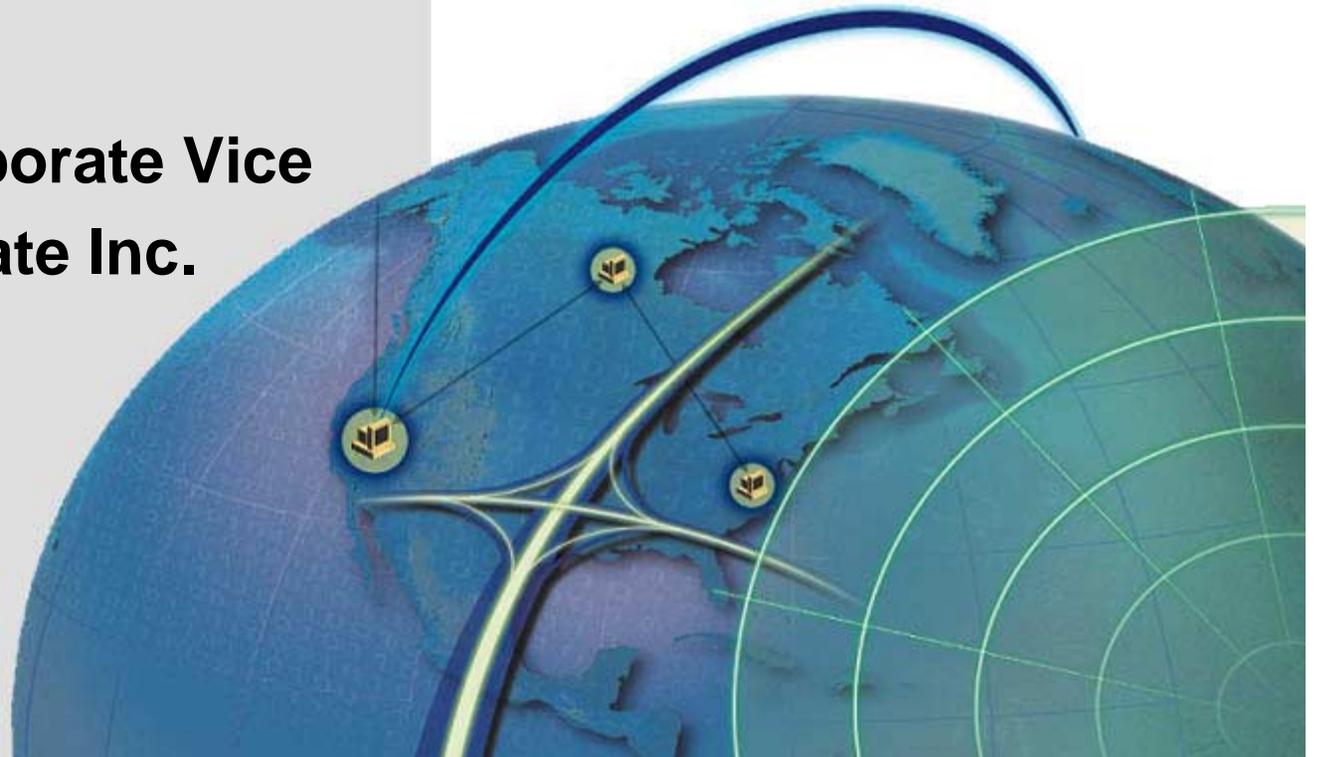


# **Maximizing Service Levels in Today's Complex E-Business Environment**

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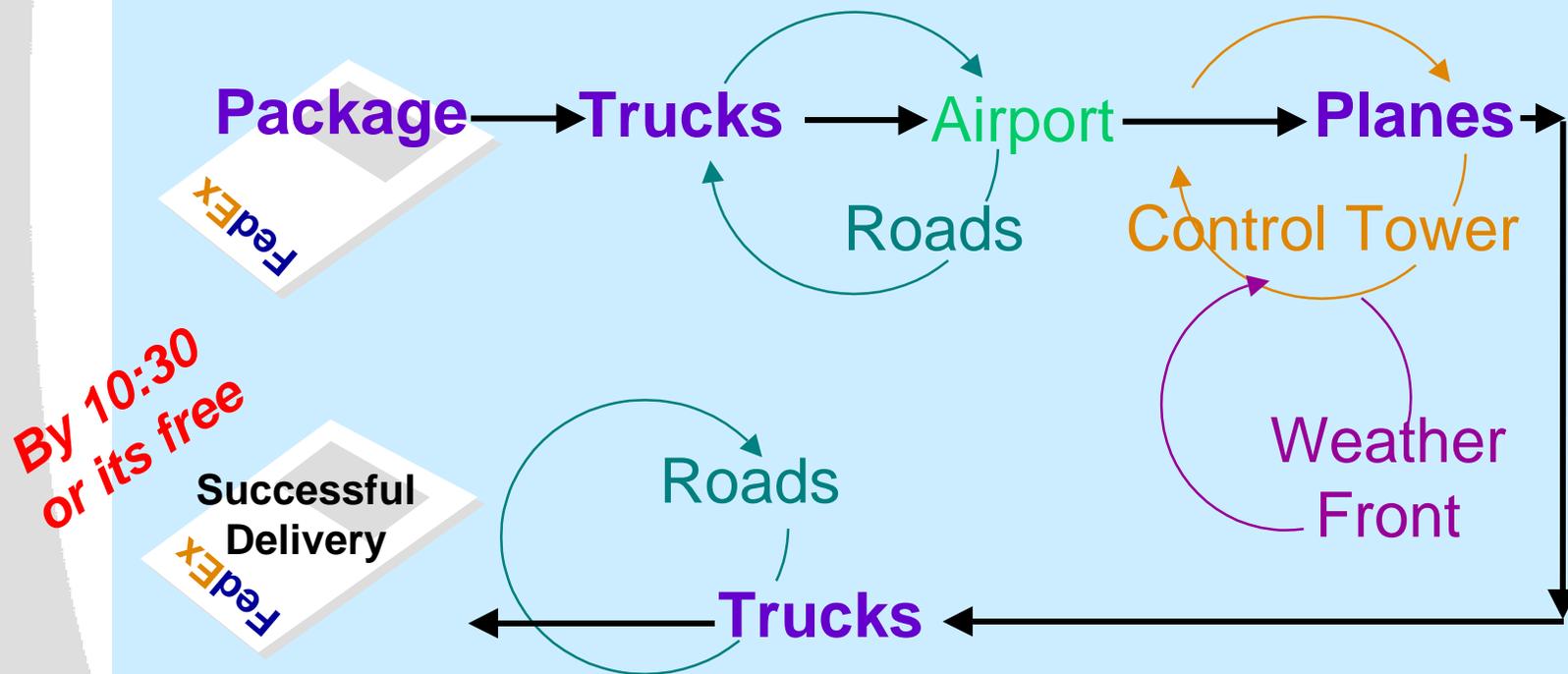
**[www.resonate.com](http://www.resonate.com)**



