

CA Technologies in the Cloud Oblicore User Group Meeting

Ajit Maira, VP Product Management,
Cloud Solutions Unit
October 26 , 2010



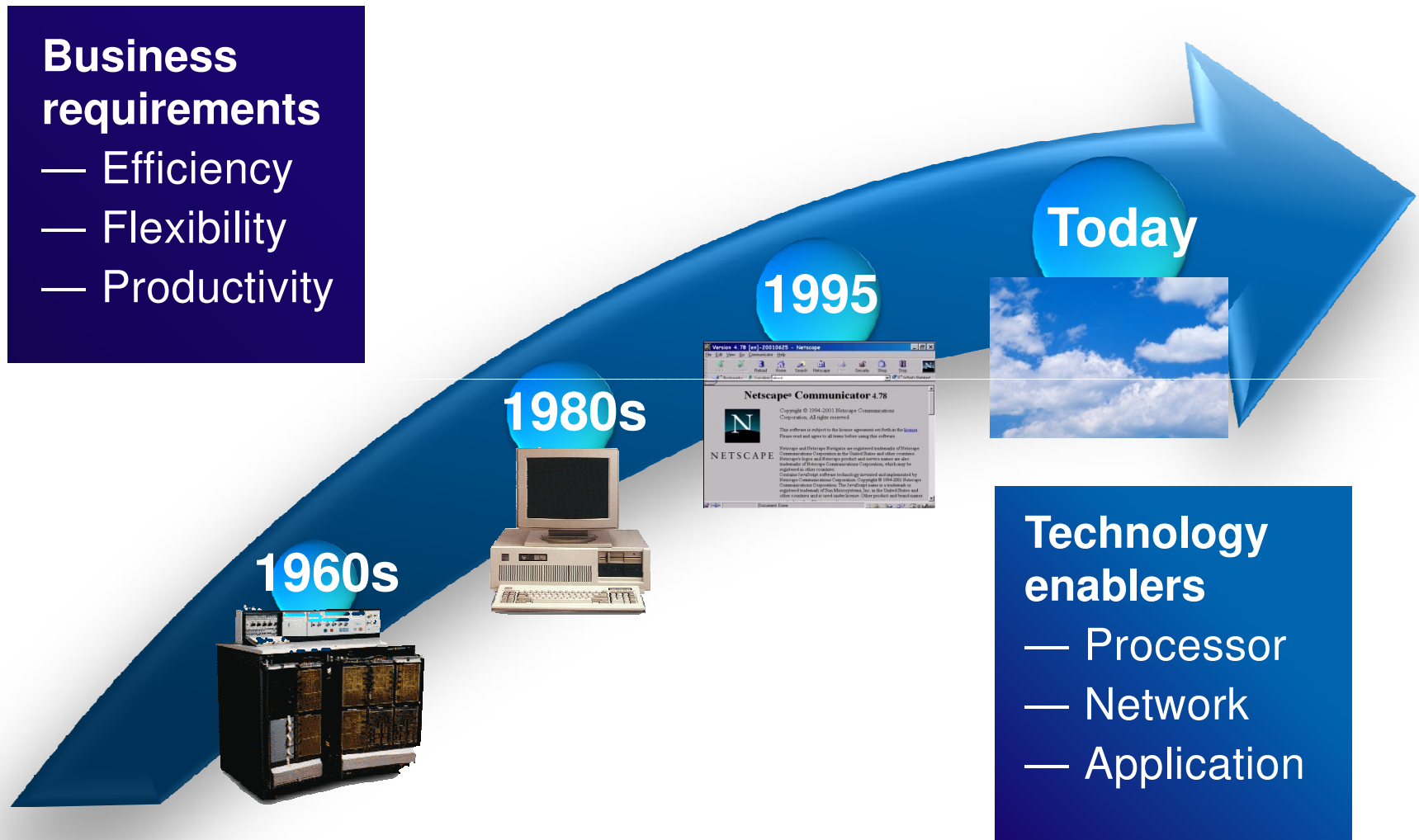
Agenda: CA Oblicore User Group Meeting

- 09:00 **Welcome and Introductions**
- 09:15 **Cloud-Connected-Enterprise Vision and Strategy**
- 10:00 **Customer Discussion on their Cloud Initiatives & environment survey**
 - Ajit Maira, VP Product Management Cloud CSU, CA Technologies
- **11:15 Coffee**
- 11:30 **Oblicore and the Market – where we are today**
 - Erik Hille, Product Marketing Oblicore / Insight, CA Technologies
- 12:15 **Lunch**
- 13:15 **Greeting**
 - Wytze Rijkmans, VP Area Sales, CA Technologies
- 13:45 **CA Oblicore: Product Plans /Roadmap**
 - Dorit Deddi, Product Management Oblicore / Insight, CA Technologies
- 14:45 **Coffee & complete survey**
- 15:00 **Roundtable – Group discussion**
- 16:15 **CA Services: Delivering Value to the Customers**
 - Henny Dogge, Senior Director Practice Services, CA Technologies
- 16:45 **Overview of CA User Communities Program**
 - Demo: new CA User Communities Portal & Election of officers for new [CA Oblicore User Group](#)
 - Abdel Laabi, Customer Programs, CA Technologies
- 17:30 **Wrap Up and Meeting Adjourn**
- 19:00 **Dinner Restaurant “Sitte”, Darmstadt**

