

# IBM Tivoli Listening Research 3Q 2009

## TIVOLI USER COMMUNITY

Virtualization Management  
Green Computing  
Service Management



*Leaders in business collaboration for the IT market*

October 14, 2009

10/14/2009

## **Background**

### **Tivoli Listening Research Objectives**

Understand customer issues and priorities in their own terms.

Support the Tivoli User Community's transformation efforts to engage its members and create brand evangelists.

Different topics to be researched each quarter

Research methodologies will change in response to leanings about the community and its needs

### **Third Quarter Research Topics Chosen by IBM**

Virtualization Management

Service Management

Green Computing

### **Third Quarter Research Methodologies**

In-depth open-ended phone interviews: 27 total participants

Web Survey: 95 respondents

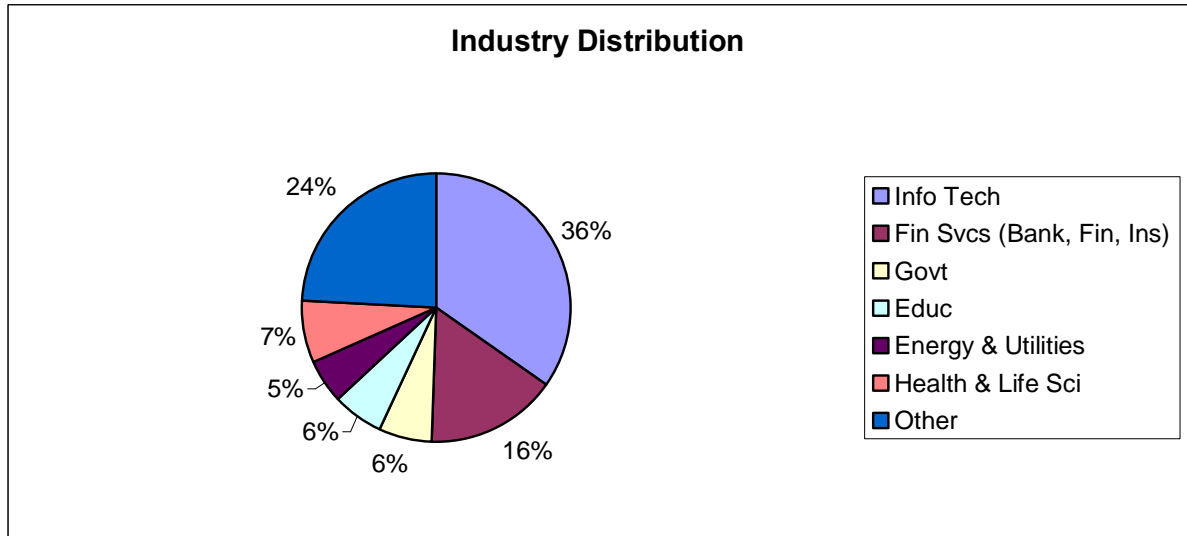
Secondary research: Leading industry influencer websites identified by IBM

