The New Style of IT Operations

Sven Kniest
Sales Director, HP Software
Agenda

1. Vorstellung
2. Überblick HP Software
3. New Style of IT Operations
4. Fragen und Antworten
HP Software Evolution

Integrated Network & System Mgmt
IT Service Mgmt
HP Software Evolution

Service-driven Operations
DC Transformation
HP Software Evolution

BTO – Business Technology Optimization

Service Lifecycle Mgmt

Business Service Mgmt

SPI DYNAMICS

OPSWARE

3COM

TIPPING POINT

STRATAVIA

2007

2007

2009

2010
HP Software Evolution

Manage IT Value Chain
Automation & Security

IT Performance Suites
FORTIFY
ARCSIGHT
VERTICA
AUTONOMY

2010 2010 2011 2011
## HP Software

### Applications Delivery Management
- Tests und Bereitstellung von Standardanwendungen für Web, Cloud und Mobility
  - Application Lifecycle Management
  - Agile Manager
  - Qualitäts- und Leistungstests
  - HP Anywhere

### IT-Operations-Management
- Automatisierung und Überwachung von Cloud und Infrastruktur
  - Business Service Management
  - Service and Portfolio Management
  - Cloud-Automatisierung

### Security
- Neue Security, um Angriffe abzuwehren
  - HP TippingPoint
  - HP ArcSight
  - HP Fortify
  - HP Atalla
  - HP Security Research

### HP Vertica
- Die Analyse-Engine für Geschwindigkeit und Größe
  - HP Vertica Analytics Plattform

### HP Autonomy
- Vereinfachte Verwaltung von strukturierten und unstrukturierten Informationen
  - Kundenkommunikations-Management
  - Informationsanalysen
  - Informations-Management und -Governance
  - Marketing-Optimierung

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**HP HAVEn – Big Data-Plattform**
## HP Software – Innovationen in Aktion

<table>
<thead>
<tr>
<th>369 Patente</th>
<th>2,5 Mrd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>in FY13 eingereicht</td>
<td>Codezeilen innerhalb von Security SaaS-Abonnements</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Führender</th>
<th>78 Mio.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastruktur-SaaS-Anbieter</td>
<td>HP verhindert Eindringversuche pro Monat bei einem einzelnen Kunden</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&gt; 11 Bio.</th>
<th>&gt; 100.000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datenzeilen in der Vertica Datenbank einer Bank</td>
<td>physische und virtuelle Server über eine einzelne zentrale Ansicht verwaltet</td>
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</table>

<table>
<thead>
<tr>
<th>60 Petabyte</th>
<th>&gt; 5.000+</th>
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</thead>
<tbody>
<tr>
<td>Daten in der privaten Autonomy Cloud archiviert</td>
<td>IT-Betriebssworkflows standardmäßig von HP Cloud und Automatisierung unterstützt</td>
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</tbody>
</table>
**HP Software**

Ein Partner mit Größenvorteilen, auf die sich Unternehmen verlassen können

<table>
<thead>
<tr>
<th>Nr. 1 oder Nr. 2</th>
<th>Top 10</th>
<th>&gt; 50.000 davon</th>
<th>94 %</th>
<th>7.000</th>
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</thead>
<tbody>
<tr>
<td>an allen Märkten, an denen wir agieren</td>
<td>Softwareunternehmen</td>
<td>Kunden</td>
<td>der Fortune 100</td>
<td>Technologen, die Innovationen voranbringen</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Führende Produkte</th>
<th>95 %</th>
<th>TSIA Bewertung</th>
<th>Einer der größten</th>
</tr>
</thead>
<tbody>
<tr>
<td>in führenden Märkten</td>
<td>Kundenzufriedenheit</td>
<td>„Outstanding“</td>
<td>SaaS-Anbieter</td>
</tr>
</tbody>
</table>
A New style of IT... drives new requirements

New challenges

Real-time, connected streams of Insight & Context

Collaborative, Continuous Application Delivery

Mobile, Open, Infrastructure Aware Applications

Shared, Hybrid On-Demand Infrastructure
Ensuring business performance ... for the New Style of IT

- **Big Data Analytics**: Time machine for IT Ops
  - Eliminate “perfect storms”

- **Operations Bridge**: Gamification + Automation
  - Bust your war rooms

- **Application Performance Management**: End User Experience
  - Mobile, Cloud, On-premise

- **Unified Monitoring**: 3D IMAX experience
  - Hi-Resolution Insight

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Unified Monitoring

- Complete Monitoring of end-to-end Infrastructure
- Real time Performance, Configuration, Compliance
- Dynamic Real-time, Spiral Discovery based topology
- Physical, Virtual, and Cloud

“No other comprehensive monitoring solution can be set up as fast or easy as HP.”

