

CA Unified Infrastructure Management MSO



At a Glance

To your clients and prospects, IT has never been more vital to business success. Consequently, IT monitoring has also never been more critical to their businesses. Now, it is practical and profitable to address this urgent market demand. With the CA Unified Infrastructure Management (CA UIM) Managed Service Offering (MSO), you can deliver the sophisticated monitoring services that boost your clients' IT and business performance—and build your profits and market share. The CA UIM MSO is a sophisticated package of sales and marketing resources that enable you to get new services to market faster.

The Market

Today, virtually every critical business service and activity relies on IT. Monitoring and managing IT services has therefore never been more critical.

The Need

While IT monitoring is vital, it is growing increasingly complex, time-consuming and challenging for internal staff to support.

The Opportunity

Deliver sophisticated monitoring services that help clients improve IT and business performance—and you can boost your revenues and margins.

The Growing Dependence on IT

Whether your clients and prospects are early stage and venture backed, or entrenched in the Fortune 500, they have one thing in common: IT is integral to their business. IT underpins business functions and supports day-to-day activities. Businesses rely on IT to manage operations, build and deliver products, and sell to and service customers. Further, a large, and growing, percentage of business services and activities are now running in the cloud. This includes SaaS-based applications for salesforce automation, e-commerce, mobility, customer service and many more—and all these activities are bringing unprecedented demand and complexity to corporate networks.

Why IT Monitoring Matters

Given businesses' reliance on IT, ensuring optimal performance and availability are critical mandates. For those chartered with running IT today, the stakes of success and failure are high. Following are just a few reasons:

- **For business to work, IT needs to work.** It only takes one outage to realize how critical IT is to the business. An email server goes down and employees can't communicate with customers. A Web server fails, and customers can't make orders—so they go to competitors' sites. User productivity, revenues, profits and more are all riding on IT.
- **IT innovation powers business innovation.** In today's application economy, business innovation is powered by IT innovation. Whether that means harnessing cloud services to adapt to customer demands more quickly, extending platforms to more effectively support mobile workers, or supporting virtually any other initiative, IT and business objectives are inextricably bound.
- **Compliance is riding on IT.** In recent years, compliance mandates have emerged as an increasingly important business requirement. Whether your organization has to comply with privacy regulations, credit card security standards, financial accounting and reporting requirements, or virtually any other mandate, IT is integral to achieving, sustaining and demonstrating compliance.

With so much riding on IT, ensuring high levels of performance and availability is a critical mandate. Consequently, IT monitoring is vital. It is only by monitoring and tracking the performance of IT services and infrastructure that you can understand, control and optimize IT performance and availability. It is only by optimizing performance and availability of IT that business performance can be optimized.

Monetizing Monitoring Services: The Requirements and Value

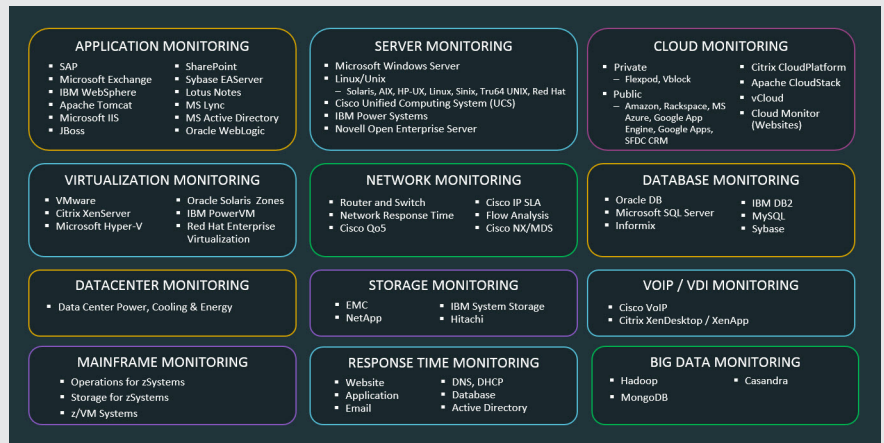
While IT monitoring is a critical effort for your prospects, it's not easy—and it's getting more difficult every day. Today's technical environments are highly complex, dynamic, dispersed and diverse. Business services now rely on a mix of insourced virtualized and private cloud environments and outsourced cloud services, including infrastructure-as-a-service (IaaS) and software-as-a-service (SaaS) environments.

All these factors make it very time consuming and costly for internal staff to monitor and manage IT availability and service levels. For most organizations, establishing the internal expertise required to monitor each of these environments can be challenging. Further, technological advances and innovations continue to come at a faster pace, which makes it difficult for internal staff to keep up, especially given the breadth of responsibilities they have to contend with.

