Market Trends and Dynamics

Erik Hille

October 26, 2010

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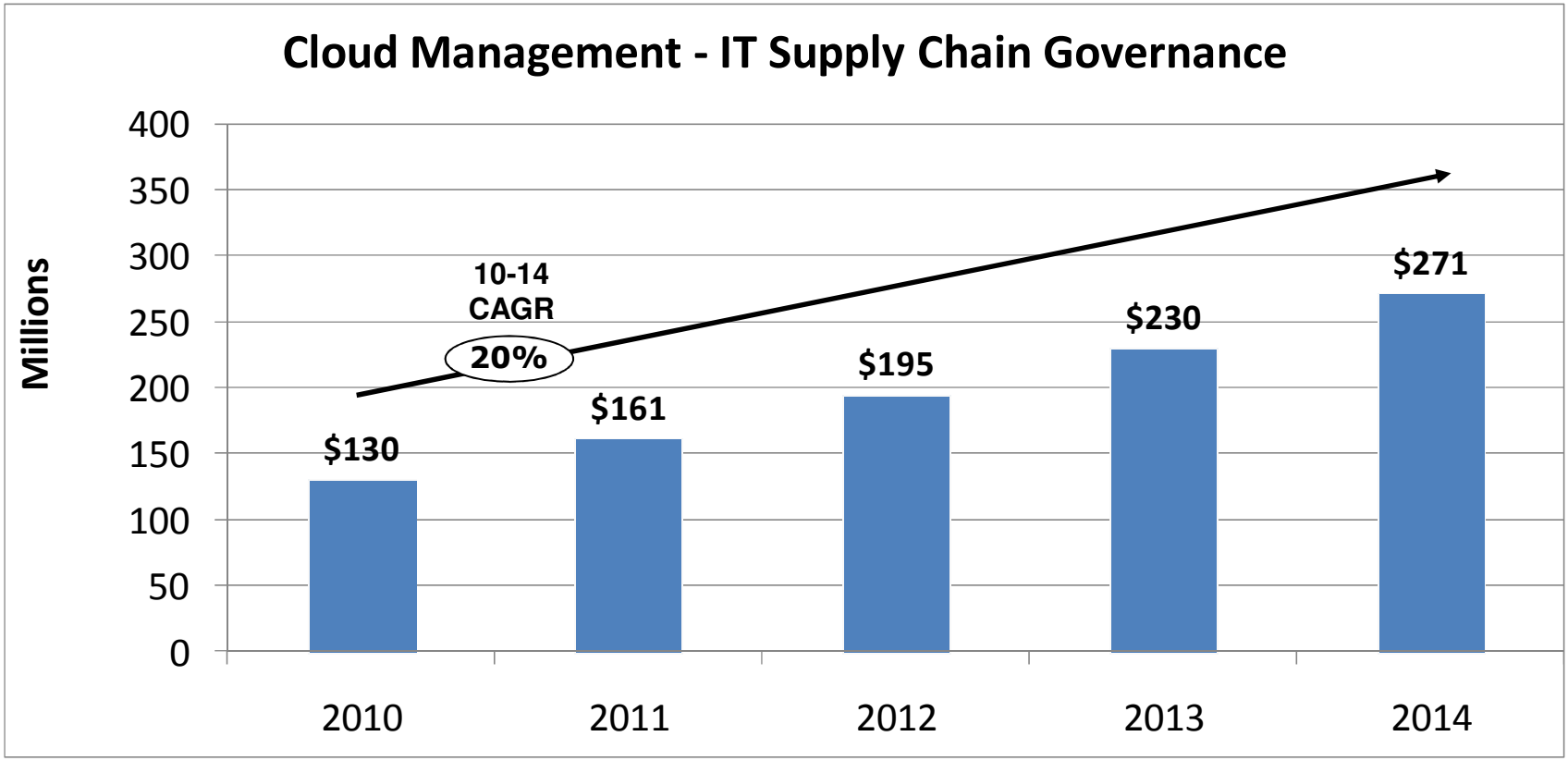
Cloud Mgmt. Served Available Market



Source: Bottoms-up market sizing for cloud platform management, August 2010.

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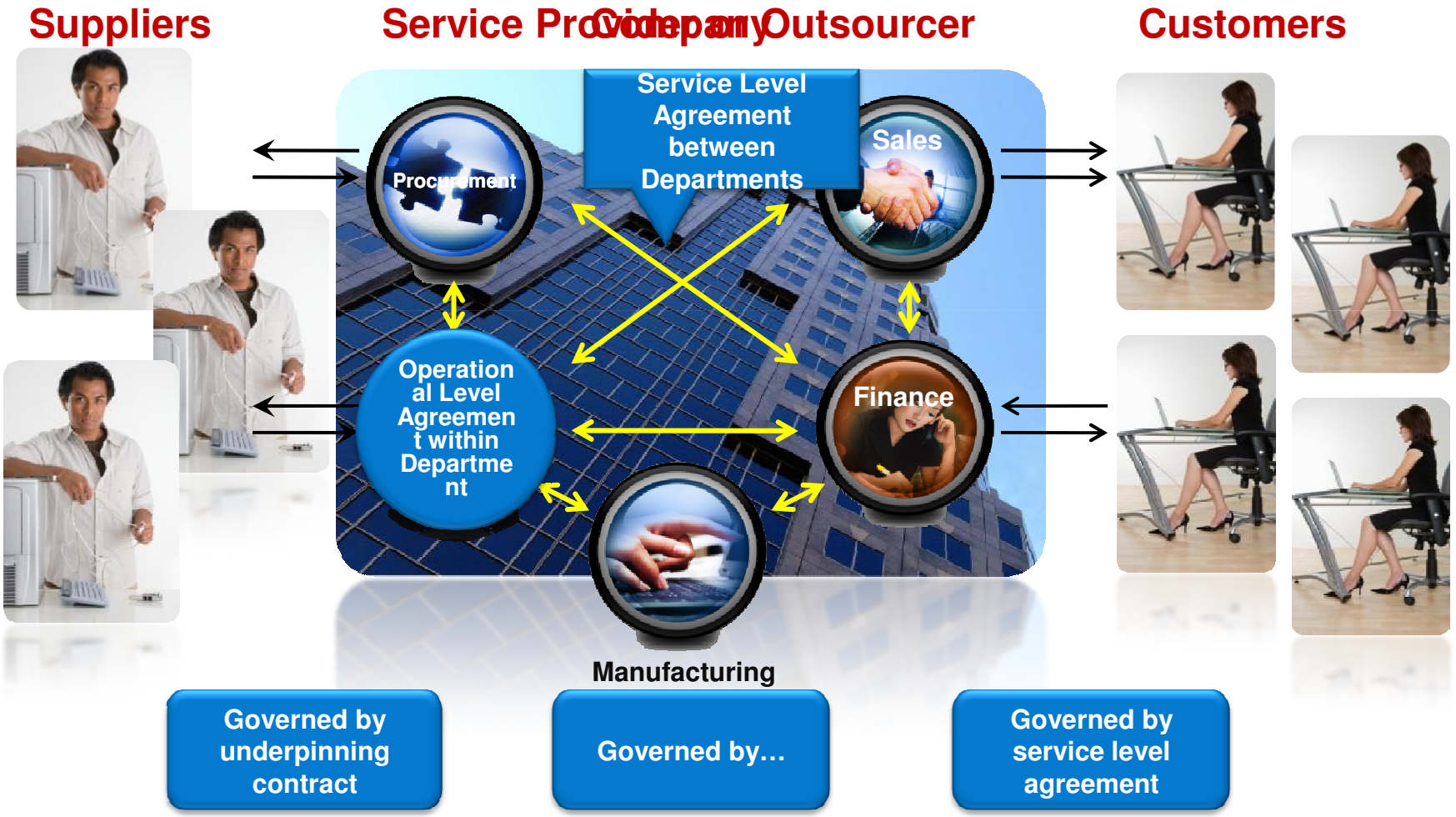
SLAs Used for Distinct Purposes

