



# Manage Impact: Novell® Business Service Management Imperative

In a recent independent survey of 200 IT professionals†, over 80 percent said their company would experience business-impacting outages over the next year. These outages are costing companies millions, to find and fix the outages themselves, and also in lost revenue and tarnished corporate reputations. With Novell® Business Service Manager mitigate the business impact of outages.

## The Facts About the Business Impact of Outages

Interestingly enough, companies with well-defined change management processes don't always know what hardware they actually

have or what applications depend on it. So infrastructure changes are often made on blind faith. In fact, those surveyed attribute over 60 percent of outages to changes—planned and unplanned—in their environment.

- **Solutions:**  
Business Service Management
- **Products:**  
Novell Business Service Manager

## Novell Business Service Manager Manages Impact:

- Integrates IT and business management tools
- Ties IT infrastructure to applications and services
- Automates root-cause analysis so outages get fixed faster

† "Trends in Application Change Management", an independent survey of 200 IT Executives and Professionals, June 2007.

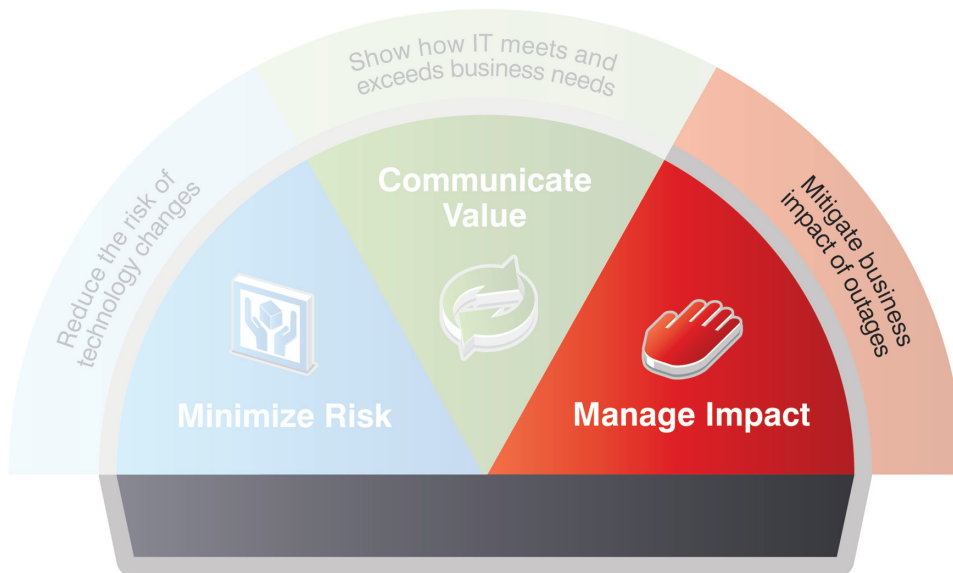


Figure 1. Strategic IT Priorities