Paradigm shift in IT every 15 years

Business requirements

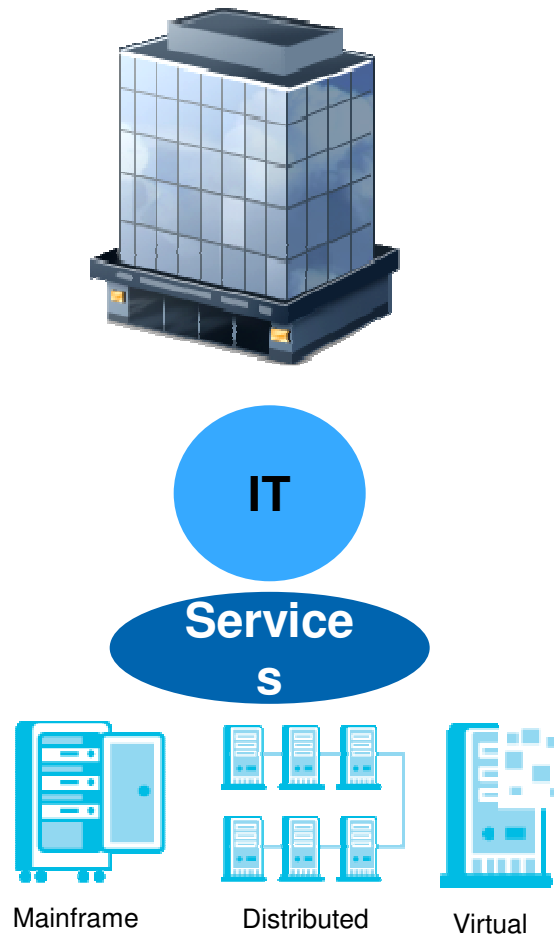
- Efficiency
- Flexibility
- Productivity



Technology enablers

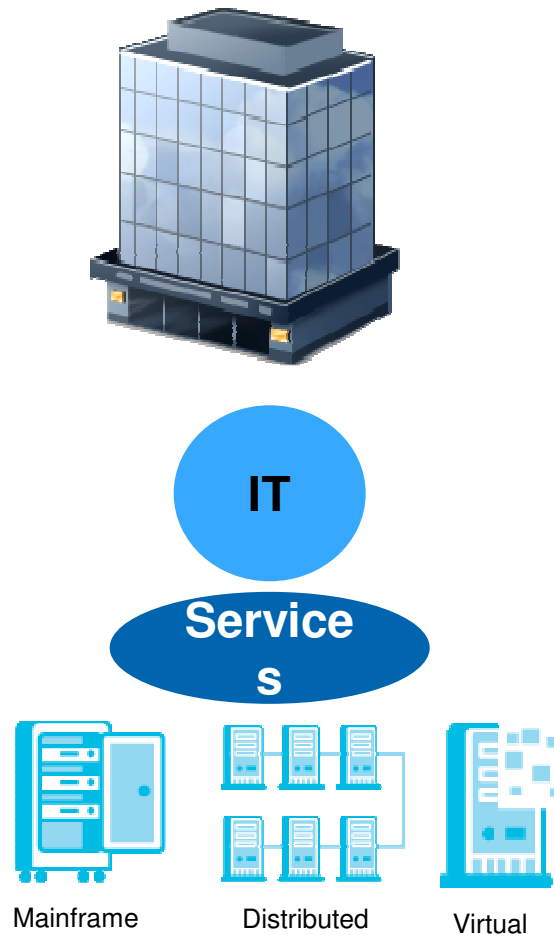
- Processor
- Network
- Application

For some time IT has lived as the sole source of IT services in the organization



“Complicated”

