Helping Service Providers accelerate adoption of the cloud
Enabling Your Cloud Services in Complex Environments

Today’s challenge for Service Providers is clear: What is the best way to evolve your business model to capture the rapidly growing demand for infrastructure management as a service, and which technology partners can you trust to get you there? CA Technologies provides a complete cloud development, delivery and service enhancement portfolio that can be customized and implemented in a modular fashion depending on the business requirements.

CA Technologies has become a significant player in the evolution toward cloud computing thanks to substantial investment in cloud and virtualization technologies. With CA Technologies, you can procure or provide platform solutions that allow you to rapidly implement highly scalable cloud-based solutions across heterogeneous environments to deliver customer value quickly and effectively.

Our partnering approach extends beyond technology to include flexible contracts, superior technical support and marketing. The “CA Market Dynamics” methodology delivers proven market planning and sales enablement tools right to your team—delivering invaluable product launch insight that will dramatically collapse time to revenue whether your goal is new customer acquisition or greater customer penetration.

**GROW YOUR CLOUD MARKET SHARE**

- CA Technologies platform solutions enable Service Providers to rapidly implement highly scalable cloud-based solutions across heterogeneous environments to deliver customer value quickly and effectively
- Designed for Service Providers, CA Technologies cloud services allow for greater agility, scalability and cost efficiency in cloud computing than previously possible. Through an integrated virtualization and management stack they empower resource pooling, rapid elasticity and on-demand self-service
- CA AppLogic is a revolutionary solution for service providers to create a complete cloud from commodity hardware, and construct and deploy emerging, high demand services

**TOGETHER WE’RE BETTER**

- Accelerate your time to market and expand your market reach with our enterprise cloud solutions
- Put the power of CA Technologies behind your services to increase customer loyalty and reduce end-user churn
- Embed your own hybrid infrastructures and platforms with your customer’s infrastructure to realize new revenue opportunities in your accounts
- Offer CA Technologies comprehensive portfolio of infrastructure, virtualization, security, storage and systems management tools to deliver cloud services based on proven technologies that can easily scale to meet expanding business and customer needs

**AT A GLANCE**

CA Technologies provides a complete cloud development, delivery and service enhancement portfolio that will speed your time to market for new, revenue-producing services and accelerate end-user adoption of the cloud. As a customer and a business partner, CA Technologies will enable you to seize the growth of cloud services to generate new revenue streams.
CLOUD PLATFORM FOR SERVICE PROVIDERS

Accelerate your time to market and expand your reach
Cloud Platform products provide the software resources required to build scalable data centers for the delivery of different types of cloud services, including infrastructure, platform and software. The combined CA Technologies portfolio gives service providers everything they need to deliver, manage and maintain a high-performance, enterprise-class cloud computing offering.

We can help you extend and expand your market reach while delivering an agile SaaS and IaaS platform for profit optimization. Let CA Technologies help you become the master of your own dynamic service supply chain. With solutions for public and private cloud computing across diverse virtual and physical platforms, CA Technologies helps you realize the promise of cloud computing so you can quickly realize agility, efficiency and optimized business value.

### Applogic Technology for Cloud Platform Development

**Easily assemble and deploy apps with our cloud management console.**

- Quickly offer new services such as SaaS, PaaS, IaaS, VPDC
- Scale applications without changing code and architecture
- Easily replicate services for other departments or customers
- Expose a self service portal to your end-user base—allowing true on demand scaling of their infrastructure

### Automation Suite for Service Providers

Transform IT infrastructure to dynamically deploy and elastically scale IT services. Orchestrate and automate IT processes.

- Complete virtual and bare-metal server lifecycle provisioning and patch management capabilities
- Rapid Service Imaging capability enables quick P2V, V2V and V2P conversions
- Multi-vendor, multi-hypervisor support enables broad platform coverage
- Embedded Process Automation enables orchestration through provided and user-defined workflows

### Service Catalogue Management

Transform IT from a reactive cost center to a proactive strategic business partner.

- Multi-tenant service request web-based portal
- Provides service accounting and metering capabilities

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**AT A GLANCE**

Cloud platform solutions from CA Technologies enable Service Providers to rapidly implement highly scalable cloud-based solutions across heterogeneous environments to deliver customer value quickly and effectively—accelerating your time to market and expanding your market reach.
IT-AS-A-SERVICE FOR SERVICE PROVIDERS

Enter the cloud computing marketplace without the capex with CA Technologies IT-as-a-Service
As a leader in IT management and security, CA Technologies offers a diverse portfolio of IT management applications that can be offered to a service provider’s customers and delivered through a SaaS model. CA utilizes a “white-label” approach that enables service providers to profit from an “acquire-once-and-sell-many” business model. Service Providers have the flexibility to choose to offer these as a CA Hosted Solution, or host themselves.

**Infrastructure**

Today’s business applications run on SaaS, cloud, managed and virtualized environments, as well as in legacy data centers. CA Technologies’ Monitoring Solutions let you monitor, manage and optimize performance across all customer environments.