Outsourcing Management | Enterprise | Service Provider



Governed by underpinning contract | Governed by… | Governed by service level agreement

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Outsourcing Management SLM

- Company Profile: Fortune 1,000 or Global 1,200
- Department profile: Procurement, IT, Vendor Management Office
- Target “title:” Director of Outsourcing Management
- Drivers
  - Sense of vendor underperformance
  - Lack of reporting clarity for supplier contracts
- Solution
  - Shared Reporting infrastructure
  - Provides transparency to performance & calculation
- Benefits
  - Remove performance ambiguity
  - Reduce costs through contract renegotiation & penalty collection

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Enterprise SLM

- Company Profile: Fortune 1,000 or Global 1,200
- Department profile: Service Level Management
- Target “title:” Director of Service Level Management
- Drivers
  - Need to govern IT
  - Lack of perceived value for IT
  - Need to shift to shared services
- Solution
  - Internal reporting & dashboards
  - Automation of data collection and reporting
- Benefits
  - Improves productivity for SLA reporting
  - Improves cost basis for IT
  - Drives sense of value for IT services and/or shared services

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Service Provider SLM

- Company profile: Global Service Providers
- Department profile: Service Delivery or Account Management
- Target “titles:”
  - Director of Service Delivery Management
  - Account Director
- Drivers
  - Must show added value to improve customer close rates
  - Improve costs for monthly report generation
- Solution
  - Automate data collection & monthly reporting
  - Alerts & dashboards provide “real-time” feedback
- Benefits
  - Reduces costs for monthly reporting
  - Improves contract close & renewal rates.

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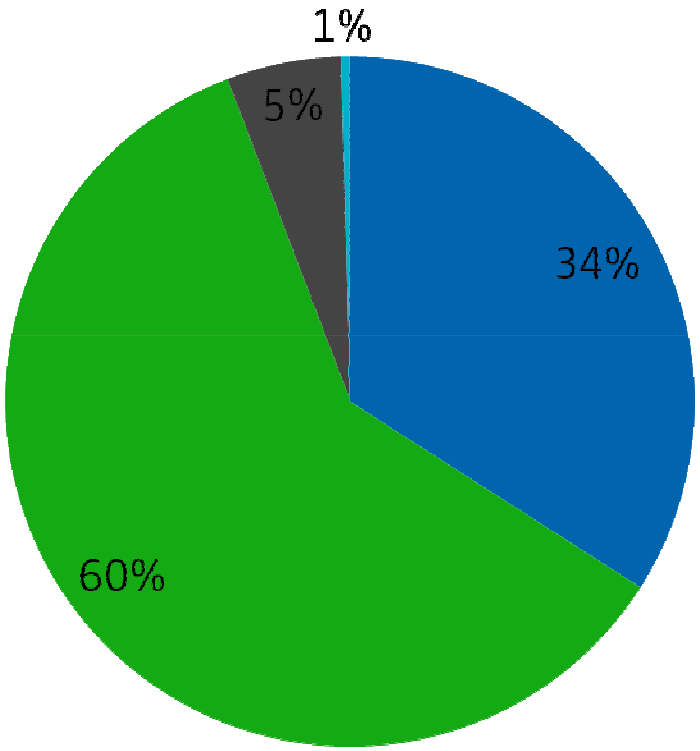
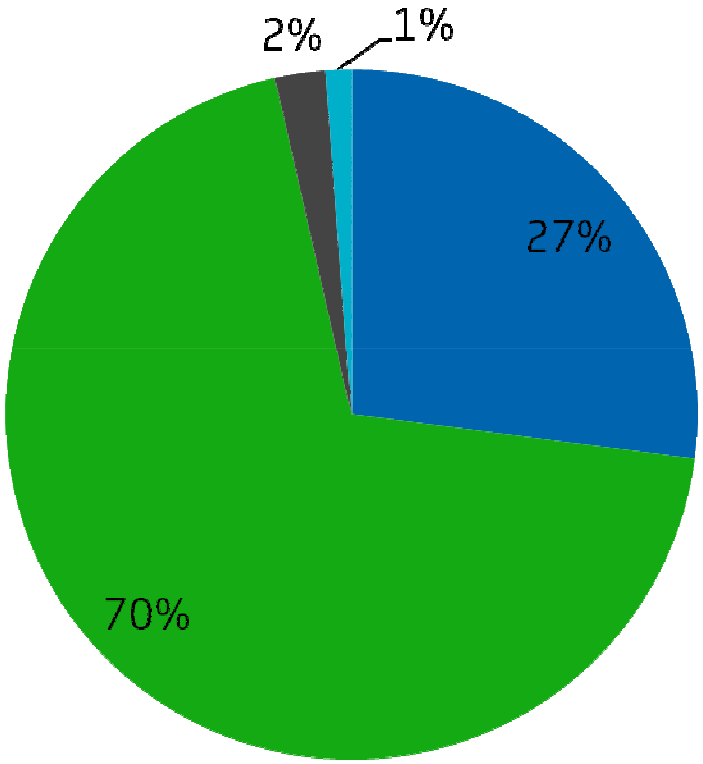
What about number of customers

