



Seamless CMDDB with JSM using Virima

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PRESENTERS

Paul Bussiere, Principal Consultant, T4S Partners

David Franco Powers, Director, Solutions Engineering, Virima

Rob Ash, CEO / Managing Partner, T4S Partners, Inc. (Moderator)



OVERVIEW

In today's fast-paced and dynamic business environment, organizations rely heavily on robust IT Service Management (ITSM) and IT Operations Management (ITOM) solutions to ensure operational efficiency and service delivery. The Configuration Management Database (CMDB) plays a pivotal role in maintaining a centralized repository of configuration items and their relationships, providing a foundation for effective IT Service Management.

Virima's high-value visual service mapping, built atop an intelligent CMDB, depends on a robust integration with ITSM solutions, such as Jira Service Management (JSM), to enhance collaboration, streamline workflows, and elevate organizational IT service delivery.

As an Atlassian solution partner and marketplace partner, T4S focuses on leveraging Atlassian solutions such as JSM and driving increased value working alongside partners like Virima for successful deployment of ITSM and CMDB solutions.

CONTEXT

Paul Bussiere discussed best practices in IT integrations. David Franco Powers demonstrated the powerful IT asset management capabilities unlocked through the Virima integration with JSM.

KEY TAKEAWAYS

Integration is critical to maximizing value.

The value of integration lies in improved productivity, enhanced customer experience, scalability, cost savings, and potentially a competitive advantage. Especially for ITSM and enterprise service management, realizing value depends on a seamless workflow and data consistency within the source of record. To accomplish this, there are two areas of an integration that require equal focus:

- **Technical integration** involves combining various technologies, protocols, and best practices to enable seamless communication, data exchange, and collaboration between both software systems and components.
- **Process integration** involves aligning and optimizing the workflows and business processes across different systems, departments, or organizations to achieve specific goals and objectives. It focuses on seamless processes, eliminating redundancies, improving efficiency, and enhancing collaboration. Process integration involves five key steps:
 1. **Identify processes.** Understand exactly what the businesses processes are and which are the key processes to integrate.
 2. **Map processes.** The goal is to fully understand the current state of processes that have been identified for integration. This involves documenting the steps, systems, and/or departments involved in the process and how data flows between two components.
 3. **Analyze dependencies** between the different processes to determine how they interact and where interaction points are needed. This step helps identify opportunities for optimization and automation.

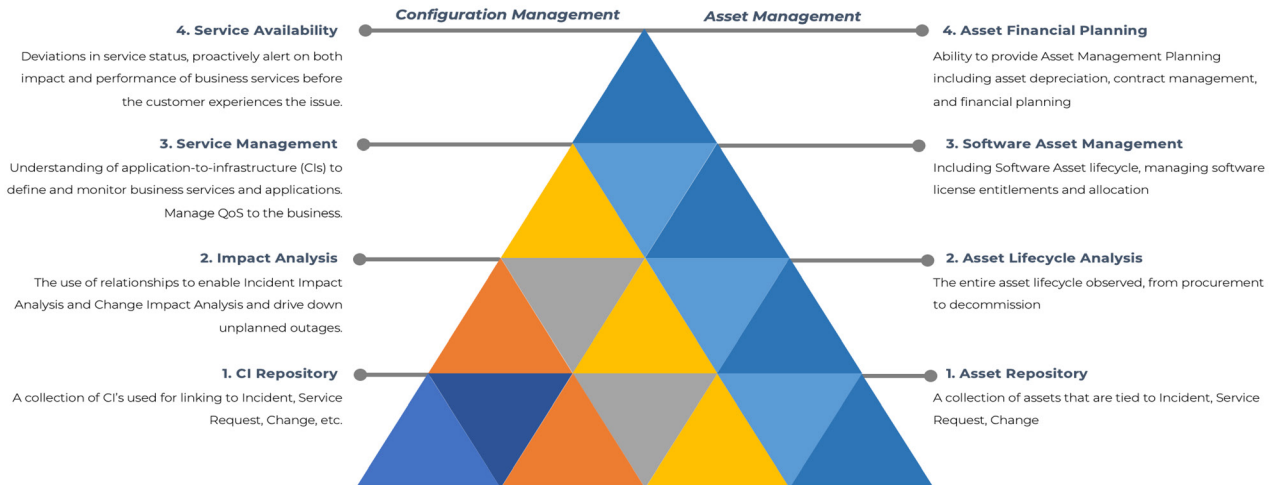
4. **Optimize and automate** points of data interaction between different processes. This is separate from the technical integration and yields the greatest benefits.
5. **Monitoring and continuous improvement.** Once integrated processes are live, the continuous service improvement process ensures that any gaps are closed effectively and that the integrated processes adapt to the changing business needs to meet business objectives.