# Challenge: Controlling Performance of Delivery Service

## FedEx

- Guarantees service levels though it neither owns nor controls all parts of the infrastructure



# Business = e-Business

## Charles Schwab

- Started eSchwab in 1995 as a response to new competitor, e\*Trade
- Became largest on-line broker by Internet enabling existing accounts
- eSchwab branding disappeared, on-line trading became inherent feature of all Schwab accounts
- Customer Service expectations have *increased*

# Ensuring the Transaction

Integrating business and technology through electronic access and end-to-end automation of applications to ensure maximum service levels for all transactions

# Business Drivers & Technology Challenges

## Drivers

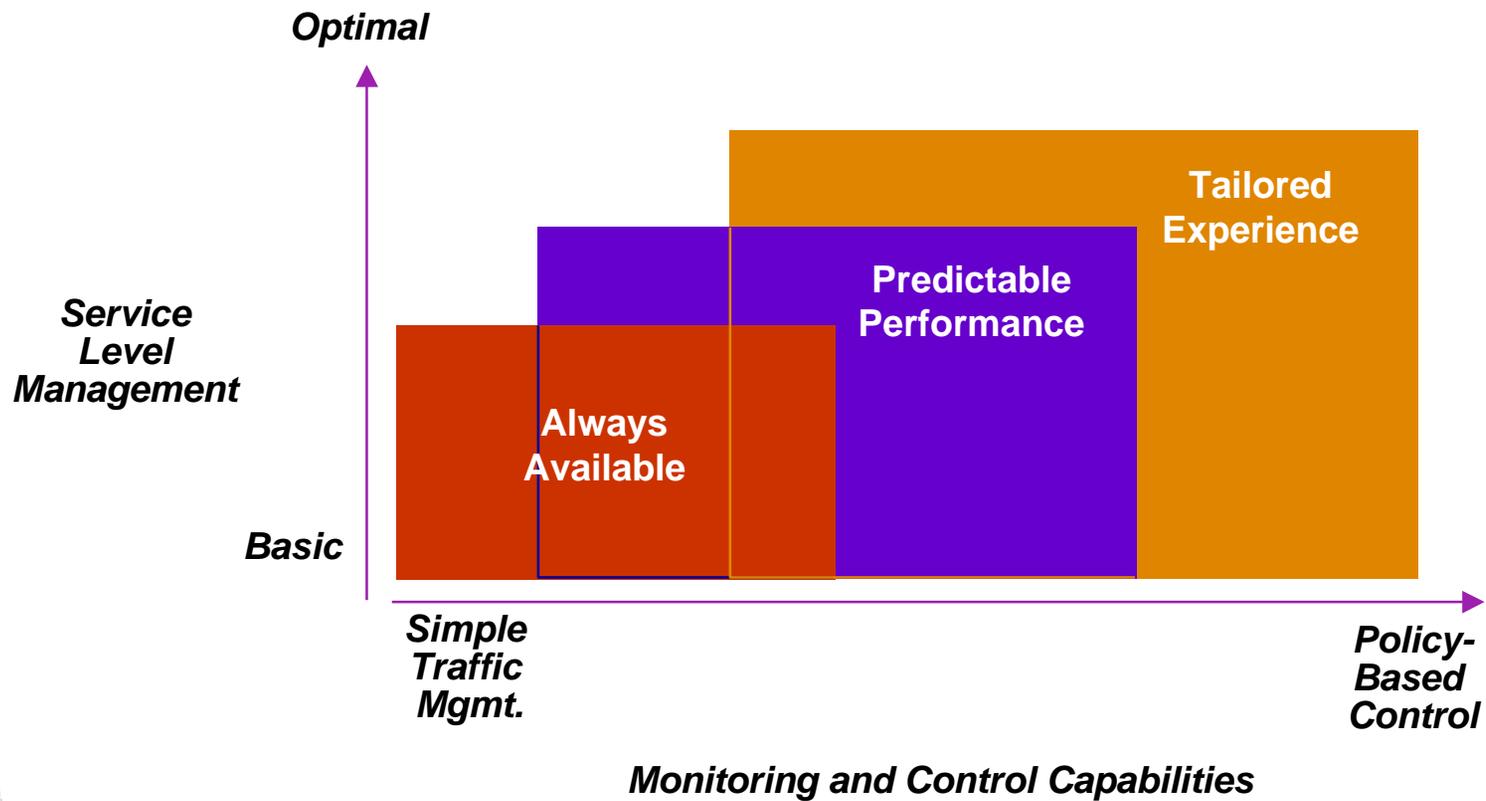
## Key Challenges

<b>GROWTH</b>	Support large and growing customer and employee base
<b>QUALITY</b>	Ensure maximum service levels for internal and external customers
<b>COST</b>	Optimize the IT Infrastructure for total cost of ownership
<b>SPEED</b>	Phased transition from stand-alone, legacy systems to web-enabled, front-end systems
<b>INTEGRATION</b>	Evolve a heterogeneous Infrastructure to a seamless and global Infrastructure

# Growing Number of Interactions

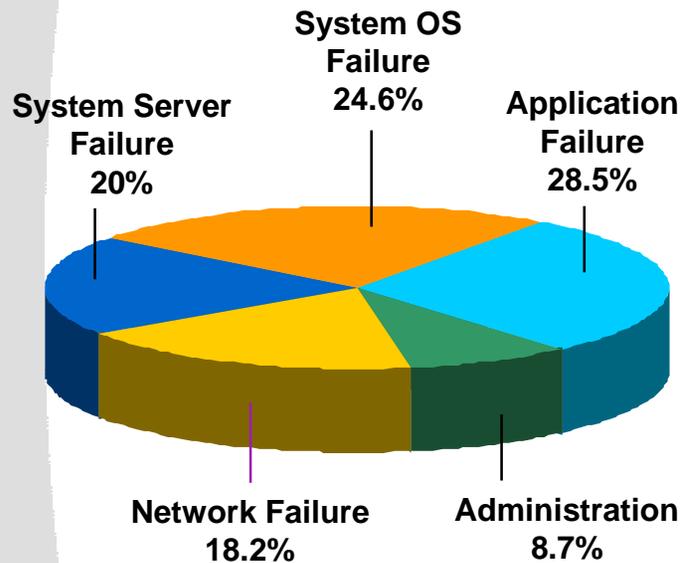
- **Internet users grow to 900 million by 2004 (IDC)**
  - Up from 400 million in 2000
  - 54% of Internet use will be via mobile devices, 750 million phones and appliances in use by 2004
- **\$500 billion in B2C e-commerce by 2004 (IDC)**
- **The volume of non-financial goods and services sold through B2B e-commerce to reach \$7.29 trillion worldwide in 2004. (Gartner)**
- **Ubiquitous, automated B2B collaboration will be satisfied by a "digital dial tone" that uses XML schema to automate business information exchange over the Web infrastructure. (Gartner)**

# Customer Needs Drive Change



# Downtime: Cause and Effect

## Cause



Sources: IDC

## Effect

Mission-Critical Service	Downtime Ave. Cost / Hour
Brokerage	\$6,500,000
Credit Card Authorization	\$2,600,000
CRM	\$345,000
E-Mail	\$315,000
Financial Systems	\$ 77,500
Supply Chain	\$ 64,500

Sources: Dataquest , Contingency Resource

**Loss of satisfaction,  
loss of customer, loss of revenue**

# What Are Your Minimum Requirements?

- Availability: 99.99% Uptime
- Performance: 5 sec. Response time
- Flexibility: Change orders completed within 24 hrs.

