

Automating Service Management

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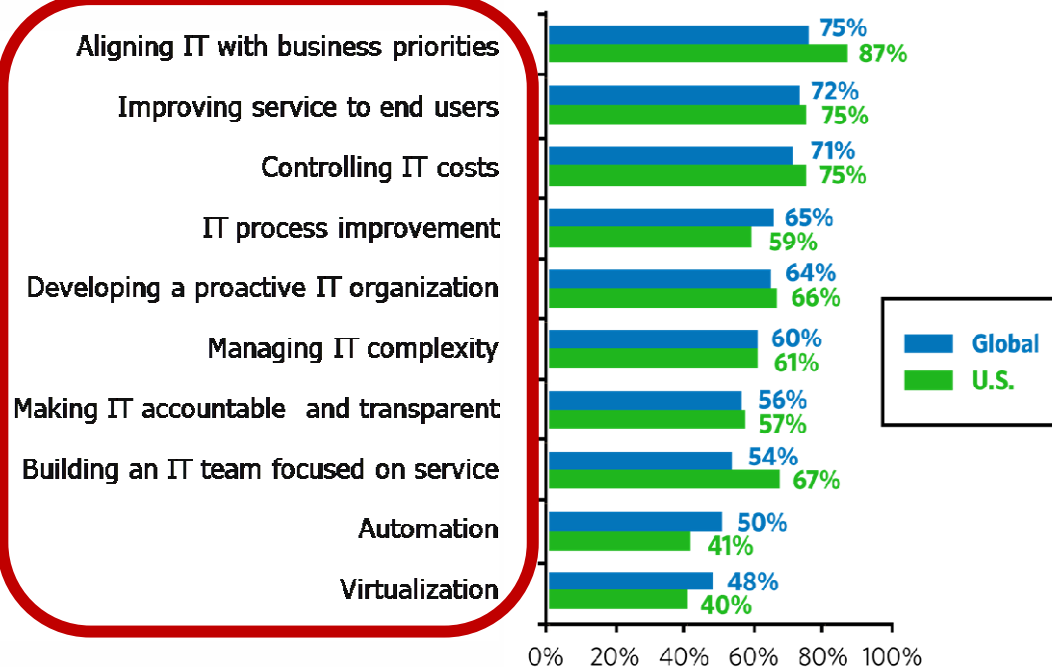
ITSM2010

ca® Transforming
IT Management®

Pressure to “demonstrate business value” is growing



Top CIO Priorities



McKinsey Quarterly

How cloud computing challenges CIO roles

“Business units may soon be able to bypass the IT department and find ways to meet their needs directly in the cloud computing environment.”

ITSM 2010

InformationWeek

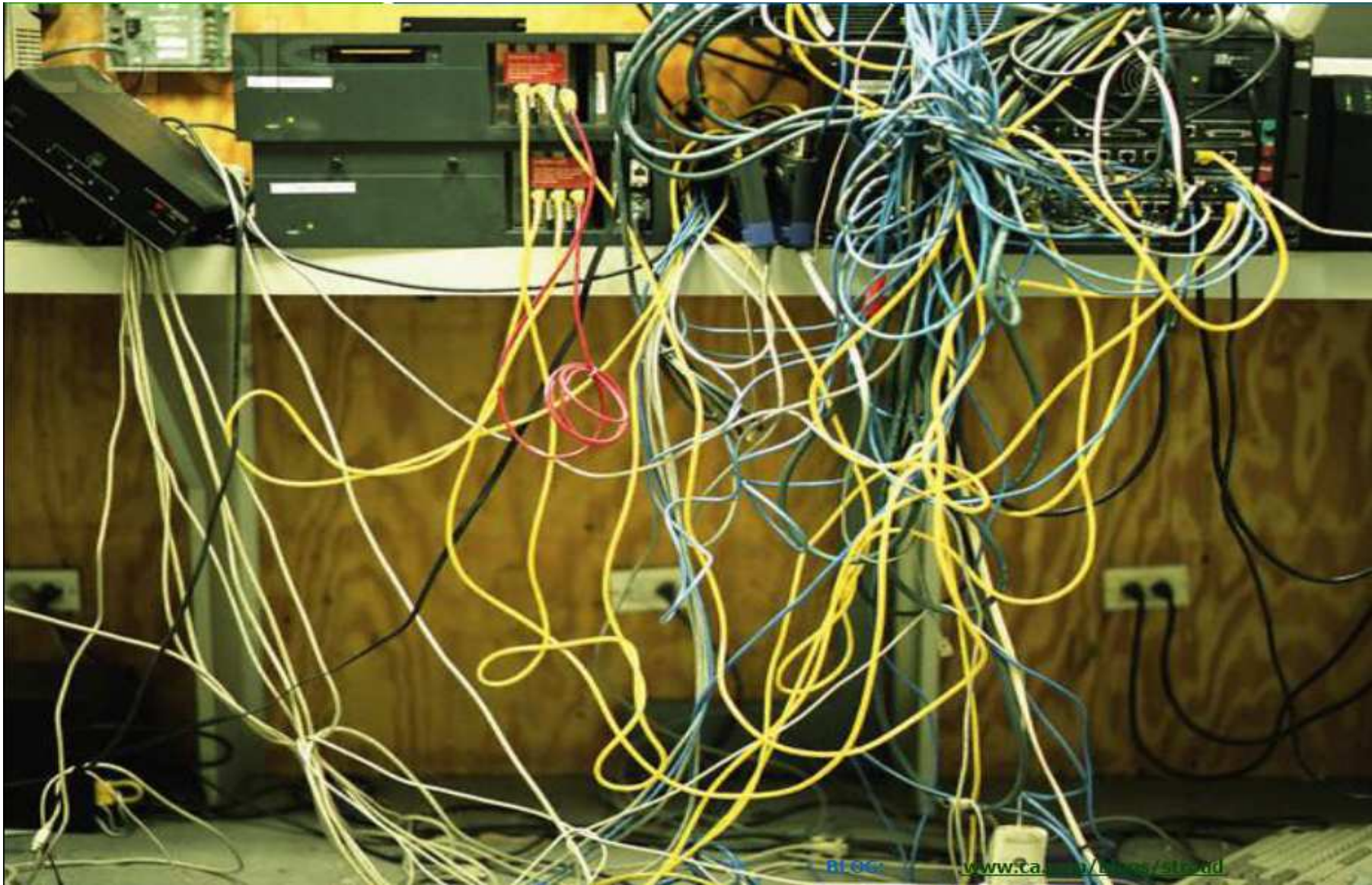
Global CIO: Prove IT's Business Value To Your CEO -- Or Else

