

# Service Virtualization

## CA LISA introduction

**chris kraus, director product management**

Date Tuesday, November 12, 2012



agility  
made possible™



# terms of this presentation for information purposes only

Copyright © 2012 CA. All rights reserved. IBM, CICS, IMS, DB2, MQSeries, WebSphere , and z/OS are trademarks of International Business Machines Corporation in the United States, other countries, or both. All trademarks, trade names, service marks and logos referenced herein belong to their respective companies.

This presentation was based on current information and resource allocations as of November 2012 and is subject to change or withdrawal by CA at any time without notice. Notwithstanding anything in this presentation to the contrary, this presentation shall not serve to (i) affect the rights and/or obligations of CA or its licensees under any existing or future written license agreement or services agreement relating to any CA software product; or (ii) amend any product documentation or specifications for any CA software product. The development, release and timing of any features or functionality described in this presentation remain at CA's sole discretion. Notwithstanding anything in this presentation to the contrary, upon the general availability of any future CA product release referenced in this presentation, CA will make such release available (i) for sale to new licensees of such product; and (ii) to existing licensees of such product on a when and if-available basis as part of CA maintenance and support, and in the form of a regularly scheduled major product release. Such releases may be made available to current licensees of such product who are current subscribers to CA maintenance and support on a when and if-available basis. In the event of a conflict between the terms of this paragraph and any other information contained in this presentation, the terms of this paragraph shall govern.

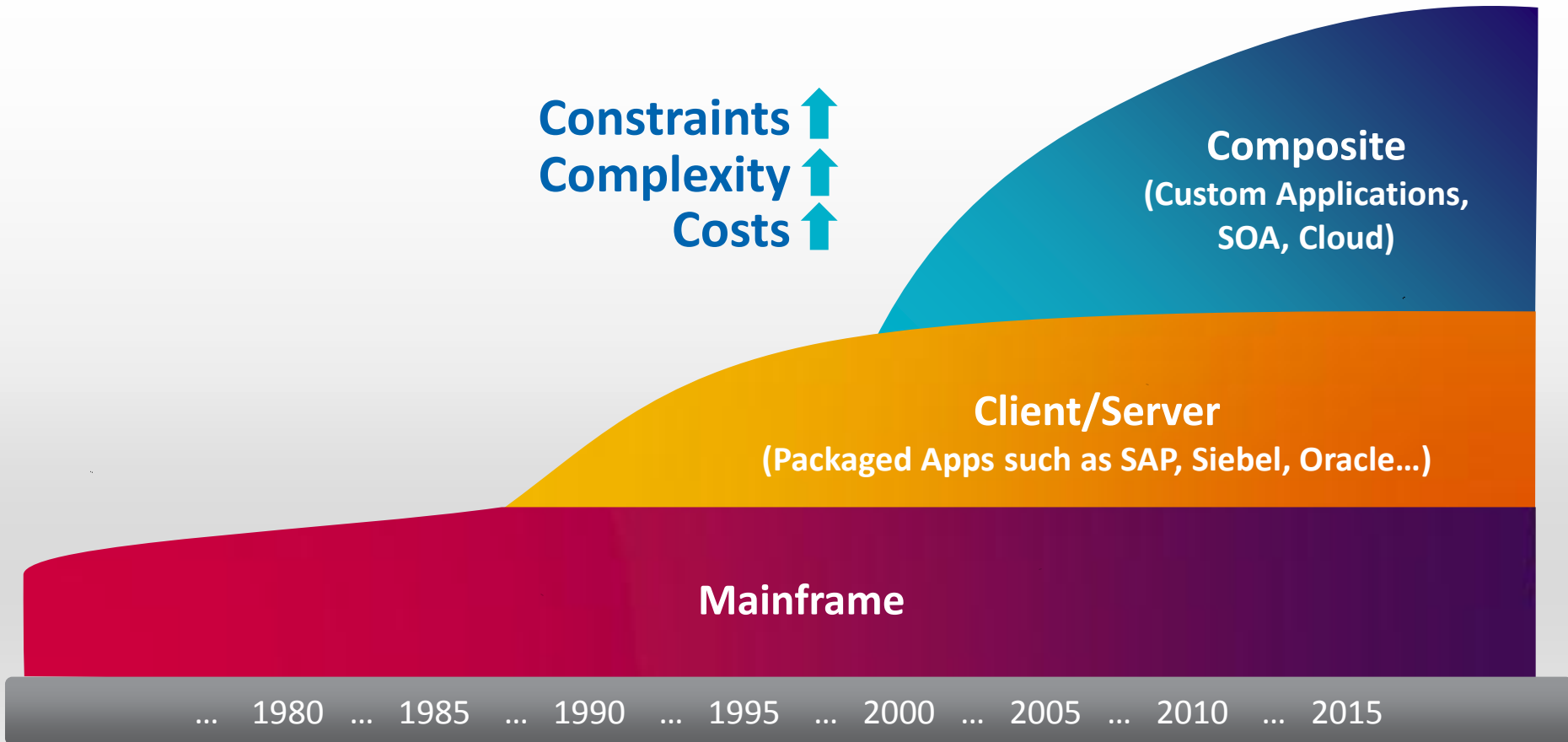
Certain information in this presentation may outline CA's general product direction. All information in this presentation is for your informational purposes only and may not be incorporated into any contract. CA assumes no responsibility for the accuracy or completeness of the information. To the extent permitted by applicable law, CA provides this presentation "as is" without warranty of any kind, including without limitation, any implied warranties or merchantability, fitness for a particular purpose, or non-infringement. In no event will CA be liable for any loss or damage, direct or indirect, from the use of this document, including, without limitation, lost profits, lost investment, business interruption, goodwill, or lost data, even if CA is expressly advised in advance of the possibility of such damages. CA confidential and proprietary. No unauthorized copying or distribution permitted.