Mix of

- End users and partners
- Industries
- Company sizes
- titles

## Industry Mix of Participants

*In what industry is your company? Please check one.*



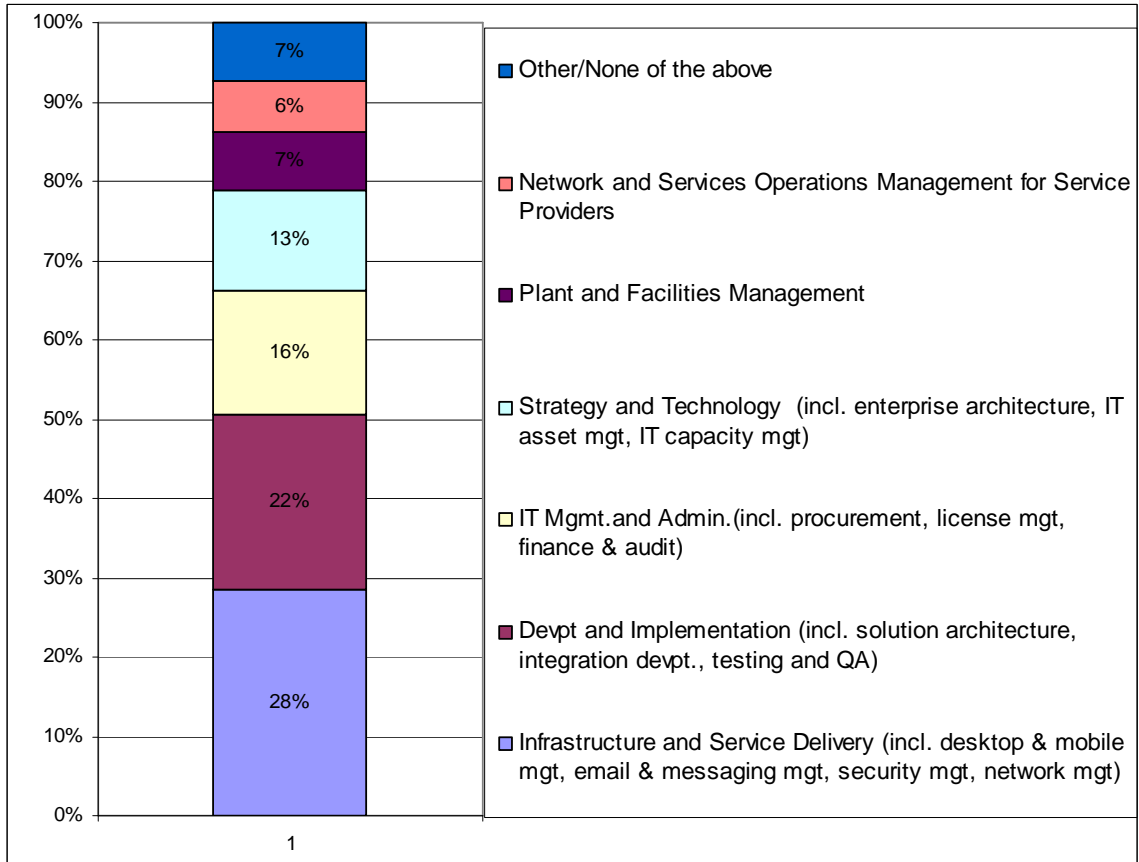
Participants came from a broad mix of industries lead by

- Partners and end user information technology companies: 36%
- Financial services companies: 16%
- Education plus government combined: 12%

## Participant Roles and Responsibilities

***Which of the following categories of roles best describes your major responsibilities? Please check one.***

**Major Responsibilities of TUC Participants**



Most participants (~80%) were from the following 4 areas:

- Infrastructure and Service Delivery (includes partners): 28%
- Development and Implementation: 22%
- IT Management and Administration: 16%
- Strategy and Technology: 13%

