

# Business Service Automation: Aligning the Technology Infrastructure with Business Goals

Sharon Chang

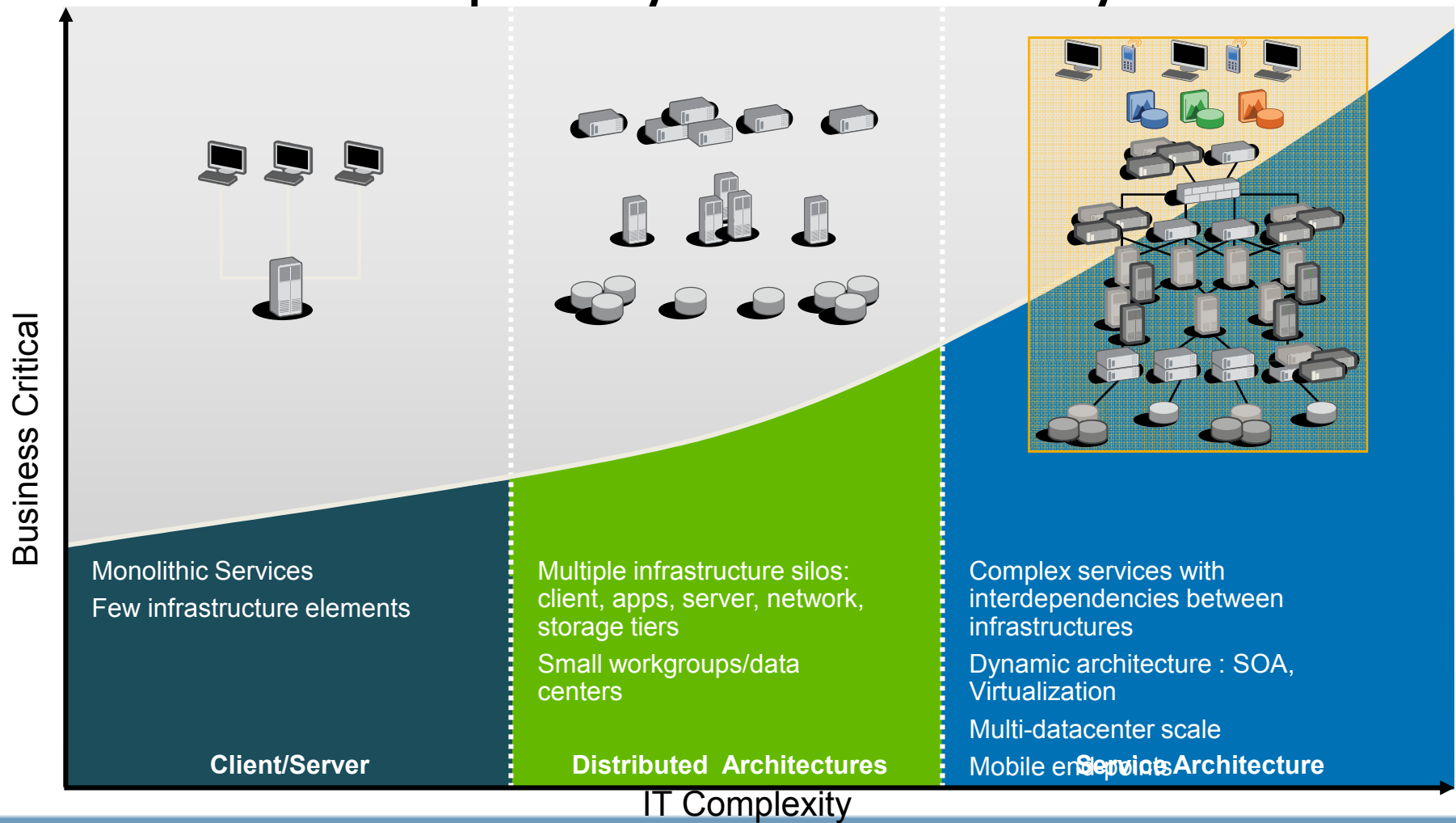
Director of Product Marketing

HP Software



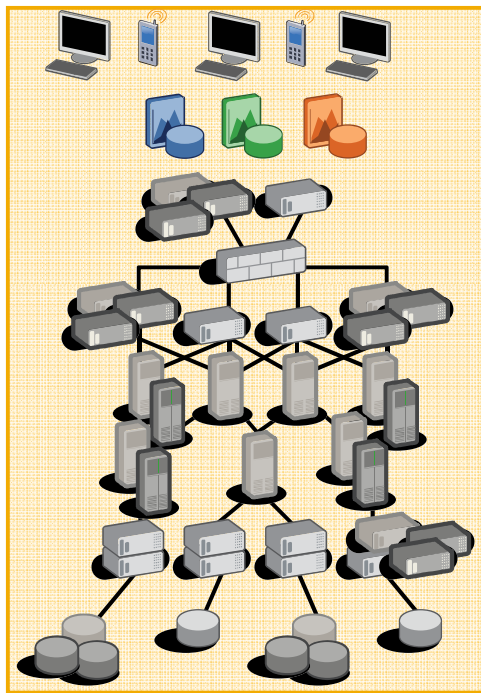
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# IT Architectures Are Increasing in Complexity and Criticality



