

# Transforming the Way the World Manages Information Technology

JOHN SWAINSON, PRESIDENT AND CEO



Transforming  
IT Management

What are the **MBIG** big things?

# Today's Agenda

- **First**, some of the trends we are seeing in technology
- **Second**, the implications for organizations and businesses of all types
- **Third**, how I think the IT industry must respond to ensure that customers reap all the benefits IT can deliver

# The World is Complex

Services	
Applications	
Collaboration	
Business Intelligence/ Analytical Applications	
Application Integration	
Application Development Tools	
Database	
OS	
Hardware Platform	

**Storage**

**Security**

*IDS*  
SOURCEfire

*Content Filtering*  
CYBERGARD, WEBSense

*Vulnerability Assessment*  
VeriSign, netIQ, AV/Spyware, symantec

*Anti-Spam*  
postini

*Identity Management*  
ORACLE, RSA SECURITY, VeriSign

*Regulatory Compliance*  
Orchestria, ZANTAZ

*Firewalls*  
CHECK POINT, NORTTEL NETWORKS

*Monitoring*  
McAfee, TREND, VERINT, NICE

**Network & Systems Management**

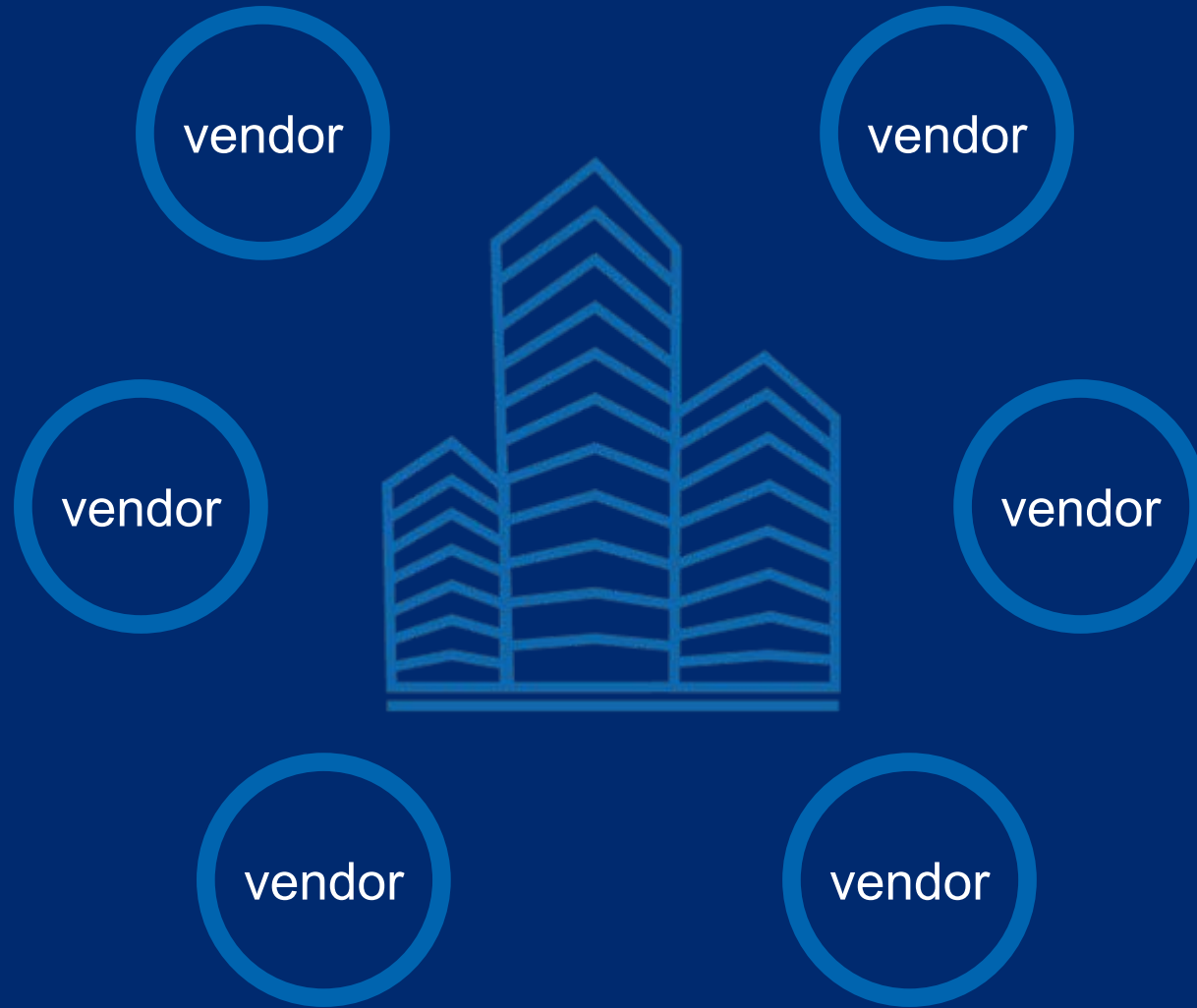
*Management Vendors*  
bmcsoftware, hp, MICROMUSE, QUEST SOFTWARE, smarts