CIO INSIGHT

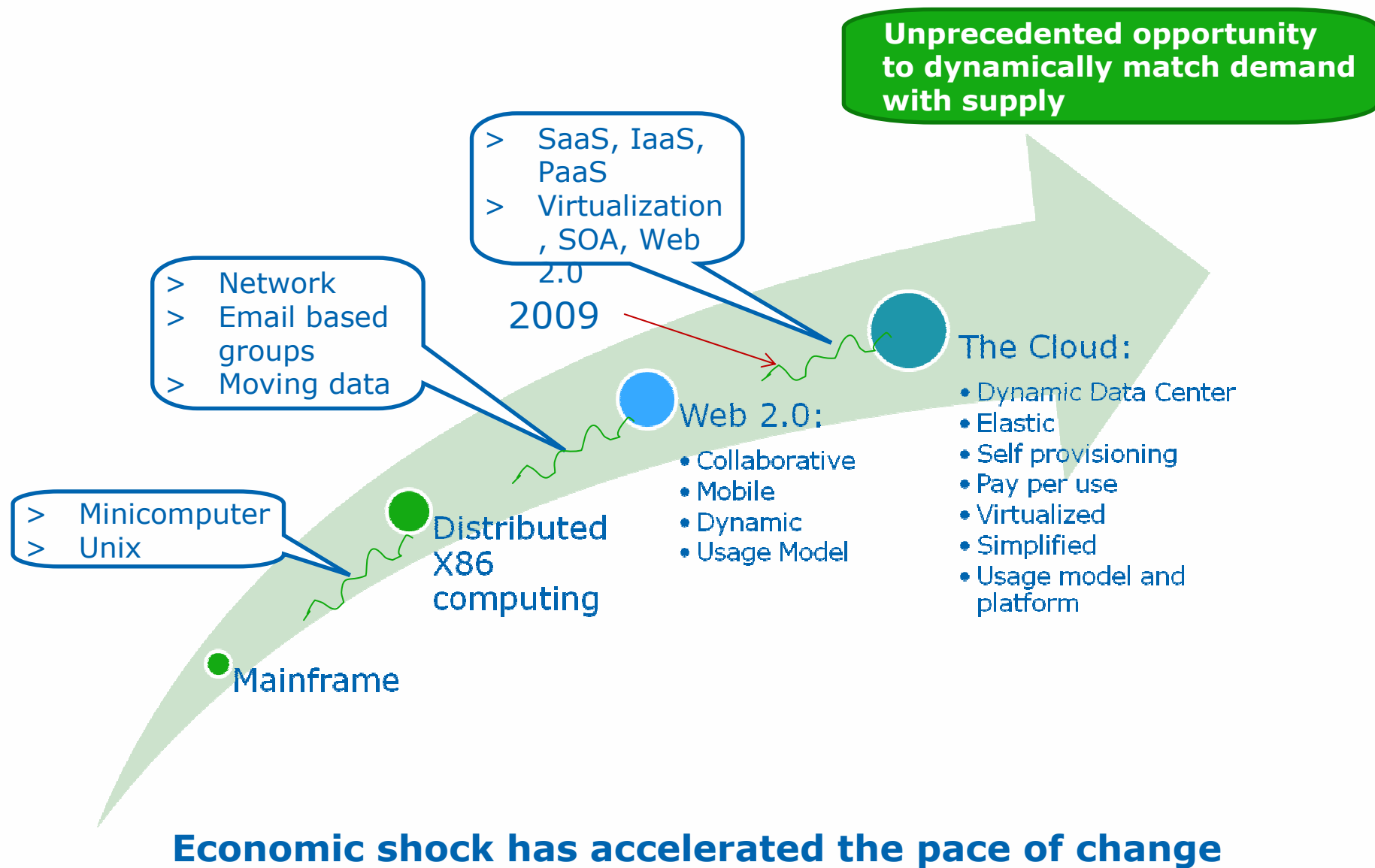
Finding IT's Business Value

“In a recent Forrester survey only 15% of IT leaders declared themselves aligned with the business. What that tells us is that IT-business alignment isn't just a problem – it's a plague.”

Business View Of IT?



Virtualization and Cloud Changes What's Possible



Change, Incident, Problem, simple SLA violation or Business as usual?



Blog:

www.ca.com/blogs/stroan

ITSM2010

ca

Cloud-Enabling Business Service Management

Business
Services/
Processes



Agility

Efficiency

Service Quality

- New information and programming paradigms
- 'Liquid' IT
- Cheaper to operate, build

Architecture:
a way of doing IT

IT as a Service

Service Management

Service Automation

Virtualization

IT Infrastructure

Services:
a way of
buying
IT

CA's Value Proposition

Agility

The promise of delivering
business services in a
fundamentally
more flexible, cost effective
way

Resulting in **more agile IT**

Resulting in **more successful**
business

Made Possible

Our deep expertise is a **necessary ingredient** to address real barriers to getting there

We have a **uniquely practical approach** to unlocking the promise of new IT models

We **recognize your realities**
(e.g. heterogeneous environments)

We are **bringing all the pieces together** that move you to the next level (innovating both internally and via acquisition)

Virtualization and Service Automation Strategy

Service Management

- The front office to service delivery
- Delivers automated ITIL processes
- Ties Web 2.0 to the IT back office