“The value received from the collection far outweighs the sum of its parts . . . in every implementation that we see with ITSM.”

PAUL BUSSIERE, T4S PARTNERS

As with any ITAM and CMDB process, following the asset maturity matrix when embarking on an integration will help organizations to maximize the value of their IT infrastructure. A formal set of governance principles is key to long-term viability and effectiveness. Having a process manager and process owner for both IT asset and configuration management will act as the glue to ensure any manual steps are followed, documented, and measured.

Figure 1: The Asset Maturity Matrix



Accurate, consistent data synchronization is key to a successful CMDB.

Data synchronization principles ensure that data across different systems, databases, or devices remains consistent and up to date. Best practices for data synchronization follow a set of key principles based on the asset maturity matrix:

- Once a single source of truth is identified, an appropriate synchronization method should be selected based on the requirements of the system and the nature of the data.
- Controls around how data is managed ensure the accuracy and integrity of data. Establish and automate processes for introducing new data, develop strategies for data de-duplication, and define resolution processes for data conflicts.
- Conduct continuous monitoring of performance and accuracy to reduce the possibility of drift, which can invalidate an entire class of data.

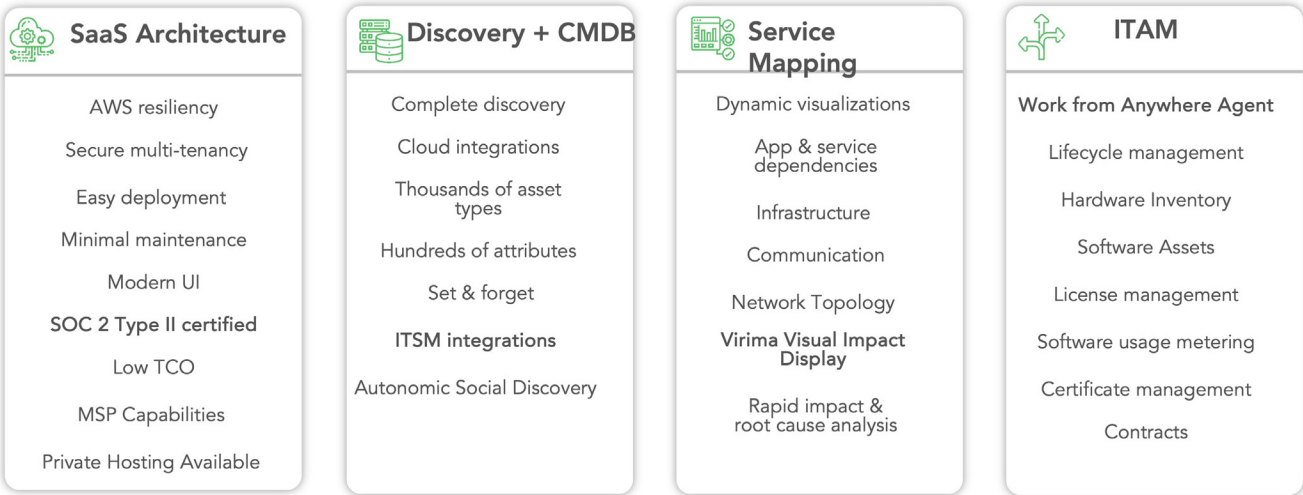
As part of the ongoing maintenance of the system beyond data synchronization principles, it is important to also maintain data consistency, which includes six core activities:

1. **Define data sources and destinations** and apply controls to ensure data integrity.
2. **Establish data standards** such as formats, structures, and naming conventions for consistency across systems.
3. **Implement data validation** in each moving part throughout the synchronization process.
4. **Use automation** to minimize manual intervention and reduce risk of human errors, such as to schedule synchronization tasks, monitor data changes, and trigger updates as needed.
5. **Implement change management** to track and manage modifications to data structures, mappings, and synchronization rules.
6. **Perform regular maintenance** activities.

For ITSM integrations, Virima offers true agentless discovery. In addition to a unique identifier that Virima associates on the back end with each record, users can create an "integration correlator" via the Virima Intelligent CMDB interface to synchronize data according to their organization's specific process requirements. Virima also provides a sandbox area in which users can normalize and change CI attributes or discovered items before approving them to be sent to the Virima Intelligent CMDB, ensuring that records are accurately represented before being integrated into the source of truth.

Figure 2: Virima Platform Overview

Visual Risk Management



Virima's direct integration with JSM facilitates faster incident resolution.

Integrating systems such as JSM and Virima allows for a seamless workflow and ensures that data and processes can flow smoothly between different systems without manual intervention. When everyone is working from the same set of data, it reduces the risk of errors, increases efficiency, and supports better decision making through collaboration.

The Virima JSM integration is bi-directional and uses a RESTful API to create a fully defined schema. Virima ViVID provides a visual display of different perspectives, including a color-coded ITSM overlay that facilitates faster incident resolutions, better risk assessments, fewer failed changes, more effective collaboration.

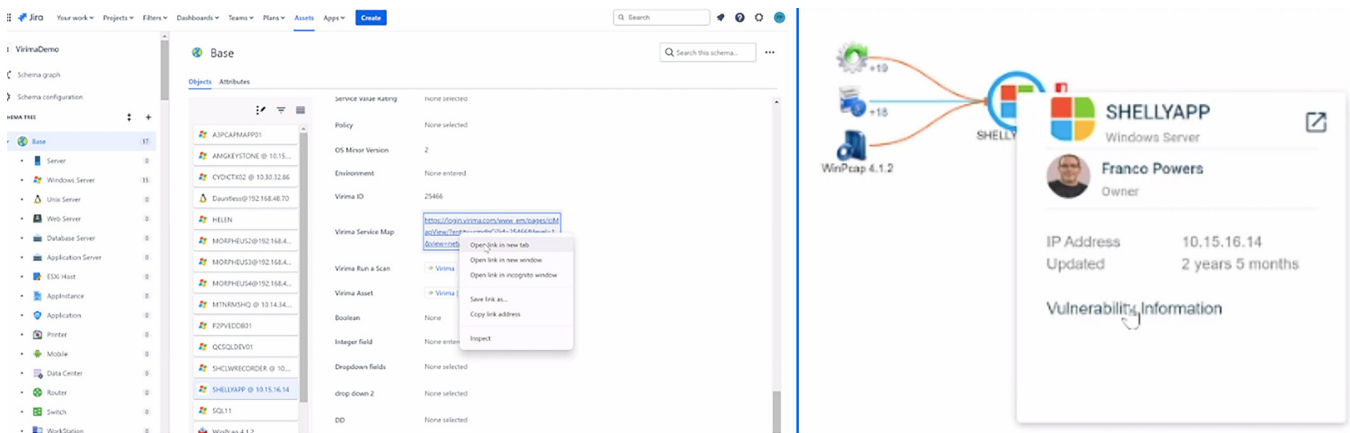
Enjoy the full benefit of Virima's innovative Service Mapping that provides dynamic visual representations of business service dependencies, infrastructure relationships, application dependencies, network topologies, and system communications. Automatically generated from discovery data, these maps eliminate the guesswork of how your major applications, websites, and enterprise services function.