Cloud computing options appeared, promising simple access to desired services



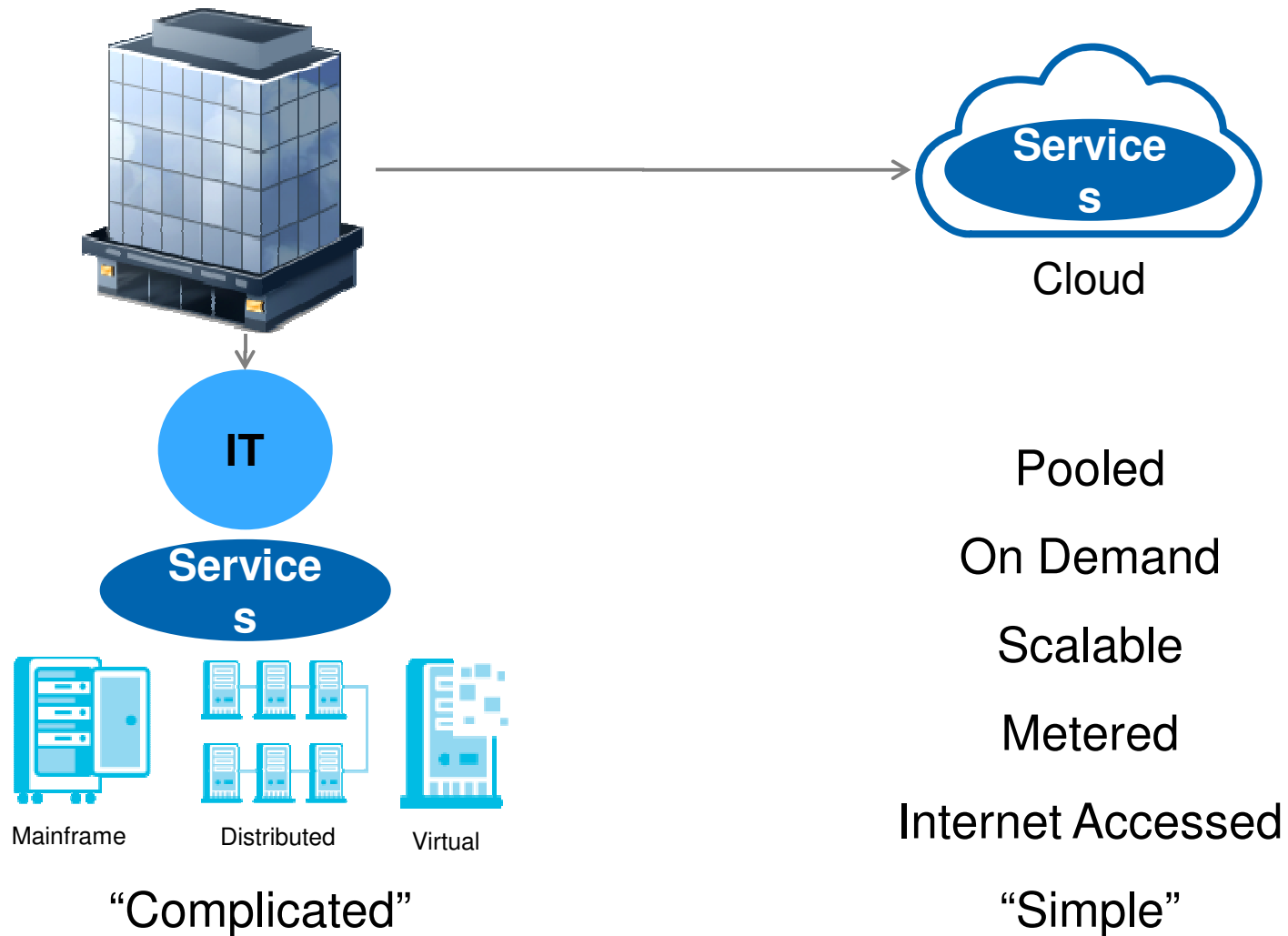
“Complicated”