## Challenges and Drivers to/Drivers for the Adoption of New Tools for Integration and Automation

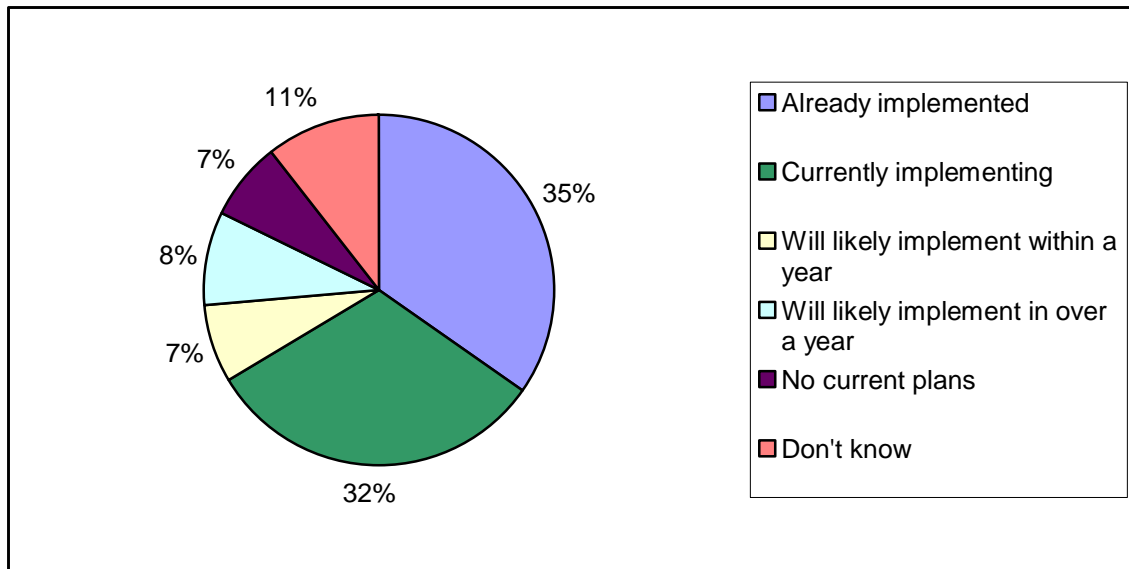
<u>Challenges</u>	<u>Drivers</u>
<ul style="list-style-type: none"> <li>▪ Operational management mentality</li> <li>▪ Organizational silos or walls between ..               <ul style="list-style-type: none"> <li>○ IT and Facilities</li> <li>○ Systems Admin and Monitoring</li> <li>○ Applications Teams and IT</li> <li>○ Etc.</li> </ul> </li> <li>▪ Lack of standard processes across the silos</li> <li>▪ Organizational resistance to the adoption of tools that change IT roles or create new ones</li> <li>▪ Confusion about what products to use for what purposes</li> <li>▪ Lean IT organizations: barely enough time to get the basics done</li> <li>▪ Tight budgets</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strategic mentality extending to               <ul style="list-style-type: none"> <li>○ IT operations management</li> <li>○ Purchasing (proactive as well as reactive)</li> </ul> </li> <li>▪ Adoption of standard processes across organizational silos such as (but not limited to) ITIL</li> <li>▪ Sufficient progress in deploying standard process across operational silos</li> <li>▪ Organizational flexibility to change roles and responsibilities</li> <li>▪ Skills and training in technology and new roles</li> </ul>

## Stages of Implementing Virtualization

### **What is that current status of your organization's plans for virtualization?**

*(Virtualization is a general approach to decouple logical resources from physical elements, so that those resources can be allocated faster, more cost-effectively and more dynamically, wherever the business requires them in real time to ideally meet changing demand levels or business requirements)*