Oblicore Customer Bookings by SLM Type



Number of Customers by SLM Type



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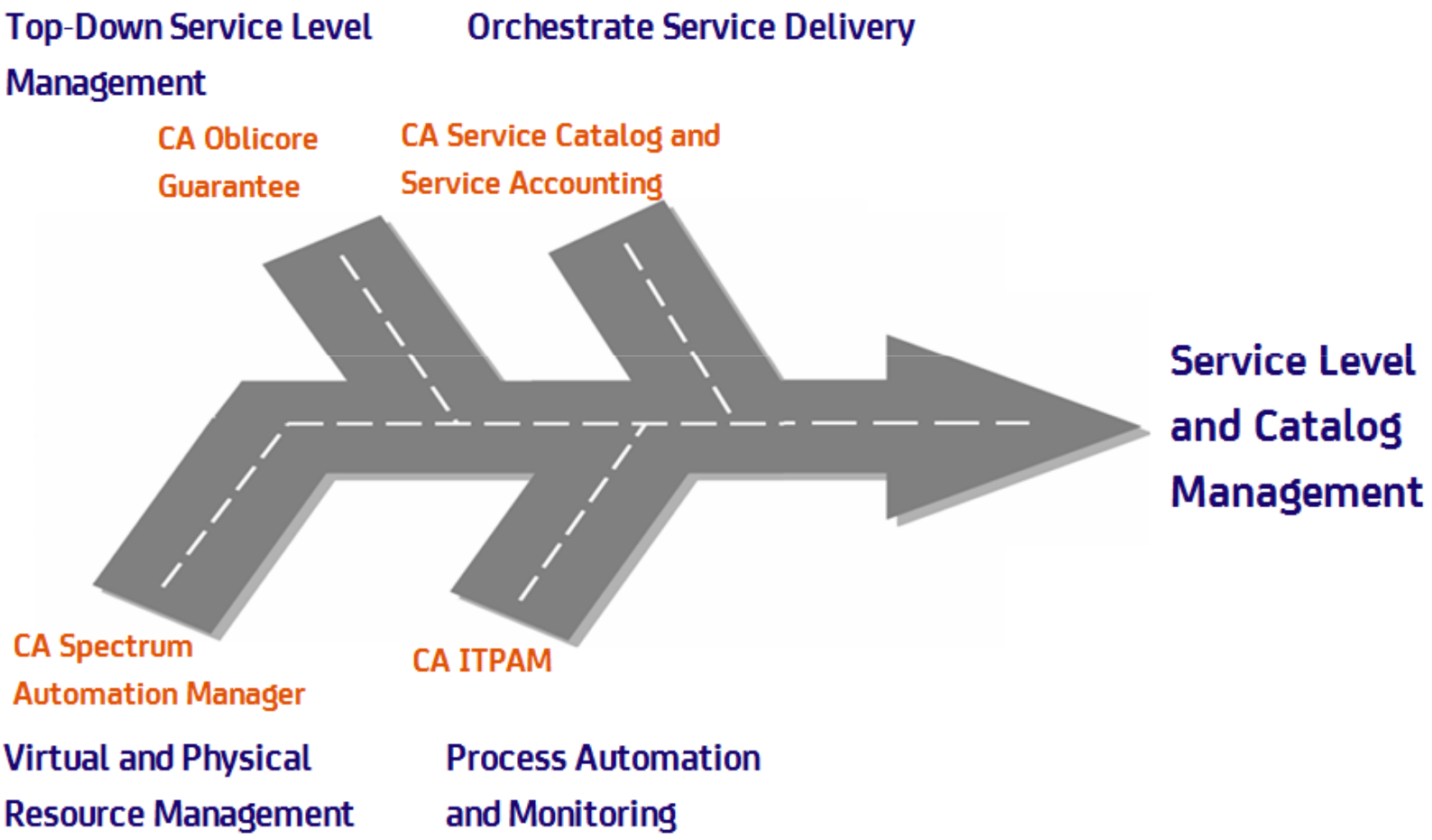
CA Oblicore Guarantee: A cornerstone of CA's SLCM Strategy



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Oblicore Compliments CA Offerings

CA Service Management

With CA Service Management and Clarity solutions for SPM, Oblicore contractualizes IT business agreement to manage service portfolio for business value

ALIGN OPERATIONS TO BUSINESS REQUIREMENTS FOR SERVICE QUALITY

CA Service Assurance

With Wily, Spectrum, and eHealth, Oblicore adds "last mile" of business perspective to monitoring and managing service availability and performance

- **Fast, flexible integration to virtually any system, no changes required**
- **Integrations for Wily, Spectrum, eHealth and Service Desk**
- **Integrations to BMC, HP, IBM, SAP, Oracle and more**

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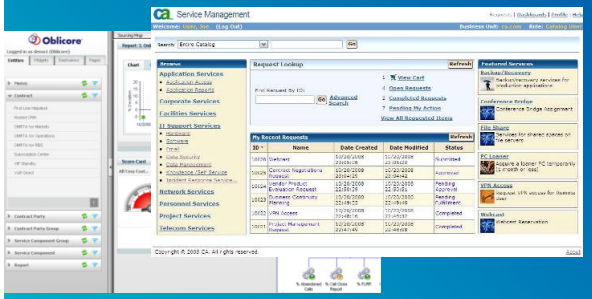
CA's Complete Service Assurance Solution

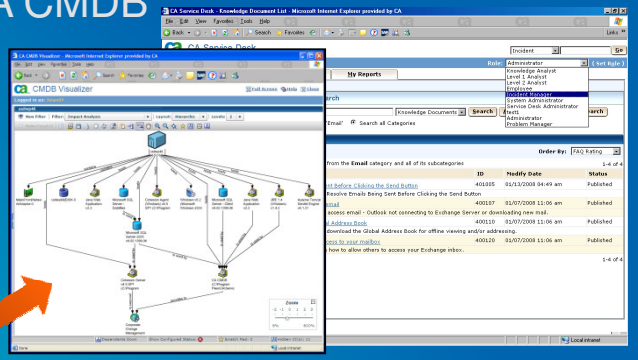
Service Level & Catalog Management

- CA Oblicore Guarantee
- CA Service Catalog
- CA Service Assurance Manager
- CA ITPAM



Service Management

- CA Service Manager
- CA CMDB



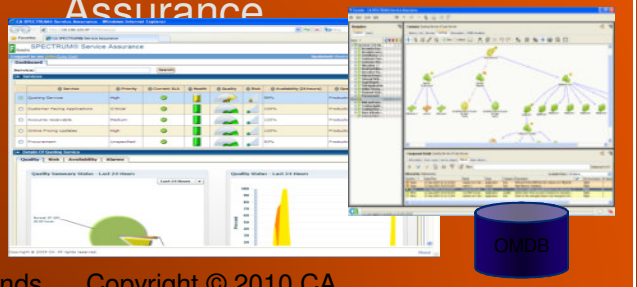
CA Integration Framework

Quality of Experience

- CA Wily Application Performance Management

Business Service Impact

- CA Spectrum Service Assurance



Infrastructure Management

- CA Spectrum Infrastructure Manager

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Analysts Validate Oblicore

This is a very broad package, with the capabilities to fulfill the SLM / BSM needs of most large organizations and service providers

EMA

It has a top-down approach to managing the performance of predefined service-level agreements (SLAs) in conjunction with an ability to show how well IT components perform compared to how much they cost the business.