# innovate or die

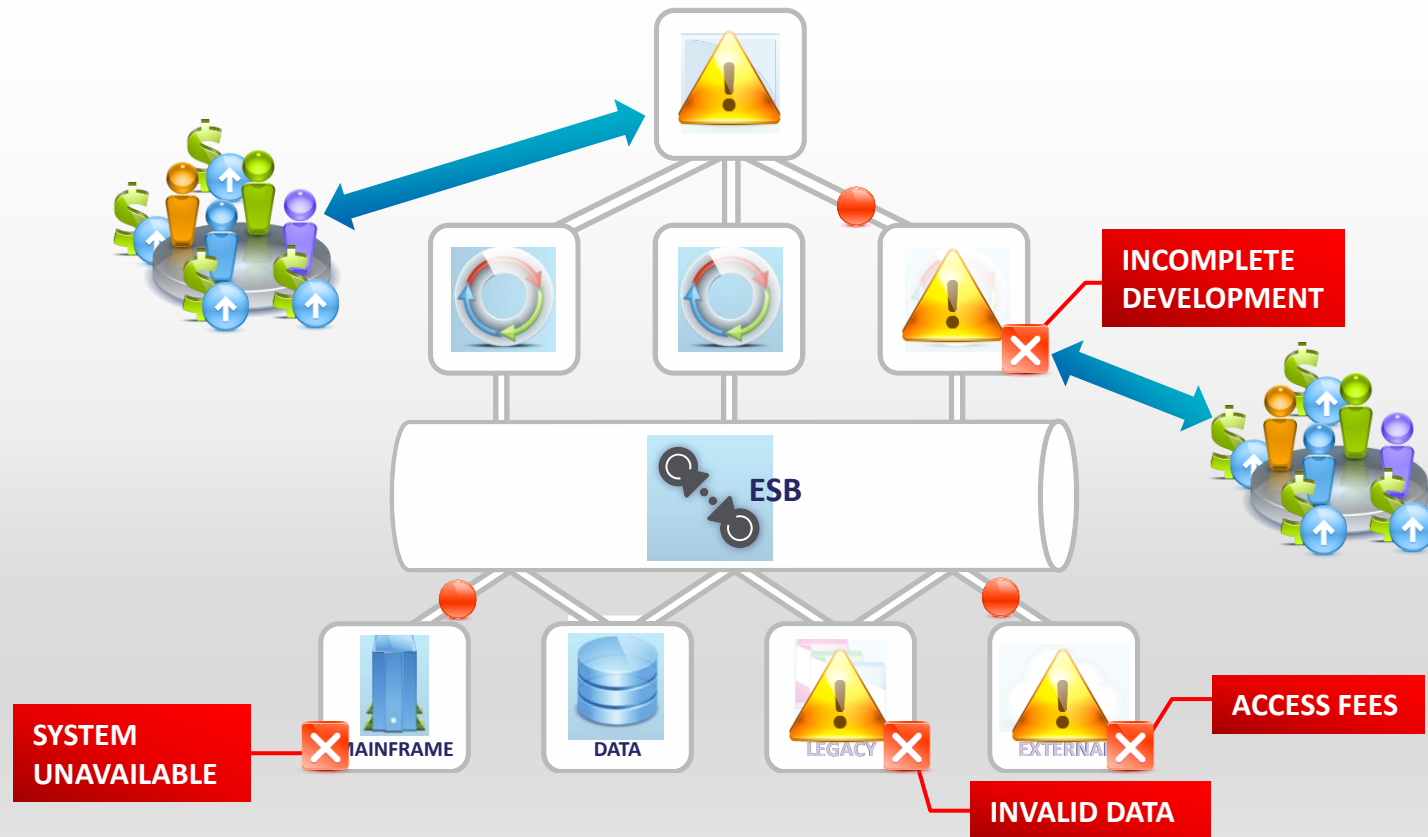


- The Product is the entire brand and customer experience
- Service oriented products are delivered late, over budget and with questionable quality...WHY?