**NetQoS as a service-hosted or “private-label”**
- Manage network performance with an integrated view of key metrics
- Monitor end-to-end performance, traffic analysis, VoIP quality and device performance
- Gain visibility into client-server application performance and diagnostics

**Nimsoft on Demand**
- Monitor and optimize applications across, SaaS, cloud and other environments
- Maximize performance and availability
- Manage and monitor all your business software applications

**Service Management**

Versatile, ready-to-use on-demand service desk management solutions allow you to build a superior request, incident, change and problem-solving system.

**Service Desk Manager on Demand**
- Supports ITILv3 incident, problem and change processes
- Integrated CMDB supports centralized management of assets and services

**Project Portfolio Management**

You can increase agility using best-practice project execution, resource optimization, and comprehensive project management. Our solution helps you evaluate and prioritize projects while providing visibility into every strategic initiative.

**Clarity on Demand**
- Plan with insight, deliver with agility, optimize with clarity
- An ultra-efficient in-house PPM solution as well as a profitable customer product
- Provides a structured approach to planning and executing strategic initiatives
- Improves investment decision-making with visibility into resource, asset and service costs

**Security**

Increase the strength of user authentication, mitigate on-line fraud and ease the expansion of advanced authentication to all users, without inconveniencing legitimate users, systems, applications and data to be available without additional infrastructure costs.

**ARCOT**
- Delivers strong authentication and fraud prevention for customers
  - Improve online security
  - Reduce the total cost of ownership with a software-only solution
  - Expand strong authentication to all your Web users

**AT A GLANCE**

IT-as-a-Service is intended for Service Providers who want to enter the cloud computing marketplace without the capital expense of building and supporting a large IT infrastructure. Through CA Technologies’ hosted infrastructure and applications, service providers are able to resell or white-label cloud computing to enterprises relatively quickly and with little expense.
CLOUD ADOPTION ACCELERATORS FOR SERVICE PROVIDERS

Drive faster cloud adoption with confidence
Not all enterprises are racing to the cloud. In fact, even by 2015, only 30% of Fortune 500 companies will have migrated at least one mission-critical application to a cloud environment, according to Gartner.

Many enterprises will take a cautious approach to cloud computing by adopting a select few applications or services in isolation. They will not make a full commitment until they gain confidence in reliability, economic benefit, security and scalability.

Cloud adoption accelerators are solutions designed to simplify the bridge between the enterprise’s operational environment and the service provider’s cloud platform. The combined environments need to be managed, secured and operated as one. We enable the service provider to simplify the migration process—creating a transparent link that creates trusted advisor relationship with the end customer.

**Hyperformix**
Extend your capability with capacity management software for dynamic physical, virtual and cloud IT infrastructures
- Application profiling and capacity planning capabilities
- Hardware model library of over 4,000 infrastructure components

**4Base**
Methodologies to develop the cloud strategy and execution plan
- Application profiling and capacity planning capabilities
- Hardware model library of over 4,000 infrastructure components

**Access Control**
Combine host access control with a complete privileged user management solution
- Includes privileged user password management, fine-grained access controls, and privileged user auditing and reporting
- Deploy granular policies on multiple platforms, devices and applications

**Oblicore/Insight**
Designed to automate activate and accelerate the management monitoring and reporting of Service Level Agreements (SLAs)
- Reduce cost and increase productivity surrounding Service Level Management
- Improve customer acquisition, satisfaction and retention components

**SiteMinder**
Enable better control of access to Web applications and portals for employees, customers and business partners—securely and efficiently
- Enables user authentication and single sign-on, authentication management, policy-based authorization, identity federation and auditing
- Accelerate innovation and improve Web security and applications

**Cloud Adoption Accelerators**
The accelerators address the following customer barriers to cloud adoption:
- Cloud capacity requirements
- Joint strategy and execution plans
- Seamless operation across organizations through automation and management
- Security, access control and data integrity
- Service-level agreement requirements

**AT A GLANCE**
The CA discreet cloud offerings in security and identity management, SLA assurance, server virtualization and automated provisioning, and capacity planning give service providers the products that enable enterprises to experiment with cloud services. Over time, businesses will develop confidence and an appreciation for cloud services, which will lead to greater cloud utilization through service provider offerings.
Managers responsible for building and managing data centers are increasingly challenged to provide higher levels of responsiveness and performance across dynamic virtual, hybrid and physical infrastructures. CA Data Center optimization helps data centre managers meet these challenges and maintain a competitive advantage with business-driven automation and efficient management of assets and services. Our optimization solutions integrate perfectly with other IT systems to ensure data synchronization across virtual systems, proprietary systems and automation.

CA Technologies solutions enable Service Providers to dynamically deploy and scale next-generation cloud-based services at their own pace. Our comprehensive portfolio will help you realize financial benefits, and make the best possible use of your existing investments. CA Data Center optimization offers a modular approach that integrates asset, service desk and service management with server and virtual automation, and process and configuration automation.

### AT A GLANCE

CA Data Center optimization helps data centre managers provide higher levels of responsiveness and performance across dynamic virtual, hybrid and physical infrastructures. Improve quality of service and control costs with our modular approach that integrates asset, service desk and service management with server and virtual automation, and process and configuration automation.
TRUSTED WORLDWIDE

CA Technologies works with the majority of the Forbes Global 2000, as well as government organizations and thousands of companies in diverse industries worldwide.

CA Technologies serves customers in virtually every country in the world and reported fiscal year 2010 revenue of $4.353 billion.

To find out more, visit ca.com/partners