Quite simply, there's a massive and urgent demand for specialized IT monitoring services, but little supply within your markets, which presents a compelling opportunity for your business. By delivering high-value monitoring services, your organization can meet a significant market demand, and realize substantive business growth.

To deliver advanced monitoring services that fuel real value and real profits, service

Expand your service catalog with CA UIM, a solution that delivers support for more than 140 technologies across your data center and the cloud



providers need to offer the following compelling capabilities to clients:

- **Extensive coverage and unified visibility.** Your organization needs to provide unified capabilities for managing your clients' dynamic and complex IT infrastructures, including systems running in their data centers and services they have running in the cloud.
- **Streamlined administration.** Your organization needs to minimize the time and cost associated with clients' manual IT efforts, and help them leverage tools that offer dynamic discovery and automated monitoring deployment and configuration.
- **Consistent, optimized service levels.** To succeed, your clients need to be able to meet demanding service level requirements. To help them accomplish these objectives, your organization must deliver sophisticated, real-time alerting capabilities that enable fast and efficient response, escalation and remediation.
- **High-value insights.** Your monitoring services ultimately need to provide substantive value to your clients. This includes providing predictive analytics and

trending reports that help clients more fully utilize existing resources and maximize the ROI of IT investments. By providing real-time dashboards that are customized for IT personnel and business executives, you can deliver the timely insights that fuel improved business and technology performance.

With these capabilities, you can deliver the following benefits to your customers:

- **Eliminate the effort and distraction of monitoring.** By taking care of monitoring implementation, tuning, report management, system upgrades and more—your clients' staff won't have to. When you offload this effort from their stretched internal resources, they can spend more time focusing on strategic initiatives.
- **Boost agility.** In today's dynamic markets and quickly evolving technological landscape, competitive threats and business opportunities arise with increasing speed. With your deep expertise and proven processes, you can help your customers establish the optimized IT capabilities that fuel business agility.

- **Enhance service levels and minimize downtime.** You can deliver the insights required to optimize service levels and minimize outages. Deliver 24-hour staffing, a resilient monitoring architecture and fast, actionable insights that enable quick response—so administrators can respond before issues have an impact on the business.
- **Maximize IT ROI.** By delivering robust monitoring services, your clients will get the visibility they need to make more informed investments and get the most out of the infrastructure they already have.
- **Cut capital expense.** Your clients can get advanced monitoring capabilities at a predictable, operational cost—and eliminate the up-front, capital expense associated with purchasing monitoring tools and infrastructure.

How CA UIM MSO Benefits Your Business

Now you can harness the tools and resources your organization needs to deliver high-value, differentiated and profitable monitoring services—with the CA UIM MSO. The CA UIM MSO is a complete, packaged bundle that provides the products, sales playbook and presentation, marketing guide, white label collateral and business enablement resources you need. Put these resources to work, and your organization can:

- **Increase revenues.** Capitalize on the comprehensive coverage of our solutions, so you can quickly and efficiently bring new monitoring services online. Take advantage of more cross-sell and up-sell opportunities within your existing accounts, and win bigger, more complex and more profitable deals with new clients.
- **Evolve more rapidly.** CA UIM MSO provides the capabilities required to help you more rapidly adapt to new challenges and

opportunities, and evolve your offerings so you can continue to deliver maximum customer value—and stay ahead of the commoditization curve.

- **Strengthen account control.** Through this offering, you'll gain the ability to deliver more strategic, comprehensive services that offer more business-level benefits. Consequently, your customers will grow more loyal to your business.
- **Enhance margins.** CA UIM MSO offers the centralization, automation and sophistication that will help your operations team boost efficiency and scalability.

Powered by CA UIM

This offering is powered by CA UIM, a solution that delivers the essential capabilities you need to proactively monitor and manage alarms, performance and SLAs across even the most dynamic and complex customer deployments. Following are the key differentiators of the CA UIM solution.

Comprehensive, unified coverage and visibility

CA UIM is an efficient, scalable platform that you can use to monitor and manage the following systems and services:

- Servers, such as Windows, Linux, UNIX, Cisco UCS, Novell Open Enterprise Server and IBM Power Systems
- Storage, including EMC, Hitachi, IBM System Storage and NetApp
- Networks, including routers, switches and firewalls
- Virtualization platforms, such as VMware and vCloud Monitor, Microsoft Hyper-V, Solaris Zones, IBM PowerVM, Citrix XenServer and XenDesktop and Red Hat Enterprise Virtualization
- Databases, such as Oracle, Sybase, Microsoft SQL Server, IBM Informix and IBM DB2

- Applications like Microsoft Exchange, Microsoft IIS, Active Directory, Citrix, WebSphere, JBoss, home-grown applications and much more
- Cloud environments, such as Amazon Web Services, Rackspace, Google Apps, Salesforce.com, Vblock and FlexPod
- VoIP environments from Cisco
- Virtual desktop infrastructures, including Citrix XenDesktop and XenApp
- Data center power and cooling
- Big data environments, including those running on Hadoop, Cassandra and MongoDB
- Mainframes, including IBM z Systems operations, storage and VMs

Scalability and availability to support expanding services and demanding customers

CA UIM delivers the capabilities that enable your existing staff to serve larger clients and monitor more systems. The solution makes it easy to scale the number of devices, events and consoles managed.