# changes in software development

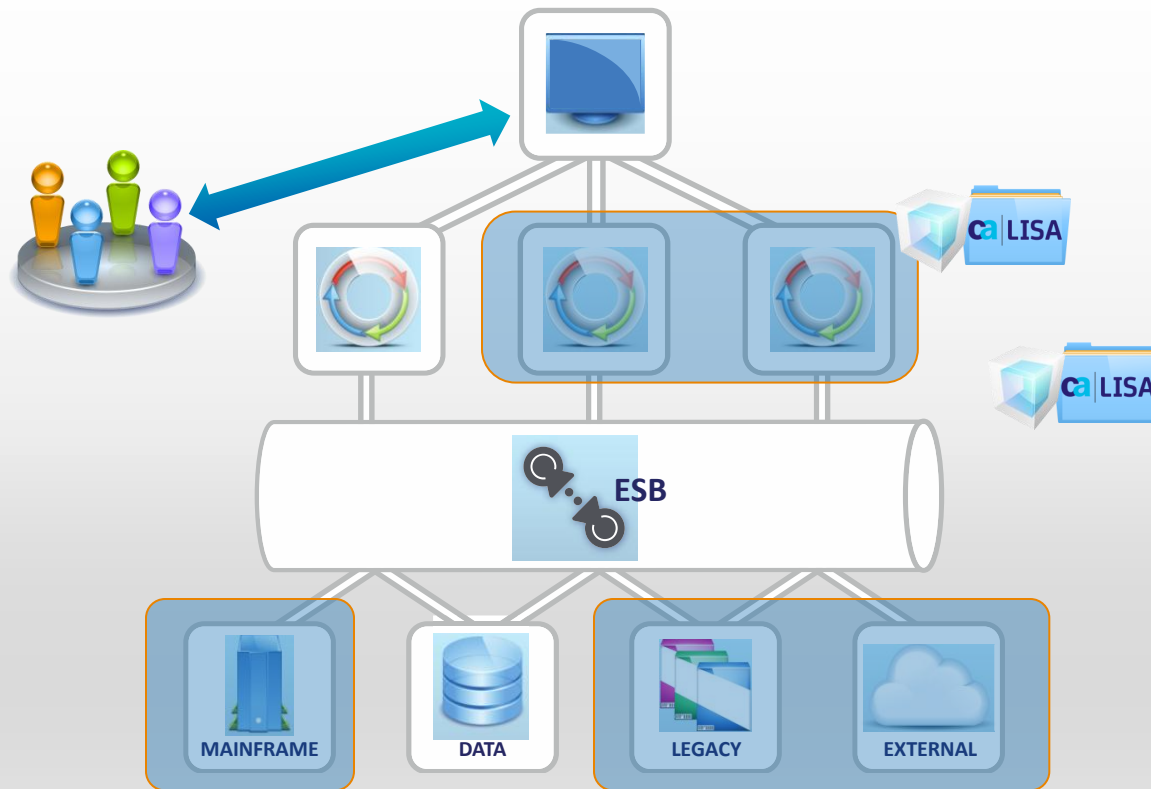


# the big problem: constraints