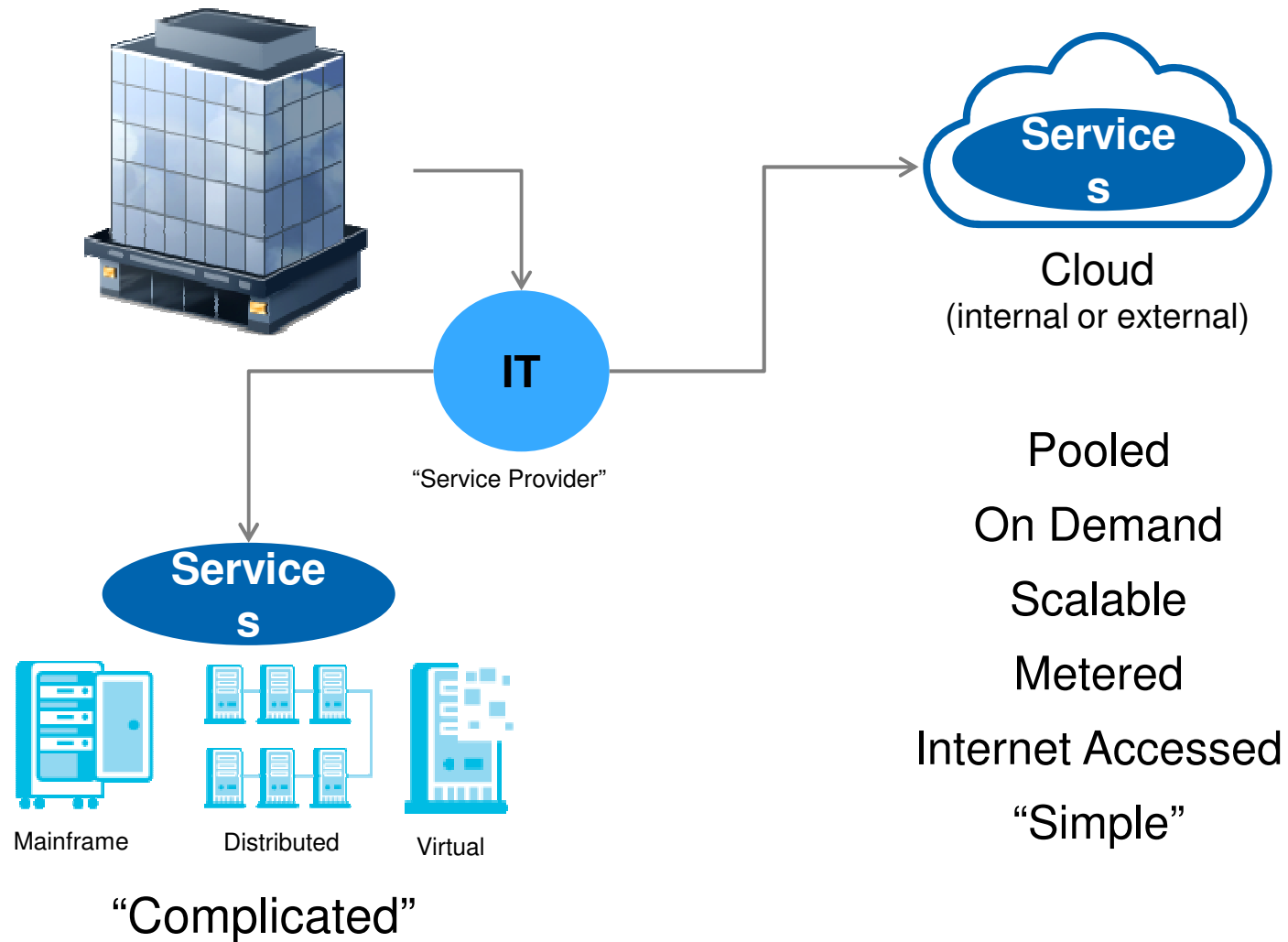
Cloud

Pooled
On Demand
Scalable
Metered
Internet Accessed
“Simple”

Instead of going to IT for everything, the business is now going to cloud alternatives – typically around IT



The role of IT must adjust to service provider, orchestrating internal and external services to deliver on needs



IT's role is changing

Previous

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

IT Centric

CIO



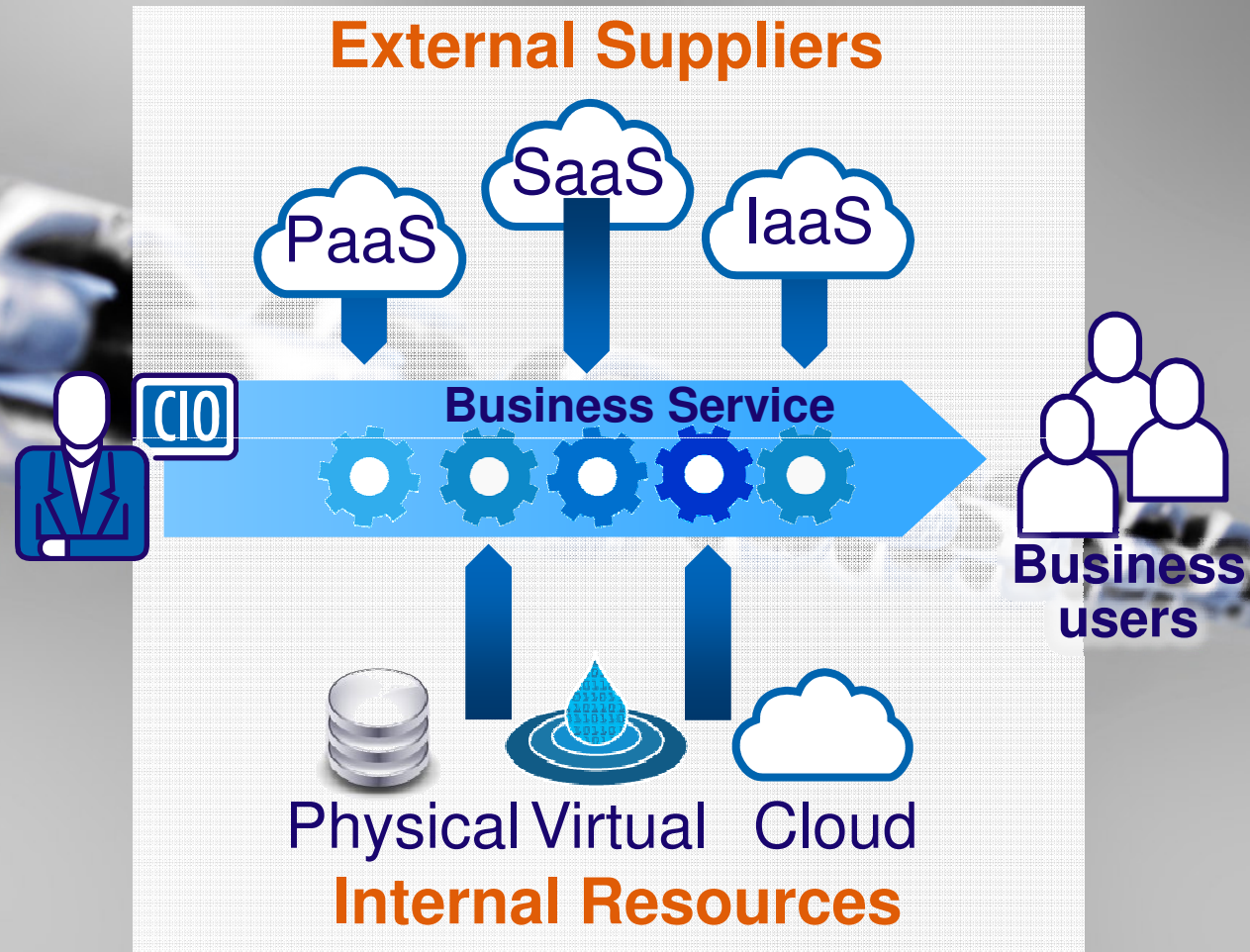
Next

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

Business Centric

Business Information Officer

New Role for IT: Managing the IT supply chain



CA Technologies has three categories of solutions for managing the IT supply chain and getting the most from cloud computing