# SLAs Should Cover...

GartnerGroup has advised that customers should look into three areas of an SLA that ASPs should cover:

## Performance

- **Network: availability, latency, integrity, throughput**
- **System: CPU Utilization, redundancy, disaster readiness**
- **Applications: software hangs, number of users supported**

## Procedure

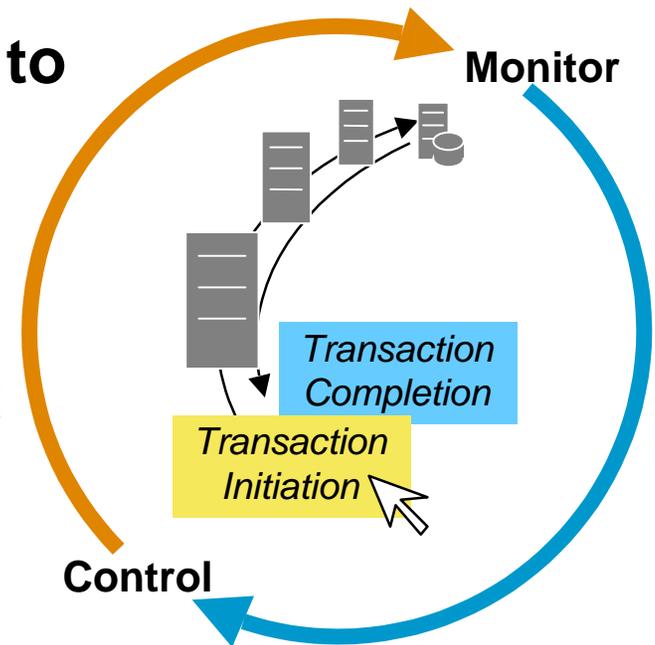
- **Upgrades, emergencies, changes in configuration**

## Reporting

- **Performance measurement and real-time reporting for the network, systems, and applications**

# What is *Active* SLM?

- Creates a **services model** to ensure delivery of organization's e-business
- **Monitors** services components to assess performance and availability
- Provides **pro-active, intelligent control** to alert or take action