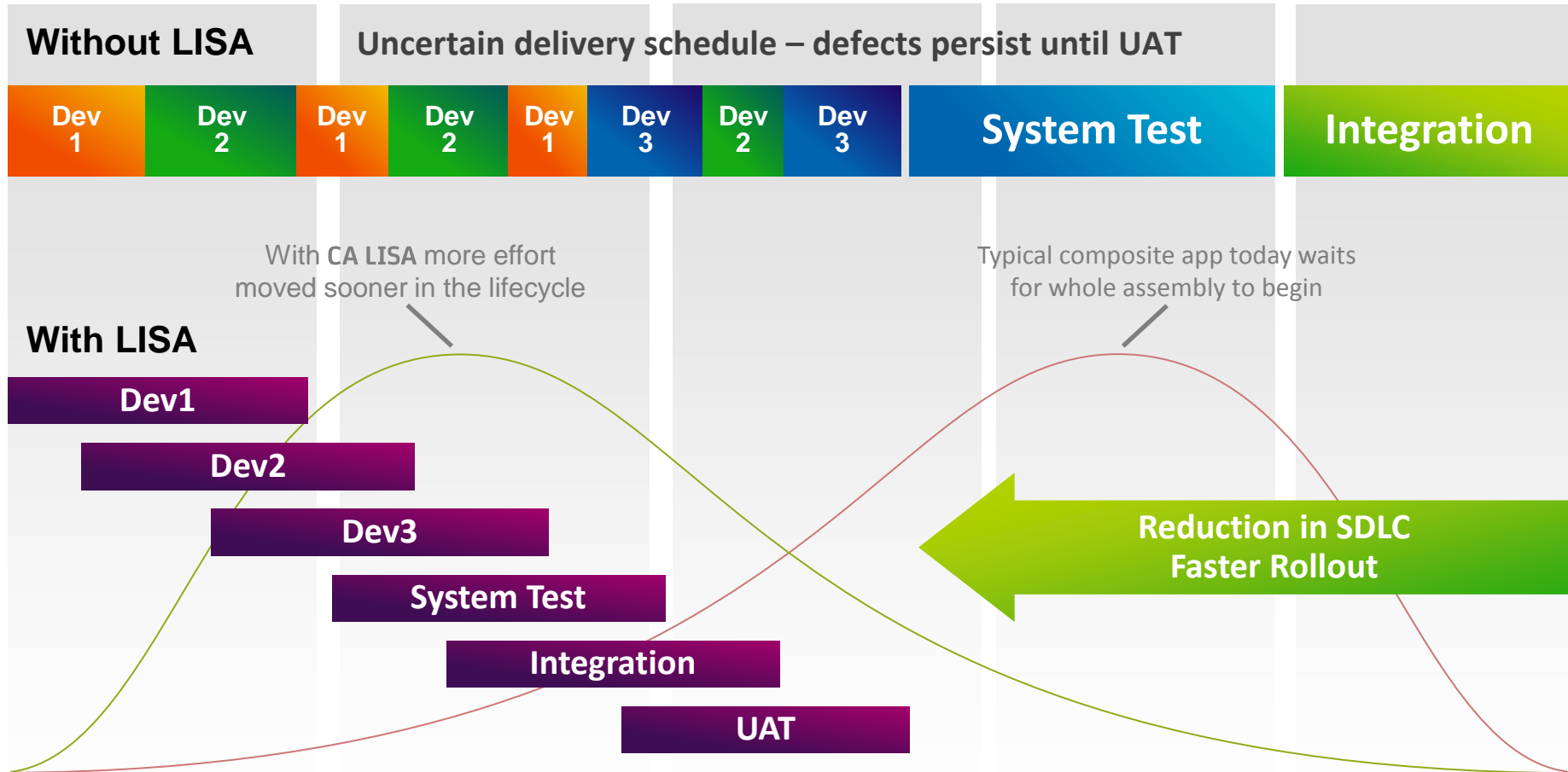
**"I can't do anything until I have everything... and I never have everything!"**