Service Automation

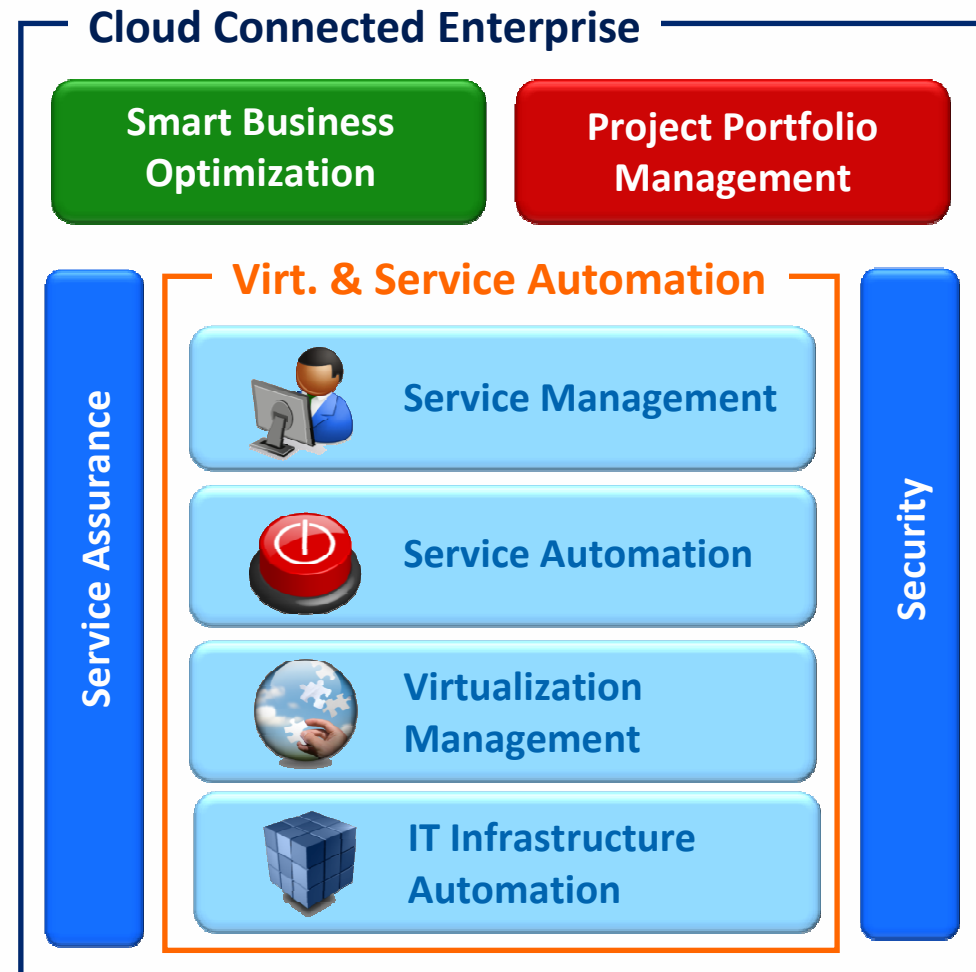
- Self-service driven cloud operations
- Out-of-the-box process content and automation
- Workload optimization

Virtualization Management

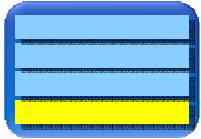
- Self-service
- Lifecycle management
- Assurance: health & performance P-V-C
- Capacity planning

IT Infrastructure Automation

- Real time discovery, change, configuration, and compliance management from networks through applications
- Provisioning and Config Mgt.
- Servers, Storage, Network

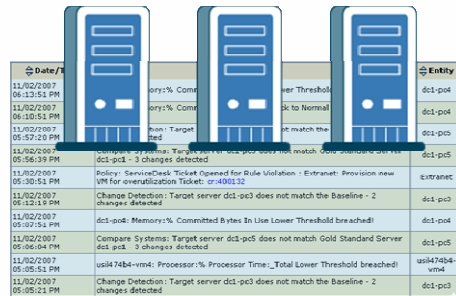


Server Provisioning



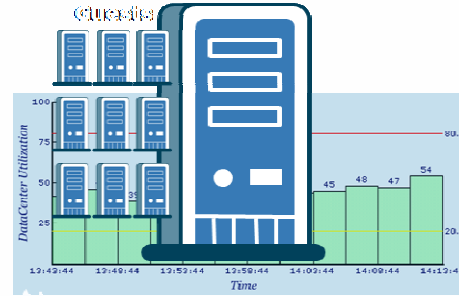
- Lower server CAPEX & OPEX through optimization
- Fast response means higher service quality

Order Entry Server Group



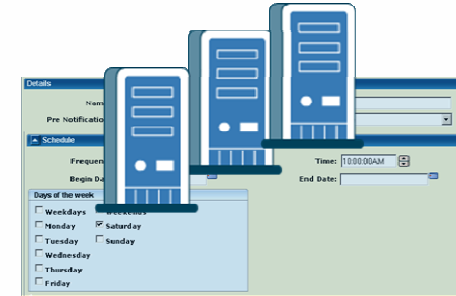
Alert with Approval

Online Web App Server Group



Dynamic

**SAP
Server Group**



Scheduled

Provision & Verify Configuration

Benefits

- > High Availability
- > Reduce CAPEX
- > Reduce OPEX
- > Compliance
- > "Green" IT

