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NEWS

Network Management Players Refocus

By Joe McGarvey, Inter@ctive Week
November 15, 1999 12:00 AM ET

The evolution of the service provider from raw bandwidth supplier to public entity responsible for network operations, Web hosting and application delivery services is forcing major overhauls in the strategic direction of network management software companies.

Management specialists Hewlett-Packard, Computer Associates International (CA) and Tivoli Systems are introducing new products and adapting existing enterprise-centric software to enable service providers to increase their networks' efficiency and introduce new revenue-generating services.

"Service providers are growing so quickly, they have to be able to adapt their infrastructure to accommodate an evolving business environment," said David Greene, marketing manager for OpenView Solutions at HP (www.hp.com). "When they have the infrastructure in place, they are able to offer these revenue-generating services."

HP launched a systems management division dedicated to service providers in June, according to Greene. Although CA (www.cai.com) has yet to erect a formal division targeted at public networks, Imran Anwar, product manager for network management solutions at CA, said the company has been shifting its UniCenter TNG product in that direction for the past two years.

Tivoli (www.tivoli.com) appears to have made the boldest move into the server provider space, however, with last week's launch of the Server Provider Business Unit and

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the unveiling of a strategic initiative focused on the service provider market. The multitiered announcement, which included several product introductions and partnerships, represents a formal declaration that Tivoli, a subsidiary of IBM, is repositioning to keep pace with the rapid migration of enterprise communications systems from internal facilities to third-party providers.

"We see an important industry sea change coming, and we intend to fill it," said Jan Lindelow, chairman and chief executive of Tivoli.

Officials at all three companies said that service providers currently lack a comprehensive management system that closely binds the variety of networking gear, often made by different companies, into a cohesive infrastructure. Without this overarching control of network resources, service providers will be unable to deliver mission-critical applications and time-sensitive services with the same reliability as an internal information technology department.

"This creates a tremendous need for the management of sophisticated networks," said John Thompson, senior vice president of the software group at IBM. "It's not just the network, but the services and applications that run on top of it."

Although Tivoli officials positioned the announcement as a proactive measure to seize a substantial chunk of an overall management market that they estimate will reach \$40 billion in the next couple of years, analysts said the focus on the carrier market is essentially being dictated by the shift to managed services and outsourcing.

At a Glance: Tivoli's Next-Gen Net Initiative

Managed Network Service	Enables new services and manages Service service-level agreements
Managed Computing Services	Software for managing PCs, routers and switches
Managed Application Services	Monitoring, distribution and other managed application services
Subscription Manager	Enables service providers to automate and personalize subscription

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