**Objective**

Undertake a global IT-wide configuration management project to provide insight into the IT infrastructure and its service dependencies as a basis for all ITSM processes.

**Approach**

Started a project with HPE and Materna to deliver a Configuration Management System solution integrated with HPE Service Manager, HPE Asset Manager and the existing Service Catalog.

**IT Matters**

- Provides a single source of reliable data across IT
- Improves visibility and transparency of service assets (hardware/software) and their relationships to delivered services
- Ensures a repository of information for service design and service modelling

**Business Matters**

- Supports service orientation across all IT divisions
- Allows IT to better establish collaboration projects with outsourcers

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**Challenge**

**Developing a service orientation within IT**

Continental AG is a German industrial powerhouse. It has 178,000 employees in 49 countries and reported sales of €33.3 billion for 2013.

The business is split into two divisions: automotive and rubber. Although the latter is arguably the most high profile, making high-quality tyres under the Continental brand for manufacturers worldwide, it is the €20 billion automotive division where the most opportunity lies, it being well placed to capitalise on four megatrends within the automotive sector: safety, environment, information and affordability.

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To move quickly on new opportunities, Continental AG needs to encourage collaboration between departments, share information and roll-out process best practice. HPE Universal CMDB software provides a single source of data across the business, delivering transparency and consistency.
“We’re in a much better position to do risk assessments. We now have a clear picture of the impact a change might have across the business, or how a particular business service may be affected. HPE Universal CMDB really helps us with incident and change management.”

– Stephan Dietz, process owner service asset and configuration management, Continental

To do so Continental needs a consistent and agile IT infrastructure. To move quickly on new opportunities, the business needs to encourage collaboration between departments, share information and roll-out best practice processes.

Continental has a two-tier IT infrastructure. Each division has its own local IT teams, attending to day-to-day IT issues. There is also a corporate IT team, working across the organisation. Within this 350-strong department there is a specialist team focused on quality and processes.

“We have a group of 30 employees looking at service management, including six process owners,” says Stephan Dietz, process owner service asset and configuration management, Continental. “But it is a big challenge to establish best practice globally. There are many cultural differences, in addition it can be difficult to physically visit every location.”

The company wanted to transform IT delivery, integrating a service orientated approach to IT.

“We’re developing a service culture,” says Dietz, “but we’re not there yet. Senior management understands that we need a service approach to get the most out of collaboration and supplier management. For instance, outsourcing can only work with service orientated thinking.”

To achieve this Dietz and his team embarked on a configuration management process in late 2011. The aim was to deliver complete transparency across software and infrastructure components, along with associated relationships and dependencies.

**Solution**

**Process, tools and interfaces that fit**

“We decided a long time ago we were going to work closely with Hewlett Packard Enterprise,” says Dietz. “We already have HPE Service Manager and HPE Asset Manager, so it was logical to review HPE Universal CMDB as a candidate for configuration management. As expected, all the solutions are closely integrated.”
Continental appointed an internal manager to oversee the implementation, but Dietz admits the support from Hewlett Packard Enterprise Partner Materna, was key.

“Materna understands our organisation. They have a relationship with us, they know our culture, and know how to work effectively with the team.”

To begin, the configuration project focused on three business critical applications: messaging, CEOS (a purchasing and ordering process) and core (a tyre R&D application).

“We developed a prototype against these three applications, showed the benefits to the business, then rolled out to the global organisation,” says Dietz. “The priority was usability before completeness.”

**Benefit**

**Extracting more meaning from data**

The HPE Universal CMDB roll-out was completed in mid-2013.

“It’s nice now to have one consolidated source for all data,” says Dietz. “Data is the hub of IT. All information is now federated.”

The next phase is to extract more meaning from the data. “This is a key feature of configuration management. Previously we had to do manual modelling - with HPE Universal CMDB this can be automated. This will allow us to create clear guidelines on how objects are related, to be transparent and to share best practice,” comments Dietz.

HPE Universal CMDB is also helping Continental develop a coherent software strategy and engage HPE on data modelling.

“We’re in a much better position to do risk assessments,” says Dietz. “We now have a clear picture of how any change might impact across the business, how a particular tool might respond or how a business service may be affected. HPE Universal CMDB really supports incident and change management.”

The result is a business more engaged with IT. “For the first time we’re seeing business units coming to us, demanding more from IT,” says Dietz. “They expect to see IT infrastructure delivered as a service.”

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