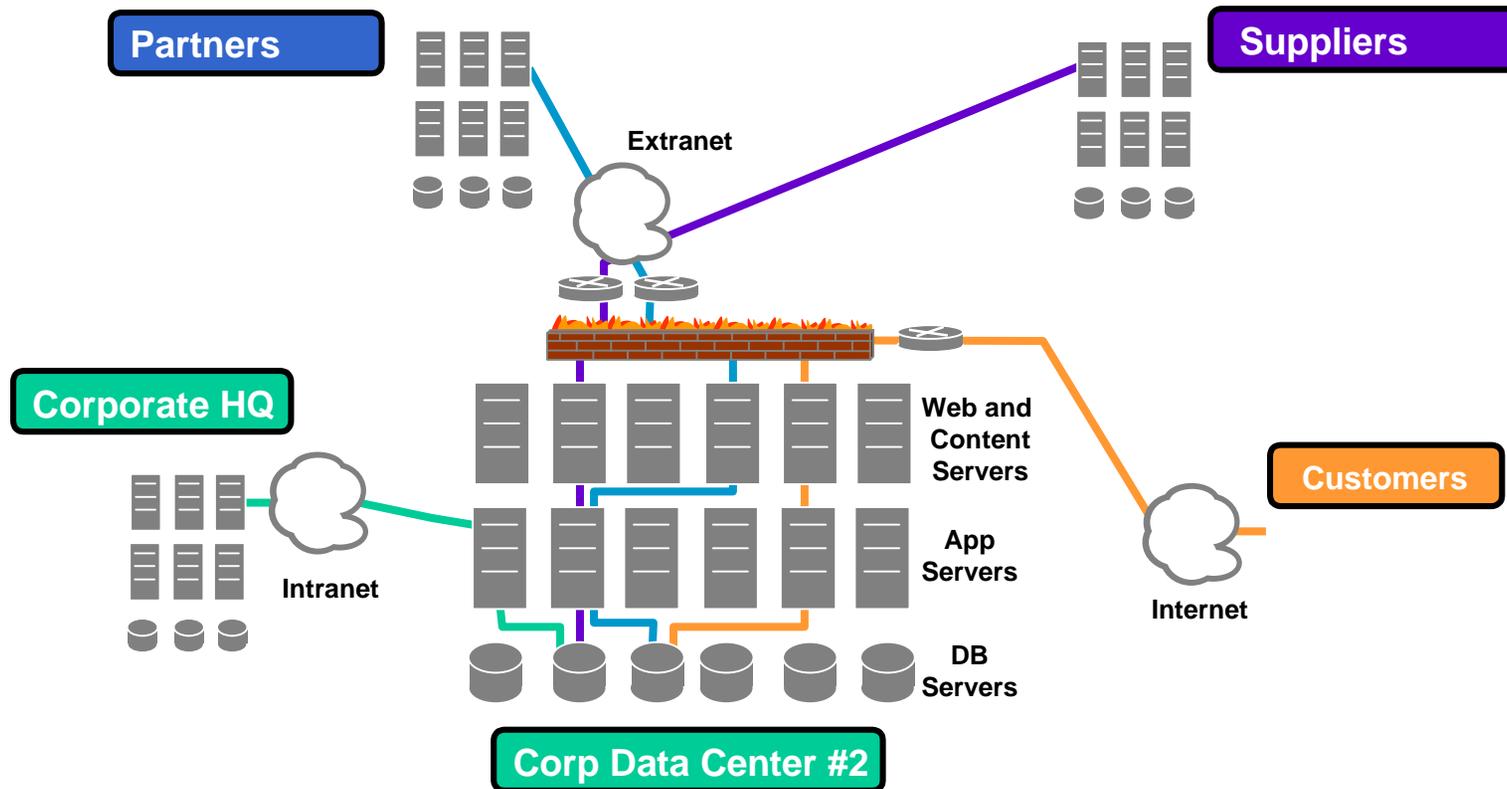


# Greater ROI Across Organization

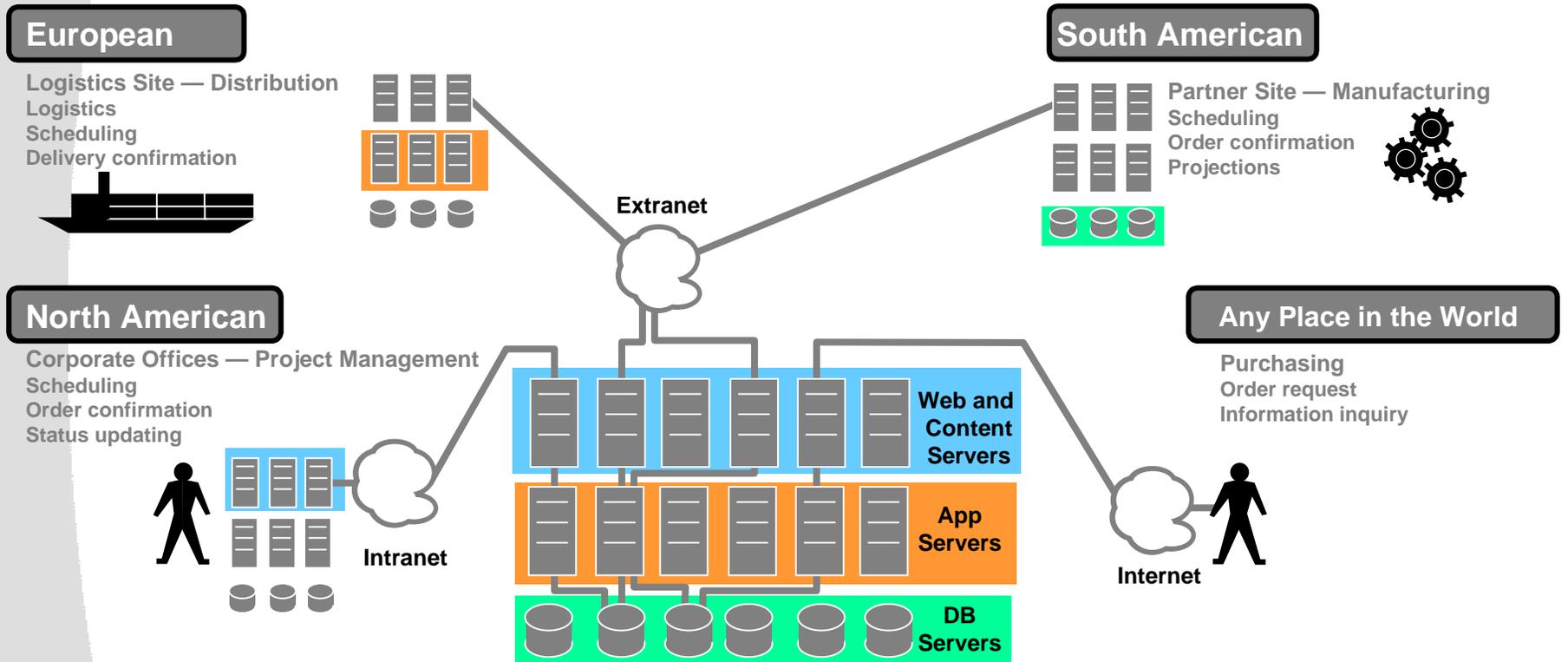
- **Ensures organization realizes full value of its e-business solutions**
  - Business solutions are always available
- **Enables intelligent control of environment**
  - Increasing benefits of performance to cost
- **Improvements in operational efficiency**
  - Greater Return on Assets (ROA)
  - Improved personnel utilization
    - Reduced administration
    - Greater on-line efficiencies
- **Quick Deployment**