Power Up

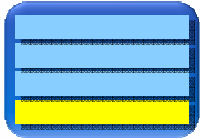


Pooled Resources

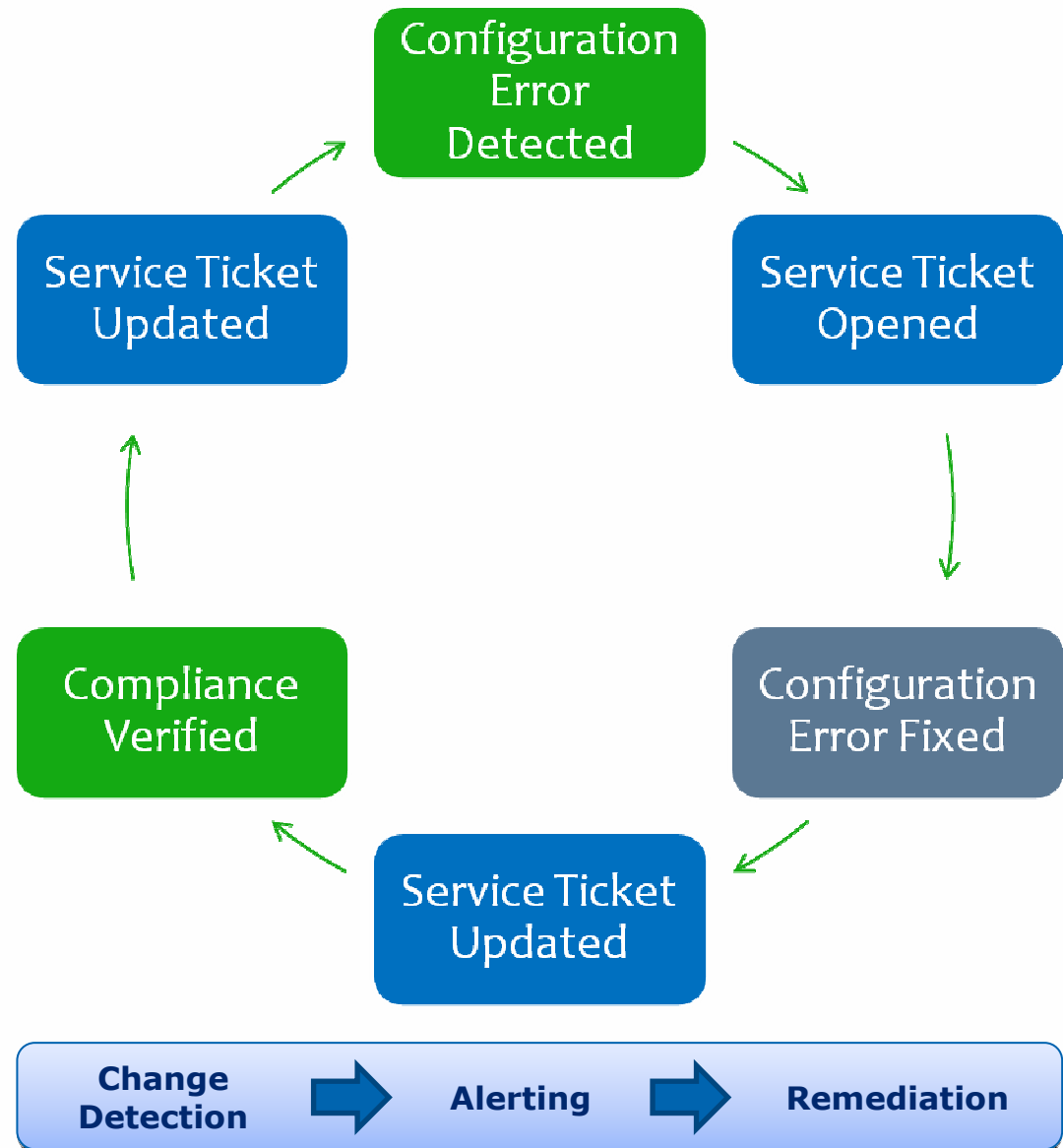
Power Down

Audit Events

Proactive Change & Configuration Management



- Reduce configuration related issues by up to 80%
- Reduce or eliminate the effect of configuration “drift” on service performance & availability
- Make more informed network related decisions



CA Virtualization Mgt. – Needs and Solutions



DEVELOPMENT TEST

- Few management needs
- Little executive visibility
- No process impact
- Few compliance, security concerns
- Lab Automation

LIMITED PRODUCTION

- P+V Systems Management
 - Fault, Performance
- Business Continuity
- Provisioning, Change & Configuration Mgt.
- P to V planning
- Storage virtualization

EXTENSIVE PRODUCTION

- Integrated Network Mgt.
- Application Performance
- Security
- Compliance
- Chargeback
- Capacity Planning

ENTERPRISE PLATFORM

- Private & Public Clouds
- Next Generation DC
- Policy/SLA-driven automation
- Self Service
- Service Catalog
- Application Virtualization/ Automation

CA VIRTUALIZATION MANAGEMENT

XOSoft, Arcserv

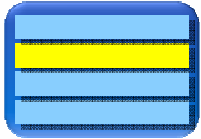
Wily APM

Identity Manager, Access Control, Enterprise Log Manager, Siteminder

Spectrum Infrastructure Mgr., eHealth Performance Mgr.

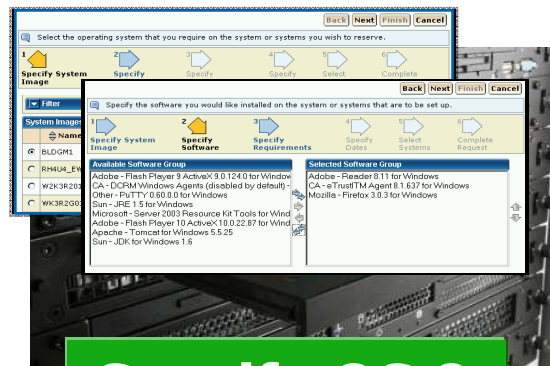
Spectrum Automation Manager

Service Automation - Self-Service Provisioning

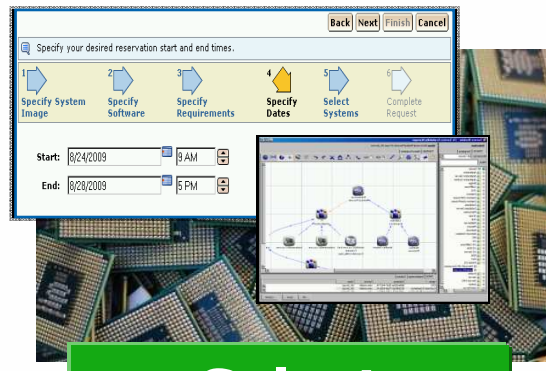


Automated reservation and provisioning of resources across teams without admin overhead

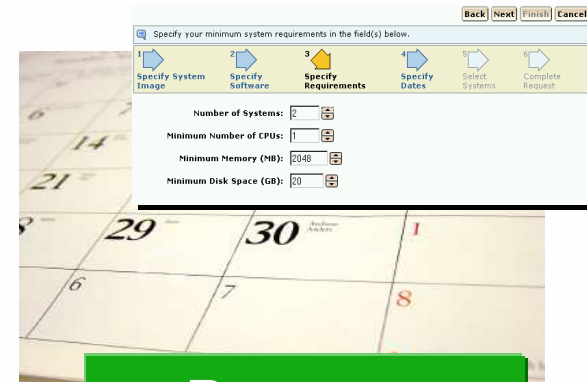
- **Multiplatform resource pools (physical, virtual and clouds) and stack**
- **Web-based reservation**
- **Automated Provisioning**
- **Centralized Administration**



