

EMC Ionix Business Impact Manager

Part of the Ionix IT Operations Intelligence Family

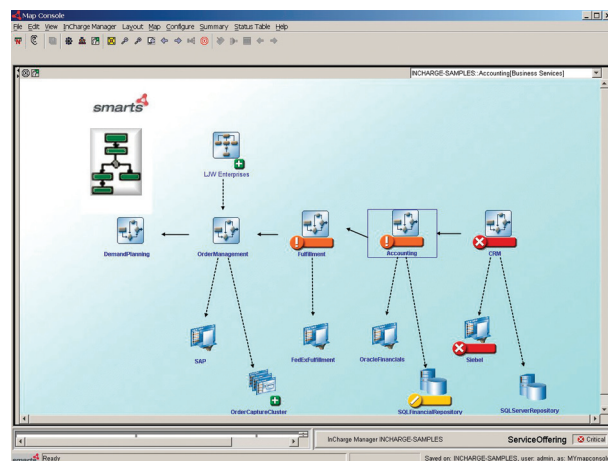
Business-aware infrastructure management

There's more to IT management than keeping technology up and running. You need to know how infrastructure and application problems impact the business so you can prioritize corrective action on solving the problems that matter most.

EMC® Ionix™ Business Impact Manager (formerly Smarts® Business Impact Manager) automatically calculates the impact of infrastructure and application issues on business services, and is the only solution that can model business processes and tie them to underlying infrastructure. With this precise impact analysis, you can take swift action to protect the services and processes most critical to your business.

The Big Picture

- Identifies the services and customers affected by infrastructure and application problems
- Calculates business impact based on criteria you define
- Supports business process mapping and automatically updates maps as the IT environment changes
- Boosts service level agreement (SLA) compliance by showing you which infrastructure and application problems impact critical customers and services
- Maximizes use of skilled resources because you can prioritize corrective action on the problems that matter most
- Increases competitive advantage, profitability, and customer loyalty by maximizing availability and performance of business-critical services
- Helps customer service agents respond knowledgeably to customer inquiries



When you know how infrastructure and application outages affect customers, you can prioritize corrective action to address the most critical problems first—so you build business credibility, customer loyalty, and competitive edge.

Helping you quickly correct the problems that matter most

Business Impact Manager calculates the impact of network, system, and application problems by totaling the values of all affected customer, service, and infrastructure components. You assign these values, or “weights,” according to business importance. You can customize the impact analysis to leverage external data, such as importing penalty rates from service contracts, to automatically calculate business value. In addition, Ionix (formerly Smarts) is the only solution that can determine business impact based on non-IT notifications. You add the notification—such as loss of a major supplier or delivery channel—and assign a severity level. Ionix automatically includes that factor in its business impact calculation.

The EMC Common Information Model™ supports mapping of business processes. It can represent an extended set of business entities—customers, lines of business, business units, and more. Based on this model, Business Impact Manager can calculate how problems in one business process impact a related process.

You define the services to be monitored using the EMC Ionix (formerly Smarts) Topology Builder. Or, Business Impact Manager can integrate directly with third-party sources, such as provisioning systems, to import their business service or business process maps.

Technical specifications

System requirements: EMC Ionix 6.2 (formerly EMC Smarts 6.2)

Operating systems supported: Solaris 8 and 9; HP-UX 11.00 and 11.11; Windows 2000 Server and 2003 Server; and Red Hat Linux Advanced Server ES, AS, and WS 2.1

About EMC

EMC Corporation is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.



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To learn more about how Ionix solutions can positively impact your business and IT operations, contact your local EMC or EMC resource management sales representative, or visit our website at www.EMC.com.