The Golden Booklet of Automation

196.96654
**HOW DO YOU**
Deliver new applications quickly, securely and at scale?

**HOW DO YOU**
Fully operate your application stacks and reduce technical debt in the most efficient manner?
Automation and gold have much in common.

One of the most coveted materials in the world, gold isn’t just beautiful – it has a wide array of uses within industry.

It’s a near-unparalleled electrical conductor that doesn’t rust or tarnish, making it an essential component of the devices we use in our daily lives.

Gold is the conduit that carries information between your devices’ disparate parts. It also provides the connections that allows them to communicate with each other.

Without gold, our technological landscape would look dramatically different.

Oh, and its chemical symbol? Au.

‘Au’ is of course the first two letters of automation! Automation is the gold of the software world. It’s the backbone of modern business, enabling communication and orchestration between components.

Yes, automation and gold have more in common than you may think.

As the only company with a dedicated automation team, at CA Technologies, we set the Automation Gold Standard.

With that in mind, this is our Golden Book of Automation.
DIGITAL TRANSFORMATION FOR THE MODERN BUSINESS

Companies are looking to change, innovate faster, engage with their customers and drive digital transformation initiatives. Why?

Because traditional business approaches are no longer sufficient in the new world of the application economy; unicorns are disrupting and affecting every industry and every organization.

Therefore, the challenge endures for modern businesses: How do you innovate faster and become the disruptor, rather than the disrupted?

Ultimately, enterprises need fresh approaches to win new clients and retain existing customers. This approach is called ‘digital transformation’.


Business automation helps you achieve the agility and speed required to compete in the digital era. It also provides the reliability and control necessary to minimize errors and ensure compliance.

CA Technologies provides a range of solutions that set the Gold Standard of Automation.
HOW DO YOU
Deliver new applications quickly, securely and at scale?

HOW DO YOU
Fully operate your application stacks and reduce technical debt in the most efficient manner?

Business Automation
The Backbone of the Modern Digital Enterprise
Today’s heterogeneous IT landscape is more diverse than ever. So, in order to survive, companies must be built to change.

Today, we are living in the world of the hybrid Cloud. Enterprises now utilize a mixed computing environment and are often looking to move even more processes to the Cloud.

However, for all the simplicity the Cloud promises, it often makes life more challenging. Why? Because, it encompasses multiple SaaS offerings, connected to public and private clouds.

Enterprises increasingly use multiple solutions from various vendors to solve complex processing needs. But, managing such processes across so many different applications and Clouds is becoming impossible.

Without automation, that is.

Automation is essential to remain in control and support ever-changing Cloud adoption strategies. You can run diverse hybrid environments, with minimal disruption, managing surge demands (eg due to big data harvesting), while ensuring visibility and adherence to regulatory requirements.
MODERN BUSINESS, MODERN CHALLENGES

The modern business is faced with two pressing challenges:

- Quickly building new apps to satisfy business needs
- Efficiently operating existing application stacks, infrastructure, technical debt and legacy solutions

These two closely-related challenges can be solved by constructing a Modern Software Factory.

To do this, certain cultural process and technological changes must be introduced. These changes must facilitate the rapid build, test, deployment and operational running of all business applications.

At CA Technologies, we have a powerful portfolio to help you do just that. This focuses on four fundamental pillars:

- Agility
- Insight
- Security
- Automation
THE FOUR FUNDAMENTAL PILLARS OF A MODERN SOFTWARE FACTORY

1. Agility
2. Insight
3. Security
4. Automation
YOUR BLUEPRINT FOR SUCCESS

The modern business is agile, built to change and adaptable. But in order to truly become a Modern Software Factory, you must realize automation is the oil facilitating frictionless change.

Automation allows enterprises to continuously develop, test and deliver high quality applications. It provides self-service to DevOps teams, enabling them to provision any environment at the click of a button.

Orchestrating across the entire DevOps toolchain, automation reduces errors and saves time, hassle and money, ultimately allowing for more commitment to innovation.

Automation enables a constant stream of feedback that can be processed into instant real-time insight. This in turn can be used to ensure you stay ahead of the curve and continuously deliver unparalleled experiences.

Moreover, you can embed security at scale into your business, guaranteeing it’s an integral part of your application from the beginning of development to production. Ultimately, this protects your assets and builds trust with your users.

Automation empowers your organization to harness the Cloud and big data. It delivers an agile business, providing self-service for all the processes running apps and services created in your Modern Software Factory.
AUTOMATING AGILITY

Technology changes fast, and our users are more vocal. They’re quick to tell us their wants and needs. If we don’t act upon those? Oh dear.

With agility essential to the modern business, CA Automation provides the foundations for DevOps and agile practices.

Operational teams can reuse automation artifacts through the Marketplace. The Marketplace is a single point that enables self-service delivery and lets users empower the business through automation centers of excellence.

Our automation solutions are open, scalable and unified. They can connect to any application, operating system or infrastructure, thus leveraging unified interfaces, unified reporting and unified service level management.

