

HP Software fuels service uptime at Kellogg Company



“Managing the myriad of changes related to our data center move would have been impossible using manual processes and spreadsheets. HP software helped us move our global data center on schedule, and with no interruptions in service to our customers.”

—Sheila Bridge, Senior Director, IT Global Compliance and Controls, Kellogg Company

HP customer case study: Kellogg Company implements HP ServiceCenter software to reduce change-related business risk and facilitate Sarbanes Oxley Section 404 compliance.

Industry: Manufacturing

Objective:

Kellogg Company needed to reduce change-related business risk, even while relocating its data center.

Approach:

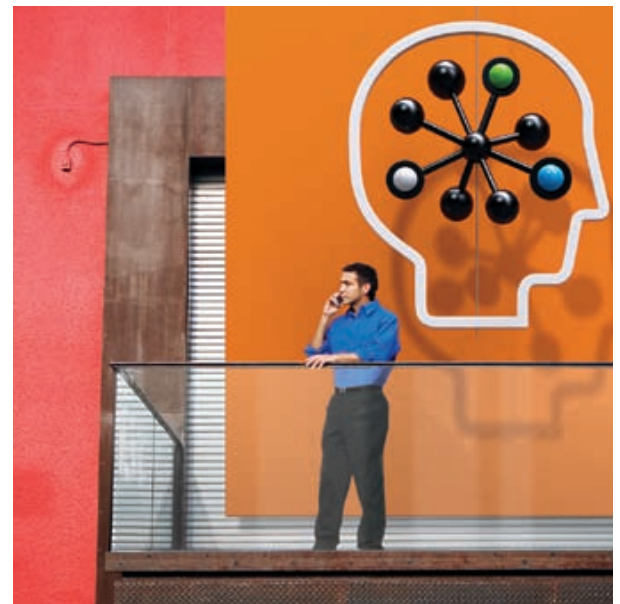
Kellogg implemented HP ServiceCenter software, HP Release Control software, HP Universal CMDB software, HP Discovery and Dependency Mapping software and HP Connect-It. HP Best Practices for ServiceCenter armed Kellogg with pre-defined ITIL processes, detailed tools and work instructions.

IT improvements:

- Centralized visibility and automated control of change on a global basis
- Automated discovery of configuration items
- Created ability to generate a forward-looking schedule of change, thus reducing risk

Business outcomes:

- Maintained 100 percent availability while relocating the data center
- Gained ability to produce data for Sarbanes-Oxley audits in just one half day—an improvement of 85 percent
- Increased the number of changes processed by 40 percent
- Reduced the monthly emergency change rate by 50 percent



With 2007 sales of nearly \$12 billion, Kellogg Company (NYSE:K) is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles and meat alternatives. Kellogg products are manufactured in 19 countries and marketed in more than 180 countries around the world.

Siloed IT environment

Decentralized IT change management and a segregated IT environment made it difficult to optimize IT performance in support of business needs.

“We tracked changes in spreadsheets and had unique management processes in each region. Without global visibility and control, we couldn't effectively manage the various components of change, or have an accurate assessment of the risk involved,” recalls

Customer solution at a glance

Primary applications

SAP

Primary software

- HP ServiceCenter software
- HP Release Control software
- HP Universal CMDB software
- HP Discovery and Dependency Mapping software
- HP Connect-It software

HP Services

- HP Services Best Practices for ServiceCenter

Sheila Bridge, Senior Director, IT Global Compliance and Controls, Kellogg Company.

"The ServiceCenter solution allows us to document all changes in one place, so we're able to produce data for our auditors 85 percent faster than before."

Sheila Bridge, Senior Director, IT Global Compliance and Controls, Kellogg Company

In 2007, driven in large part by a planned major migration of its global data center in early 2008, Kellogg identified an opportunity to centralize change management. This transformation would yield greater IT adaptability and agility in driving business success. At the same time, a centralized solution would make it faster and easier to produce data required for Sarbanes-Oxley Section 404 compliance.

Best practices solution

With a focus on change and configuration management, Kellogg selected HP ServiceCenter for ITIL-based process automation. HP Best Practices for ServiceCenter armed Kellogg with pre-defined ITIL processes, detailed tools and work instructions to accelerate HP ServiceCenter deployment and optimize its ongoing use.

To ensure a standard best-practice approach to service management, Kellogg required that more than 70 IT employees earn ITIL Foundation Certification. In addition, the company created a new Change Advisory Board responsible for evaluating risk and enforcing controls.

Lifecycle approach

Also essential to the Kellogg solution were HP Universal CMDB (UCMDB) and HP Discovery and Dependency Mapping. The tightly integrated solutions automate the discovery of configuration items (CIs), capture relationships between CIs and business applications, and maintain an ongoing history of CI changes. Today, the UCMDB holds more than 2 million CIs.

"HP software provided an essential roadmap for moving the Kellogg data center by automatically discovering server information and identifying

dependencies. Because of the complexity, scale and timeframe, completing this project would have been nearly impossible without HP software," says Bridge.

Kellogg also benefits from HP Release Control software, formerly HP Change Control Management, which draws information from the HP UCMDB to produce impact analyses and risk scores that aid in decision-making. The result: automated risk analysis and collision detection during the change-review process to reduce the risk of downtime and enable better planning and scheduling.

Gr-r-reat outcomes

With an automated lifecycle solution for managing change across the globe, Kellogg increased the number of error-free changes processed by 40 percent. In addition, the company maintained 100-percent availability while relocating the data center. Well documented processes and controls have allowed the company to create a forward-looking schedule of change. Subsequently, Kellogg reduced the number of emergency changes, which are inherently risky, by 50 percent.

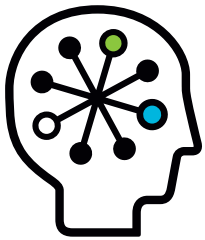
Compliance with Sarbanes-Oxley Section 404 is now easier than ever. Providing documentation of change approvals, user testing and other controls takes just one-half of a day.

Says Bridge, "The ServiceCenter solution allows us to document all changes in one place, so we're able to produce data for our auditors 85 percent faster than before."

An additional benefit: By tracking and reporting the number of changes executed by IT associates globally, the IT organization is able to shift its focus from tactical and maintenance activities to strategic IT projects that add a significant amount of business value for Kellogg.

Continuing the journey

Kellogg plans to expand its use of HP Business Technology Optimization software in 2008. Next steps include implementing HP integrated software for incident, problem, request, knowledge and financial-asset management.



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This customer's results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

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