# Increasing Complexities of SLM

*More Users, More Locations, More Tiers, More Technologies*

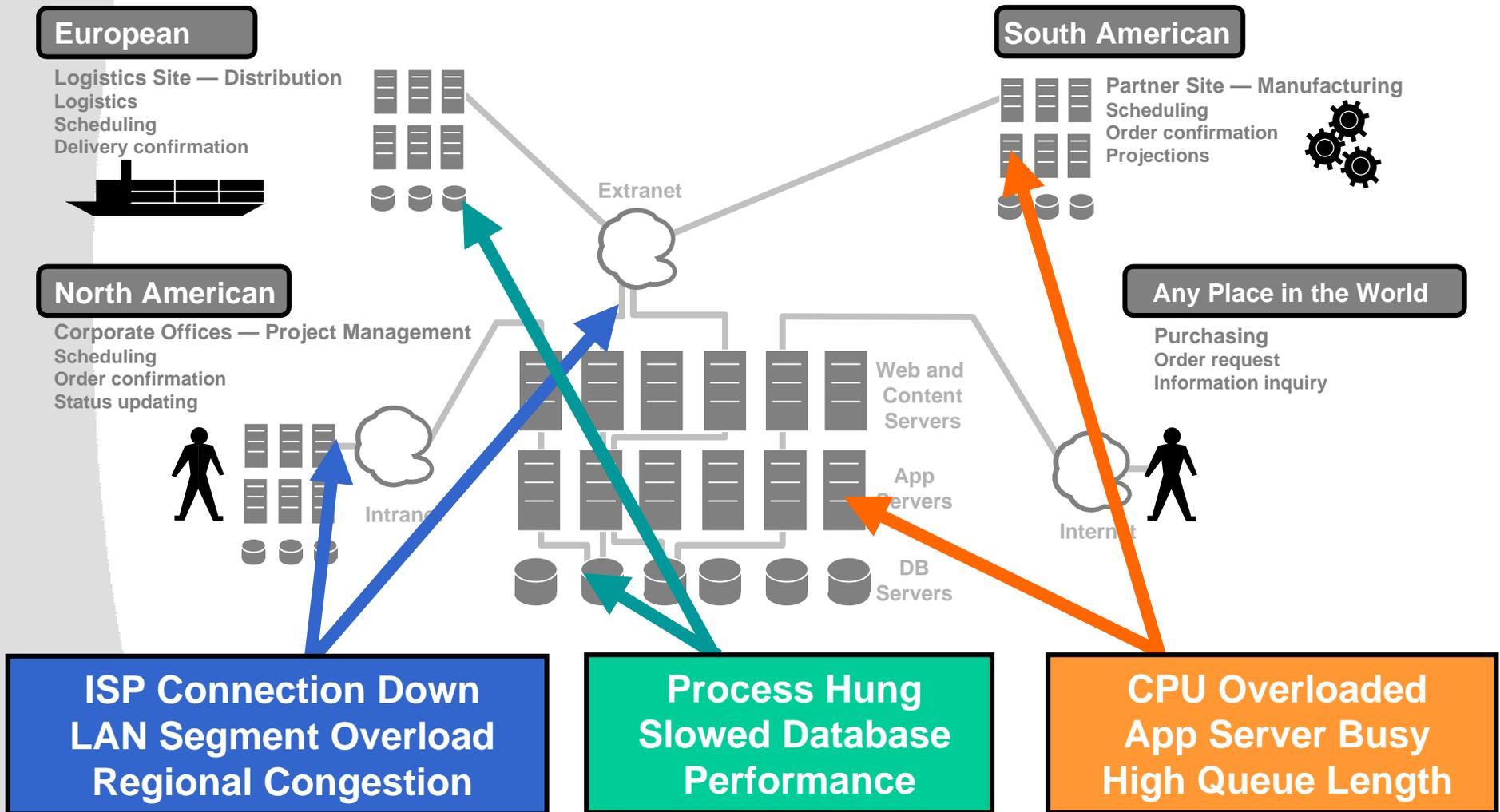


# Active SLM: Services-Centric Perspective vs. Tiered Approach

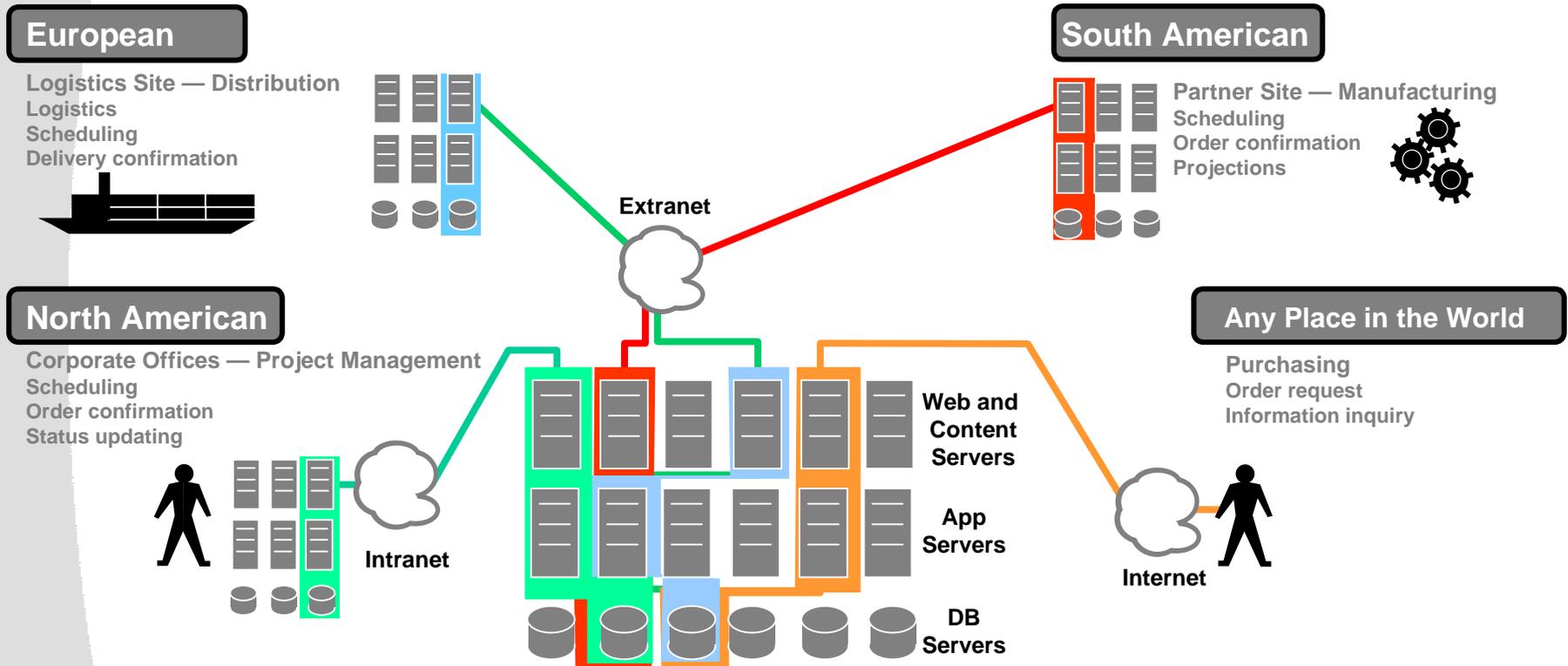


**Tiered view limits perspective, and ability to manage