Specify OS & Applications

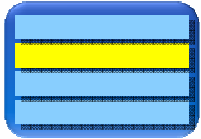


Select Resources

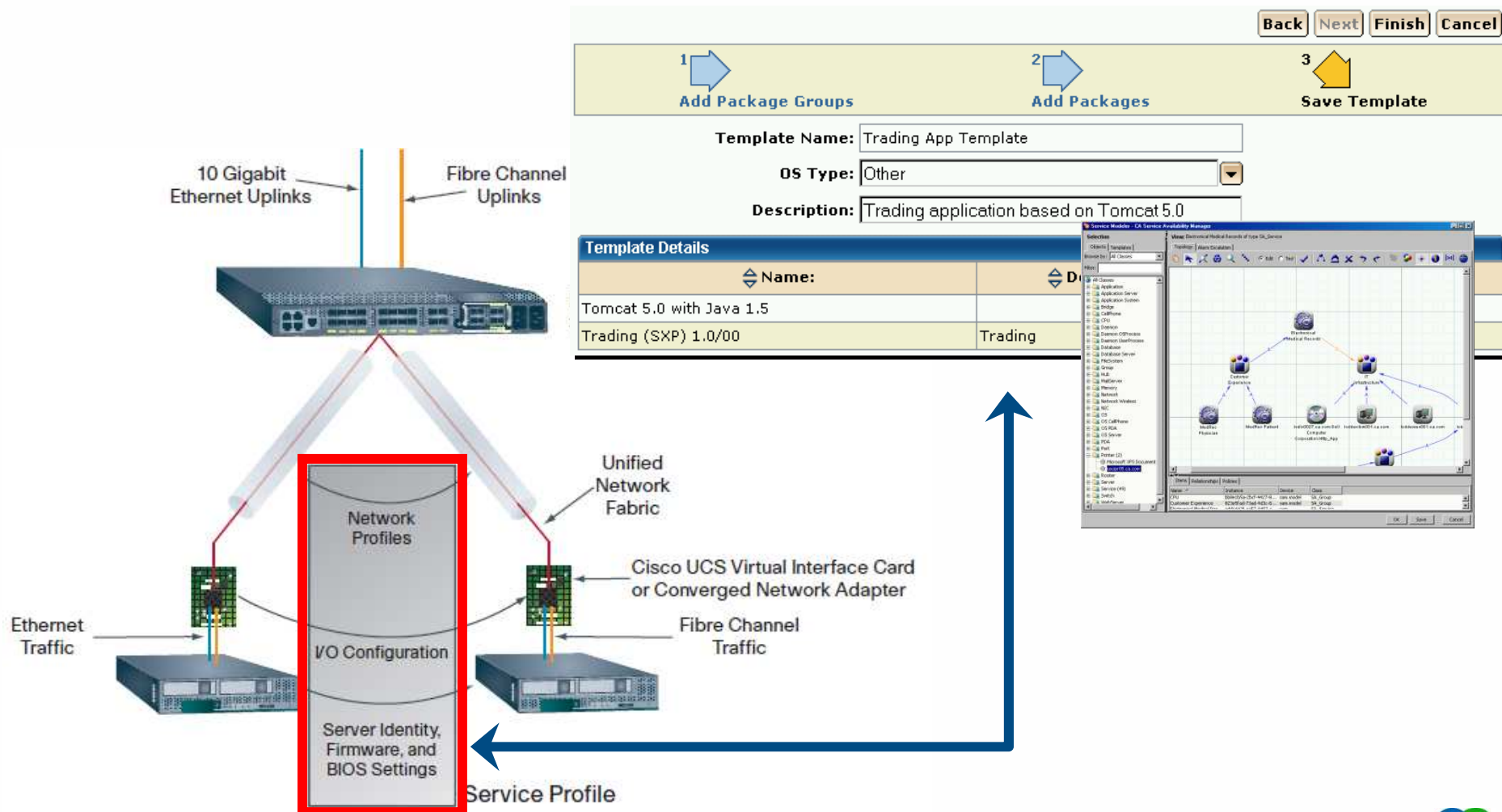


Reserve Systems

Service Automation - CA Service Provisioning



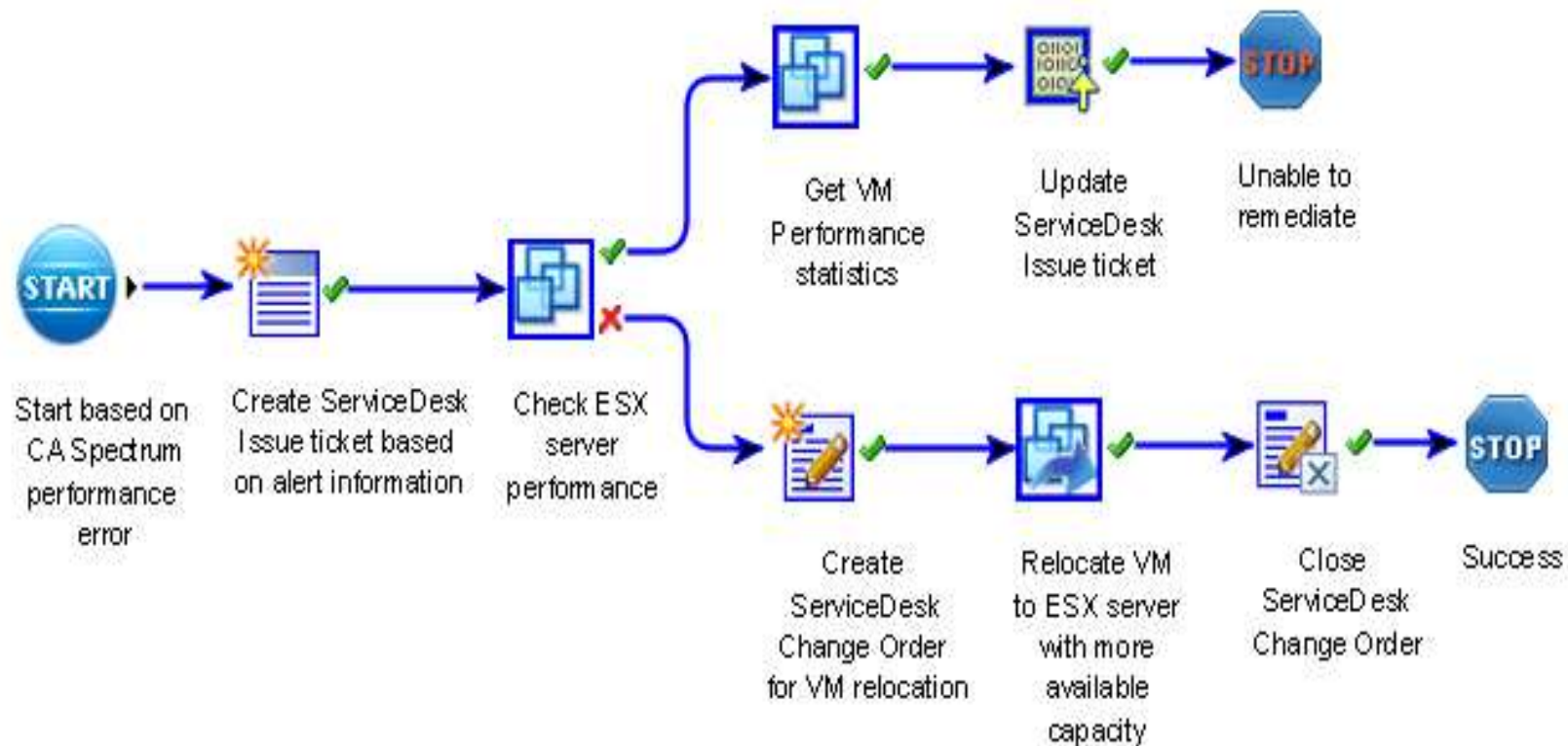
- **Example: Trading Application and Cisco UCS**
- **Provision Application Stack Templates and Hardware Profiles**



