Conceptual Data Model - Layers Business Enablement Models the business functions, services, processes, and activities. A business service can represents either a business and IT provided service. A business service is a service that a business provides to another business (B2B) or that one organization provides to another within a business (e.g. payment processing). An IT service is a business service that the IT organization provides to support business services or IT's own operations. Example: employee provisioning, backup and recovery, and self-service help desk. A business service is distinguished form a an Infrastructure Service in that it typically has an associated end-user (customer), business application, and service level agreement. DependsOn **Application and Services** Models applications and their decomposition, stopping above the level of elements that are deployable. An application is a set of components supporting a business activity, seen as a whole and known by a specific name. Applications are logical compositions. Additionally, this layer includes the notion of a business transaction as defined by the HP Software BSM offering. Also included are infrastructure services with focus on a technical subject area that are in support of one or more business services and processes. Examples include voice and network services, database services, naming services, desktop services, and Windows administration services DependsOn Software Individual installations of software elements. These are physical components (executables) that can be deployed, or are deployed, on a logical system. virtuaizes RunsOn InstalledOn Infrastructure Used to model both logical (virtualization and clustering) and physical (storage devices, network devices, and servers) systems.

Models entities related to operation processes like incidents, problems, KPIs, etc. Financial/Asset Models the entities related to asset and financial management processes. Example entities are things like asset, cost center, contract, and purchase order РМО Models the entities related to the project and portfolio management processes. Development Models the entities related to application development and testing activities

Process Related Verticals

Operations

Facilities

Models such things as location, site, building, room, rack, etc

LocatedAt

Conceptual Data Model – Sample Layer Entities