Consultant, Large Enterprise Insurance Company
HP Systems Management

Assure across physical, virtual and hybrid cloud environments

- Reduce cost and simplify processes with consolidated performance and event data from heterogeneous architectures
  - Physical, virtual and cloud (private and public)
  - All layers of technology from each managed system
- Faster problem resolution with automation and root cause analysis with correlation and service map impacts
- Optimize and consolidate tools with ability to manage most complex heterogeneous environments from single solution
HP Network Management

Secure & efficient Network Management practices across enterprise & cloud environments

- Securely manage more customers, departments or sites at lower cost
- Quickly and easily train, deploy, integrate & operate
- Efficiently monitor from a common console using unified network data
- Automate Root Cause Analysis, compliance, diagnostics & remediation
- Manage cloud, virtualization & advanced network services
**HP Storage Essentials overview**

Maximize efficiency and reduce costs for your *heterogeneous* storage environment

1. **Assets**
   - What do I have?

2. **Capacity**
   - Who is using how much?

3. **Performance**
   - How is it performing?

4. **Reports**
   - Is it compliant, can I improve?
Application Performance Management

- Mobile, cloud and on premise applications
- Deep Application Analytics, Diagnostics & Remediation
- Wide coverage of application environments
- Available On Demand and On Premise

“We can detect an issue 1-2 hours before an application performance degradation happens”
Raphael Aquino, Sentara Healthcare
HP Application Performance Management

Treat your Applications like a VIP

Validate

#1 End User Experience

#2 App Discovery and Dependency Mapping

#3 Deep App Diagnostics

Predict

#2 Transaction Profiling

#5 Predictive Analytics

Isolate

Mobile Network

Web Server

App Server

DB
HP Application Performance Management
AppPulse - next generation SaaS offering

Synthetic Monitoring
App Diagnostics
Predictive Analytics Alerting
Rapid TTV
DevOps Integrations

www.hp.com/go/performanceanywhere
HP Real User Monitoring for Native Android & iOS Apps
Measure mobile application end user performance & availability

Problems it solves:
- Lack of visibility into how native mobile apps perform in the wild
- Unable to determine the “quality” of the end user experience
- Unable to protect the brand integrity on mobile devices.

Benefits:
- Baseline real user performance.
- Enables development teams to improve the end user performance.
- Assure and protect the brand equity

KPIs:
- Response times
- Availability
- User analytics
  - Number of users
  - Functionality used
  - Functionality unused

http://www.hp.com/go/mobilemonitoring
HP Real User Monitoring Mobile Health Report

Quickly visualize mobile app end user performance & availability by four key dimensions

Problems it solves:

- Lack dashboard to quickly see how your apps are performing
- Quickly isolate to app version, carrier, device type or OS
- Determine if 3rd party web requests are impacting your end user’s experience

Benefits:

- One stop application health visualization
- Quick triage
Continuous application performance delivery
Increase development and operation collaboration for continuous application performance

**Increase IT efficiency** – *Stop Reinventing the Wheel*
**Improve application quality** – *Increase Business Service Uptime*
**Accelerate time to resolution** – *Fix Application Issues Faster*

**Development**
*Testing*
- Performance Center
- Quality Center
- LoadRunner

**Operations**
*Monitoring*
- Business Process Monitor
- Real User Monitor
- SiteScope
- Diagnostics

*Data, events, scripts, SLAs, tools, knowledge*
Synthetic end-user monitoring from all locations
HP Business Process Monitor

1. Develop script or reuse testing script to quickly monitor applications

2. Monitor from all locations
   - Synthetic user Switzerland
   - Synthetic user New York
   - Synthetic mobile user Singapore

3. Verify key business service

4. Report and alert in centralized console

Verify business service (script)
- Launch Script
- Txn1
- Txn2
- Txn3

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Isolate issues in complex hybrid environments

HP Diagnostics

1. Proactive notification of issue

2. Transaction topology showing point of issue

3. Application component details isolating issue to the lowest level calls

4. Root cause of application issue
HP APM at UNITED

Changing the game

Minutes to recovery

# apps monitored

JUN-12

NOV-12

APR-13

Welcome to United

Sign in

Flight status

Airport maps

Book a flight

Check-in

subject to change without notice.
Operations Bridge

- Global, real time view of apps and infrastructure
- Advanced correlation and root cause across IT
- Automated workflows and orchestration
- Break through war-rooms with gamification, collaboration and mobile access

“Average incident resolution time been reduced from 30 mins to 2 mins and the administrator and fault management teams are not disturbed if the problem occurs during the night.”