### **Stages of Implementing Virtualization**

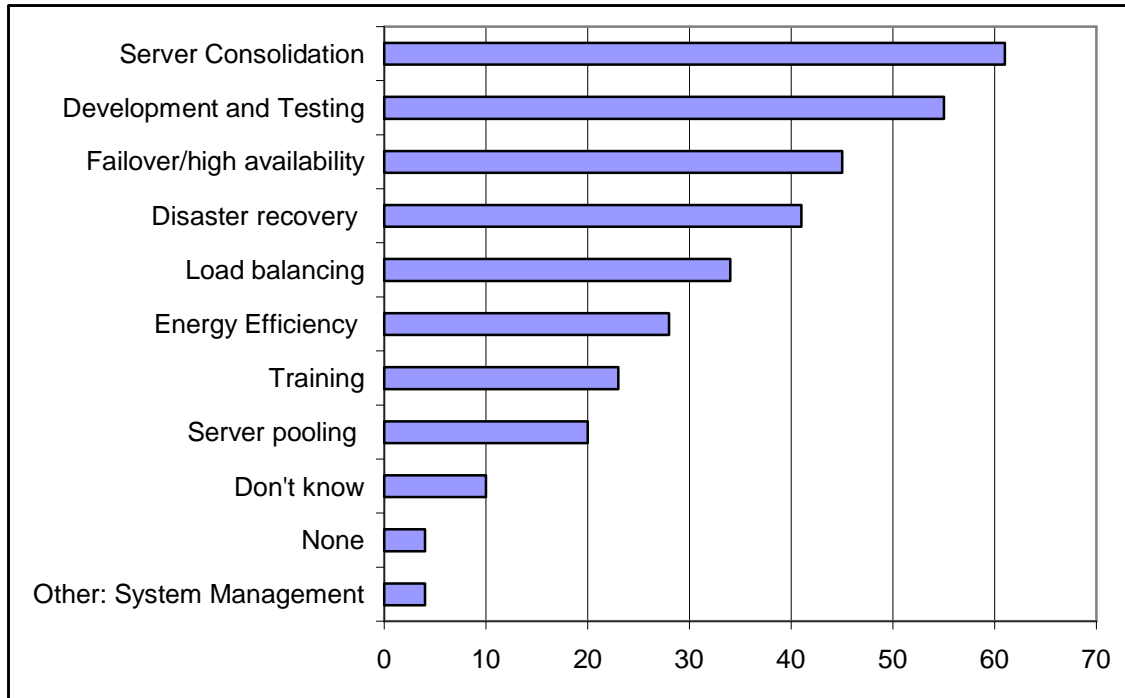


Most (2/3) of participants were in the process of implementing virtualization. They began with their IBM servers and then moved to virtualizing their Windows servers. Many had assigned the Windows virtualization to a specialized team.

## Uses of Virtualization

***For what activities are you using/do you plan to use virtualization? Please check all that apply.***

### **Total Virtualization Activity Responses**



***(325 activities mentioned by 95 participants; > 3 activities each)***

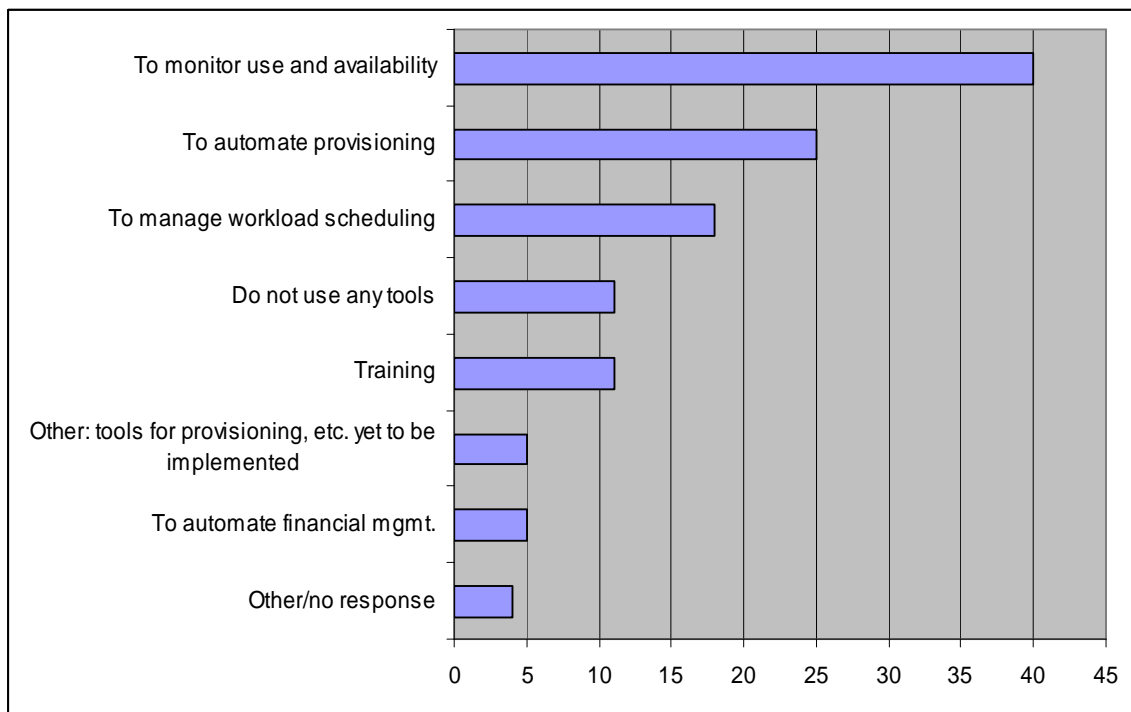
The underlying objective of virtualization expressed by most participants was to save time and money. Almost everyone discussed the benefits of server consolidation. Energy savings was discussed more often as a benefit of server consolidation than as a virtualization activity

Web survey participants each identified ~3 reasons for virtualizing their servers. The most common reasons were consolidation and development and testing.