*Provisioning*  
OPSWARE INC, Data Synapse

*Grid*  
Cisco SYSTEMS



# The Complexity is Increasing



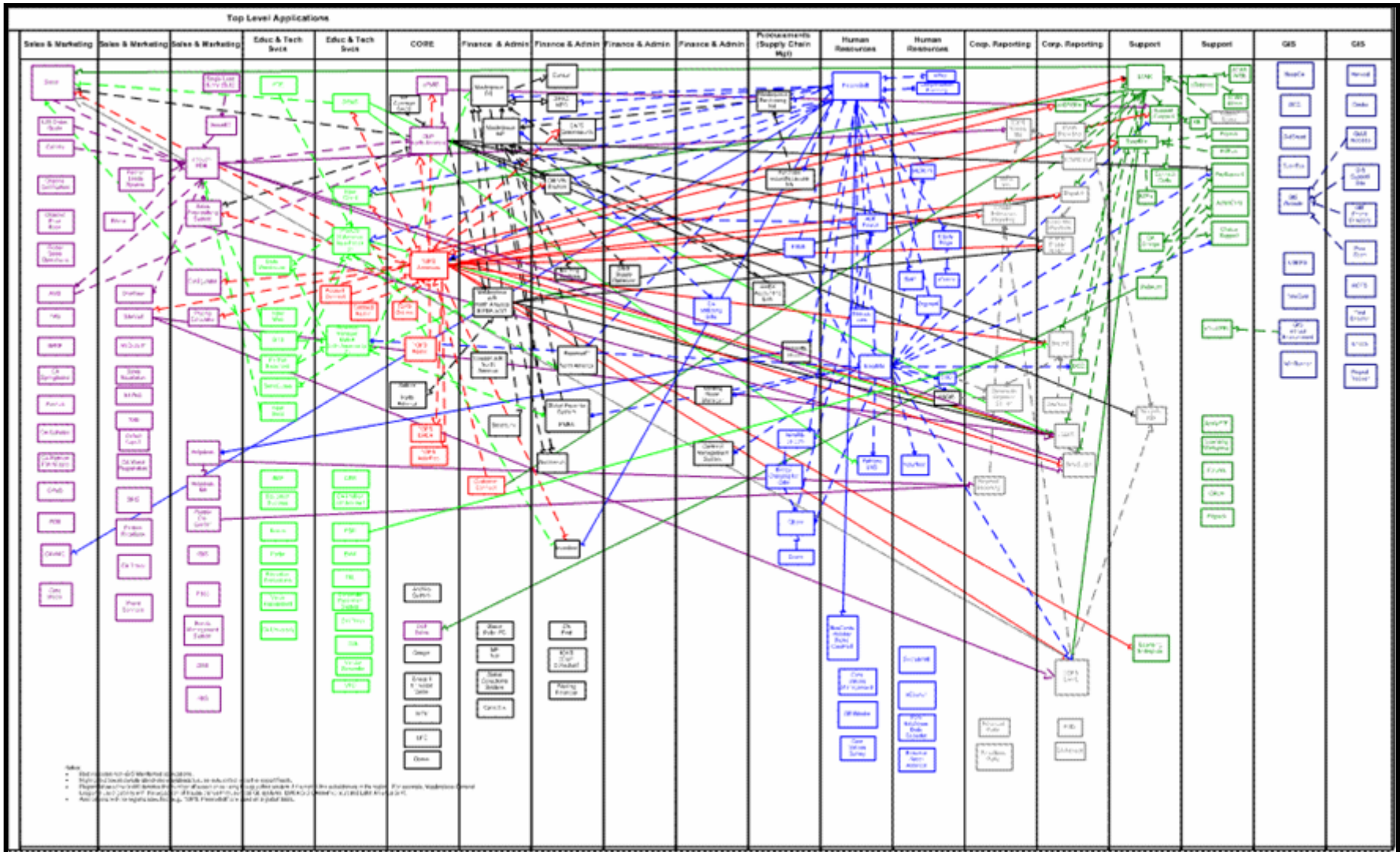
# The Complexity is Increasing



# The Complexity is Increasing



# Overwhelming Complexity



# CIO's Transforming Role

## PAST

Technology  
focus &  
**Cost center**



## PRESENT

Manage on-  
demand

Transformation  
leader

**Technology  
navigator /  
translator**

Strategic advisor



## FUTURE

**Strategic  
business role**

Global process  
owner

Industry leader



# Changes



Application Oriented Networks



Virtualization, IP-Addressable Storage



OffShoring and Outsourcing



WebSphere, Data Integration, On-Demand



Virtualization



Vista, Exchange 2007, DSI, Standards



Fusion, The Grid



NetWeaver, Business Process Integration

# IT Advances

All of these innovations must

**interoperate with preexisting  
environments** and previous  
generations of technology

Open standards

Cheaper and  
IP-networked storage

Clusters of small replaceable  
processors or blades

Faster and more  
extensive networks

Software as a service

Service-oriented  
architectures

# IT Advances

**VIRTUALIZATION**  
will become  
pervasive within IT



- **Processors & Computers:** Allows distinct operating systems to run in multiple partition on a single processor
- **Storage:** Regulatory changes are driving an exponential increase in storage needs
- **Networks:** Allow for fault-tolerant networks via pooling of network switches
- **Databases:** Allow important application data to be federated across dozens of servers

# IT Advances

## NETWORKS

are larger and faster, supporting more machines and carrying more diverse IP workloads



- New standard, such as IPv6, will be exploited to IP-enable all forms of data and voice
- Distinctions among storage devices, data devices, and voice transports will gradually disappear
- Networks becoming application aware to dynamically configure themselves

# IT Advances

## SERVICE-ORIENTED ARCHITECTURES

make applications more flexible, manageable, and secure



## SOA brings the promise of:

- More rational functional componentization
- Standard interfaces registered in centralized repositories
- A standard means to integrate processes and transactions

# IT Advances

## SOFTWARE AS A SERVICE

offers compelling economics, accelerated time to deployment, and increased opportunity for outsourcing



- The Future: New models of software use and deployment are emerging
- Hosted network and security offerings
- Increased outsourcing of IT processes and services

# IT Advances

## OPEN STANDARDS

Standards are proliferating at an astonishing pace!



- There are low-cost open-source alternatives to every major development standard, design tool, and run-time environment. This constitutes a giant step forward
- **SNIA** for storage
- And so on ...

# IT Advances

**Globalization**  
increases resource  
management issues



The enterprise must be secured even as it interacts with users outside the enterprise on a daily basis to execute business-critical missions