# Business demand from IT

Manage, measure and report business services performance



## Business Demands

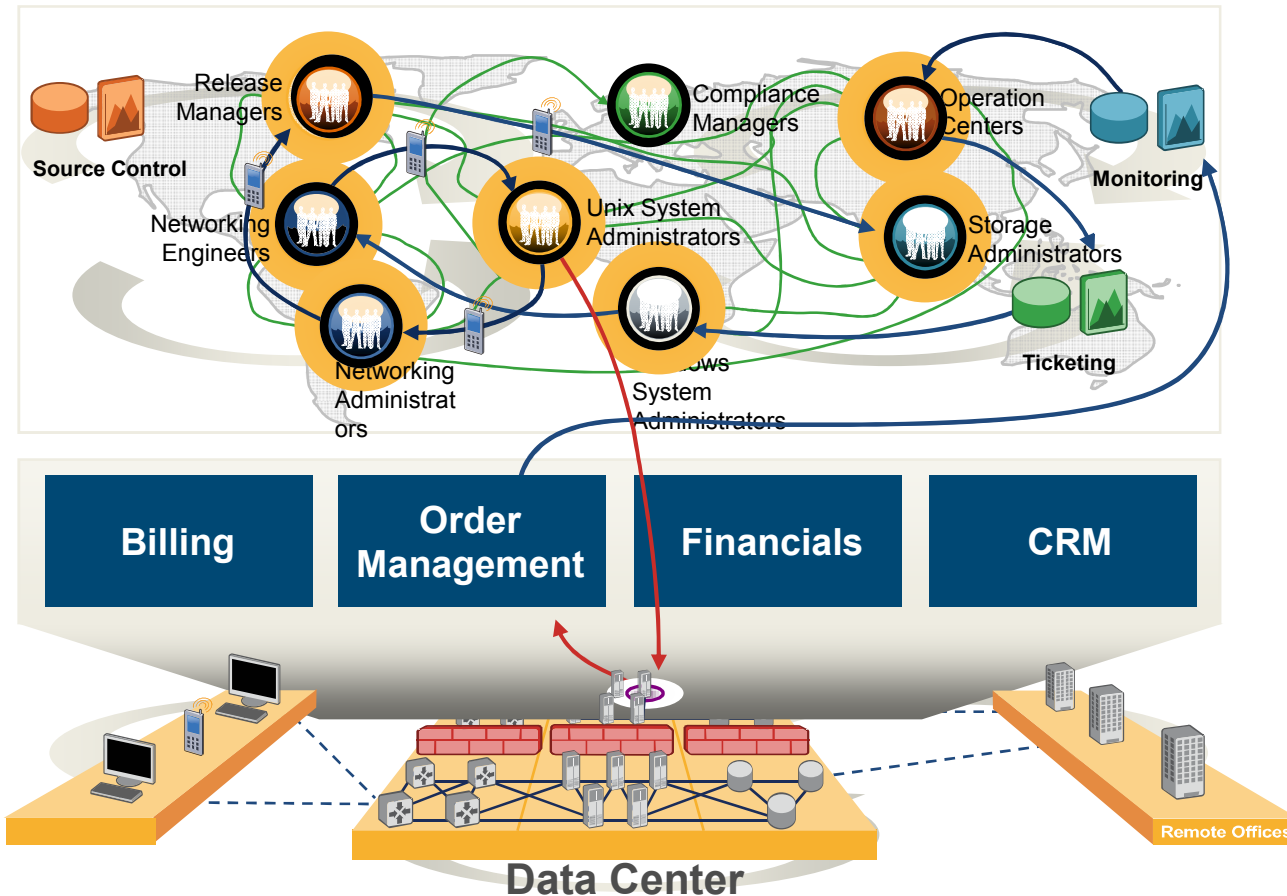
- Five 9's of performance and availability
- Full SOX, PCI and HIPAA compliance
- Zero-downtime upgrade of service
- 100% application and data security



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# Is IT living up to Business Demands?