## Uses of Virtualization Management Tools

***If you use Virtualization Management Tools to manage and optimize virtualization performance, how are they used? (Please check all that apply.)***

### **Total Uses of Virtualization Management Tools**



***(119 total uses including none mentioned by 95 participants)***

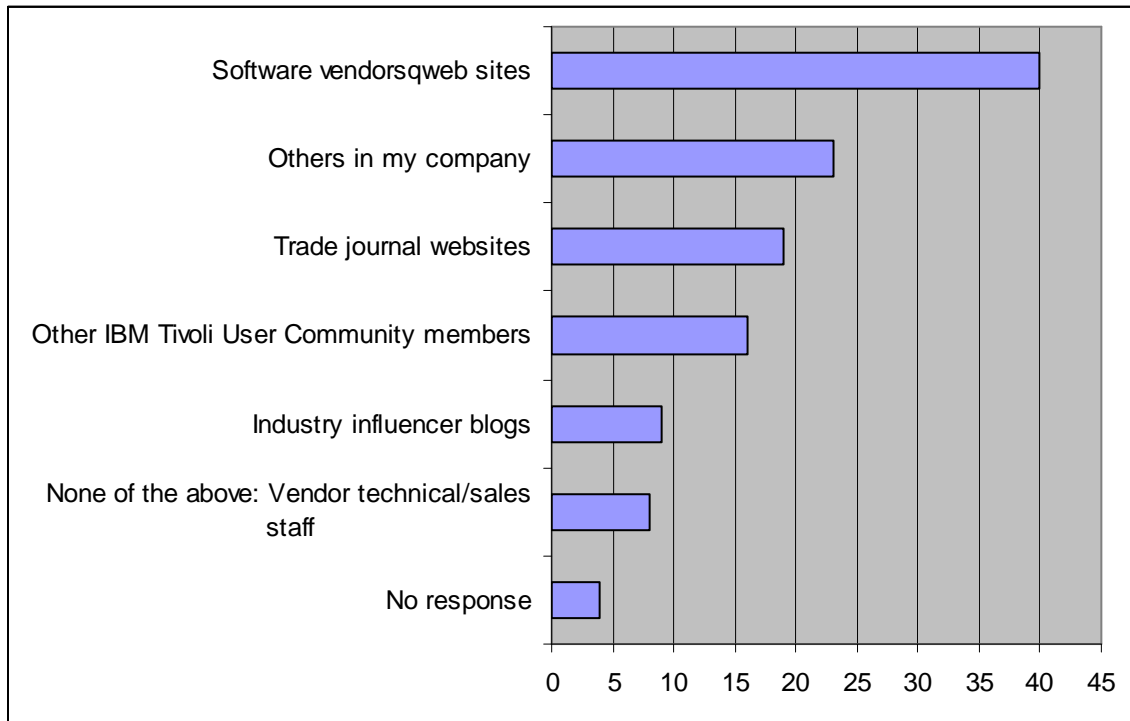
The chart shows the uses of virtualization management tools identified by each participant.

The most common uses of virtualization management tools were for monitoring, provisioning and managing workload scheduling.

## Sources Consulted in Selecting Virtualization Management Tools

*What types of sources did you consult to decide what tools to buy? (Please check all that apply)*

