Asset Management) and ITSM (IT Service Management) solution using pieces of all the tools identified and following ITIL (IT Infrastructure Library) standards.

Benefits: Greater productivity. Faster, more data-driven decision-making. Higher application availability. Ability to deliver metrics enabling business partners and vendors to reduce costs and improve efficiency. Bell Canada has put in its own corporate library available for all end users to view all the key configuration items, with line of sight to all incidents and change across the organization, so they may know inventory and its relationship to applications. This makes it easier to manage incidents and change, and the day-to-day business.

Additional details: Change Management: Reduced CAB time, centralized CAB boards; reduced change tools; improved SOX controls. Vendor Management: Normalized framework for managing vendors; improved visibility of application footprint during incident triage. SACM: Increased content within the IT Library; improved data completeness, consistency, integrity, and accuracy; established foundation to evolve and mature configuration management. Improved incident management.



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