## The Business—IT Gap Impact



### Business

11:45 p.m.  
“Order management  
is not working”

### IT

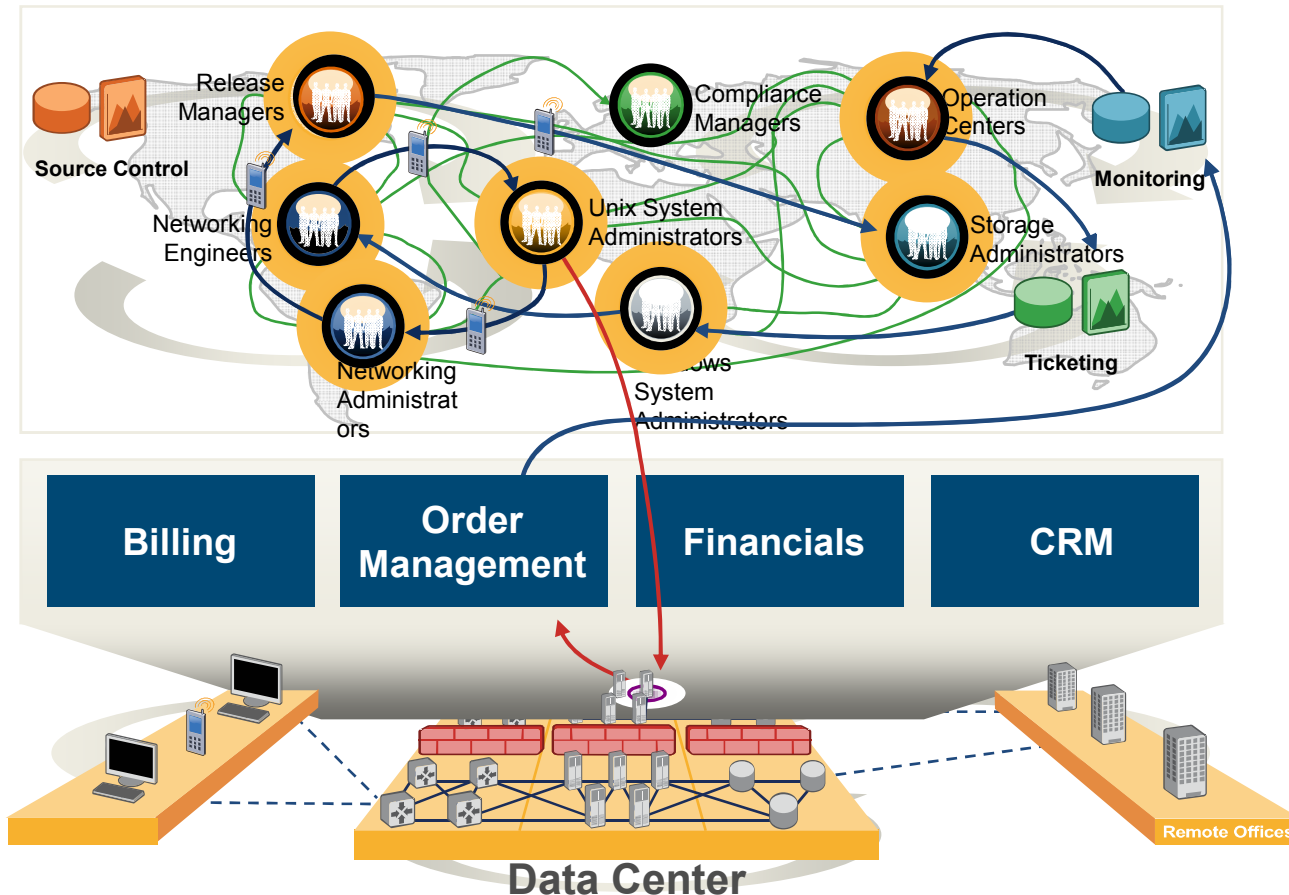
12a.m.:  
“What is Order  
Management?”

3a.m.:  
“Have we made any  
IT changes?”

1p.m.:  
“How do we fix the  
problem?”