Managing the IT Supply Chain: Manage Cloud Services Choice



- CA Oblicore Guarantee, CA Cloud Insight
- Cloud Commons
- Service Measurement Index (SMI)
- CA Cloud Optimize



Cloud

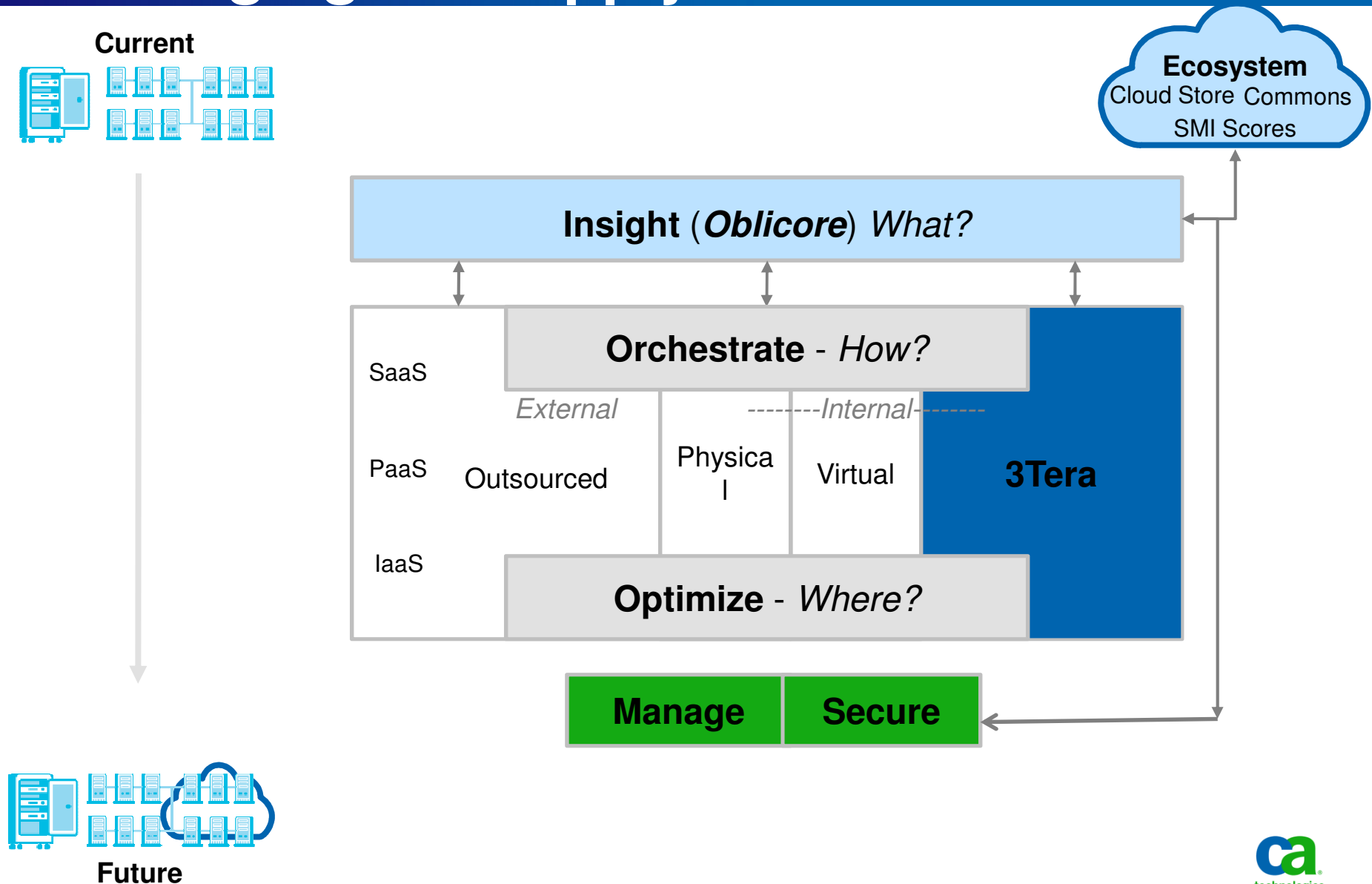
Manage the IT Supply Chain: Extend Existing Mgmt Tools to Integrate the Cloud

- Service and Portfolio Management
- Service Automation
- Security
- Service Assurance
- Nimsoft On Demand
- CA Clarity On Demand
- CA Agile Vision
- CA Virtual Management

