

## Product Brief

### Key Benefits

- **Lower costs and increase productivity.** Automate service level management processes and effective reporting.
- **Improve customer and service provider acquisition and retention.** Align performance to expectations.
- **Reduce SLA penalties.** Proactively manage service levels and violations and understand cost implications of SLAs.
- **Limit business risk.** Control delivery chains across the organization and improve accountability.

### Key Features

- **Data integration.** Aggregate relevant data with high-performance adaptors.
- **Deep correlation.** Correlate data independent of event types.
- **Service library.** Standardize measurements with out-of-the-box content.
- **SLA contracts.** Define and manage contractual obligations with vendors and customers.
- **Guided design and discovery.** Map internal and external business services.
- **SLA dashboard.** Display the current view and trending of service performance.
- **Breach alerts.** Notify before an SLA is violated.

# CA Business Service Insights Advanced Service Level Management

## Overview

CA Business Service Insight helps automate and accelerate the management, monitoring, and reporting of service level agreements (SLAs) and service delivery for enterprises and service providers. A top-down approach, starting with business-relevant service descriptions and measurements, enhances your ability to define service metrics and establish contractual obligations and performance targets in real-time. You can then take action based on this performance, and collaboratively report performance to both service providers and the service consumer.

## Business Challenges

**Failing traditional approaches.** Traditional operations-only approaches to Service Level Management (SLM) provide a too simplistic view of contributing factors and ignore service level impacts to the business. Reporting tools may convey a service is up or down, but this bottom-up approach ignores the subtleties impacting service levels. It also looks at a point-in-time, thus missing trends that could lead to proactive measures. Most importantly, traditional approaches fail to report business impact.

**Service complexity.** Multiple applications typically function in tandem to deliver a business service. Further, infrastructure solutions are often unable to share information and assemble a comprehensive view of the service. Each monitors only its own uptime without concern for the entire service chain. Identifying, aggregating and correlating all the relevant data from the contributing applications is complicated, time-consuming and requires a top-down approach to SLM.

**Rogue services and external providers.** IT's increased use of services from external providers, and business units subscribing to services from external providers without notifying IT, make it difficult to measure and manage SLAs.

## Solutions Overview

CA Business Service Insights offers a comprehensive, scalable SLM solution that helps manage service level obligations for underpinning contracts, SLAs and operational level agreements (OLAs). The unique infrastructure-agnostic approach to SLM enables you to monitor and report service performance over time. And you can do all of that using the infrastructure components (hardware, applications and network monitoring tools) that you already have in place. Adapters can sit on top of existing data sources, enabling you to manage SLAs regardless of the vendors involved in delivering the final service.

## Solutions Overview (cont.)

An intuitive drag-and-drop interface enables users to visually map input fields to their output fields. As a result, you can get up-and-running rapidly with no change to underlying data sources or systems.

## Critical Differentiators

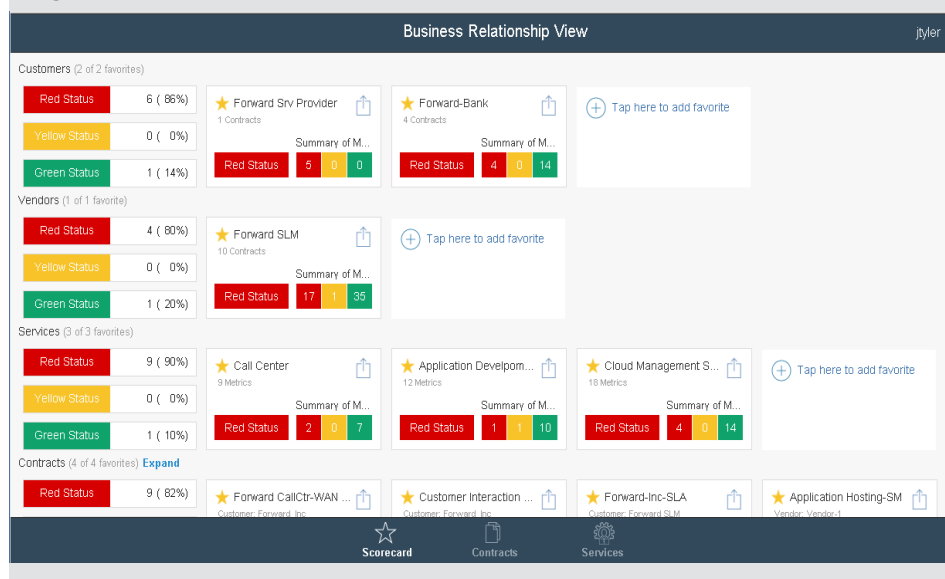
CA Business Service Insights enables you to make SLM an active, strategic component of your service architecture. Unlike some products, CA Business Service Insights provides the following critical differentiators:

**Proactive SLM.** Business rules automate the collection and processing of data from beyond just the service desk, helping you drill down through data to the source of the violation.

**A unified view.** Capture contract terms and conditions, a glossary of terms, exceptions to SLAs, and more, in a unified view of SLM. Everything is tied to the contract, enabling you to manage the complete contract life-cycle.

**Operations linkage.** Manage combinations of internal and external suppliers, services, and customers to model your service delivery chain. A unique aggregation and correlation engine helps monitor performance against contractual obligations and correlates data from multiple sources into a single performance indicator.

The Business Relationship View displays top-down performance of contractual obligations and services.



**Experienced-based templates.** The domain knowledge of our experts and partners, based on enterprise class implementations, is reflected in predefined contract and business logic templates. Predefined templates help you better manage insourced and outsourced services.

For more information, please visit our website at [broadcom.com/business-management](https://broadcom.com/business-management).

## Related Products and Solutions

CA Business Service Insights can augment these and other CA Service Management® solutions:

### CA Service Desk Manager and CA Service Catalog

Provides comprehensive service request, support and delivery.

### CA Asset Portfolio Manager

Manage hardware assets across asset life-cycles.