FORRESTER

Oblicore Guarantee provides a good solution for BSM and SLM, with particular strengths in its top-down, services to infrastructure definitions, complete life cycle management, and broad integration of business metrics from other systems

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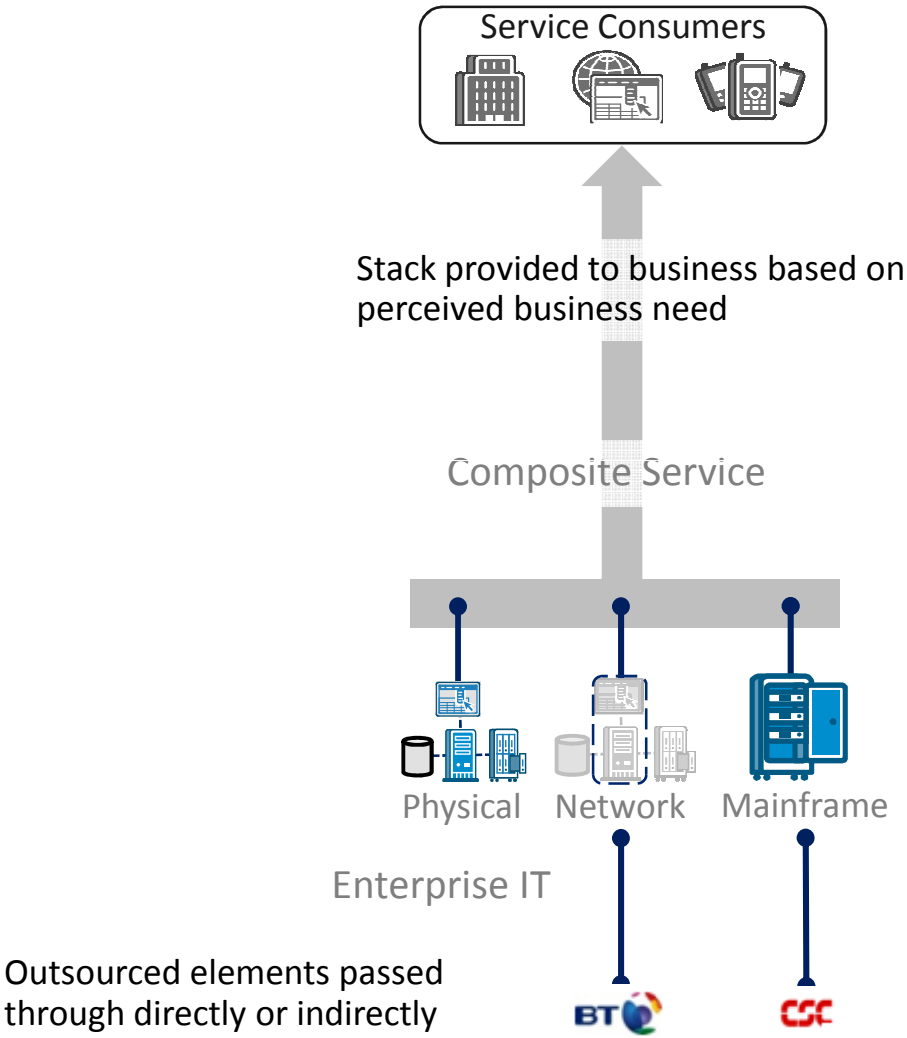
how IT has historically provided “services”



Shortcomings:

- Infrastructure approach difficult for business to understand
- Does not scale quickly
- Costly to maintain
- Lack of transparency

…But the business had few choices

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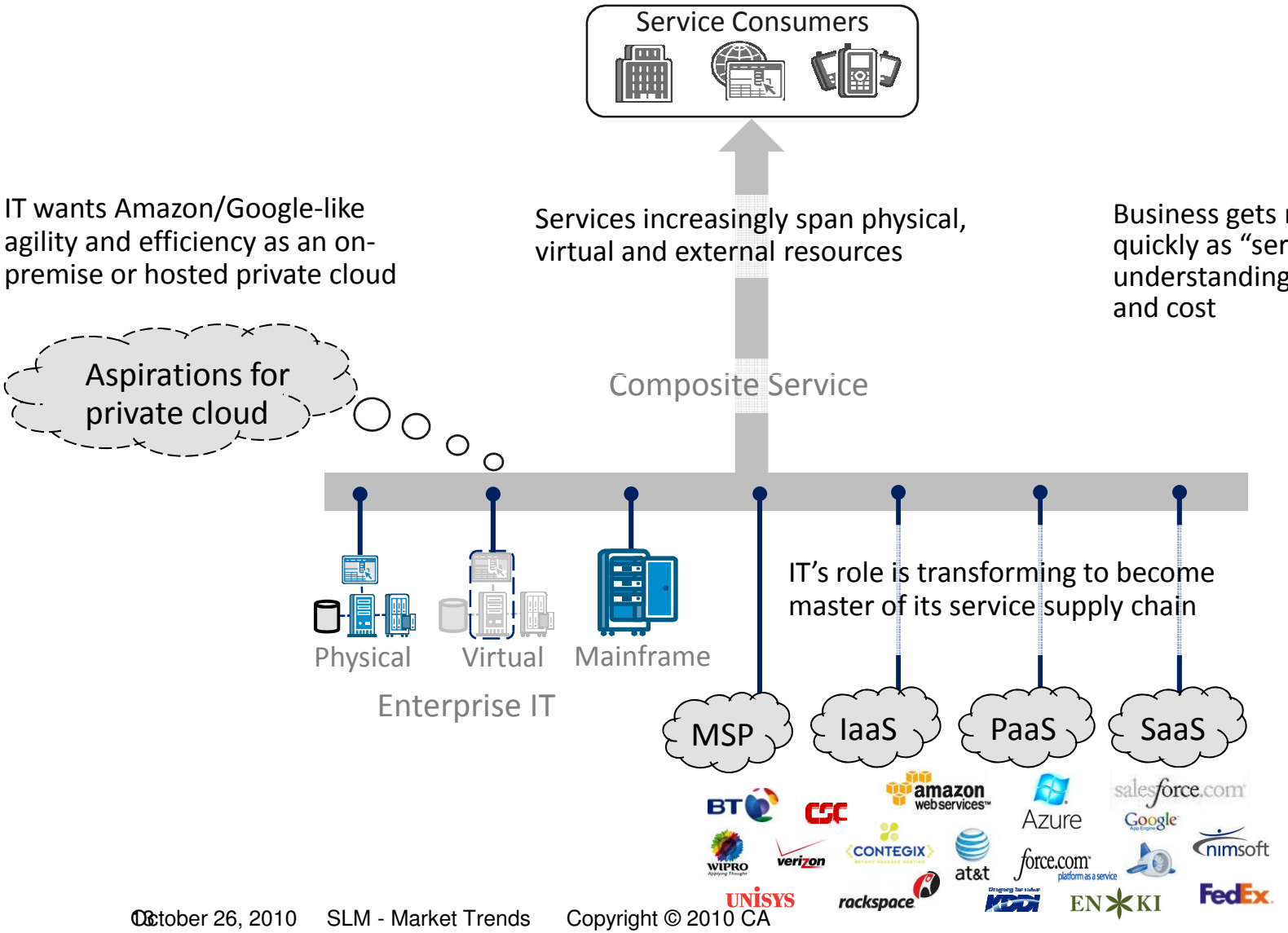
cloud computing has provided new options