ViVID can be configured to reflect the specific requirements of every business, reflecting each organization's unique processes through color-coding, icons, and status settings to provide excellent visual feedback that speeds incident resolution. The ViVID and JSM integration makes it easy for users to springboard directly into JSM from a configuration item to view more details on an issue.

“The bi-directional integration for Jira Service Management (JSM) redefines collaboration for IT teams while responding to outages, mitigating inherent risks of making changes to their complex IT environments and prioritizing vulnerabilities. The integration also transforms the way IT teams build, maintain, and operationalize a trustworthy CMDB.”

FRANCO POWERS, VIRIMA

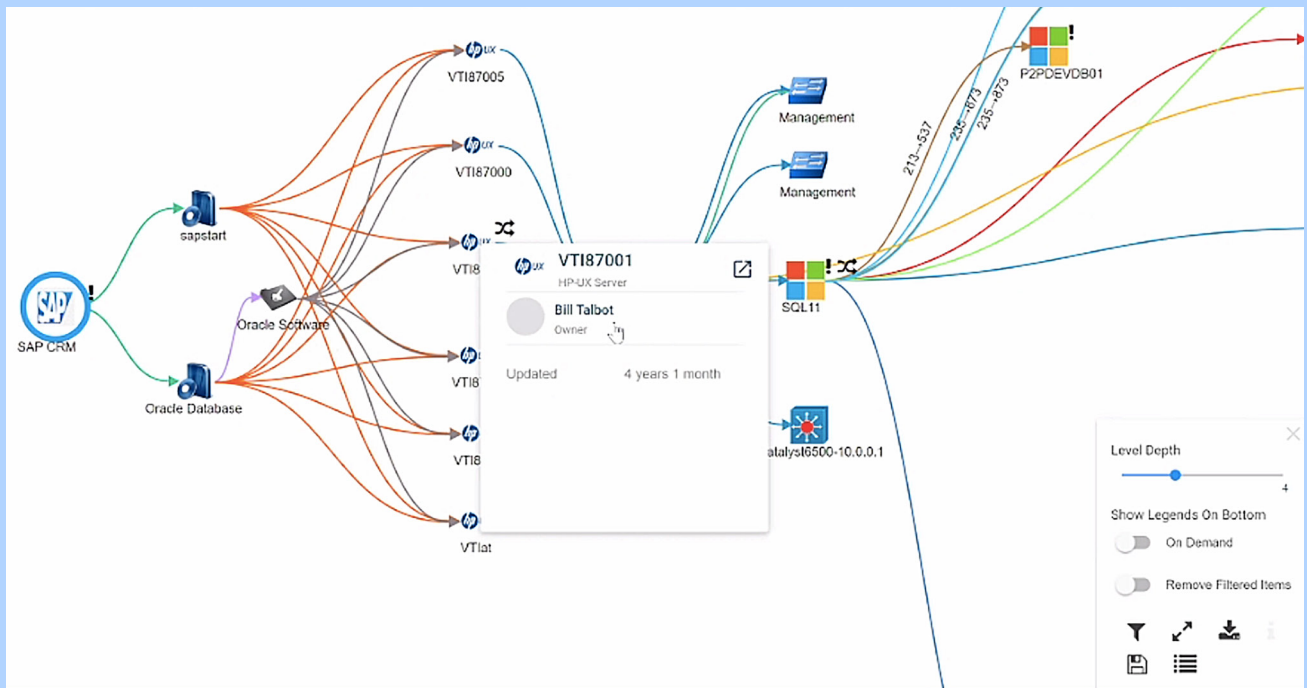
Figure 3: Virima integration allows easy springboarding between JSM (left) and ViVID (right)



How ViVID Supports Faster Incident Resolution

Consider a break/fix scenario: An issue has occurred in the SAP CRM ecosystem where rapid approval is required. The ViVID overlays are based on information pulled directly from JSM, using machine intelligence to connect issues with assets. Through either breadcrumbing via a high-level view down to the source of the issues, or searching for the term "SAP," support can locate the problem asset and related components, and simply right-click on each to identify the asset owner.