### Total Sources Consulted



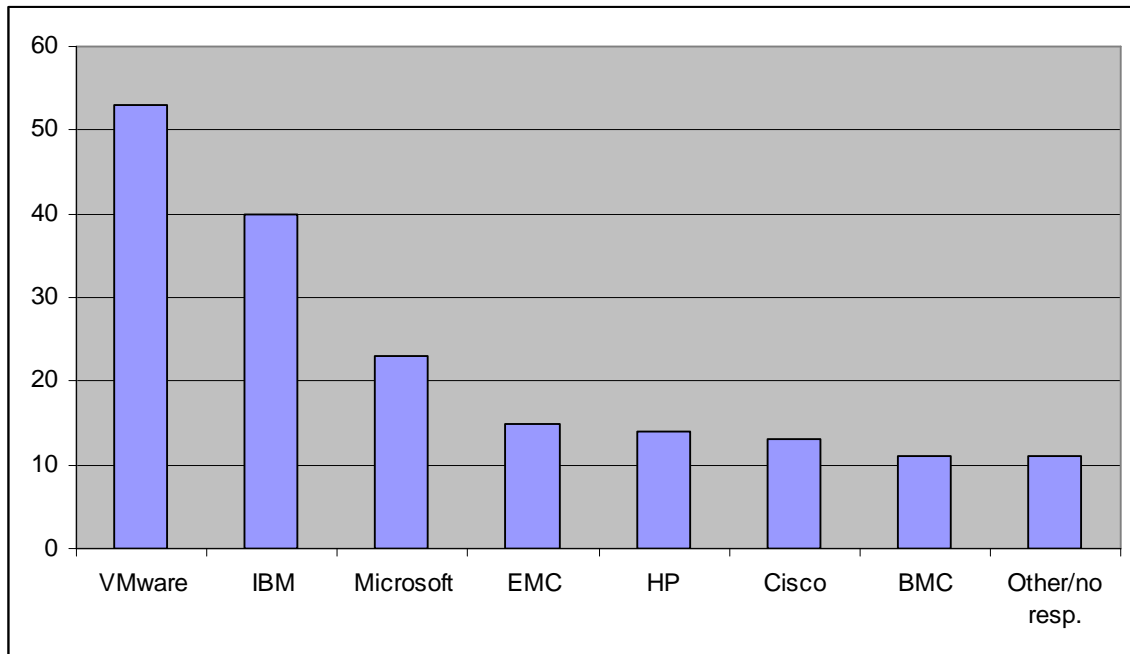
**(119 total sources mentioned by 95 participants)**

The most popular sources of information were software vendorsqwebsites and colleagues in the same company. Respondents were much less likely to look to industry influencer blogs and vendor technical/sales staffs.

## Virtualization Brands Considered

***Which company's products were considered for your virtualization initiatives?***

### Total Brands Considered



**(180 products considered by 95 participants; each considered ~2 products)**

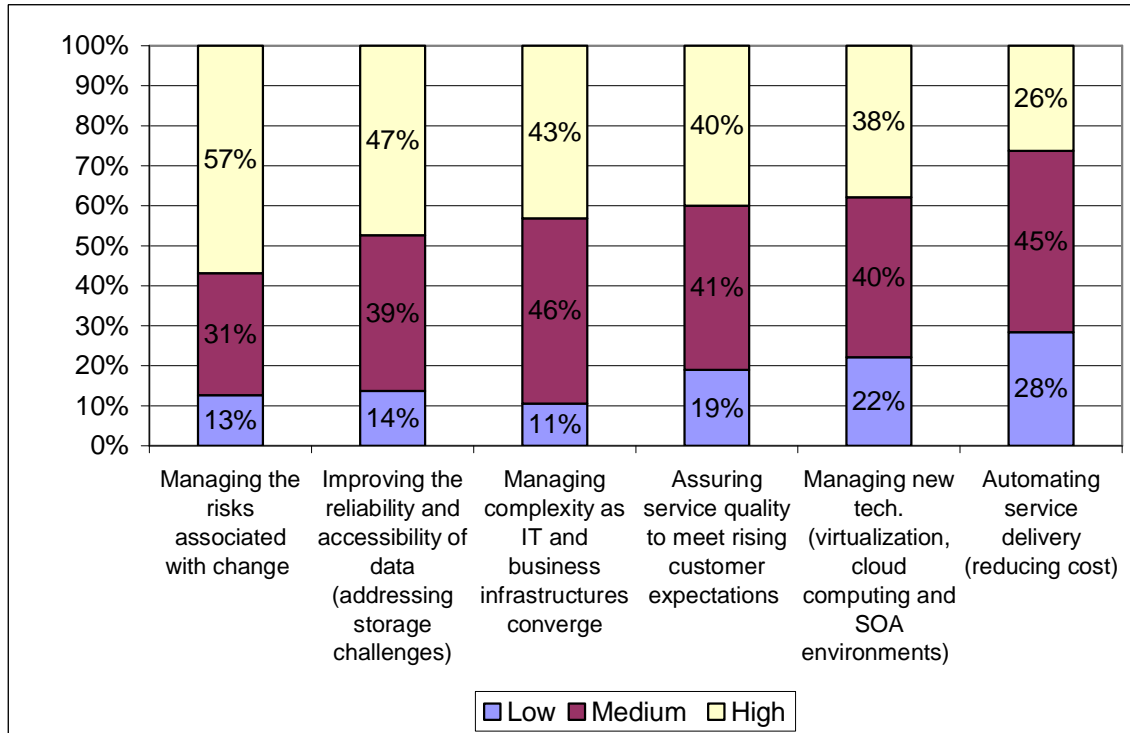
The vendor most frequently considered for virtualization initiatives was VMware (most frequently) followed by IBM and Microsoft