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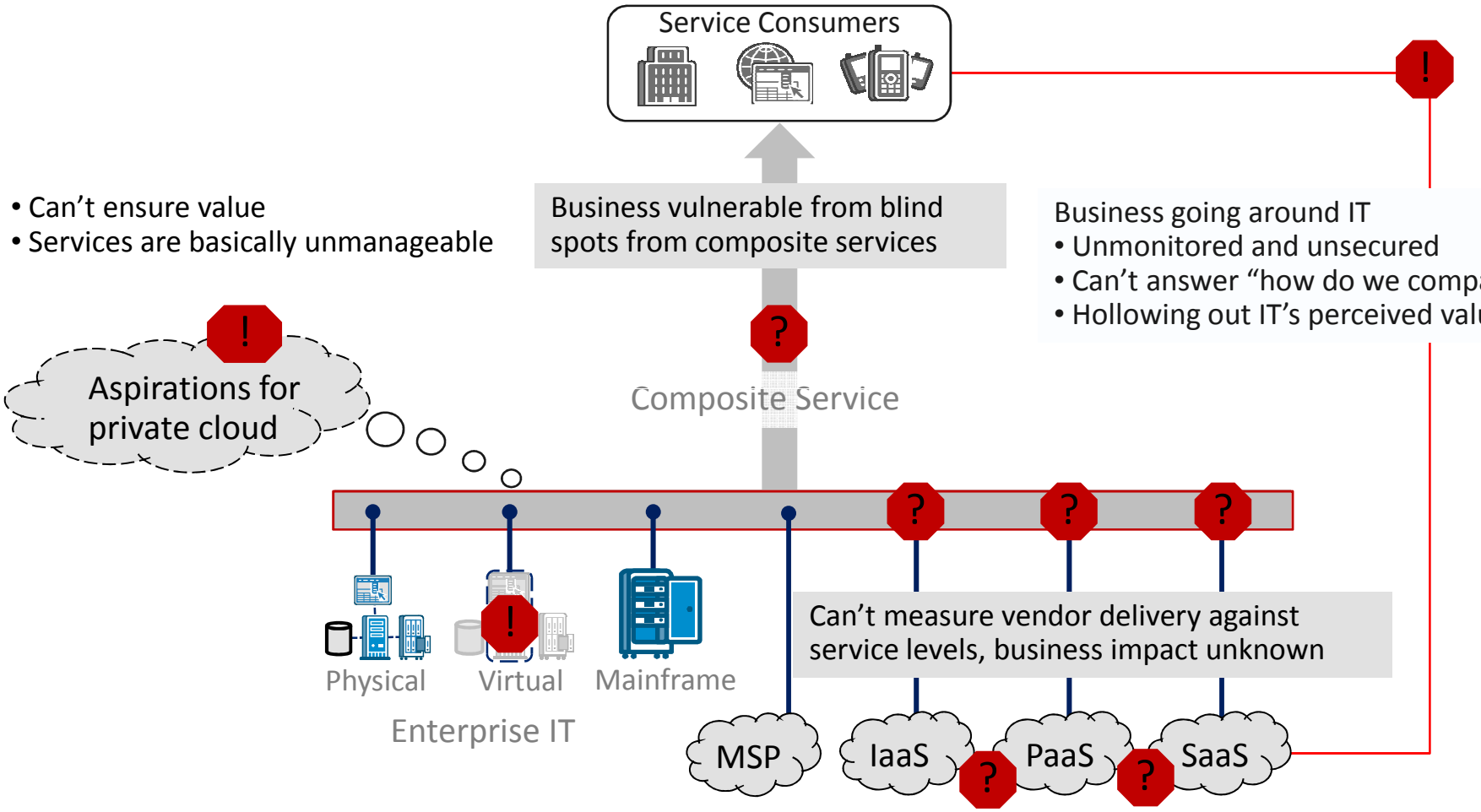
…but obstacles are complicating adoption and giving customers outside options



