are you helping your customers evolve their IT management solutions to ensure quality of service and quality of experience in physical, virtual, cloud or hybrid environments?
Service Assurance solutions from CA Technologies help you provide your customers a complete IT management framework, regardless of the environment they use today or will use in the future. CA Technologies world-class solutions provide visibility, tools, and the correlation engine needed to proactively manage service levels for mission critical applications, physical, virtual, cloud and hybrid infrastructures and link these components for a complete operational view of IT health.
executive summary

Challenge
Your business is about creating differentiation for yourself and delivering agility to your customers. Cutting through the clutter to offer solutions and services which bring unique value to the market is how you set yourself apart from the pack. Delivering agility to customers means understanding their business in order to architect and deliver comprehensive solutions consisting of the right tools, professional services, and managed services for them to achieve their goals.

Opportunity
As IT delivery models evolve, your customers are compelled through cost imperatives or driven by user demands to deliver services in new ways. Whether those services are delivered internally on premise or though managed services from external providers, the highest levels of management for service levels is required to meet end-user expectations. Often your customer’s management toolset has not kept pace with the rate of change and new management paradigms. Methods of application performance management and monitoring, and network management are outdated, or are a patchwork of solutions that do not work together to give the applications, networks and operations team an integrated view of service levels and a means to quickly identify and resolve issues. Further, none of their toolsets provide a fully integrated operational view of the overall health of the services that run on top of their infrastructure. As users modernize infrastructure and transition to on demand models, they will rely on partners who can take best of breed toolsets, combine them with professional services to re-engineer management process, and deliver complete solutions in any of several environments.

Benefits
By leveraging tools and support offered by the Service Assurance solutions, business partners will reduce sales cycles, and uncover new consulting and services opportunities driven by the depth and breadth of management options this technology delivers to customers. In addition, partners gain a strategic seat at their customers’ decision-making table by providing solutions to assure that both mission critical applications and their associated infrastructure are performing and meeting service levels.
Section 1: Challenge

Transitioning to new IT environments

IT organizations are grappling with a coming sea change equal to or greater than the transition from mainframe computing to open systems. End-users are demanding greater flexibility and agility in the acquisition of and provisioning of compute resources. Whether your customers are retooling internally to meet these challenges, considering public cloud computing models, or a hybrid model, your role as consultant and/or direct service provider is critical in helping them make the transition.

Assuring availability of critical services

Management plays an important role in enabling critical services. Looking at overall spending intentions for 2011, 31% of survey respondents told the Enterprise Strategy Group that they planned to increase spending on Infrastructure Management Software. In addition, 33% said that business process improvement, driven largely by major application upgrades and virtualization would have the greatest impact on their IT spending over the next 12-18 months. This return to a focus of making proactive investments, combined with a reduction in the numbers of survey respondents stating cost reduction as their key driver, means that the opportunity to assist customers in fundamental infrastructure improvement has returned. Nowhere is this more necessary than in the tools that manage and link applications and infrastructure to critical business services.

One of the most important considerations for your customers is to provide the same or better levels of application performance and infrastructure availability in virtualized or cloud compute models as they did in their physical environment and on-premises models. Couple this with a natural resistance to change on behalf of users, and it becomes even more critical for IT departments to have end-to-end visibility across the entire infrastructure to make sure that the company’s first forays into new compute models show the same or better levels of management maturity as the current operating environments.

With so many moving parts to create in an end-to-end service, your customer must have access to tools which link all aspects of infrastructure into a single unified view. Only then can they isolate individual problems, assess their impact on the services delivered, and be able to take specific remediation action to solve problems.

Whether evaluating a tool for your customers to leverage or for you to use in your own service delivery, only this unified view across entire functional services will allow a transformation from management as a siloed activity looking at discrete systems with ad hoc tools to a complete solution assuring service across physical, virtual, and cloud deployed infrastructure.
Section 2: Opportunity

Ensuring service delivery with Service Assurance solutions from CA Technologies

Service Assurance from CA Technologies is a mature, tightly integrated portfolio of products that dramatically simplifies IT management to quickly understand the real-time health, risk and performance of services, applications and transactions, and quality of the end-user experience across physical, virtual and cloud environments. Bridging the gap created by technology silos, our Service Assurance solution uniquely links applications, real users, transactions and services with the underlying IT infrastructure to provide a comprehensive, unified understanding of how applications and infrastructure deliver business services. With Service Assurance, you can have complete visibility into the end-users experience of your critical services and if those services are at risk, to quickly diagnose and resolve problems, improve service quality, protect revenue-generating services and enhance user productivity.

Reporting information is presented in context for executives, real-time operations personnel, application owners and infrastructure specialists, enabling your customers to focus on issues that have the greatest impact on their critical services and users, manage SLAs proactively to meet business objectives and enable more effective communication between IT and business executives. Optimized for today’s large, complex and rapidly changing IT infrastructures, the Service Assurance solution dynamically scales to deliver consistent performance in physical, virtual and cloud environments, enabling IT organizations to be more responsive, agile and effective. A platform-neutral approach makes it fast and easy to integrate with numerous IT management products—including solutions from CA Technologies or third-party vendors—to protect your technology investments while delivering a rapid time-to-value.

Service Assurance includes integrated solutions in three areas:

- **Application Performance Management**—CA Technologies combines market-leading cross-enterprise application performance management with advanced business transaction management and application-aware infrastructure monitoring in a comprehensive, integrated and easy-to-use solution that delivers end-to-end visibility into all real end-user transactions across the application infrastructure—physical, virtual, cloud and mainframe. With CA Application Performance Management, your customers can proactively identify, diagnose and resolve problems before users are affected and assure consistently high service delivery levels that meet customer expectations and business objectives.