service levels**

# Limitations with Tiered Approach



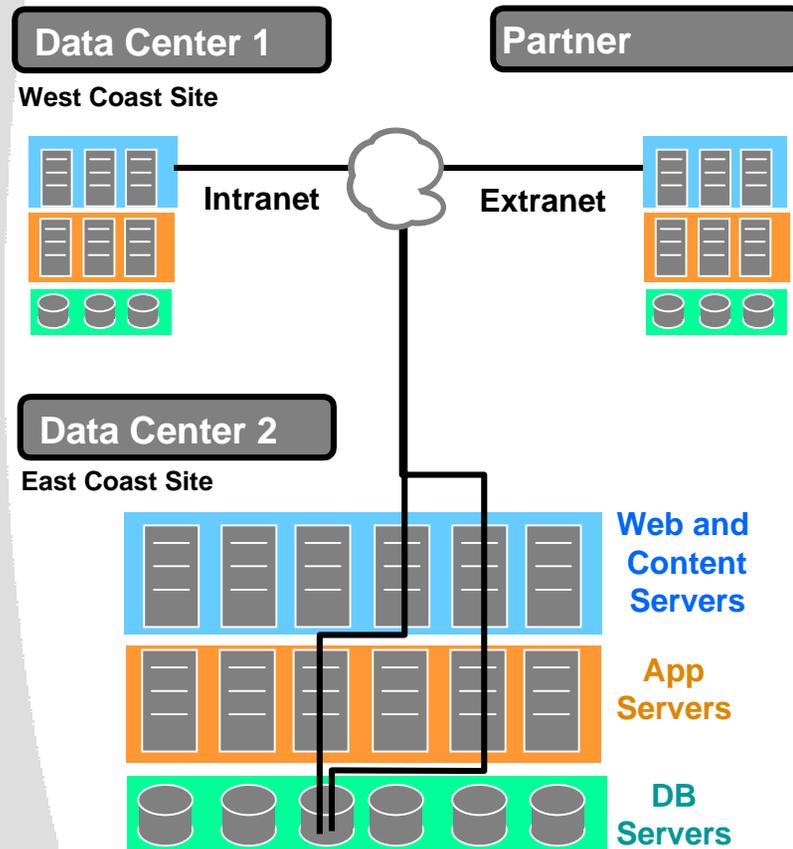
# Active SLM Services Perspective



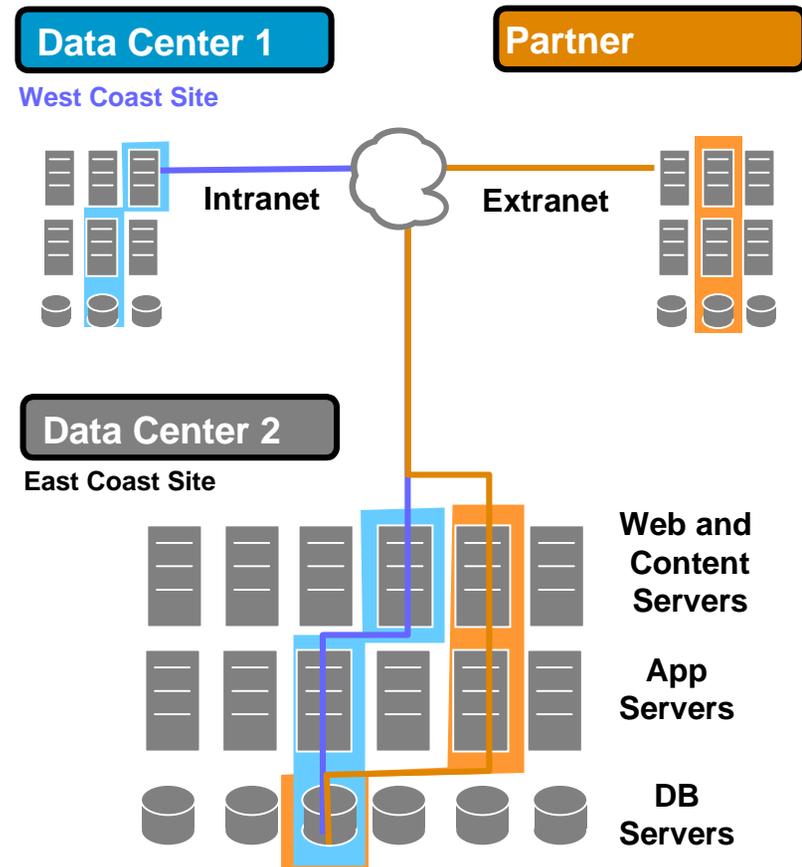
**Service perspective enables service level management and efficient resource utilization for optimal service levels**