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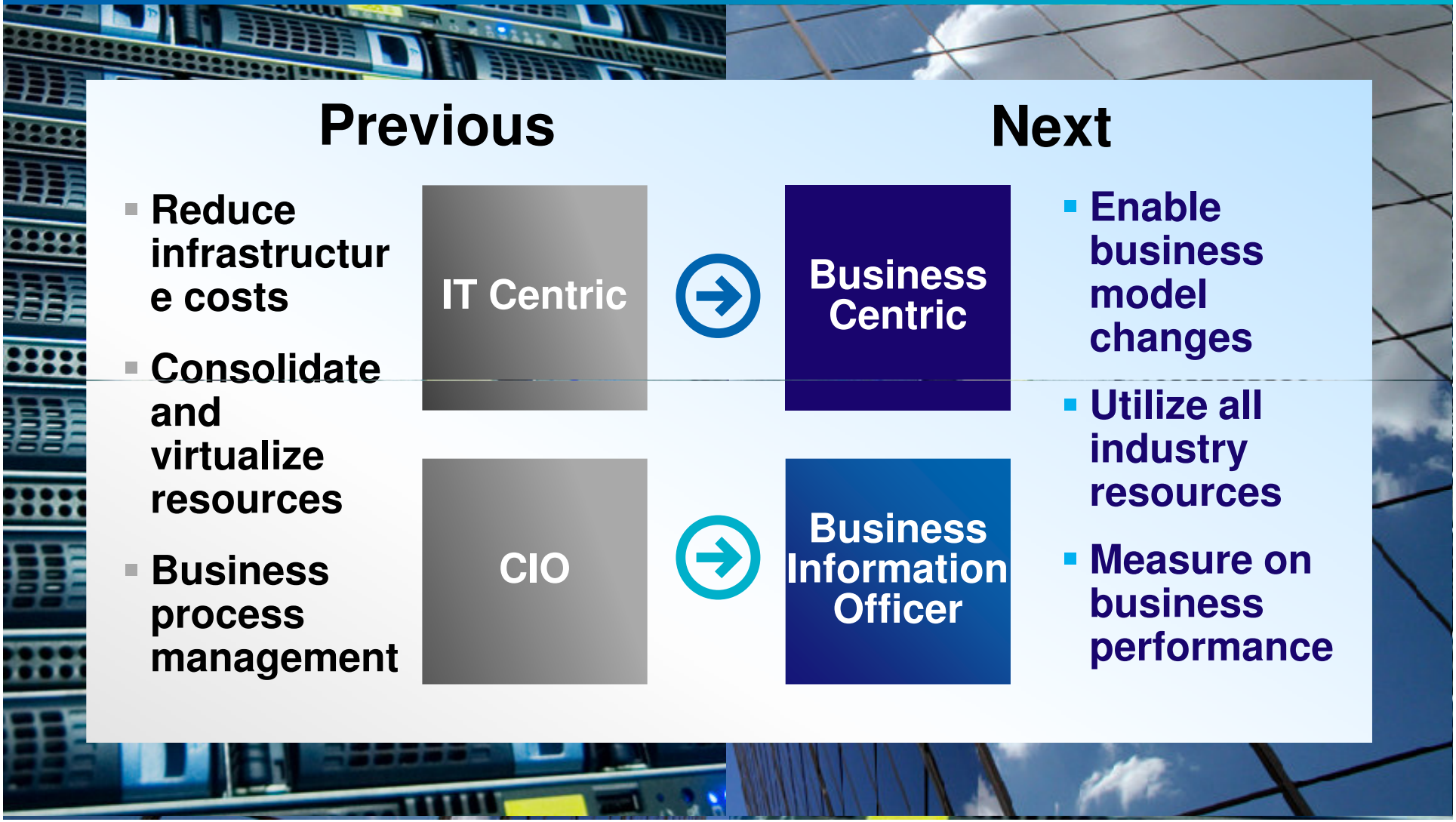
IT's role is changing



Previous

- Reduce infrastructure costs
- Consolidate and virtualize resources
- Business process management

IT Centric

CIO

Next

Business Centric

Business Information Officer

- Enable business model changes
- Utilize all industry resources
- Measure on business performance

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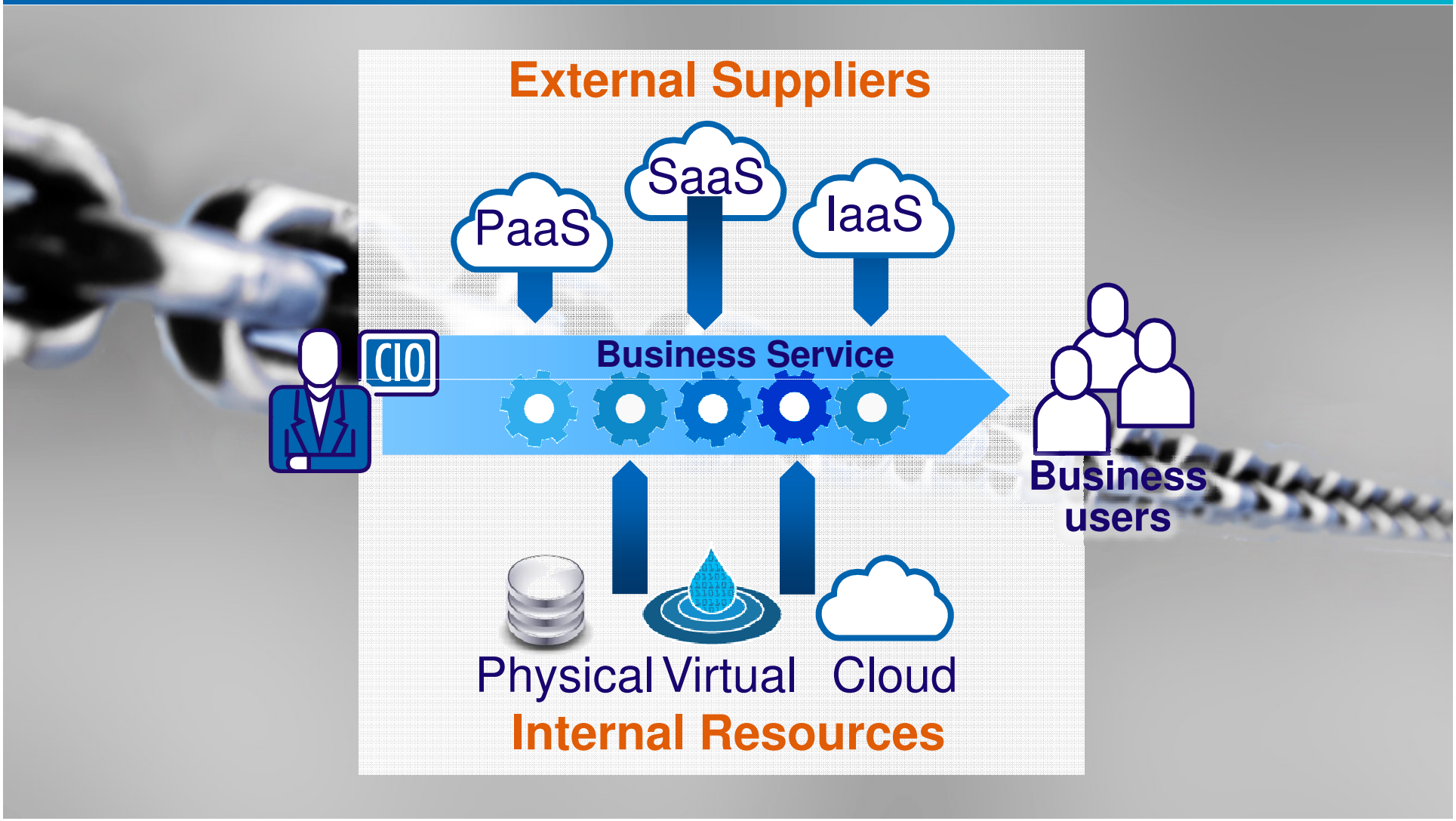
New Role for IT: Managing the IT supply chain



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Conclusion

- Targets three sub-markets
  - Outsourcing Management
  - Enterprise SLM
  - Service Provider SLM
- Most companies take manual approach. Pains from:
  - Lack of standardization
  - Inefficient data collection (aggregation & correlation)
  - Lack of rightsourcing
  - Penalties and credits
- Competitive differentiator due to
  - Contract approach
  - Infrastructure agnosticism
  - OLA, UPC, SLA (service delivery chain) Modeling.