Provide Turnkey Cloud Platform

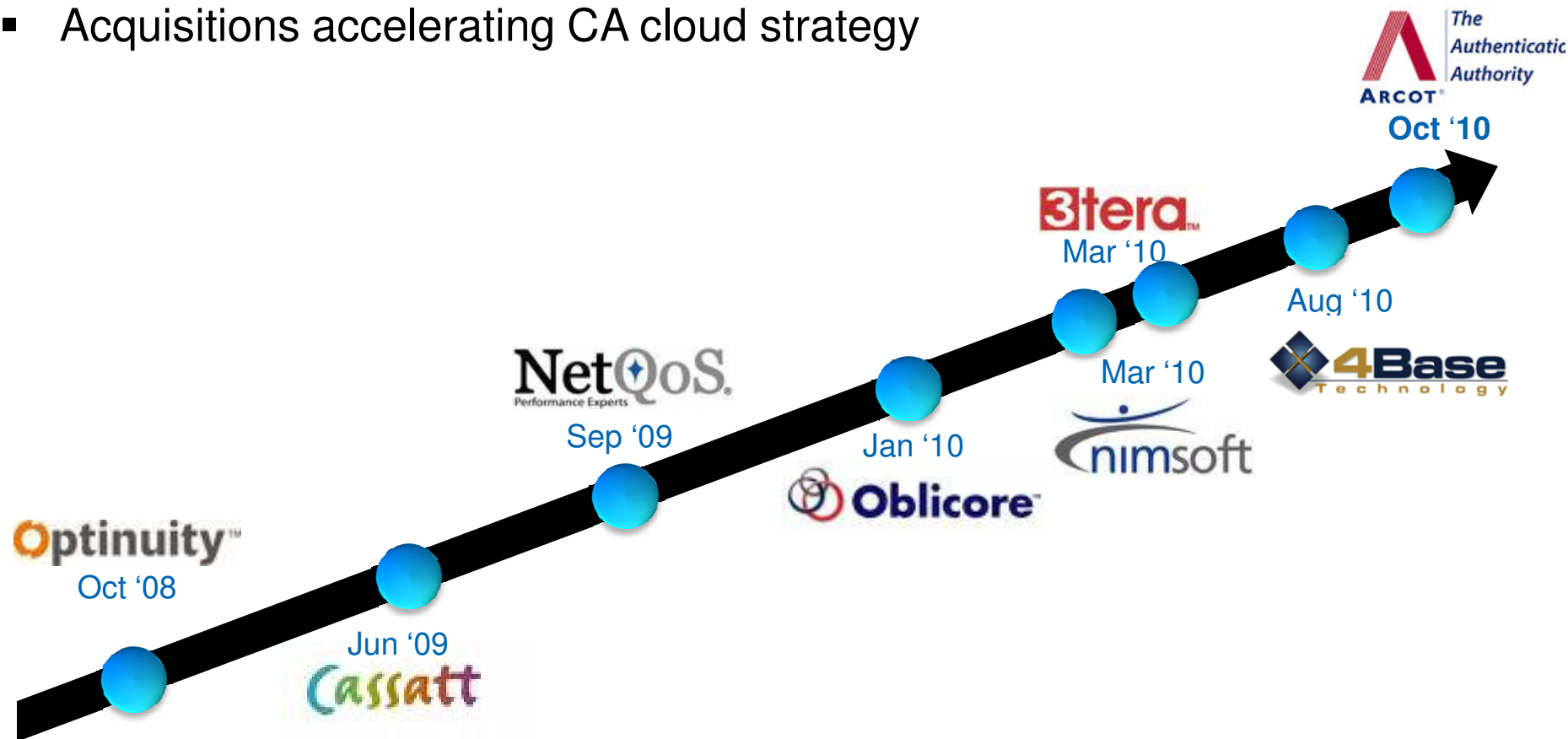
- CA 3Tera AppLogic
- CA Cloud Orchestrate

CA Technologies Cloud Solutions for managing the supply chain



CA Technologies investing R&D, acquisitions to accelerate execution

- Integration across product lines support cloud delivery and consumption
- Acquisitions accelerating CA cloud strategy



Analysts Impressed by Oblicore Acquisition

"Great move."

"CA has strong, advanced thinking in this direction."

"We think you're onto something."

FORRESTER®

"Pretty cool."

"This doesn't drop my jaw in surprise. It makes a lot of sense."

Gartner

"Seems like a really good fit."

"It fits into an already pretty advanced service management capability."

EMA™

"This is significant and very clever on CA's part."

"A real coup for CA."

"I think you've leapfrogged people like BMC."

Ptak / Noel

"You should get immediate growth from putting the CA brand on this."