Our solutions are underpinned by the CA Automic One Automation Platform that is proven across the entire IT landscape, from mainframe LPARs to cloud-based Docker containers.

Agility is about moving fast, being quick and servicing the immediate requirements of the business. And it’s facilitated by automation, which is why our platform is future-proofed for your tomorrow and optimized for your today.
CREATE AN AGILE BUSINESS

**Agility & Security Across Core Apps**
Integrating applications with the rest of the company processes, including building, deploying and updating.

**Automating Business Process**
Customer on-boarding, financial close, retail optimisation, disaster recovery.

**Delivering Agile IT-as-a-Service**
Fulfillment of service management requests and procedures.

**Empower Secure DevOps for New Web & Mobile Apps**
Provisioning, and on-going orchestration of customer-facing web and mobile services.

**Driving Intelligent Insights**
Automating and orchestrating ETL, MFT, data warehouse, big data analytics.

**Automating Across the Hybrid Cloud**
Provisioning, orchestration and automation across and within hybrid environments.
Automatically deploy hundreds of live updates per day to drive customer experience and revenue.

Automate social outreach to optimize theatre capacity and engage through innovative mobile in-theatre experiences.

Reliable customer engagement, scaling to manage new iPhone launches.

Drive revenue by automatically deploying new products to web properties.
AUTOMATING THE CUSTOMER EXPERIENCE

No matter what industry you’re in, every day another competitor appears on the scene. Therefore, the customer experience is crucial, now more than ever.

Developing and deploying new mobile or web-based applications quickly allows your business to provide amazing customer experience.

Of course, if performance issues appear, the customer experience suffers. And if you can’t provide a stable, fluid, reliable experience... one of your competitors will.

Traditionally, trying to solve performance issues relies on correlation after the fact, which may be too late! With CA Technologies, that’s no longer the case.

Now you can automatically remediate issues before they occur! That’s the power of combining automation with our application performance management solutions.

Experience is king and crucial to the Modern Software Factory, which is why industry-leading brands such as AEP, Bet365 and Adidas all trust our automation solutions to enhance their customers’ experience.
AUTOMATION SOLUTIONS
FROM THE AUTOMATION SPECIALISTS

It’ll amaze you how much of your organization can be automated. A fully-automated enterprise reduces your operational costs and lowers technical debt. This frees up budget and resources to focus on innovation and driving customer experience.

Business automation is the fundamental backbone of the Modern Software Factory, and here at CA Technologies, we offer a powerful automation suite of market-leading solutions:

- Release automation solutions
- Workload automation solutions
- Service orchestration solutions

The CA Business Automation Marketplace enables the sharing of automation artifacts across your organization through secure private vaults - with an option to make them available for the CA Automation community as a whole.

The CA Automic products and solutions inherit a unique set of capabilities from their underlying platform, including:

- **Open** – connecting with any Cloud, application, database, O/S or infrastructure
- **Scalable** – unlimited engines, each supporting 500,000 endpoints
- **Unified** – across user interfaces, reporting, analytics and SLA management
- **Multi-tenancy** – running on a single instance to support different clients, divisions, or dev/test environments
- **Object-orientated** – enabling reuse or deployment transparency across different clouds
- **Cloud-first** – to run from the Cloud, in the Cloud and between Clouds
- **Audit ready** – delivering full audit trails and reporting to improve compliance and governance
- **Zero downtime** – enabling upgrades with zero impact to the business for true continuous operations
The Modern Software Factory is pivotal to digital transformation. It enables the rapid creation of new innovative applications, leveraging modern DevOps techniques, while reducing the technical debt across your operational systems.

The CA portfolio is comprised of tightly-integrated, best-in-class technologies for your Factory. Each tool is designed to help you build quickly, safely and efficiently.

Automation is the glue linking everything together – automating your business processes and orchestrating your toolchain.

We recognize you have an array tools to choose from when constructing your Modern Software Factory. But whatever you use, our automation solutions are open and agnostic in supporting the diversity of the modern DevOps toolchain.

Our Continuous Delivery Map allows you to understand the diversity and the breadth of technologies available to you. It’s an invaluable resource that charts toolsets and compares them against industry standards.
BECOME AN AUTOMATION CHAMPION

With over 40 years’ experience and more than 4000 automation customers across the globe, CA Technologies is the industry-leading automation provider, recognized by analysts such as Gartner and Forrester.

The Modern Software Factory is a powerful approach to driving innovation, enhancing customer experience and driving top-line revenue growth.

The backbone of the Modern Software Factory is business automation, and is delivered by agile Operational teams. These teams are the champions of automation. Their mantra? AgileOps:

- By leveraging automation centers of excellence, they drive automation across every facet of the business
- They free up developers to innovate by providing self-service orchestration of their toolchain
- They drive insights across big data processes that encompass the modern hybrid cloud
- They are agile, they are fast and they are the new powerhouse of the modern business

Agility is the goal, automation is the backbone, and CA Automic is your Gold Standard.
Welcome to the World of Business Automation
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.