# Tiered Approach vs. Services Model

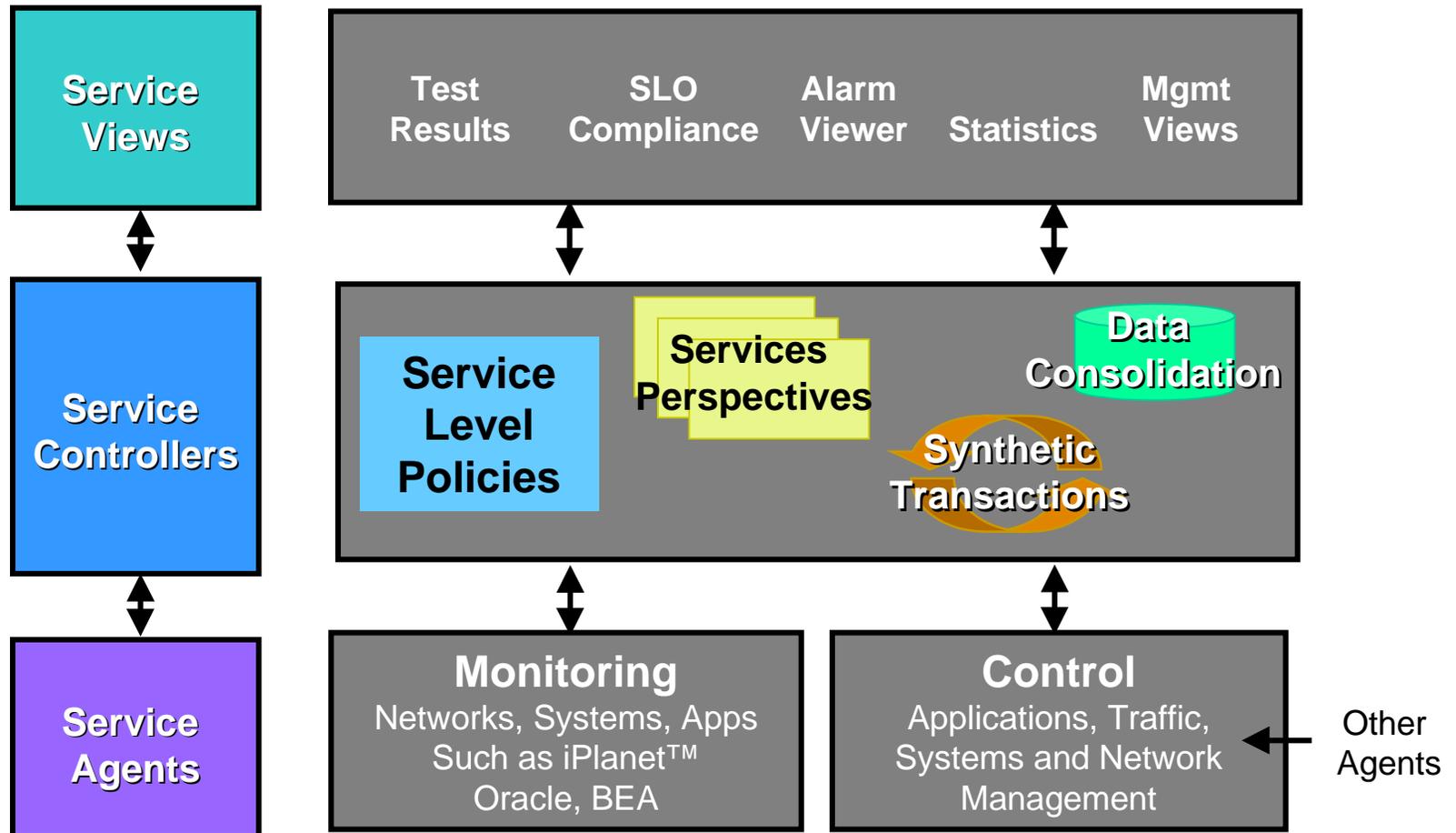
## Traditional Model



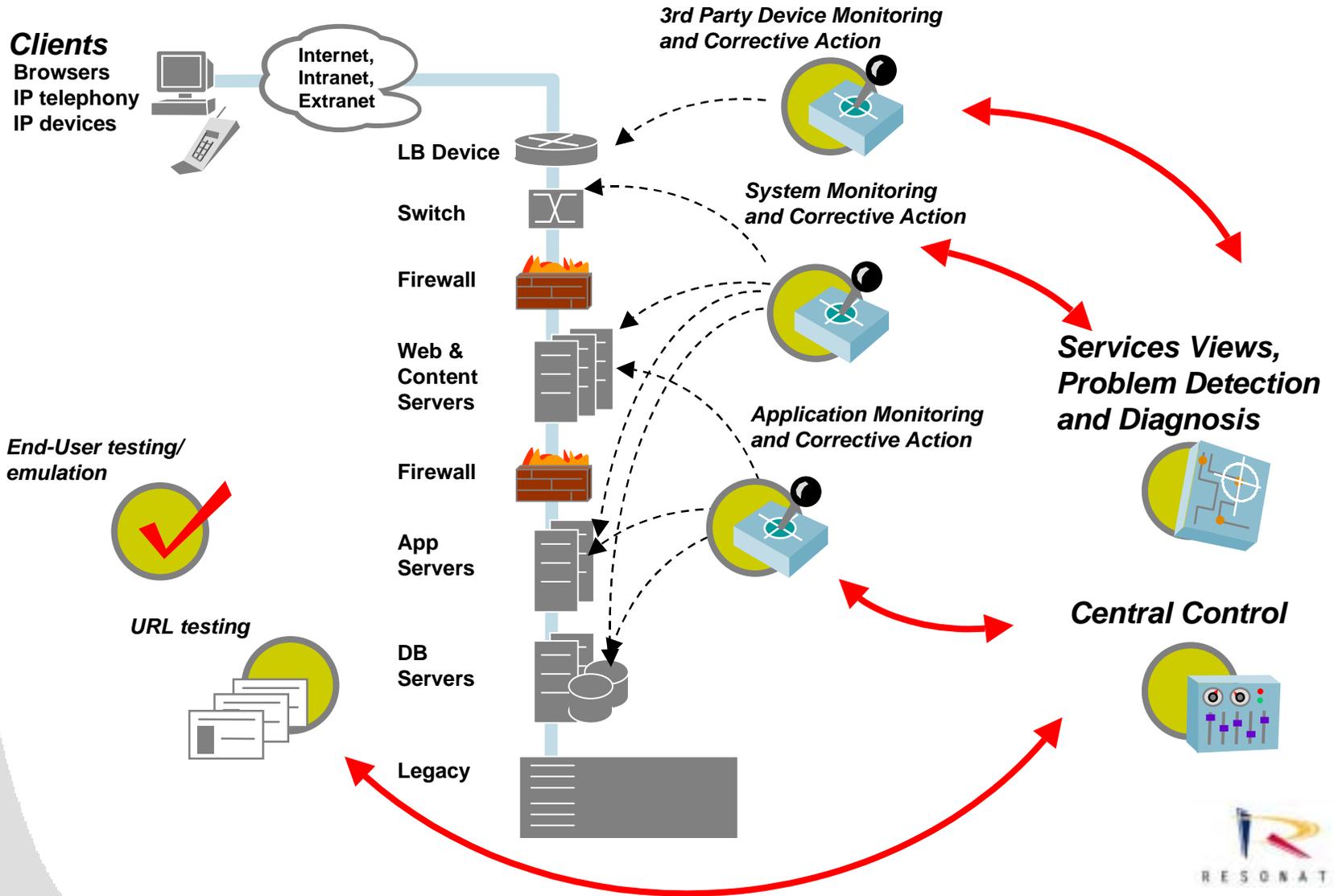
## Resonate Services Model



# Resonate Commander Solutions Architecture

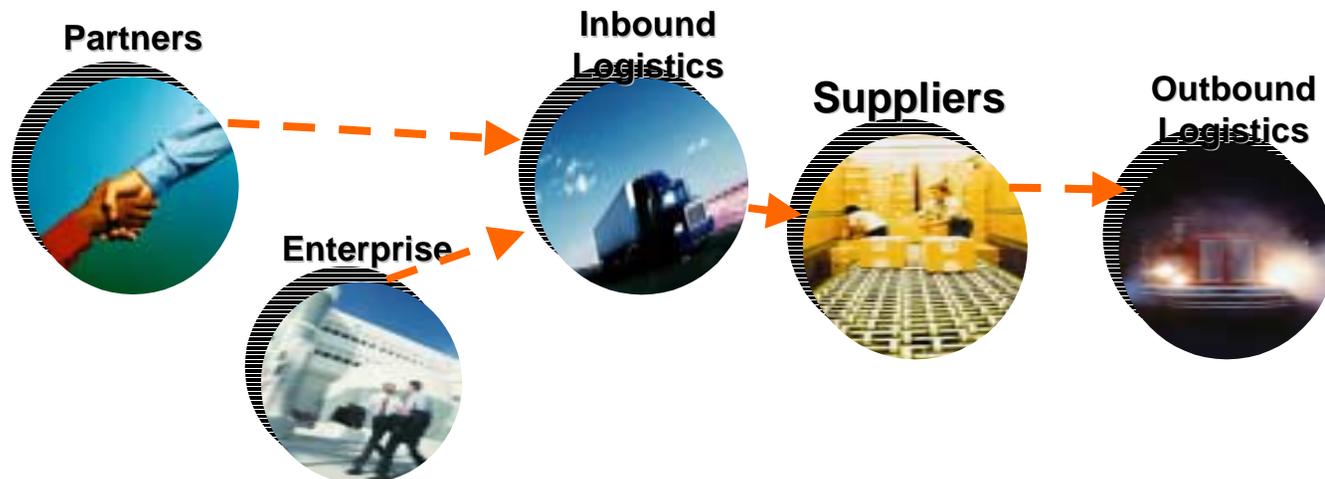


# Monitoring and Controlling All Components

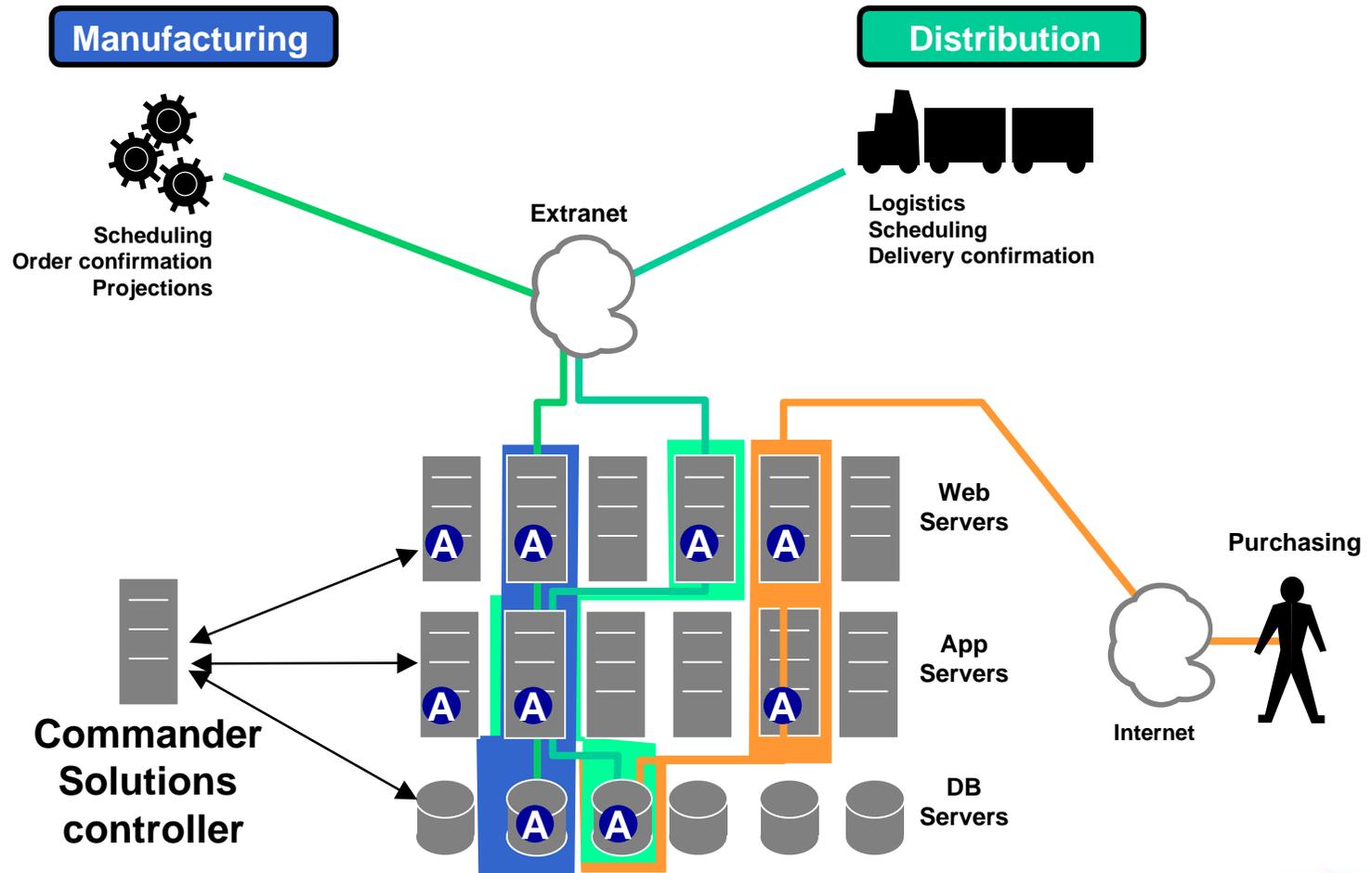


# Logistics Provider

- Objective: Provide “just-in-time delivery” of automotive parts from vendors to assembly line
- Issue: Financial penalties for failure to meet service levels



# Resonate Commander Solution for Logistics Customer



# **Resonate Uniquely Delivers...**

- **Ability to define and deliver on service provided to their customer**