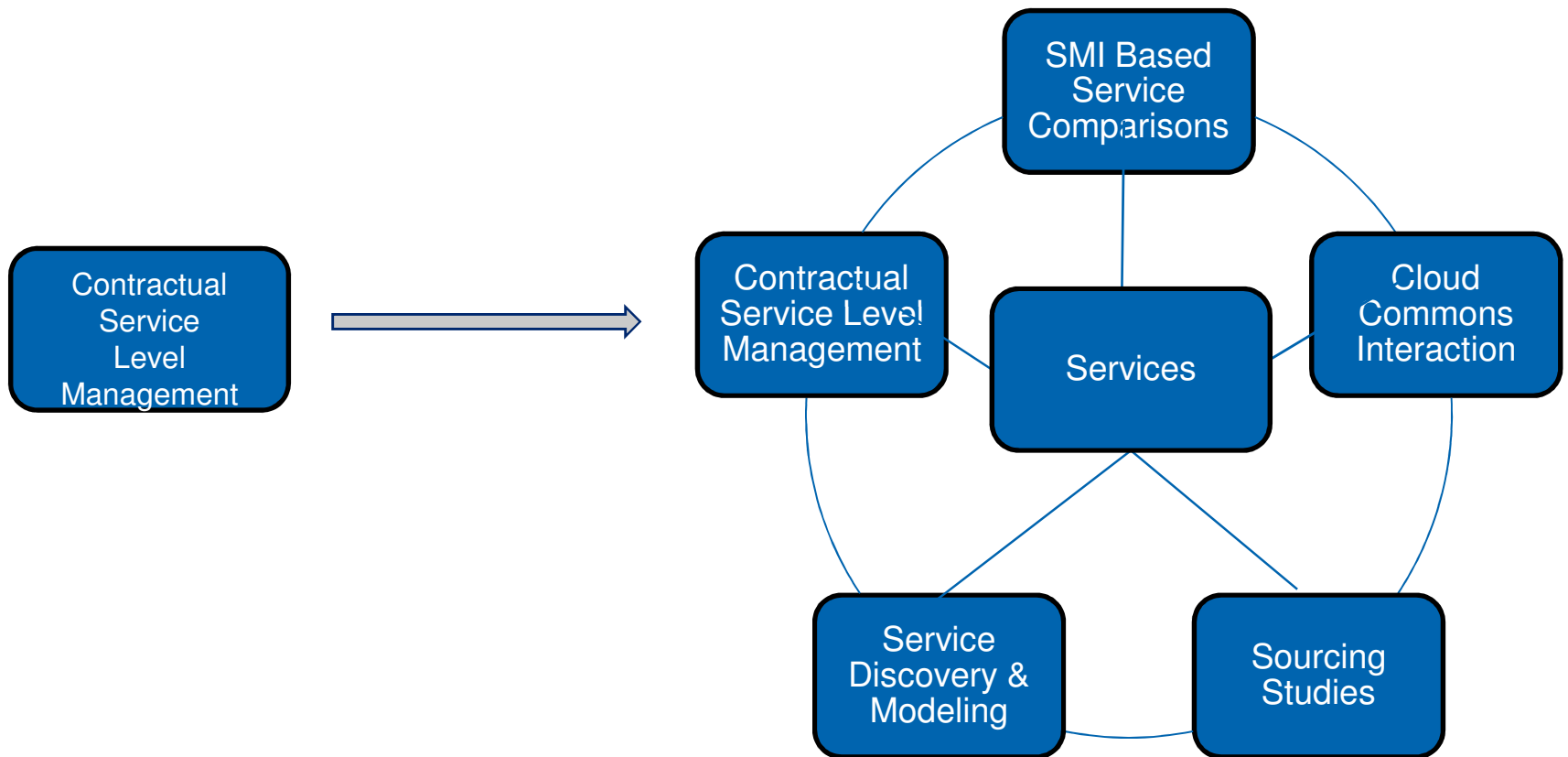
"This can't be a bad investment."