# solution: service virtualization



# constraint: schedule dependencies

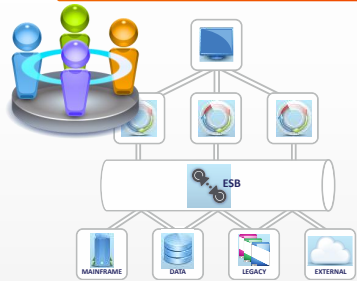
## 1- “shift-left” the SDLC



# constraint: infrastructure availability

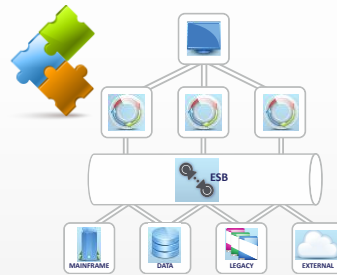
## 2- infrastructure requirements reduction

### BEFORE



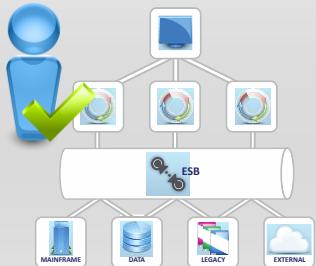
#### Dev 1-n

- Contention for access between on-shore and off-shore teams



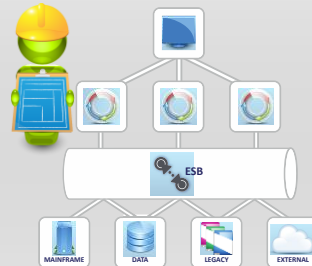
#### Integration 1-n

- Constrained mainframe and complex coordination cycles stunted agility



#### Test 1-n

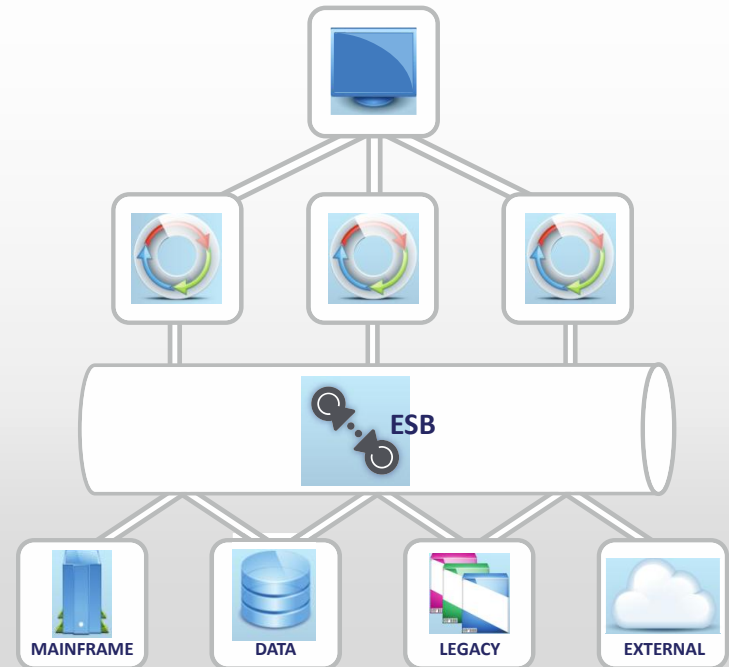
- Environments not realistic and require manual data and maintenance



