CA Infrastructure Management is a solution that helps your customers deliver high-performing IT services by providing:

- Discovery
- Fault isolation
- Root-cause analysis
- Configuration and change management
- Performance management
- Traffic analysis
- Trend analysis
- Predictive capacity planning

CA Infrastructure Management combines the patented and proven technology of the best of breed products from CA Technologies – CA eHealth® Performance Manager, CA Spectrum® Infrastructure Manager, and CA NetQoS ReporterAnalyzer™ with CA NetQoS Performance Center – so that, your customers can fully benefit from increased visibility and control over their infrastructure. Designed to scale to the largest enterprise, government, and service provider organizations, CA Infrastructure Management customers have seen as much as:

- 50% improvement in MTTR
- 15% reduction in monthly bandwidth costs
- 32.7% reduction in network disruptions

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MARKET NEEDS

CA Infrastructure Management meets the needs of CIOs and VPs and Directors of IT who voice these concerns:

“We have to improve our IT service delivery” – Pressure is on IT to become a partner in the business and to show how their IT services contribute to the bottom line. They must predictably deliver high-quality IT services – even in highly abstracted and dynamic virtualized environments. CA Infrastructure Management allows them to baseline how their infrastructure is delivering IT services, provide early warnings for performance issues and predict future capacity needs in physical or virtual environments. When service is impacted they can quickly understand the priority and find the root-cause to remediate the problem. CA Infrastructure Management integrates with the other service assurance products, such as CA Application Performance Management (CA APM) and CA Service Operations Management to further increase service performance and quality.

“We are moving our servers to 80% virtualization and need visibility into our virtual environments” – This is a common trend and virtual environments need to be managed as well as physical server environments. One major financial services firm found that CA Infrastructure Management with CA Virtual Assurance for Infrastructure Managers gave them the visibility they required into their diverse virtual environments and commented that it was “an easy implementation.”

“We need to consolidate the number of tools and tool vendors” – CA Infrastructure Management has many built in as well as add-on capabilities to address “tool sprawl”. Tool sprawl is a natural result of specialized domain managers, vendor-specific element managers and niche solutions that one engineer introduces and continues to use. Your customers don’t want the 51st tool, they want one that replaces tools 40 -50. CA Infrastructure Management can help. As part of a tool consolidation, one design company went from 26 to 6. Though not necessarily a consolidation-led opportunity, a major pharmaceutical cut its tool count in half, from 14 to 7.

“We need to reduce our annual spend” – Similar to tool consolidation, this is a distinct buying trend. The pain is the annual amount spent on maintenance. Tool consolidation is one solution. Vendor consolidation can be another result as customers look to gain buying leverage by using fewer vendors. In addition, vendor and tool consolidation simplifies the job for IT, reducing the learning curve and thereby reducing OPEX. Making more informed infrastructure decisions, based on an understanding of what applications, and which users consume network resources can arm IT teams with the ability to upgrade only where necessary and investigate alternatives such as job rescheduling, implementing QoS policies and reducing non-business critical traffic.
“Conference room correlation is killing us” — For many organizations, IT management silos persist across networks, systems, databases and applications. Whenever there’s a tricky issue, the only way to resolve it is to meet in a conference room and work through all possible scenarios. Call it Mean Time To Innocence (“I can prove it’s not my X”), or Mean Time To Guilt (“We have worked it out, and the root-cause is Y”). We may think conference room correlation was yesterday’s issue but many organizations are still stuck in that mode. Don’t spend your time finding the problem; spend your time fixing it.

“Voice and video are not just another application” — IP telephony (IPT) was originally billed as “just another application,” but IT quickly discovered that it wasn’t. IT also found out that it wasn’t just up/down that mattered, but the quality of voice, too. And the same holds true for video. Unified communications share the same sensitivities, such as to latency, and their proliferation make this need a rapidly growing requirement. It’s essential to know how the converged network is supporting the applications and to measure call and video quality against a baseline threshold for any network segment while monitoring the quality of service characteristics required by these traffic feeds that differ from data requirements.
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UNIQUE VALUE/SELLING PROPOSITION

Unique Features

- Automated discovery and visual topology mapping ensure you are managing your entire infrastructure end-to-end
- Model-based event correlation, fault isolation and root-cause analysis enable you to identify and remediate the most critical issues first, dramatically reducing mean time to repair
- Real-time status and exception reporting proactively detect issues so you can take action before users are impacted
- Customizable calculations for capacity planning—including “what if” trending based on application, location, and bandwidth—improve accuracy of decisions made regarding cost reduction and capacity requirements, so you can add capacity before performance is degraded and reduce it where it is not needed
- Visibility into 100% of traffic flow, QoS policies across the enterprise, and trends in applications, hosts and conversations help you make more informed decisions to optimize network performance
- Extensive reporting lets you demonstrate IT business value to executive and business stakeholders