On average web survey participants each considered 2 brands. This means that they sought information about 2 brands, most likely on the web. The fact that few consulted vendor sales/technical staff suggests that only the first choice company was contacted for a meeting.

Most who were familiar with the shopping process said that that the final choice of which brands of tools to buy had seemed obvious at the time.

## Priorities for Types of IT Initiatives

*What are your priorities for the following IT initiatives?*



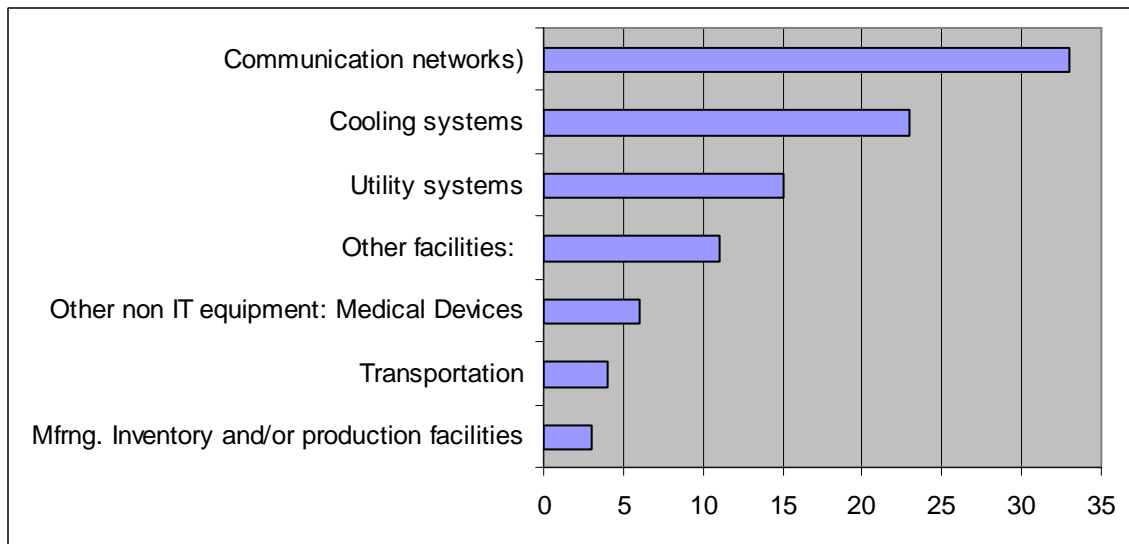
Participants' highest priority among 6 Initiatives identified by IBM was managing the risks associated with change. The lowest priorities were managing new technologies and automating service delivery.

There are several reasons behind the priority given to managing the risks associated with change. The underlying driver for many of risks is virtualization because it has profound implications for the way IT is managed .

- It cuts across organizational silos
- It requires rethinking traditional IT processes
- It challenges the mix of skills needed (more managers, fewer operators)
- It requires education and training.