#### Pre-Prod 1-n

- Mainframe access required for any testing

### AFTER



#### Virtual Environments for Dev/Integration/Test/Pre-Prod

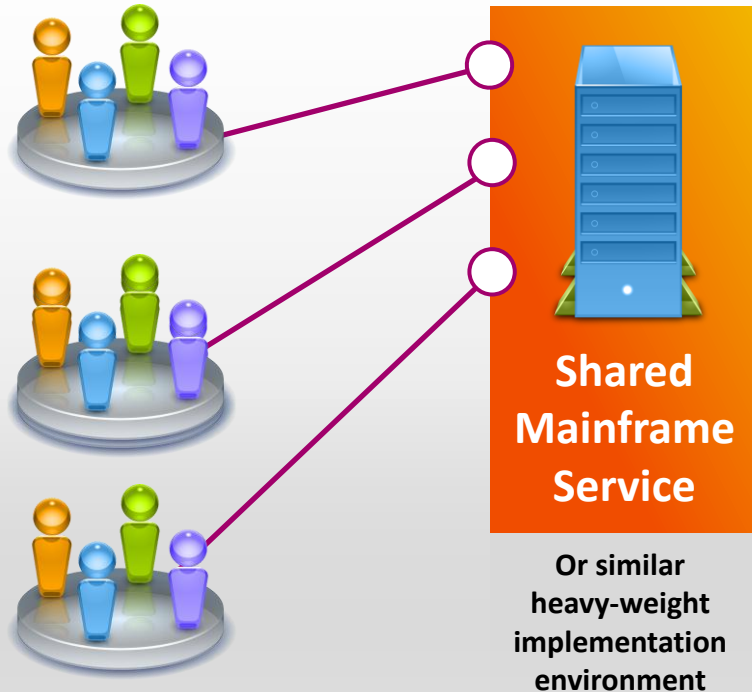
- Eliminates need for enterprise systems (mainframe, CRM, ERP, etc.) in many cases
- One customer avoided \$30M infrastructure cost by eliminating test lab expansion



# constraint: system availability

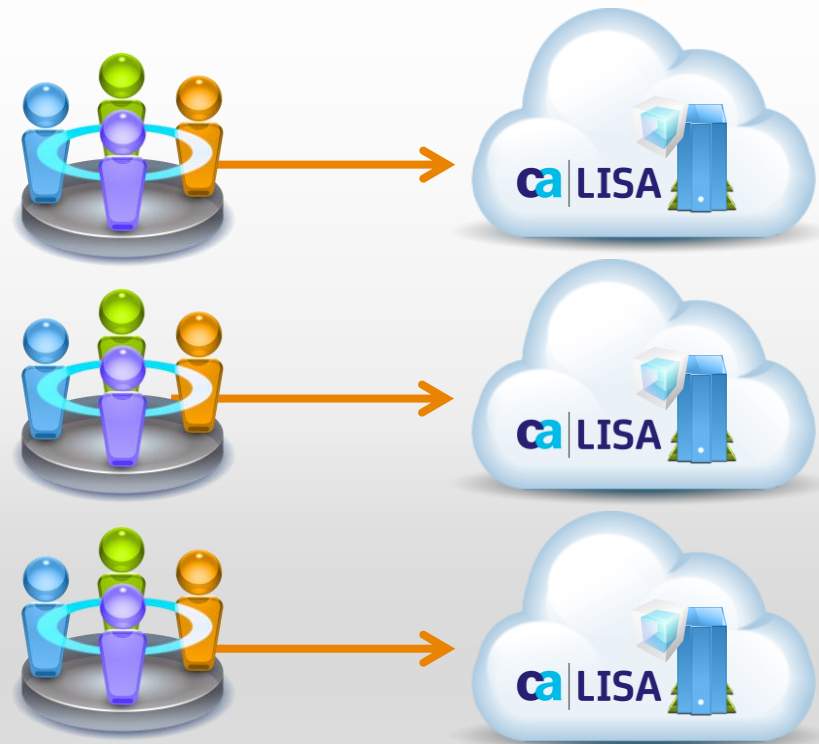
## 3- performance readiness

### BEFORE



- Constraints affecting performance team productivity, with inability to isolate flaws
- High costs to build and maintain stubs with only limited functionality

