



*Traditional BSM solutions are organization-centric and proprietary. In today's networked economy, business processes extend outside of your organization through electronic information chains with your suppliers, partners, customers and outsourcers. What now happens in their businesses can impact your own in areas such as:*

- **Availability and performance**
- **Security, both financial and informational**
- **Information quality**
- **Privacy policies, both internal and customer-related**
- **Compliance in any number of regulatory areas**

Do  
Traditional  
BSM  
Solutions  
Work In  
Today's  
Networked  
Economy?

## Can Business Service Management (BSM) manage networked business service?

Not according to the accepted definition of BSM.

Enterprise system management vendors and industry analysts have developed a consistent definition for BSM. Gartner, an IT research & consulting group describe BSM as follows:

"IS organizations are increasingly being pressured by business units to support end-to-end service-level agreements and provide a business-oriented display of how well IT services are performing in support of critical business processes (ROI, for example). In addition, IS organizations are searching for effective ways to demonstrate their alignment with the business and manage their support priorities in a business context.

To accomplish this, a tool is needed that documents and correlates IT components to business services, thus enabling more productive communication between the IS organization that delivers the services and the business users who consume them. The generic industry term for tools offering this functionality is Business Service Management (BSM)."

According to a 2003 Deloitte Survey, 20% to 40% of most large enterprises' business processes extend beyond their organizational boundaries to other networked organizations. Thus, a traditional approach to BSM or even Enterprise Management no longer works 20% to 40% of the time. Indeed, this trend for business processes to extend beyond the enterprise is increasing.

A traditional BSM solution alone is no longer acceptable.

## How can you align Business Service Management (BSM) with your networked partners?

Traditional BSM solutions are built primarily for IT managers and they put a business process view on an organizational-centric, IT oriented enterprise management system. Line-of-business managers who are responsible for managing business relationships have the need and where-withal to implement a solution that makes their information dependent business relationships successful. What collaborating line-of-business managers needs is an inter-organizational collaborative business tool with pertinent inter-organizational IT insight to enforce business agreements (contracts) and manage information dependency risks with partners.

## The answer? collaborative Business Service Management (cBSM)

Extend BSM to become cBSM.

In any networked enterprise, a BSM solution needs to be extended to align, automate and monitor information controls on partner IT systems in support of business service level agreements. This extended solution must be designed from the beginning to be business-oriented, collaborative, inter-organizational and neutral in implementation so that the extended business processes can be jointly managed by all partnering organizations.

A cBSM solution is a BSM solution that protects your valuable extended information chains from vulnerabilities to partner induced compliance and service failures.

### ComplyChain–The web-based cBSM solution

A powerful web-based service can be an accessible, affordable tool for all networked partners.

Both business-oriented and collaboratively designed, ComplyChain extends the governance of your information service to your partners information systems, where your shared information resides. It works non-stop to protect electronic information chains between partners who maintain business service level agreements.

ComplyChain manages your partners' information service compliance and provides an immediate, effective response to a partner compliance failure. A traditional BSM solution alone can leave you vulnerable to partner induced compliance and service failures.

When you extend your BSM solution with ComplyChain, what's the result? Your partners' electronic information failures are reduced and their impact on your business is minimized.

### Why achieve cBSM through a web-based service like ComplyChain?

ComplyChain delivers a powerful joint control environment for business partners to manage service levels specified in their business agreements by combining its own patent-pending technology, Speech Act Theory and the ISACA COBIT auditing standard.

Partners subscribe to the service for low, granular, monthly fees, paying only for what they need when they need it. In this way, the cost–and value–of compliance is shared by all partners in the network.

As a web-based service, ComplyChain offers fast setup and flexible deployment without maintenance charges because the latest function and updates are immediately available to all users. Online expertise and support are also included.

ComplyChain creates an innovative control environment for managing information dependent activities between business partners. It is built upon a patent-pending process framework that facilitates the planning, creating, monitoring, responding, testing, and continuous improving of joint information controls between partners. ComplyChain imbeds a control framework built upon the ISACA COBIT auditing standard to assure a best practices implementation of controls in support of joint business processes. Communication and collaboration is greatly enhanced through a portal that employs a powerful methodology called Speech Act Theory for rapid, effective and documented communication between partners.

### The bottom line in cBSM? ComplyChain.

Currently, only ComplyChain can help you meet cBSM standards.

ComplyChain delivers high value, quickly, with a radically low total cost of ownership, thus giving you a compelling ROI. Once you start using ComplyChain in your networked enterprise, you can "Collaborate with Confidence."