## Do IT organizations manage non IT assets enabled by IP; if so which ones?

### *What types of IP-enabled assets is your IT organization monitoring?*

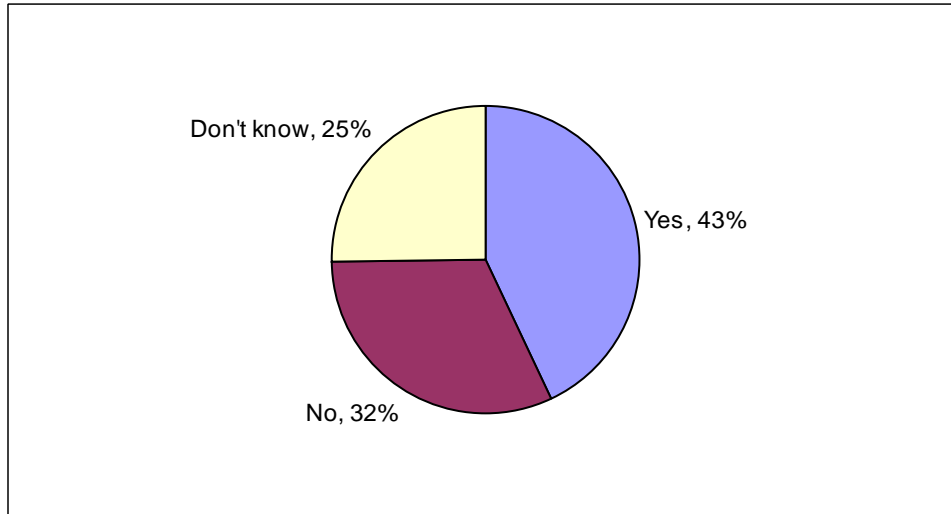


*(40 participants mentioned a total of 95 types of assets; each monitored ~ 2 types)*

Just under ½ of the participants said that their IT organizations managed non IT assets enabled by IP. Most of these organizations mentioned monitoring more than one type of non IT IP asset. The most frequently mentioned types were communications networks and cooling systems.

## IT Energy Efficiency Strategies

***Does your IT organization currently have a strategy to reduce the amount of energy consumed in the data center?***

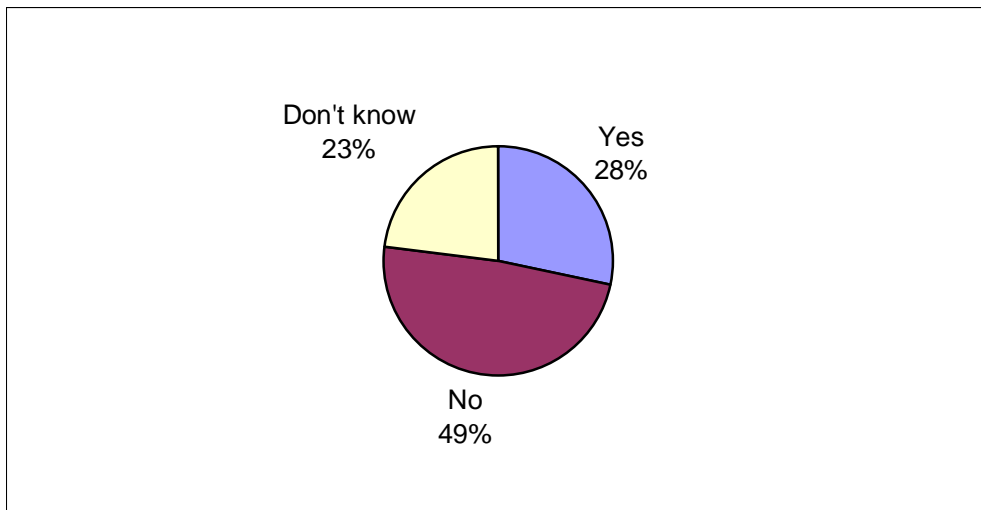


Most participants indicated that their IT organizations did not have a strategy to reduce the amount of energy consumed in the data center and/or weren't aware of one.

Many phone participants said that their companies' energy efficiency strategies were driven by the Corporate Facilities Department. This department also paid the bills.

## Monitoring the Energy Consumption of IT Facilities

***Do you actively monitor the amount of energy that is consumed by the IT and facilities equipment in the data center?***



Most participants said that their IT departments did not actively monitor the consumption of energy by both IT and facilities in data centers or did not know if this was being done.