### AFTER



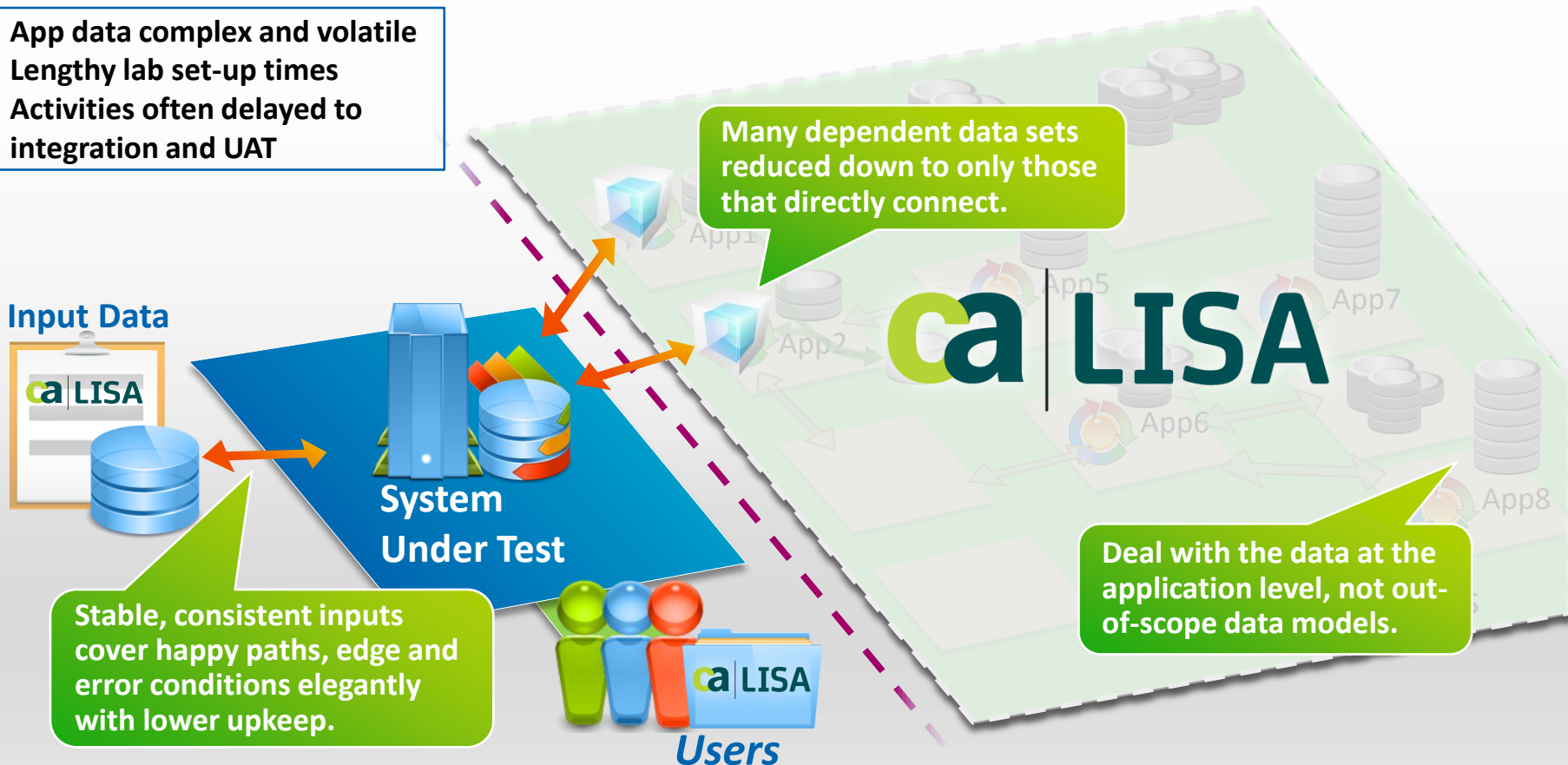
- One customer achieved 300% more performance coverage and avoided \$30+ million in new infrastructure investment

# constraint: data volatility

## 4- data & scenario management

### Before

- App data complex and volatile
- Lengthy lab set-up times
- Activities often delayed to integration and UAT



### One Customer's Outcome:

- 30-day sprints for this implementation were reduced by 15-25 %
- Data setup time reduced by 68% by providing smart data

questions

thank you