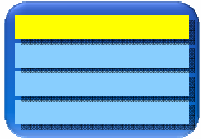
Service Automation - Process Automation



- *Frees up to 77% of IT staff for strategic projects*
- *Reliable, consistent, and repeatable processes mean high visibility and comprehensive auditable control.*



CA Service Management



Service Catalog

Define and publish services
Self-service user request catalog
Represent SLAs and costs

Service Level Management

Define and track negotiated business service levels
Service contracts
Service level reporting
Prioritize service activities based on SLA impact
Request management

Service Costing

Usage-based chargeback (invoicing) or cost allocation
Credits for SLA violations
Role-based decision support

Asset Management

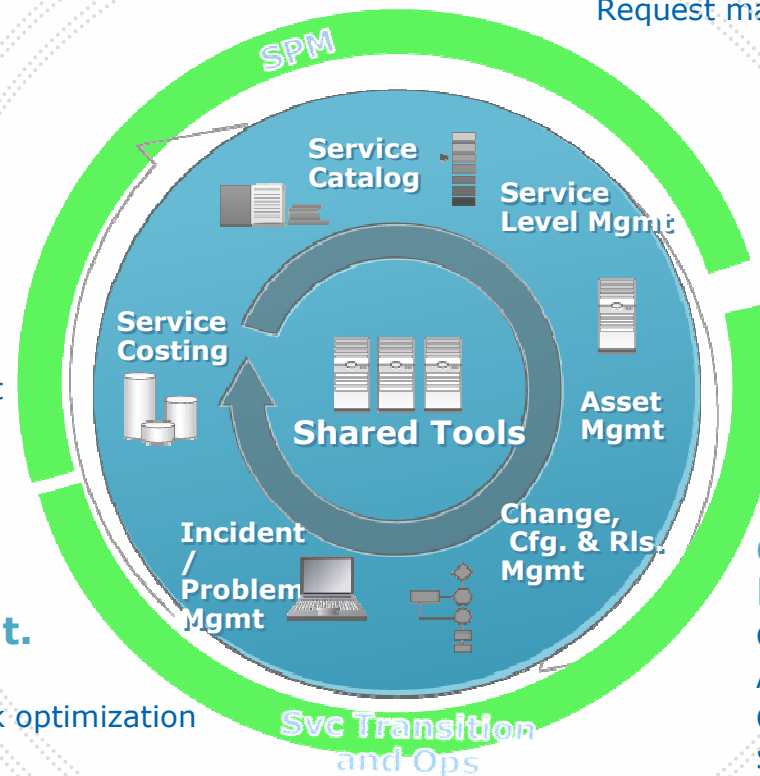
Configuration Management
Contract/Vendor Management
Software Compliance Management
Lifecycle Management
Request Management
Financial Management

Incident/Problem Mgmt.

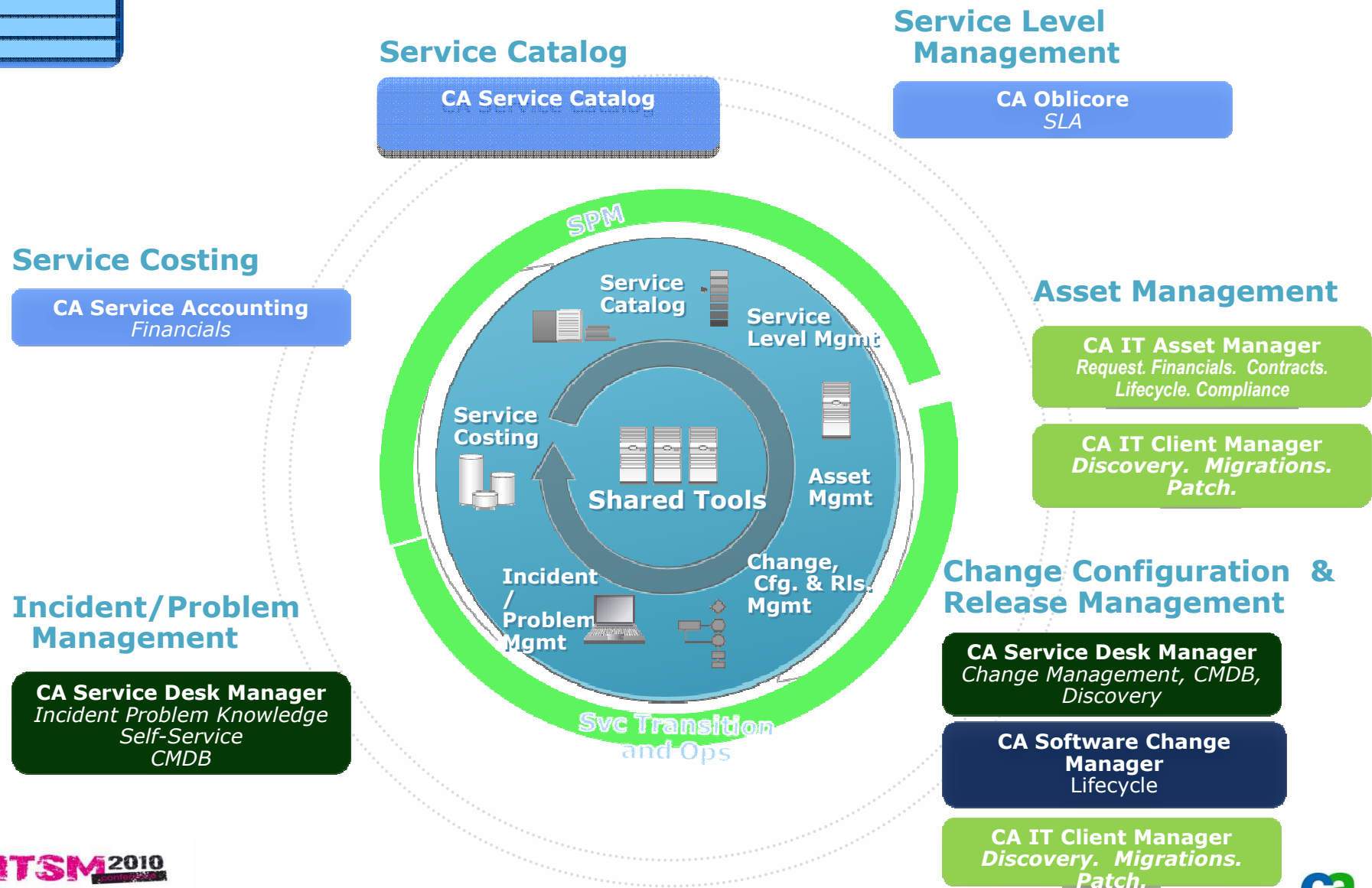
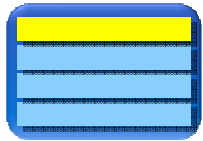
Integrated service desk
Decision-support for service desk optimization
Centralized knowledge base
Decision-support
Self-service
Automation and remote control