In addition, CA Infrastructure Management has add-on capabilities that can customize the deployment to meet an organization’s specific requirements:

- **CA NetQoS SuperAgent®** for end-to-end application response time monitoring
- **CA NetQoS GigaStor™** for long-term packet capture and analysis
- **CA NetQoS Unified Communications Monitor** for Unified Communications quality of experience and network monitoring
- **CA Virtual Assurance for Infrastructure Managers** for centralized management of heterogeneous virtual environments
- **CA Database Performance** to proactively manage and alert on database performance across the IT infrastructure
- **CA Systems Performance for Infrastructure Managers** for centralized management of heterogeneous physical environments and proactive testing of business application responsiveness
- **CA Application Response** for sophisticated reporting of application performance for your client-server and Citrix-based applications

Lastly there are two upgrade products for customers that want to achieve the full capabilities of CA Infrastructure Management but already own solutions providing some of the CA Infrastructure Management capabilities:

- **CA Infrastructure Performance** – for customers who currently have CA Spectrum Infrastructure Manager or another fault management solution and want to add comprehensive performance and traffic analysis
- **CA Infrastructure Insight** – for customers who currently have CA eHealth Performance Manager or another performance management solution and want to add comprehensive fault, configuration and traffic analysis
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Value Proposition

When investing in an infrastructure management solution, your customers want to know:

- **Will it meet the needs of my environment as we grow and continue to add new and complex technologies?** Yes, CA Infrastructure Management technology is meeting the needs of the largest organizations with diverse and complex infrastructures. Their industry leading position enables them to invest to cover future technologies and vendors. Examples of large scale environments include: Sony Pictures, a large federal agency, a major insurer, a key communications provider, managed service providers, etc.

- **Will it help my IT staff manage our infrastructure better while keeping costs down?** Yes, CA Infrastructure Management technology simplifies IT management with cross-domain event correlation (physical and virtual systems, data and voice networks, databases, client/server applications) and enables organizations to visualize performance information on a single enterprise dashboard. In fact, in mid-January 2011, we announced that Gartner, a leading analyst firm, positioned CA Spectrum Infrastructure Manager, a key component of our Infrastructure Management portfolio, in the Leaders Quadrant of its Magic Quadrant for IT Event Correlation and Analysis (ECA) based on our completeness of vision and ability to execute. Refer to the customer stories and economies described in IT Economics: CA Infrastructure Management Reduces Operational Costs and Increases IT Efficiency.

- **Is my investment in existing tools and third party products protected? (other than those you are consolidating)** Yes, CA Technologies is known for its platform and vendor neutrality and our ability to integrate tightly with other CA Technologies products as well as a broad range of third party products and solutions.

- **How complicated is it to get this solution up and running?** Not complicated at all. We can discover issues and deliver management reports within hours. Demonstrate the technology by performing a pre-sale workshop or PoC. Both have been very effective in clinching sales deals. Prove the ability of CA Technologies to provide rapid time-to-value by demonstrating how we can discover issues and deliver management reports within hours — unlike our competitors, which require extensive manual procedures to get their software up and running. Note this story of Day One value from a workshop at a major university:

We were at the end of day one of the CA Infrastructure Management workshop. The solution was up and running and pulling events and performance from the network. During a walkthrough we saw an “Errors on Full Duplex Port” alarm on a core switch. That alarm indicated that there was a duplex mismatch. The client’s senior network engineer didn’t believe the alarm and started to leave the room so that he could go to his workstation to log into the switch and check the settings. The CA Technologies sales team showed him how to log into the switch directly from within the CA Infrastructure Management solution. He then checked the configuration and found that there actually was a duplex mismatch. He fixed the configuration and the issue was resolved. The total time to resolve this problem was 15 minutes, including talking. We later found from a junior network admin that this problem had been affecting network performance for over a year.
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TARGET CUSTOMERS & AUDIENCE

Top customer compelling events leading to a sales opportunity:

1. Network outages or degradation that are difficult to solve
2. Tools rationalization/consolidation project
3. Service provider that has to manage many disparate environments
4. Enterprise that wants a multivendor hardware strategy with a single management console
5. Merger or Acquisition that comes with new data center
6. Upgrade to 10G network

Enterprises

- Looking to deliver adequate service at the best possible price
- Requiring more visibility into critical applications and transactions and how they relate to the infrastructure.
- Transforming to highly virtualized environments
- Considering alternative IT delivery models—cloud, SaaS, multi-sourcing—and need to accommodate platform changes or new types of applications and service models.