- **Ability to monitor and actively control service levels to ensure compliance**
- **Increased ROA on e-business infrastructure used to deliver these service levels**
- **Reduced administration costs**

# Resonate Solutions for the Enterprise

LEHMAN BROTHERS

Bank of America



MetLife®

Johnson & Johnson

FedEx®



Maximizing ROI of  
e-business initiatives  
by ensuring optimal  
service levels.



EXTRADE®



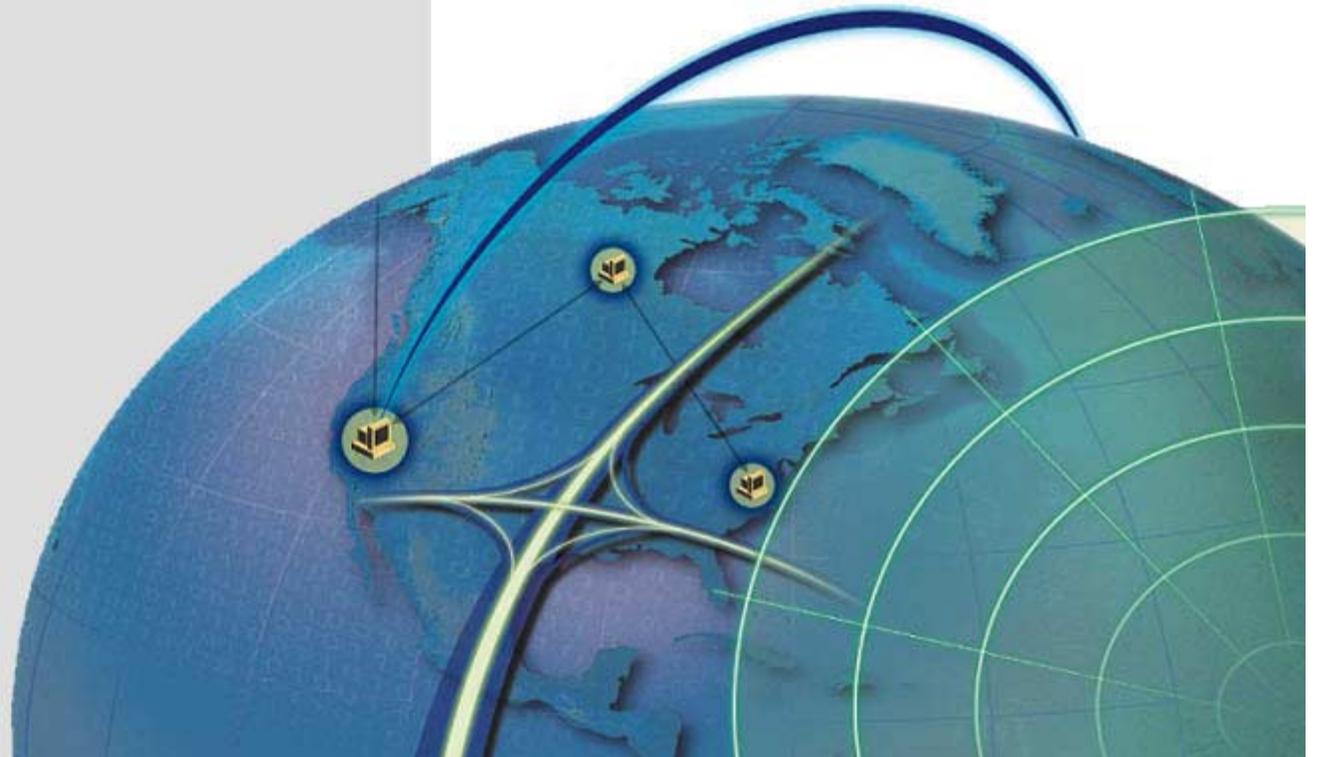
Lucent Technologies  
Bell Labs Innovations



Morgan Stanley



# Back Up Slides



[www.resonate.com](http://www.resonate.com)