CA Application Performance Management monitors all Web and non-Web transactions as they traverse the application infrastructure and automatically links those transactions to dependent components to deliver a business-centric view of application health, prioritize incidents based on business impact, pinpoint failing components quickly and tie real end-user experiences to the infrastructure. This helps reduce costly and time-consuming problem resolution guesswork, increases IT productivity and improves alignment with business owners, while continuously enabling optimal performance of critical end-user transactions and revenue-generating services. Optimized for today’s large, heterogeneous and demanding production and pre-production environments, CA Application Performance Management deploys rapidly with little overhead, scales to manage millions of
transactions and is easy for both business and IT executives to use, accelerating your time to value while increasing return on investment.

- **Infrastructure Management**—CA Technologies combines application-aware infrastructure monitoring with comprehensive traffic analysis and market-leading proactive performance management to deliver end-to-end infrastructure visibility and control across physical, virtual and cloud components, including numerous third party platforms. With Infrastructure Management from CA Technologies, your customers can proactively manage the performance and availability of the service delivery infrastructure—and all of the traffic it delivers—to maintain consistently high service quality levels that meet end-user expectations and business objectives. By discovering infrastructure and relationships, preempting performance and availability issues, analyzing traffic flows and trends, and predicting future capacity needs, your customers can make more informed spending decisions and become a full partner in improving their organization’s bottom line and ensuring its success.

Infrastructure Management is optimized for today’s infrastructures, scaling to meet rapid growth and adding new technologies for increased responsiveness and agility. It manages a range of IP service technologies found in diverse infrastructures, ranging from QoS to multicast, ATM to MPLS. It manages all the traffic types the infrastructure carries; whether data, voice or video its impact on infrastructure capacity is monitored and assessed to maintain a true picture of how well the infrastructure can deliver services. Whether an enterprise, a government agency or a service provider, the ability to support existing technologies and the flexibility to embrace new technologies and manage diverse platforms, will enhance your customer’s ability to deploy and manage new services quickly and reliably.

- **Service Operations Management**—Service Operations Management from CA Technologies correlates and analyzes information from infrastructure management, network performance management, application performance management and other third-party IT management tools, helping you improve business service quality and predictability and lower IT operations costs by pinpointing service risks and root cause of service problems across the enterprise. Service Operations Management visualizes service components end-to-end, dynamically calculates how they impact or put services at risk as their status changes and pinpoints the root cause of service problems, enabling your customers to optimize their investments in service operations staff, processes, technologies and management tools and to align those human and capital resources with business priorities.

**Professional services and managed services**

With Service Assurance from CA Technologies as a foundation, partners can build and optimize scalable and manageable monitoring platforms for their customers. Customers will need help to ensure that their new tools are aligned to growth objectives and provide the right level of functionality for evolving infrastructure and service delivery. This provides partners the opportunity to add value with consulting and design services. Partners also may choose to make the Service Assurance solution a key part of their own managed services framework as well, to deliver this functionality to end-users or optimize the service of your own Software-as-a-Service (SaaS) or Infrastructure-as-a-Service (IaaS) platform.

When transitioning to a new set of tools, end-users require a comprehensive set of value added services which can include but are not limited to;
• Requirements definition and solution design
• Process re-engineering and documentation
• Application rationalization and service level definition
• Application mapping (linkage between application and infrastructure
• Deployment services
• Training
• Managed Service

Section 3: Benefits
Technology, Subject Matter Expertise, and Programs

Partnering with CA Technologies means not only access to leading technology, but also access to subject matter expertise and programs that support growing your business. Regardless of whether you are a systems integrator, solutions provider, technology builder, or service provider, CA Technologies has tailored programs to support your efforts, which include:

• Clearly documented rules of engagement with the CA Technologies field team
• Dedicated field business development managers and solution architects to collaborate with and support account development
• Technical training and certification programs to support both your pre-sales team and consultants
• IP and methodology sharing for delivery of value-added services

CA Technologies shares its deep subject matter expertise in Service Assurance with its partners in the form of both access to people and tools. The CA Technologies marketing and business development teams are ready to support your sales cycles and are hard at work turning their knowledge into tools you can use. The CA Technologies Partner Solution Center for Service Assurance (ca.com/service-assurance-partner) is available 24x7 to give you access to sales tools and resources to help you prospect, close business, and develop your unique thought leadership.
Section 4
The CA Technologies Advantage

CA Technologies has evolved into an agile execution company, committed to changing our culture and processes as we apply our own technology to our business. Our company growth goals are focused on expanding our customer base through and with partners. Our strength as a global technology firm allows us to leverage our heritage of:

- 30+ years in technology, solutions, and complex systems management across all platforms
- Industrial strength infrastructure software run by the world’s most demanding customers
- A broad and growing portfolio of high performing products across mainframe and distributed environments

As an architecture leader, we bring vision and completeness of execution to the rapidly evolving IT management space.

CA Technologies is an IT management software and solutions company with expertise across all IT environments—from mainframe and distributed, to virtual and cloud. CA Technologies manages and secures IT environments and enables customers to deliver more flexible IT services. CA Technologies innovative products and services provide the insight and control essential for IT organizations to power business agility. The majority of the Global Fortune 500 rely on CA Technologies to manage their evolving IT ecosystems.

For additional information, visit CA Technologies at ca.com.