

**HP customer success story:** Smartworld deploys HP Business Technology Optimisation software to ensure that IT services proactively satisfy customers' Service Level Agreements (SLAs)

**Industry:** Information and Communications Technology

## Smartworld has a bright future thanks to HP software



"HP's potent IT Service Management (ITSM) and Business Service Management (BSM) software tools have successfully satisfied our technological and business needs. They help us to support customers' mission-critical applications and managed services proactively; clients can conduct business without worrying about IT issues. We estimate that the HP package will enhance our product offerings and reduce our customers Total Cost of Ownership (TCO) between 30 and 60 per cent." Mustafa Kaddoura, chief technology officer, Smartworld, United Arab Emirates

### Objective:

Smartworld wanted to boost operational, network and service level management and enhance IT Service Management (ITSM) to ensure effective delivery of next-generation managed services.

### Approach:

- Deployed HP Business Technology Optimisation (BTO) software.

### IT improvements:

- A centralised toolset automatically monitors the infrastructure, boosting problem visibility.
- Scalable, high-availability management platform enhances service desk and IT services.
- Real-time reporting measures application service levels against defined Service Level Agreements (SLAs).
- Improves infrastructure and application performance.

### Business benefits:

- Proactive infrastructure monitoring enhances service delivery.
- Maintaining SLAs provides added-value managed services to customers.
- Faster problem resolution times boosts efficiency, leading to superior service levels.
- High availability services protect business continuity and revenues.
- A Business Service Management approach aligns IT service closely with the business.
- Reduce Total Cost of Ownership (TCO) by between 30 and 60 per cent.



Smartworld, a leading next-generation Information Communication Technology (ICT) managed services provider, offers end-to-end, industry-specific solutions and services to enterprise markets operating in the United Arab Emirates (UAE), North Africa and other Middle Eastern states. It is one of a few companies in the region that employs cutting edge cloud computing technologies, which provide customers with secure, sustainable and scalable virtualisation services with OpEx-based payment models.

### Boosting operational, network and IT service management

Smartworld's managed ICT offering is a comprehensive array of fully integrated products and services that offers powerful capabilities in the areas of Managed Enterprise Services, Managed Communication Services and Managed Data Centre Services. They help organisations to streamline processes, reduce operational cost and drive informed decision making.

“HP talked the right business and the correct technical languages. With these powerful integrated tools, our IT team is no longer fire fighting because we have a comprehensive service level engine that proactively warns about potential problems even before they arise.”

Mustafa Kaddoura, chief technology officer,  
Smartworld, United Arab Emirates



To ensure business continuity and provide a disaster recovery capability, Smartworld operates two data centres within Dubai World Central.

“Our vision is to become a regional and global player in ICT managed services. We employ innovative technologies that allow businesses to increase efficiency, improve performance and gain competitive advantage,” explains Mustafa Kaddoura, chief technology officer, Smartworld. “We recently launched several pioneering products including our unparalleled SmartBox solution.”

To deliver effective managed services and provide efficient and proactive support for next-generation services offered in the cloud, IT and help-desk personnel within organisations like Smartworld require the correct tools to deal with potential problems proactively. These tools safeguard service availability and prevent any breach of established Service Level Agreements (SLAs).

“As a managed services provider, we wanted to optimise our ICT services with modern tools and applications that support our customers’ business requirements and enable us to manage our next-generation services proactively. The solution needed to boost operational, network and service level management, and enhance IT Service Management (ITSM),” comments Kaddoura. “We therefore required a dependable partner with a thorough grasp of both our technological and business drivers.”

Smartworld researched the market and asked several organisations including HP Software to propose solutions. “Unlike other vendors, whose

proposals tended to focus on a specific area rather than the whole picture, HP adopted a fully integrated approach to optimise our entire architecture. Its Business Technology Optimisation (BTO) portfolio offered a comprehensive suite of capabilities,” states Kaddoura. “HP talked the right business and the correct technical languages.”

#### **HP ITSM and Business Service Management solutions**

The HP solution involves various products within its ITSM and Business Service Management offerings. The ITSM component, HP Service Management Center, primarily consists of HP Service Manager 7, a comprehensive and fully integrated IT Service Desk suite that decreases problem resolution times. The suite contains six Foundation components, a Universal Configuration Management Database (uCMDB), a Help Desk and a Configuration Management module to document the attributes of each configured item within Smartworld’s infrastructure.

The Help Desk comprises several application modules to manage calls, change, incidents, problems, end-user interactions, service levels, service desk requests and scheduled maintenance. Moreover, it incorporates the Inventory Edition of HP Discovery and Dependency Mapping (DDMi) software, which provides the company with a clear view of the relationships between its applications and infrastructure.

The HP Business Service Management element handles infrastructure operations, network management and business availability. HP Operations Manager software for UNIX constantly

monitors the server estate to identify data anomalies and flaws with the equipment whilst HP Network Node Manager (NNM) relentlessly watches over the networking infrastructure. When the software detects a potential fault, it generates an alert and automatically sends it to HP Service Manager, reducing time-to-resolution and eliminating threats to business availability.

To help Smartworld proactively manage service levels via real-time compliance reporting, HP Business Service Level Management software measures application service levels against defined SLAs. In addition, HP SiteScope software maintains the availability and performance of the company's IT infrastructure.

### **Comprehensive service level engine supports business growth**

HP Software Professional Services Organisation helped Smartworld to develop the system integrations and deployed the solution in four months. The HP solution enhances operational, network and service level management, and boosts ITSM.

By automating performance and availability monitoring, the software improves IT staff productivity and reduces the risk of service disruption, maintaining business continuity and protecting revenues. A fully integrated IT Service Desk decreases problem resolution times, further boosting productivity. The company also has a clear understanding of the relationships between its applications and infrastructure. Consequently, customers employing Smartworld's managed services, experience the benefits of a highly reliable, high-availability services that accommodates their SLAs.

"With these powerful integrated tools, our IT team is no longer fire fighting because we have a comprehensive service level engine that proactively warns about potential problems even before they arise. We can easily customise everything and readily fine tune procedures into the Service Manager platform," says Kaddoura.

Nowadays, with a fully optimised infrastructure, Smartworld has peace of mind knowing that its IT services will support a growing selection of new products as the business continues to expand.

"Although each new product has a generic return on investment model dependant on each client's requirements, I am convinced that deploying the HP solutions will lower Total Cost of Ownership (TCO) by between 30 and 60 per cent," concludes Kaddoura.

## Customer solution at a glance

### **Primary Applications**

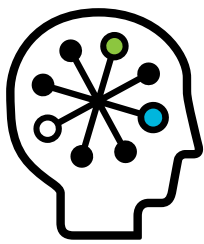
- Business Technology Optimisation (BTO)
- Business Service Management (BSM)
- IT Service Management (ITSM)

### **Primary Software**

- HP Service Manager 7.10
- HP Discovery and Dependency Mapping Inventory Edition
- HP SiteScope
- HP Business Service Level Management
- HP Network Node Manager (NNM) advanced edition for UNIX
- HP Operations Manager software for UNIX

### **HP services**

- HP Software Professional Services



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