In addition, the solution features a true multi-tenant architecture that helps you securely and efficiently support a number of clients from the same infrastructure and platform. CA UIM is built on a message bus-based architecture that delivers:

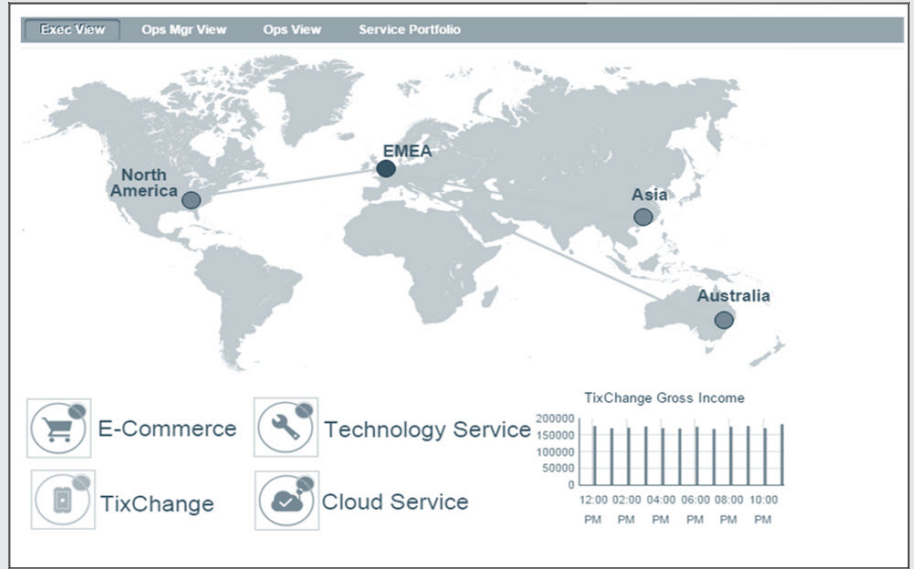
- Dependability—leveraging TCP/IP to maximize reliability of message delivery
- Scalability—having been deployed at the world's largest cloud and hosting providers, and proven to scale up to tens of thousands of servers
- Easy extensibility—featuring standards adherence and open APIs

Flexible deployment and customization options

CA UIM provides a range of capabilities that enable you to adapt monitoring services to the specific needs and infrastructures in your data center and customer environments:

- **APIs.** CA UIM offers APIs and automation capabilities that enable integration with any layer of infrastructure management, including presentation, application, message bus and data collection.
- **Software development kits (SDKs).** CA UIM provides a comprehensive set of SDKs that enable users to create custom data collectors. Consequently, the solution can help you build new revenue-generating solutions that address a client's unique monitoring needs.
- **Automation.** CA UIM offers a range of automation capabilities that make it ideally suited to dynamic, virtualized environments. CA UIM can automate discovery, agentless monitoring via policy templates and configuration and deployment of agent-based monitoring and display.

CA UIM: Dashboard for executives



- **Agent-optional coverage.** CA UIM offers capabilities for both agentless and agent-based monitoring. With its agentless monitoring, you can track areas where agents aren't practical, such as hypervisors, SAN storage systems and cloud environments. In addition, the solution features lightweight and efficient agents that enable deep system monitoring.

For More Information

Visit the service providers page at ca.com/sp to learn more about how CA Technologies is helping its service provider partners boost business results.

Try Now →

To sign up for a free trial of CA UIM, please visit

www.ca.com/us/lpg/ca-unified-infrastructure-management-trial.aspx

The CA Service Provider Center of Excellence delivers an extensive range of enablement services, helping to ensure that you get the targeted assistance and resources you need, when you need them. The Center of Excellence team can help you more fully leverage your technologies and investments, optimize your operations, enhance your go-to-market capabilities and scale intelligently—so you can more effectively accelerate your services and your business.

CA Technologies (NASDAQ: CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business, in every industry. From planning to development to management and security, CA is working with companies worldwide to change the way we live, transact and communicate—across mobile, private and public cloud, distributed and mainframe environments. Learn more at ca.com.