Change, Configuration & Release Management

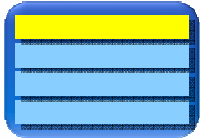
Centralized planning and coordination
Automate IT process workflow
Operational change management
Software Delivery
Change Management (Distributed)
Application Change Management
Release Management
System & Personality Migration



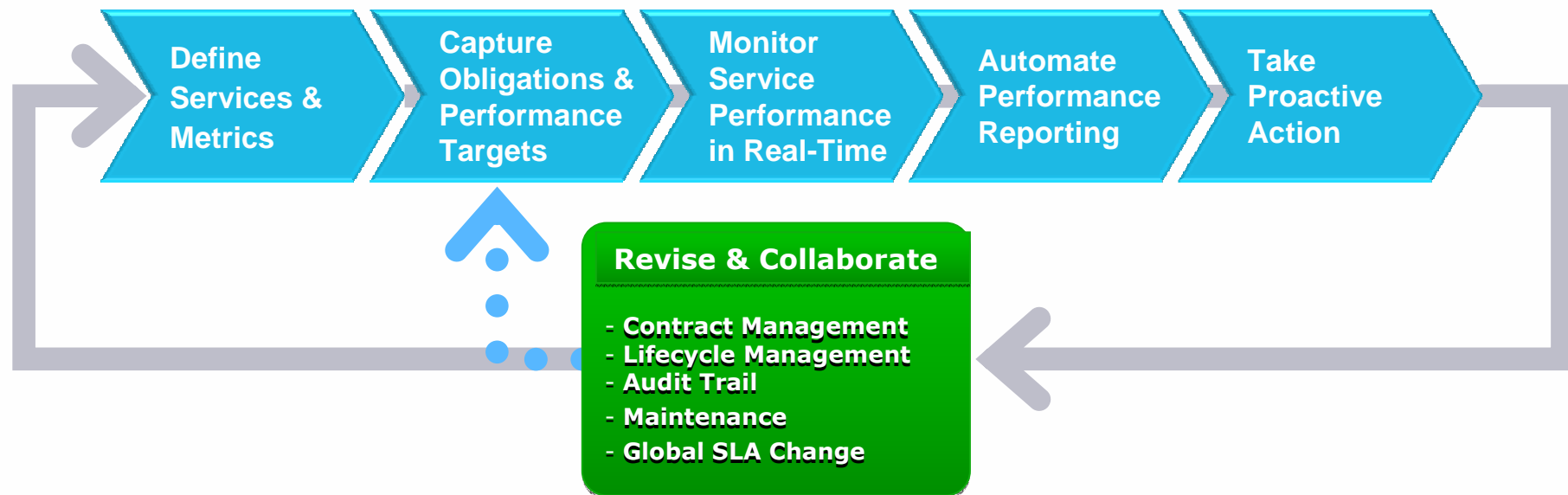
CA Service Management - Solutions



Recent Acquisition - CA Oblicore



Oblicore Guarantee Deploys A Double Closed Loop Process To Drive An Automated ITIL Approach