MSPs/CSPs

- Looking to grow the business and retain customers
- Adding more “enterprise” class SaaS offerings like SAP
- Need to add differentiated offerings that easily support new technologies and can be rolled out quickly, with incremental investment and minor on-premise efforts.
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HOW TO DIFFERENTIATE CA INFRASTRUCTURE MANAGEMENT

HP, IBM:

- Products are labor-intensive and require extensive manual procedures to deploy and large teams to use. Many products are typically required to manage their infrastructure.
- HP and IBM’s NetFlow reporting products have severe scalability and deployment challenges in production. They will often partner with 3rd parties such as NetScout if traffic analysis is a core requirement.

How CA has won:

- The ability to execute and show that the products from CA Technologies can perform during a POC in a production environment.
- The ease of deployment and substantially lower TCO of the solutions from CA Technologies is compelling to clients.
- Demonstrate the ease of use and power of the superior event correlation and root-cause analysis from CA Technologies.

BMC, EMC:

- BMC and EMC have good event and fault correlation products but do not have the underlying data collection to back it up. Neither has good infrastructure performance reporting like eHealth with time over threshold.
- Both vendors lack traffic analysis reporting without partnering. BMC will often partner with Entuity for this and infrastructure performance reporting requirements.

How CA has won:

- The ability to execute and show that the products from CA Technologies can perform during a POC in a production environment.
- Demonstrate that CA Technologies has an integrated, powerful view of fault and events into performance. We not only offer the dashboard but the data that feeds in to create it. Again, organizations want fewer tools not more, and certainly not more from “3rd” parties.”
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SolarWinds, Nagios, MRTG:

- These solutions are inexpensive and usually targeted at the SMB market.
- These products do not offer the complete breadth of integrated functionality CA Technologies does.
- Customers outgrow these solutions when they need enterprise-class scalability and integrated visibility.

How CA has won:

- Demonstrate our ability to report on even the largest environments and bring disparate event and performance data into a consolidated view.
- Show the ease of use and power of the event correlation and root-cause analysis engine and the additional time savings that this offers.
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TOP FIVE QUALIFYING QUESTIONS

Q: How do you proactively predict service degradations or outages before users are impacted?
A: Highlight how CA Technologies helps IT become proactive by being alerted of developing performance and availability issues before users are impacted.

Q: How do you know what users, applications or services are impacted when an incident occurs? How do you report against an SLA?
A: CA Technologies service-oriented management allows IT to prioritize incident and problem resolutions based on impact to the business instead of impact to individual devices. It also enables IT to document its value to the business via SLA reports and supports the ITIL best practices framework.

Q: How do you create a service model, quickly identify the root-cause of an event and achieve fast MTTR?
A: CA Technologies automates labor-intensive asset discovery, topology modeling, event correlation, fault isolation and incident resolution improves service level availability, while lowering operational costs.

Q: What users and/or applications are consuming bandwidth on your network and on your WAN links? Can you prove the value of your infrastructure improvements and investments to end users?
Do you know if your network can support good performance for new applications?
Do you understand what type of traffic is on your network and which hosts and users are consuming the most bandwidth?
A: Highlight the superior collection of predefined and customizable reports for troubleshooting, measuring utilization that is approaching capacity, identifying under-utilized assets and measuring achievement against service-level agreements. These can show IT’s value as a strategic asset for the business.

Q: Do you have visibility into how your network and data center resources are being utilized?
Can you quantify the impact of non-business related network traffic on application delivery?
Do you have insight into historical data to leverage with customized calculations to forecast future capacity needs?
A: Discuss our ability to capture 100% of the traffic flow and analyze trends in applications, hosts and conversations per Quality of Service (QoS) policy as well as customizable capacity planning for better informed decisions on network infrastructure and capacity.
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OBJECTION HANDLING TIPS

Q: We have incumbent solutions in place (if it’s not broken, don’t fix it)

A: “Free” Open Source (Nagios, MRTG) — Although low-cost or no-cost support is generally nonexistent, quality is always a risk and solutions are typically dependent on the “advocate” who introduced the tool, which requires a significant amount of customization to achieve robustness (e.g. advanced analytics).

Low-end (What’s Up Gold, SolarWinds) — Although the initial purchase price is the prime attraction ($2,500 USD to $20,000 USD), former customers universally cite lack of scalability, features and platform support (e.g. Windows, Unix, and Linux). Additionally, while initial purchase prices are low, the associated cost of downtime, poor application performance and lengthy MTTR will cost more in the long run.

High-end (IBM, HP, EMC, InfoVista) — CA Technologies offers superior out-of-the-box intelligence, integration with related IT operations management solutions, and a time-to-value and total cost of ownership advantage. CA Technologies products can provide additional visibility into key missing metrics – the performance of applications running across your network. Additionally, metrics and views can be easily integrated into any third party or home-grown management Web portal.