# Falling Prices; Device Proliferation



=

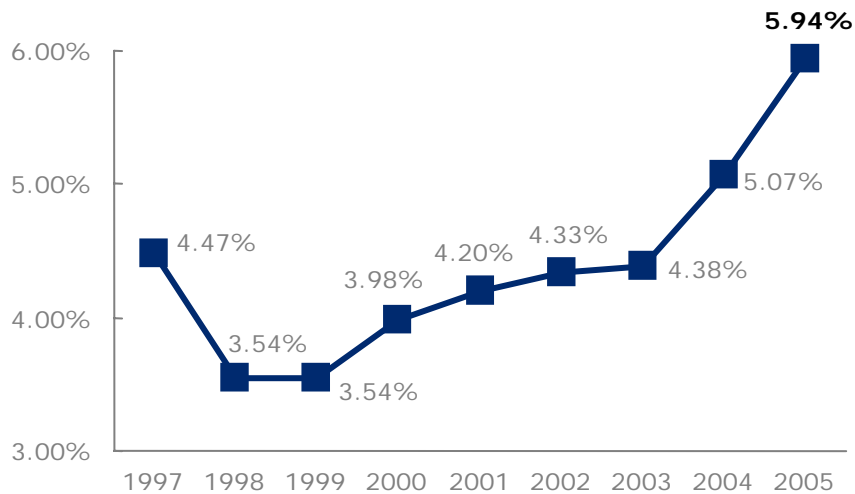


# Falling Prices; Device Proliferation

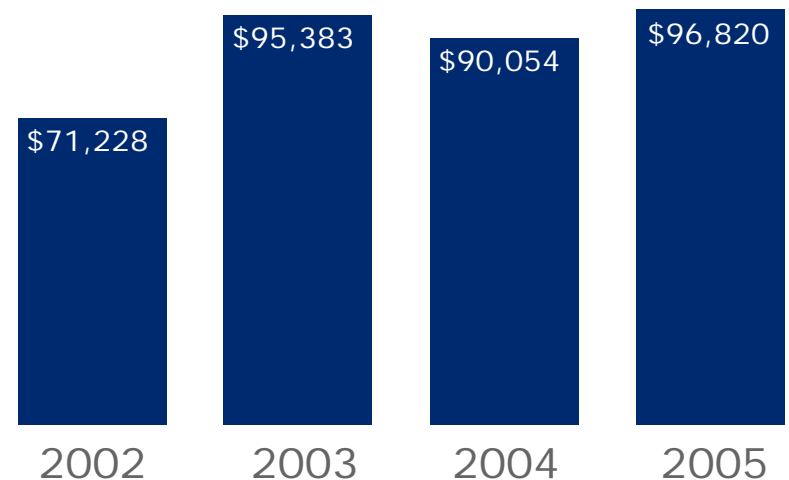
CATEGORY	PRICE	PERCENT	UNIT TYPE
MAINFRAME COMPUTING	↓	20%	per MIPS
UNIX SERVER	↓	18%	per Server
DISTRIBUTED SERVER	↓	10%	per Processor
STORAGE	↓	40%	per Installed GB
DESKTOP	↓	5%	per Client
SERVICE DESK	↓	15%	per Contact
VOICE	→	0%	per Active Device
WAN	→	0%	per Active Device
LAN	↑	5–10%	per Port

# More and More IT Labor Required

Cross Industry: IT Employees as a % of Total Employees<sup>1</sup>



Applications Development and Maintenance Support Cost



In a global economy that is growing about 4% per year, **these rising labor costs are simply unsustainable**

# Too Little on Transformation



56% = running the business<sub>1</sub>

24% = growing the business<sub>2</sub>

20% = **transforming** the business<sub>3</sub>

40% = capital expenditures

60% = operational expenses (**labor!**)