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# Today's IT automation systems don't fill the gap



## Business Demands

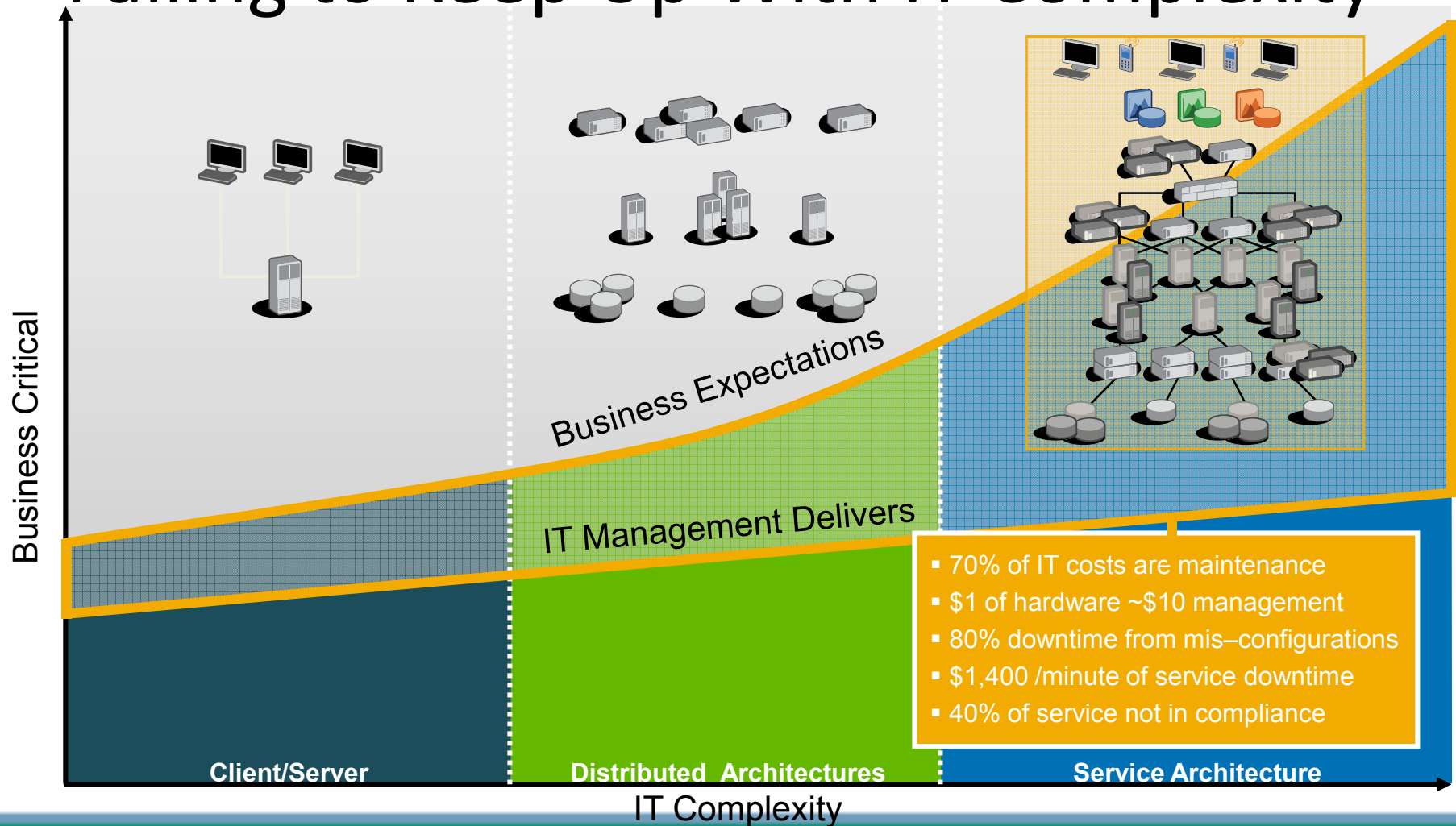
Business Service  
performance and agility

## Today's IT

- Lacks knowledge about Business Services
  - Cannot verify change impact, High MTTR
- Manually coordinated processes across systems and teams
  - High latency & error prone processes
- Disparate tools and manual scripts for change automation
  - Not scalable or efficient