Sinasi Bilgen, Turkcell
IT Monitoring evolution

4. Simplified, automated monitoring configuration for dynamic Hybrid IT environments, applies to and hides monitoring technologies and self-service tuning by non-Ops staff


2. Consolidated Operations and Performance Management

1. Separated domain management tools
HP Operations Bridge
ACT to Reduce Risk and Operational costs by up to 50%

Proven Value

- Improve Performance: SoftBank reduced number of alarms by 90%
- Maximize uptime: Vodafone: reduced downtime by 60%
- Reduce Operational costs: Sprint: 35% Reduction in Operating Budget

Softbank reduced number of alarms by 90%

Maximize uptime
Vodafone: reduced downtime by 60%

Proven Value

Sprint: 35% Reduction in Operating Budget
Unique topology based event correlation (TBEC)

Efficiency gains with advanced event causal correlation

Use case addressed by TBEC:
1. Something goes wrong in your environment
2. Monitoring reports multiple problems via events
3. Usually just one of the events describes the cause of the problem
4. Others are just symptoms
5. Fix the cause and the symptoms go away

TBEC dynamically adapts based on discovered data from RTSM
OMi – the manager of managers

Global IT view, less duplication, faster MTTR

Consolidate to single console

Correlate causal events

Cause
Symptoms

Network

Apps

Servers

3rd party

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Game dynamics are already used in various areas with positive results. user forums, communities, workforce motivation, ...

All people respond to the one or the other game dynamic.
Gamification: Engage your Operations Bridge users!

Increase user motivation - gain efficiency!

Take advantage of proven psychological theories to engage users

Motivate OMi users by providing direct feedback when they achieved something

Notifications, Timeline, Achievements for OMi operators and administrators
Big Data Analytics

• Collect, store, & analyse structured and machine data
• Replay history to recreate events and pinpoint failures
• Learn behaviour patterns to predict outcomes and optimize detection
• Powered by HAVEn technology

“This is really cool – you can gather all this information into a single system and present the data in a single page. I really like the play back feature as well.”

Alan Parker, Vodafone

Eliminate “Perfect Storms”
Transforming IT Operations with Big Data Analytics

Prepare, predict and pinpoint IT issues to defend against complex system failure

HP Operations Analytics
• Powered by HAVEn

Better end-user experience at lower cost
• 16x faster to diagnose
• 80% less downtime
• 80% less cost
DEMO
HP Operations Log Intelligence
Comprehensive IT Operations Log Management

- **Collect IT Operations data** from all logs on your systems and devices
- **Store all that data** highly compressed, for archival, rapid search
- **Analyze** raw log files in real time to deliver faster log analysis to IT operations
- **No-worry licensing model**, there when you need it

All product views are illustrations and might not represent actual product screens.
The solution: HP Service Health Analyzer

Predictive analytics

- Anticipate problems before business is impacted and prevent downtime
- Automatically correlate information from multiple domains
- Reduce cost of handling events by proactively investigating anomalies
- Automatically calculates baselines
- Self learning system – zero configuration/maintenance
- Uses EUM, Ops and 3rd party metrics

Based on multiple HP patents

**Predictive analytics is emerging as a game-changer. It helps answer ‘What’s next?’ and ‘What should we do about it?’**

Forbes.com

Get notified earlier!

BPM, RUM, Diag
SIS, OA, OMi
3rd Party
Why HP Business Service Management

Recognized leader - 25,000 Customers ...Your trusted partner for the New Style of IT

For the New Style of IT
- Big Data for IT Operations
- Hybrid IT & Cloud
- Mobile End User Experience
- Operations Bridge
- Analytics & Automation

Technology Leadership
- Ops Analytics
- Topology based Event Correlation
- Bayesian Predictive Analytics
- Gamification
- 20+ Patents/yr
- 900+ Technologists

HP delivers your way
- On-premise solutions
- SaaS solutions
- Leading infrastructure SaaS provider

Real value, real success
- Boeing reduced costs by $1M per year
- Florida Blue lowered MTTR by 80%
- Vodafone reduced downtime by 77%, increased availability to 99.9%

Market Leadership
- Gartner – rated “Strong” for BSM, ECA, Analytics, NW Mgmt, CMDB (2014 Assessment)
- Gartner – MQ Leader in Storage Management (Storage MQ 2012)
- Gartner – Visionary (APM MQ 2013)
- EMA – Value Leader (APM for Cloud Services 2012)
HP Business Service Management
Achieve operational excellence...in a dynamic world

Application performance management
- End-user experience
- Transactions
- Application diagnostics

Run-time service model
Comprehensive, automated and up-to-date model for dynamic services
- Server
- Network
- Storage
- Virtualization
- 3rd party monitoring tools

Universal event correlation and Service intelligence

✓ Reduce MTTR
✓ Reduce OpEx
✓ Improve health of business services
“We’ve clearly demonstrated the value of an end-to-end, integrated business services delivery model built on HP BSM software. The software paid for itself, and more, within the first year alone with 300 percent ROI. In the past 18 months alone we have reduced major incident volumes and customer lost hours by over 76 percent.”

Danny Tangney, Head of IT Operations, Vodafone Ireland
Vodafone KPI improvements

Annual Cost saving €1.2M, 1st year ROI 300%

Cumulative Customer Lost Hours
- 78% reduction

Average Service Restore Time
- 74% reduction

Root Cause Identification Rate
- 40% to > 90% Improvement

Major Incident Volume
- 19% reduction
Fragen & Antworten
Thank You

www.hp.com/go/bsm