Most **IT budgets**  
leave their companies  
**running in place!**

# Too Little on Transformation



By managing IT more effectively,

**a CIO can deliver  
profound value to  
the business**

# IT Management is Largely Homegrown

**81%** of CIOs say that they use  
a **homegrown guide**  
to help them manage  
IT or no guide at all

# Getting Back to Basics

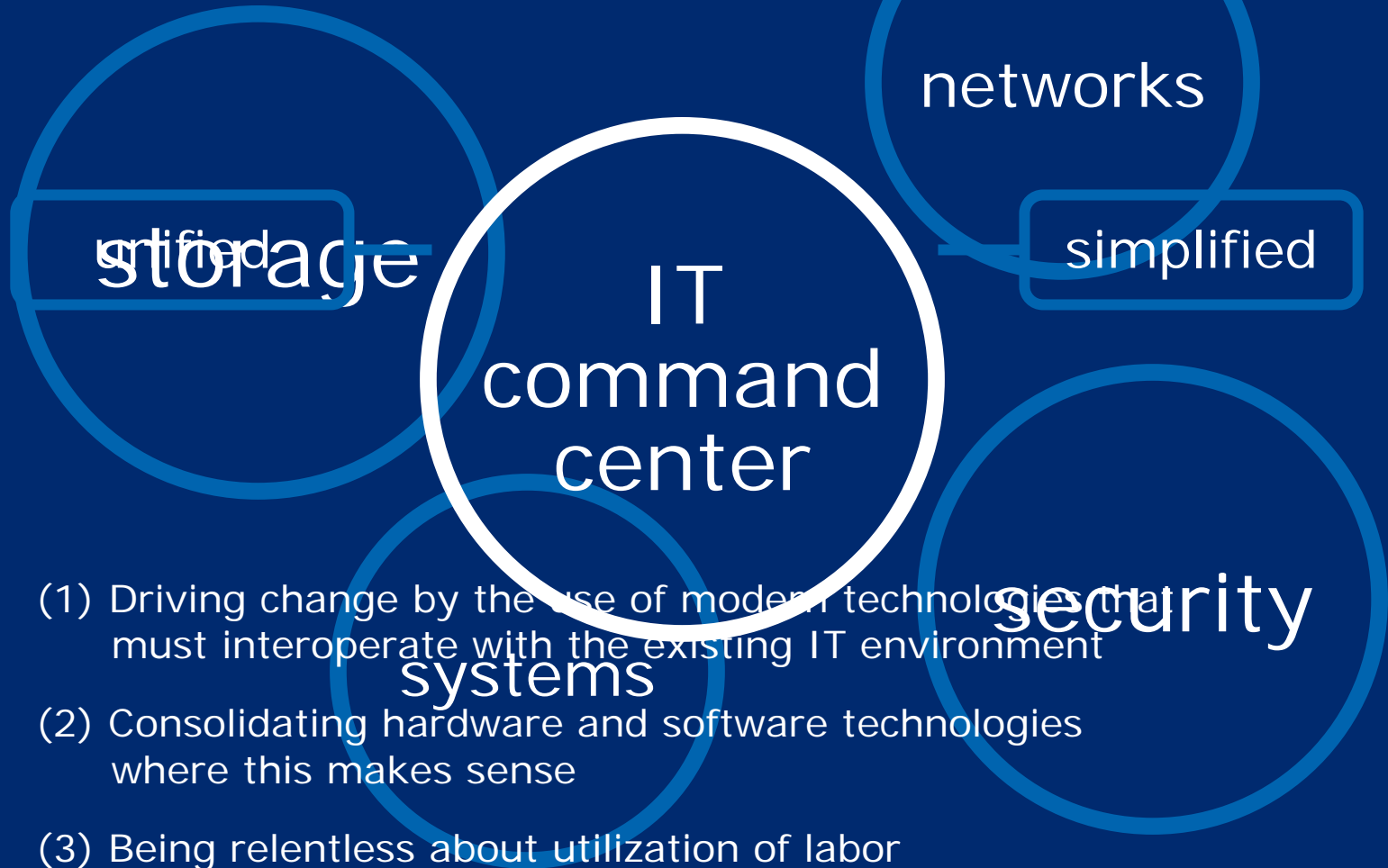
## Attributes of World-Class IT



# CA's Vision: EITM



# CA's Vision: EITM



# CA's Vision: EITM



- Security
- Enterprise Systems Management (ESM)
- Storage
- Business Service Optimization (BSO)

# EITM

in a number of operational and other areas. This approach gives organizations processes to reduce the costs of their operations, especially in the area of manual labor, and reduce the chance of human error.

**flexibility and agility**

to manage to meet its needs

# EITM

- 1 Manage Risk
- 2 Improve Service
- 3 Manage Cost
- 4 Align IT Investments

# SIMPLICITY

The next **BIG** thing!



# Thank You