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Where to go for more information

- Sales
  - Ray Brancato 609-583-9845
  - Rosano Moraeis +55 (11) 5503 6000
  - Bob Moore
  - Chris Wilson +61 412438024
  - Michael Miralis 508-628-8248
- Product Management
  - Dorit Deddi +972 (9) 7627007 x365
- Product Marketing
  - Eric Feldman 631-342-5720
  - Erik Hille 508-628-8519

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questions

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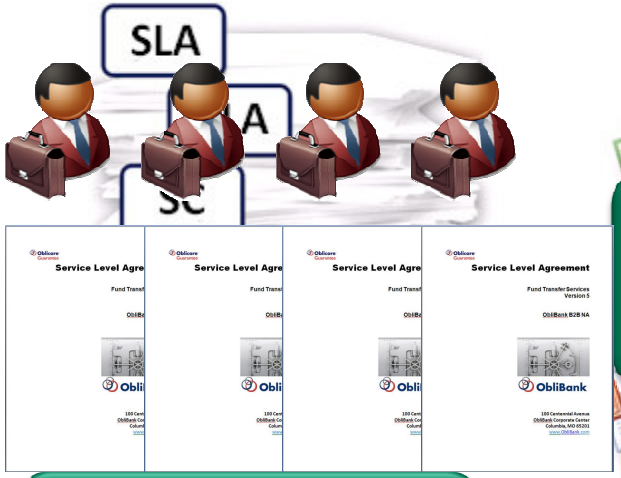
appendix

Standardizing contract creation and revision



- Services may be similar
- Contracts are not
- Does not leverage what "we know works"

Lack of standardization:

- Ensures labor intensive process
- Encourages lack of learning

- Reports should be similar
- But again are duplicative

- Metrics are not uniform
- Data collected is not uniform
- High degree of duplication

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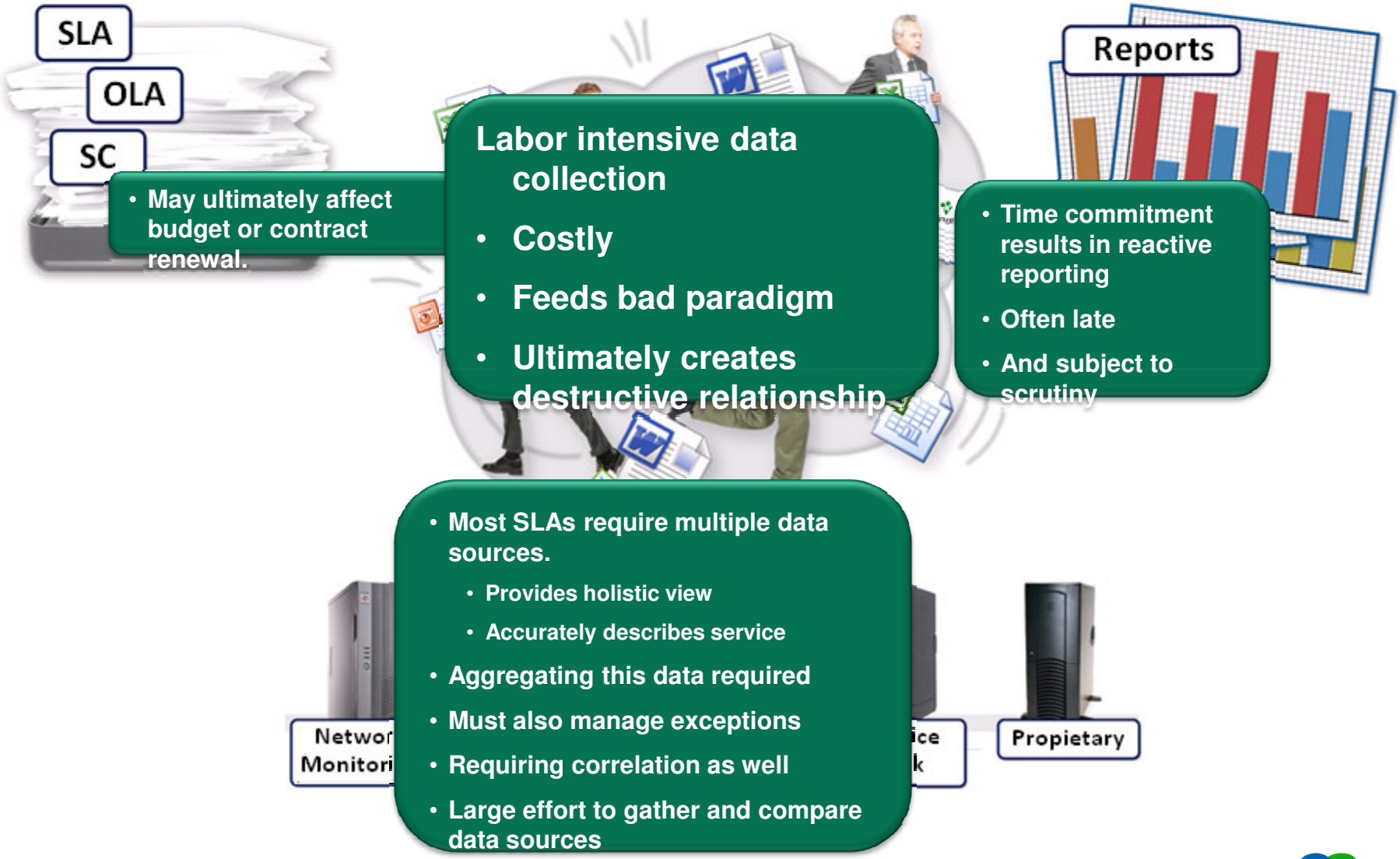
Improve data collection