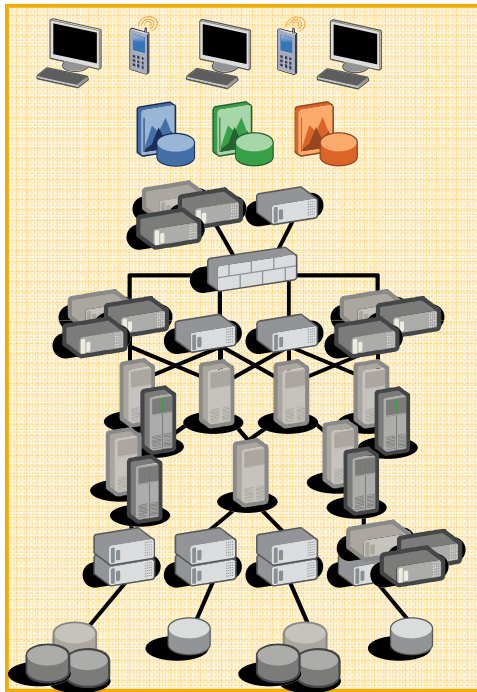
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# Business Impact of IT Management Failing to Keep Up With IT Complexity



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# What is Needed to Manage Today's IT?



Fully integrated solution  
with enterprise-wide  
scale

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# Key automation requirements

DISCOVER	CHANGE	COMPLY	DEPLOY
<ul style="list-style-type: none"><li>•Server</li><li>•Network</li><li>•Storage</li><li>•Client</li><li>•Software Application</li><li>•Cross-tier applications and dependencies</li></ul>	<ul style="list-style-type: none"><li>•Configuration management</li><li>•Patch management</li><li>•Deployment workflows</li><li>•Packaging</li><li>•Rollback</li></ul>	<ul style="list-style-type: none"><li>•Policy-based audits</li><li>•Remediation</li><li>•Actionable reports</li><li>•Cross-tier compliance views</li><li>•Ongoing updates of audit policies</li></ul>	<ul style="list-style-type: none"><li>•Software distribution</li><li>•Bare-metal provisioning</li><li>•Process-enabled storage provisioning</li></ul>
COORDINATE ACROSS SILOS AND INTEGRATE WITH EXISTING SYSTEMS			

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# Product options

- Integrated suite with different products for each admin group (server, network, etc...)
- CMDB-led integration for individual products
- Unified server and desktop product, separate network and storage products

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# Global reach

“We were managing servers in 50 different ways across different teams throughout our company...We wanted one approach with one automation tool for everyone.”

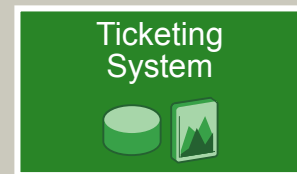
--Automation user

- Set policies once
- Utilize policies globally
- Report on policies globally

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# Use Case: Patch Trading Application

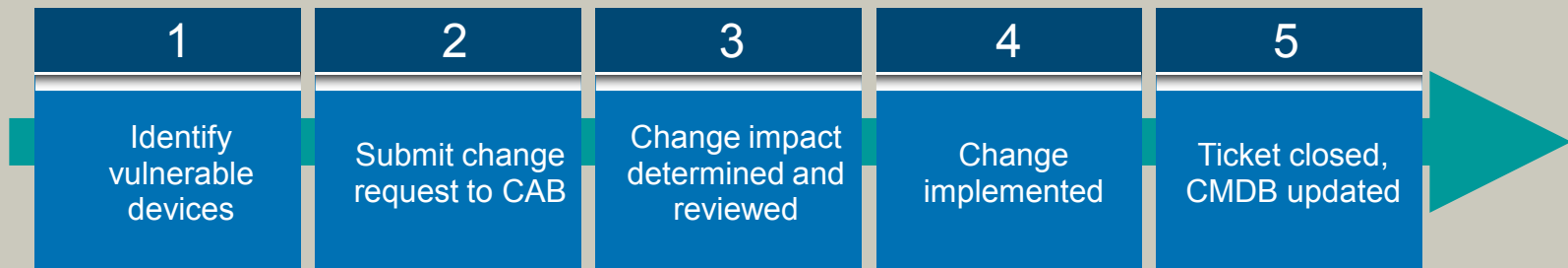
Multiple, disparate systems and manually coordinated hand-offs increase administrative cost and risk to service availability:



Result

Multiple non-integrated systems and data stores, manually coordinated hand-offs → too slow and error prone