Q: “We have no budget”

A: Share the IDC report “IT Economics: CA Infrastructure Management Reduces Operational Costs and Increases IT Efficiency” Sponsored by: CA. Mary Johnston Turner, July 2009. Offer assistance from the Centre of Excellence Business Analysis Team, which will assess the operational/economic value of CA Technologies solutions, help customers to justify the investment in our solutions, communicate with C-Level decision makers, and create credibility through professional presentations.

Share some customer anecdotes regarding the cost effectiveness of CA Infrastructure Management:

- A major telecommunications firm needed to scale up to support a potentially large deal ($35+). With CA Infrastructure Management they enabled the large sale for increased revenue, consolidated down to one vendor for reduced cost and simplified their IT for reduced operating costs.
- At a major university the CA Infrastructure Management solution solved a problem in 15 minutes that had been affecting network performance for over a year, saving ongoing costs and aggravation.
- A major insurer needed to increase their visibility across the enterprise and improve ITIL processes. Investment in HP resulted in many disparate tools that could not provide the visibility although their ITIL processes were improved. CA provided a POC, getting a full Service Assurance solution, including CA Infrastructure Management up and running in 2.5 weeks. In another 3.5 weeks they had trained the insurer’s IT staff on the solution so they ran their own use cases, maintaining and end-to-end view throughout. The cost savings on training and ongoing use was substantial while the solution met all their requirements.
- Appriss - Optimizing infrastructure utilization and saving money: As well as avoiding the expense of significantly expanding its IT team, Appriss has also averted the need to invest in a $6 million data center. As Pantke explains, “The CA Technologies solutions help us make better use of our existing infrastructure and prevent unnecessary capital expenditure. For example,
CA Infrastructure Management

capacity management data collated by CA eHealth PM enables us to identify assets or networking links that are under-utilized, so we can change provisioning levels.” Follow the Apriss link to read the external success story.

- **RWWA** – Protecting revenue: Racing and Wagering Western Australia (RWWA) is responsible for administering thoroughbred, harness and greyhound racing in Western Australia. “If our IT infrastructure suffers an outage on the day of a significant event, we stand to lose millions of dollars of turnover that will never be recovered,” says Glen Fee Chief information Officer, RWWA. To ensure the core network that supports its betting terminals remains highly available, RWWA is in the early stages of implementing CA Spectrum IM and CA eHealth PM. “The CA Technologies’ solutions will be used to monitor around 4,000 network devices and the wagering platform, which is based on IBM Power6 Systems and 40 servers,” comments Fee. To continue providing the expected transactional response, RWWA is currently implementing CA Application Performance Management. “By centralizing and automating IT management, we will be able to be more proactive and massively increase efficiency,” comments Fee. This will enable RWWA to: minimize IT support and travel costs, improve the customer experience and protect wagering revenues. Follow the RWWA link to read the external success story.
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**CUSTOMER REFERENCES/MINI STORIES**

- “In just a single day we were able to track down a major problem that had been affecting our Web platform for months.” Systems Engineer
- “In 15 minutes we were able to track down a network performance issue that had been plaguing us for a year.”
- A large metropolitan area transit system was having trouble with power outages and their fare collection system. The CA Infrastructure Management solution, along with other Service Assurance solutions, helped them become proactive in managing their environment, improve their application performance and mitigate problems with their power situation.
- A large customer services firm wanted to win a contract with Apple Inc. to service the AppleCare support program. Apple was evaluating the services provided by this company on a trial basis. During training for their personnel in Tucson, AZ, the Apple rep instructed the trainees to download a training video. Only 2 out of 30 trainees were able to download the training video successfully. The trainees were also experiencing degraded performance for call center applications. Apple cancelled the training and wanted to stop the entire trial. The firm’s CIO got on a phone call with his counterpart at Apple and was able to explain to him that the call center application degradation of quality was caused by the video download. All 30 users were trying to download a 50 MB video and that clogged the WAN links at the call center location that were servicing both internet usage and critical applications. They only had this visibility because of CA Infrastructure Management. Knowing the root-cause and reducing MTTR resulted in a new contract for revenue!
- Aurora Health Care improves the quality of patient care across 113 clinics and hospitals by optimizing network performance. CA Technologies solutions enabled this US health care provider to monitor the performance of 8,000 devices and maintain 99.97 percent network availability, simplifying and lowering network costs while improving patient care.
- “The acquisitional nature of the organization had led to a diverse IT infrastructure that was complex and costly to manage. CA’s solutions have helped us to increase the efficiency of IT management and ensure that we consistently achieve our SLAs,” Kaivan Rahbari, Senior Vice President of Technology, Fidelity National Information Services.
Pricing

For product pricing and upgrade pricing, please contact your relationship manager or CApartners@ca.com.
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SALES RESOURCES

Sales Tools
- See the IM Quicklinks page for links to all internal and external sales collateral.

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