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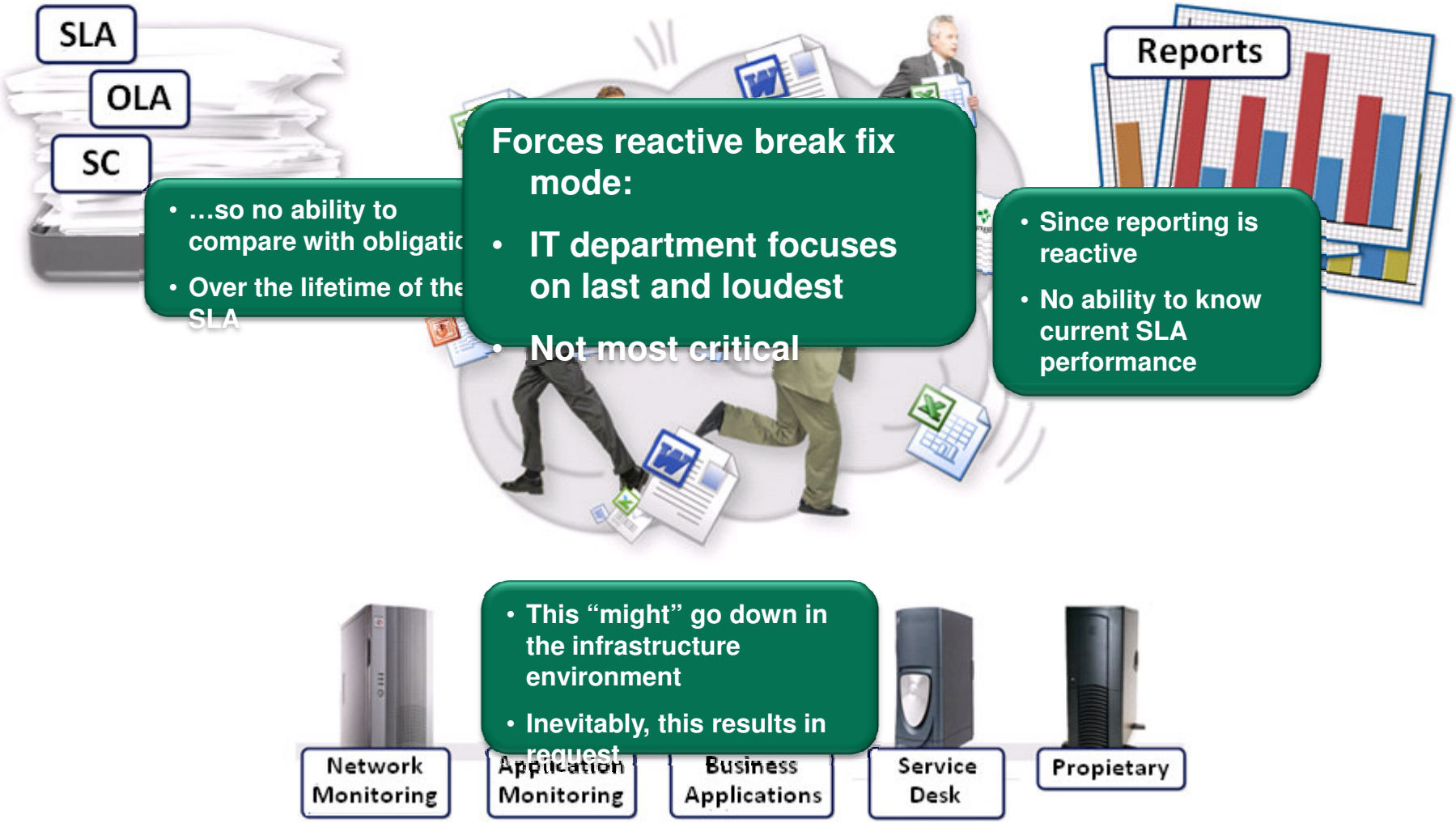
Level set performance levels with no overinvestment



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This could be further exacerbated by multiple constituents

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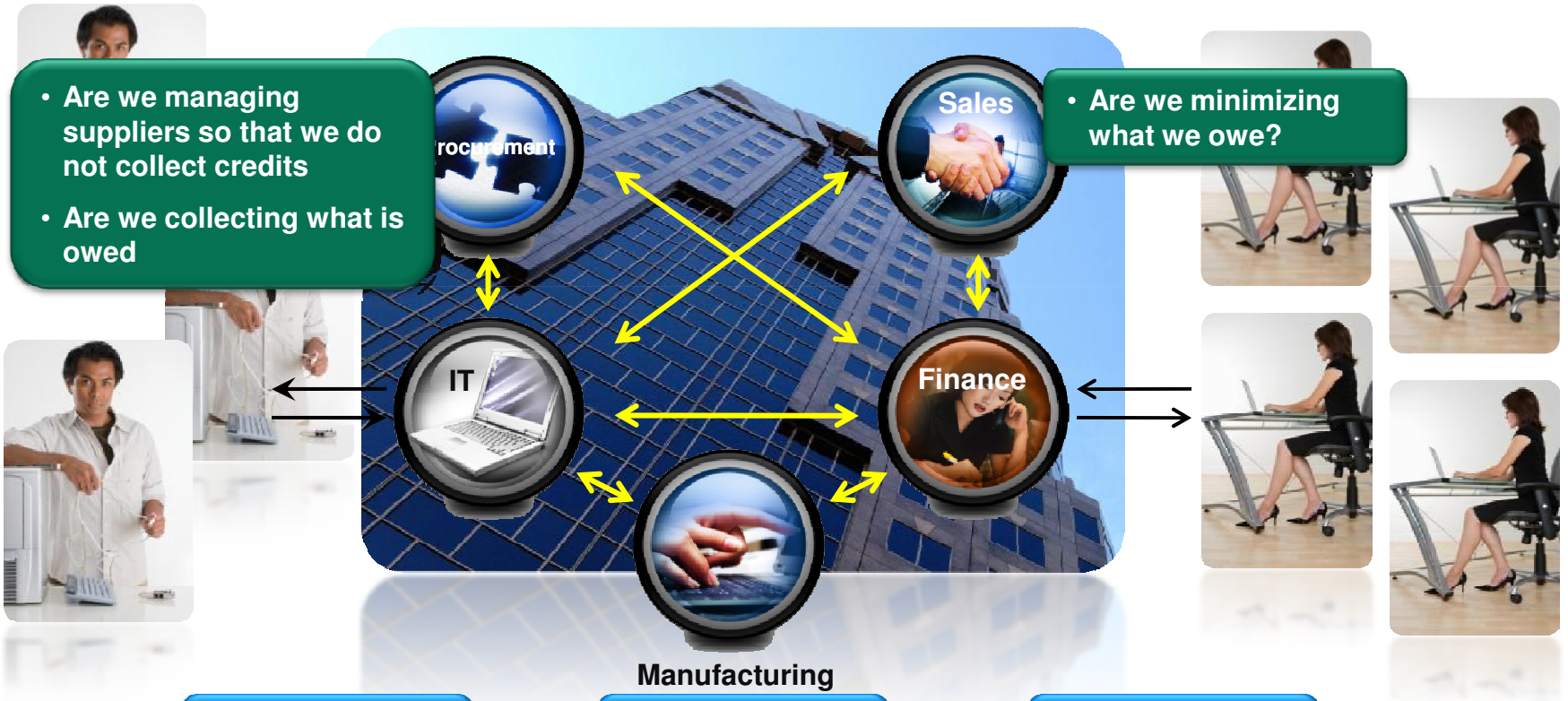
…and let's not forget penalties and credits

Enterprise

Suppliers | **Company** | **Customers**

- Are we managing suppliers so that we do not collect credits
- Are we collecting what is owed

- Are we minimizing what we owe?



Underpinning contract

Operational level agreement

Service level agreement

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thank you

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