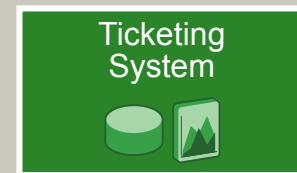
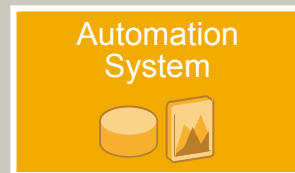
Integrated, Service-centric approach:



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# Use Case: Incident Management

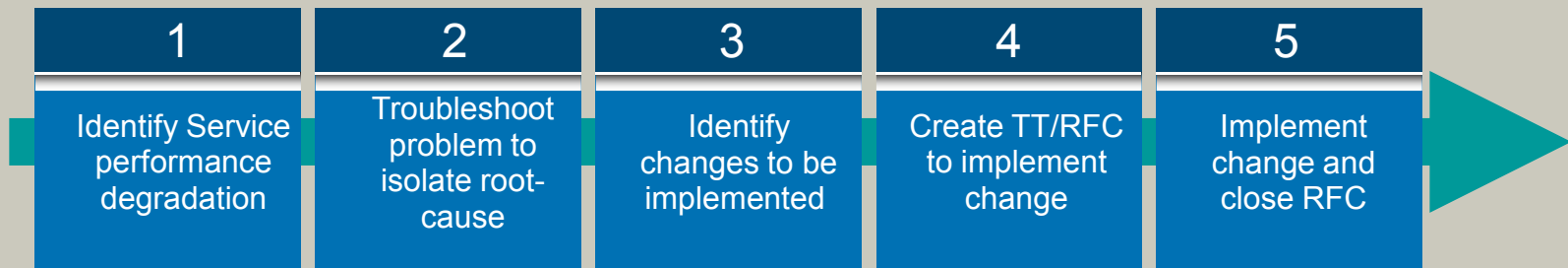
Multiple, disparate systems and manually coordinated hand-offs increase administrative cost and risk to service availability:



Result

Increased escalations: loss of skilled labor productivity  
Longer diagnosis and resolution times/higher MTTR

Integrated, Service-centric approach:



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# AMD

“Server and network compliance is important for such critical reasons as standardization and security. Business Service Automation software automated the process of checking our servers and network devices—something that would otherwise be impossible for us to do manually.”

—Kyle Rhynerson, AMD Service Delivery Manager



Objective	Approach	Results
Needed a better, more cost-effective way to audit its business-critical IT and networking systems as a foundation for an integrated, scalable, enterprise management protocol	Implemented Business Service Automation software which provided AMD with a set of robust, scalable, automated tools for auditing system components, status and compliance	<p><b><u>IT improvements:</u></b></p> <ul style="list-style-type: none"><li>• Auditing is faster, less labor-intensive</li><li>• IT has better understanding of IT, networking environment</li><li>• IT better able to keep systems in compliance with security standards</li></ul> <p><b><u>Business benefits:</u></b></p> <ul style="list-style-type: none"><li>• Auditing is more cost-effective</li><li>• Faster deployment, configuration changes improve ability to meet business users' needs</li><li>• Compliance with security standards reduces risks from security breaches</li></ul>

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# NYK

“With run book automation, we’ve replaced complicated, labor intensive procedures with automated workflows that are more consistent and save our company tens of thousands per month in operational costs, while improving service levels to our business users.”

–Kurt Shubert, Applications Support Manager and ITIL Problem Manager, NSRI



Objective	Approach	Results
To support existing software infrastructure while simultaneously preparing for migration to entirely new, business critical application—without adding headcount	Automate support workflows to free up staff time for training, migration tasks	<p><b><u>IT improvements:</u></b></p> <ul style="list-style-type: none"><li>• Time-to-repair reduced from 3 hours to seconds</li><li>• Maintain support levels during enterprise migration to new software infrastructure</li><li>• Improved data quality</li></ul> <p><b><u>Business benefits:</u></b></p> <ul style="list-style-type: none"><li>• Automating manual tasks reduced operational costs by \$5-10 million annually</li><li>• Faster response times mean business avoids cost of downtime, which can reach \$5,000/minute</li><li>• Support staff delivering more value such as increased capacity planning</li></ul>

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# Four tenets of Business Service Automation

## **Comprehensive infrastructure automation**

Integrated solutions for client, applications, servers, networks, storage, physical and virtual

## **Service-aware automation**

Model and integrate accurate service views into all automation solutions

## **Process-powered automation**

Integrated process workflows for coordinating operations across team and tools

**Proven enterprise-wide scale and deployment architecture**

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