Figure 4: The ViVID ITSM overlay with asset details



ADDITIONAL INFORMATION

To learn more, visit:

- **T4S Partners.** t4spartners.com
- **Virima.** virima.com
- **Atlassian.** atlassian.com



Solution Partner



Marketplace Partner



T4S Partners is a customer-focused IT consulting firm centered around three main practices: 1) Enterprise Service Management; 2) Application Transformation; and 3) Cloud Enablement. T4S Partners has completed more than 100 Jira projects and over 15 JSM projects.

T4S Partners delivers services across the spectrum from front-end advisory work—application, cloud, process, and service transformation—to ongoing service management. T4S Partners does a great deal of work in the asset and configuration management space, working with clients whose objectives include enabling visibility, financial efficiency, service assurance, and compliance and cybersecurity. To learn more visit www.t4spartners.com



Atlassian's emphasis has always been on helping teams be more effective in getting work done. As a result, through its products—especially JIRA—Atlassian provides the de facto tool for DevOps and organizations across the globe. Atlassian also offers JIRA Service Management (JSM), which is revolutionizing how organizations perform IT service management and enables synergies across teams. To learn more, visit www.atlassian.com



Virima is focused on reducing the cost and complexities of managing IT systems and assets dispersed across a broad range of on premise and cloud environments. Virima™ software as a service discovers and inventories hardware and software assets, automatically monitors each for configuration changes, and leverages machine learning to identify asset relationships and their role in supporting mission-critical business services. These dynamic relationships and dependencies are brilliantly mapped within Virima's Visual Impact Display (VIVID™) which offers overlays of system monitoring alerts, ITSM records and vulnerabilities. Virima's breadth of easy-to-deploy capabilities and out-of-box integrations automates the building and maintenance of a CMDB, enabling better visibility and collaboration for improved service, security, risk, and compliance management. With geographically dispersed AWS environments, Virima delivers insight and value to mid-market and enterprise clients around the globe.



BIOGRAPHIES



Paul Bussiere

Principal Consultant, T4S Partners, Inc.

Accomplished Senior Manager and Architect specializing in IT transformational processes and planning activities. Offering over 20 years of experience designing technology solutions in large complex enterprises. Leading the way with Cloud and Business Service Management solutions enabling a more focused and agile IT organization capable of realizing business benefits and faster time to market for the solutions most important to the business. Team-oriented leader capable of driving high performance teams leveraging relationships in all levels of the organization to meet project timelines and objectives.



David Franco Powers

Director, Solution Engineer, Virima

An industry recognized IT Configuration Management, Discovery and Service Mapping expert and conference speaker. A seasoned hands-on IT executive with over 20 years of career building experience leading and solutioning presales, prospecting and post sales implementations. Core strengths are sales, solutioning, program management, transformation, growth opportunities, leading teams, building relationships, and communicating at varying levels and disciplines.



Rob Ash (Moderator)

CEO/Managing Partner, T4S Partners, Inc.

Rob is a founder and Managing Partner of T4S Partners. As CEO, Rob is directly involved in the business development and strategic direction of the organization. He also leads brand strategy, strategic partnerships, marketing, sales, and lead generation activities. He brings more than 30 years of Management Leadership in Sales & Marketing and New Business Development where he has a successful track record of building profitable businesses in the IT Consulting Industry.