# 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 premium 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 premium 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.
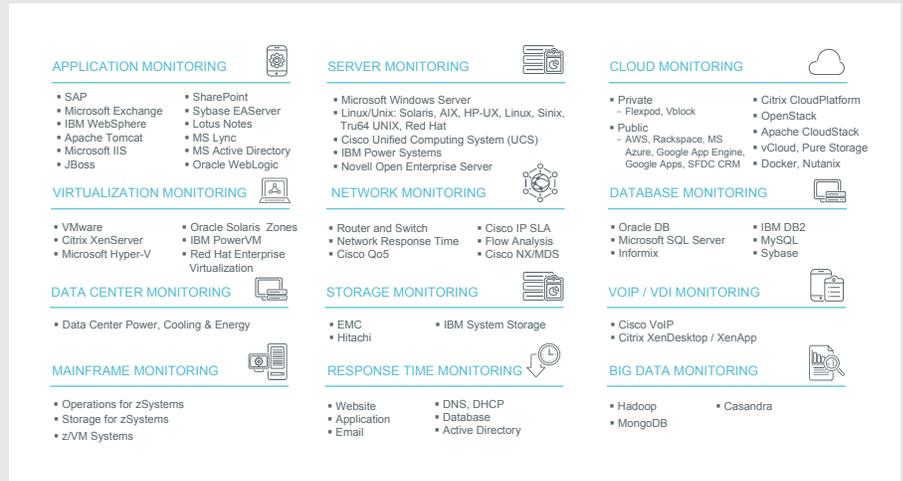
## Monetizing Monitoring Services: The Requirements and Value

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 private and public cloud environments, 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.

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

**APPLICATION MONITORING**
- SAP
- Microsoft Exchange
- IBM WebSphere
- Apache Tomcat
- Microsoft IIS
- JBoss
- SharePoint
- Sybase EAServer
- Lotus Notes
- MS Lync
- MS Active Directory
- Oracle WebLogic

**SERVER MONITORING**
- Microsoft Windows Server
- Linux/Unix: Solaris, AIX, HP-UX, Linux, Sinix, Tru64 UNIX, Red Hat
- Cisco Unified Computing System (UCS)
- IBM Power Systems
- Novell Open Enterprise Server

**CLOUD MONITORING**
- Private
  - Flexpod, Vblock
- Public
  - AWS, Rackspace, MS Azure, Google App Engine, Google Apps, SFDC CRM
- Citrix CloudPlatform
- OpenStack
- Apache CloudStack
- vCloud, Pure Storage
- Docker, Nutanix

**VIRTUALIZATION MONITORING**
- VMware
- Citrix XenServer
- Microsoft Hyper-V
- Oracle Solaris Zones
- IBM PowerVM
- Red Hat Enterprise Virtualization

**NETWORK MONITORING**
- Router and Switch
- Network Response Time
- Cisco Qo5
- Cisco IP SLA
- Flow Analysis
- Cisco NX/MDS

**DATABASE MONITORING**
- Oracle DB
- Microsoft SQL Server
- Informix
- IBM DB2
- MySQL
- Sybase

**DATA CENTER MONITORING**
- Data Center Power, Cooling & Energy

**STORAGE MONITORING**
- EMC
- Hitachi
- IBM System Storage

**VOIP / VDI MONITORING**
- Cisco VoIP
- Citrix XenDesktop / XenApp

**MAINFRAME MONITORING**
- Operations for zSystems
- Storage for zSystems
- z/VM Systems

**RESPONSE TIME MONITORING**
- Website
- Application
- Email
- DNS, DHCP
- Database
- Active Directory

**BIG DATA MONITORING**
- Hadoop
- MongoDB
- Casandra

To deliver advanced monitoring services that fuel real value and real profits, service 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 intelligent analytics and trending reports that help clients more fully utilize existing resources and maximize the return on their 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.

- **Monetize cloud offerings**. For MSPs around the world, the rapid and widespread adoption of cloud services continues to cause significant market disruption. The CA UIM MSO delivers the capabilities you need to maximize the number and type of cloud services offered, so your organization can strengthen its competitive position, avoid commoditization and move into rapidly growing markets.

## Powered by CA UIM

This offering is powered by CA UIM, a single, analytics-driven solution that powers innovative monitoring services across cloud and hybrid IT infrastructures. CA UIM provides the most comprehensive coverage and an extensible, multi-tenant architecture. With the solution, you can develop and deliver a differentiated catalog of premium services that boost profitability and open up new opportunities for revenue generation.

### 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:

- Cloud environments, such as Amazon Web Services, Google Apps, OpenStack, Rackspace and Salesforce.com

- Container-based services and converged infrastructures, including Docker, FlexPod, Nutanix and Vblock

- Servers, such as Cisco UCS, IBM Power Systems, Linux, Novell Open Enterprise Server, UNIX and Windows

- Storage, including EMC, Hitachi, IBM System Storage, NetApp and PureStorage

- Networks, including routers, switches and firewalls

- Virtualization platforms, such as Citrix XenServer and XenDesktop, IBM PowerVM, Microsoft Hyper-V, Solaris Zones, Red Hat Enterprise Virtualization and VMware and vCloud Monitor

- Databases, such as IBM Informix and IBM DB2, Microsoft SQL Server, Oracle and Sybase

- Applications like Active Directory, Citrix, JBoss, Microsoft Exchange, Microsoft IIS, WebSphere, home-grown applications and much more

- VoIP environments from Cisco

- Data center power and cooling

- Big data environments, including those running on Cassandra, Hadoop 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:
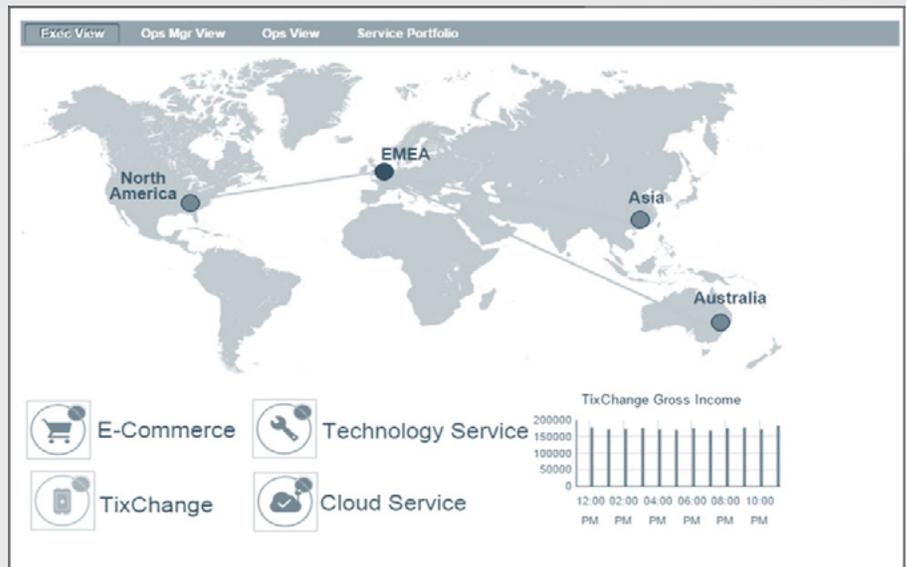
- Dependability—leveraging TCP/IP to maximize reliability of message delivery

- 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 the unique monitoring needs of your clients.

CA UIM: Dashboard for executives



- **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.

- **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** 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**

CA Technologies (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**.

CS200-87429_0417