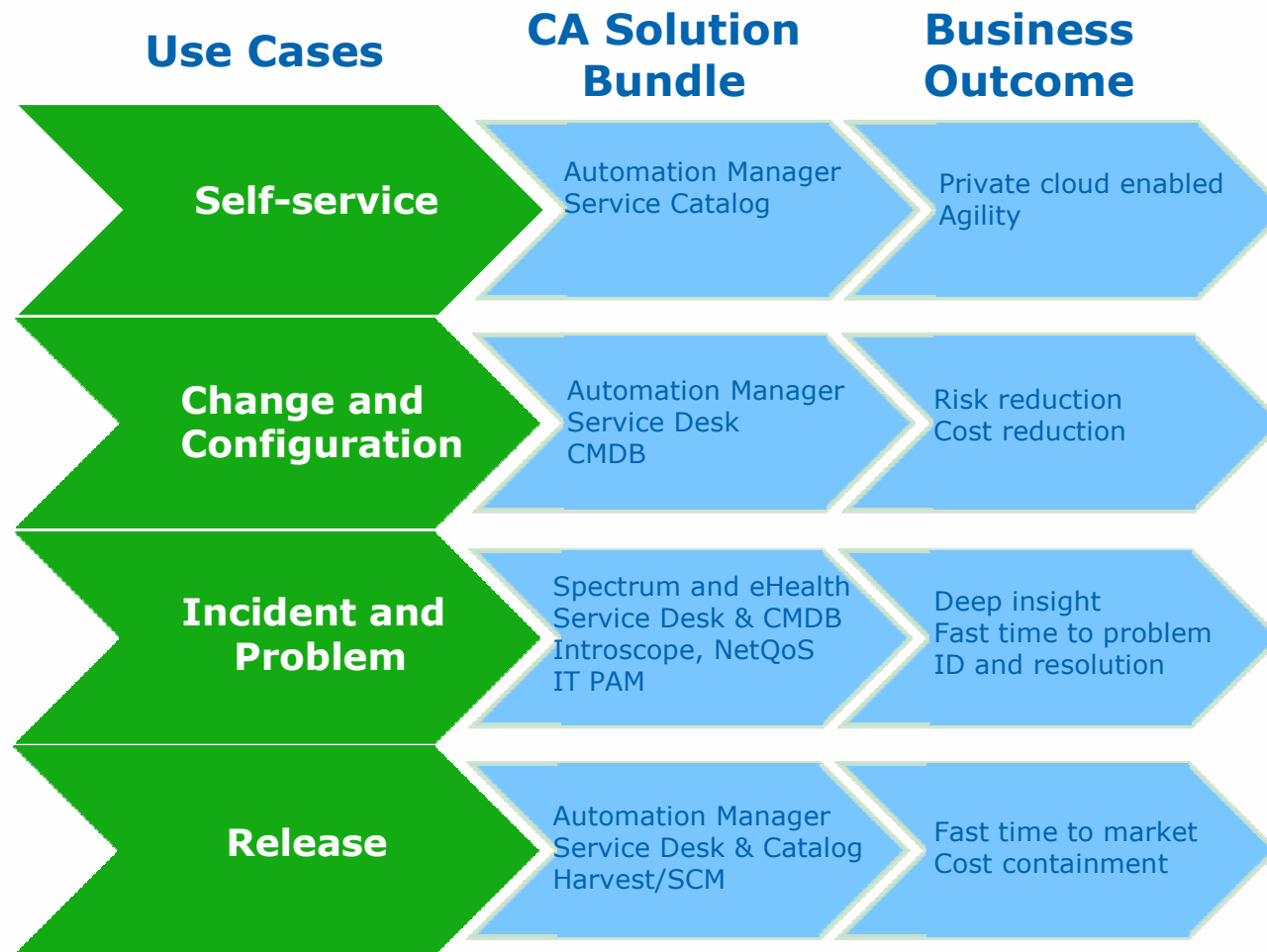


CA's Continued ITIL Commitment & Expertise

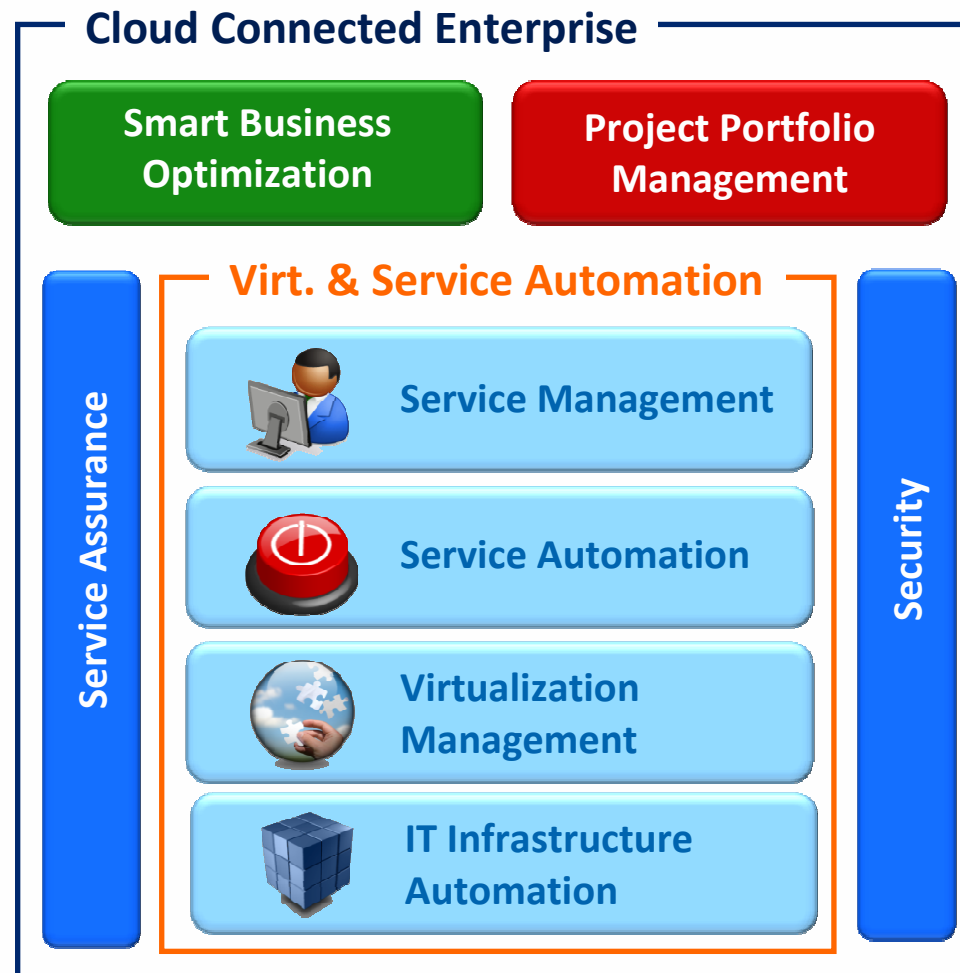
- > **Founding member** of CMDB data federation working group
- > **Recognized industry luminaries** and thought leaders
 - Brian Johnson – key ITIL author
 - Rob Stroud – on ITIL and Cobit boards
 - itSMF board members
- > Thought leadership and contributor to ITSM community
- > **Packaged quick starts, assessments and roadmaps**
- > Over **1,100** ITIL Certified Field Consultants
- > **CA Stock Exchange ITSM** simulation workshop to improve ownership and understanding



Integrated Use Cases Deliver On-going Business Value



Critical Role Within CA's Cloud Vision



Thank You

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