HURWITZ
& ASSOCIATES
Insight to Action

The Evolution from Oblicore to Insight

Today:
Oblicore Guarantee v7.0

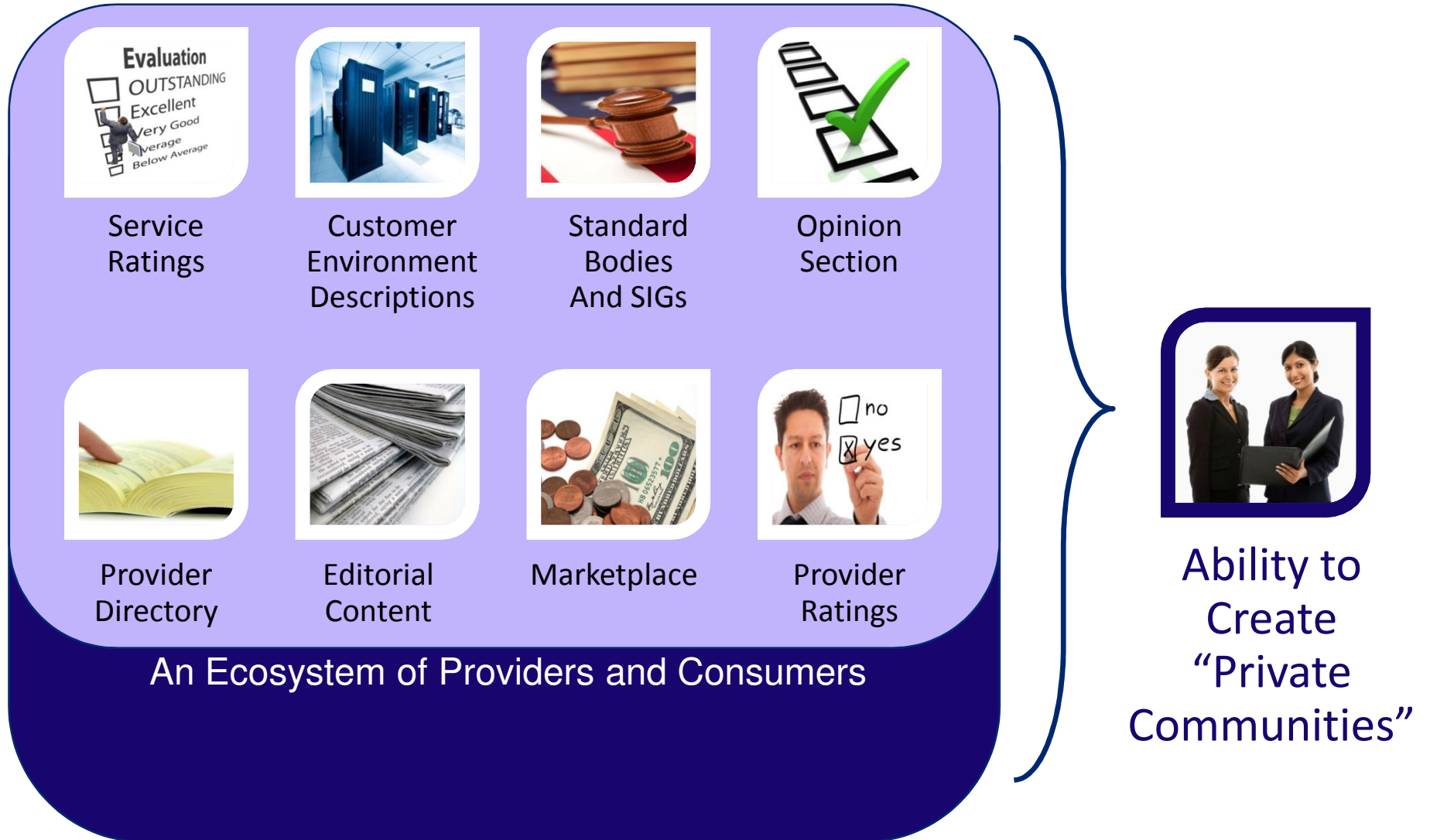
Tomorrow:
Cloud Insight v8.0



Cloud Insight

Gain visibility and understanding of performance of internal and external IT supply chain environments for decision making

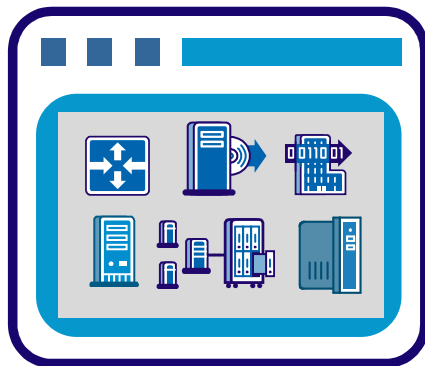
What is Cloud Commons?



The Service Measurement Index (SMI)

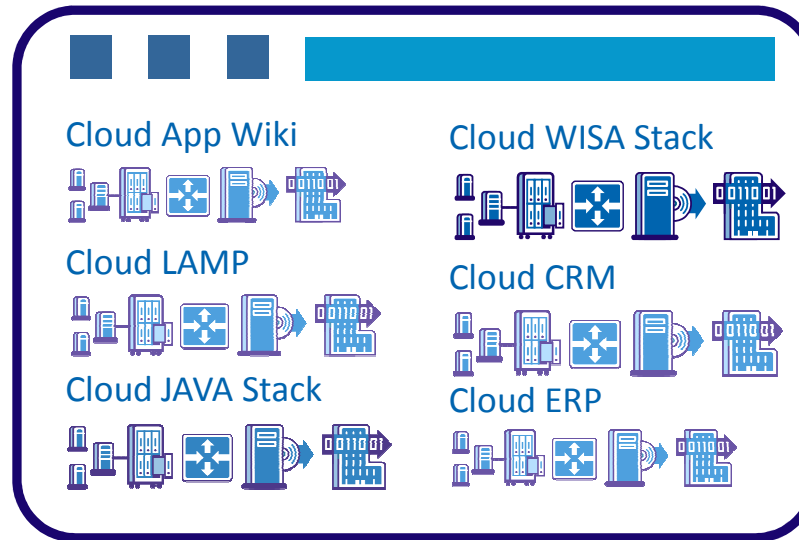
- A measure of “Relative Goodness” of a service
- It is a **Relative** measure like stock market indices (the numbers mean nothing in an absolute sense)
 - To other like services
 - To the limits of the community’s knowledge
- **Goodness** has many dimensions
 - Quality, Agility, Risk, Cost, Capability, Security
- **Measure**
 - Allowing for internal or external comparisons
- The goal is for SMI to become an industry standard
 - Initiated by CA Technologies, but Carnegie Mellon University leading the SMI Consortium
 - TMF a member and partnering to create a taxonomy of services
 - State of Colorado, SUNY, University of Melbourne, Cask others signed up, more will be announced soon for inaugural meeting in late October

CA 3Tera AppLogic: service design and delivery from the cloud



Global Catalog

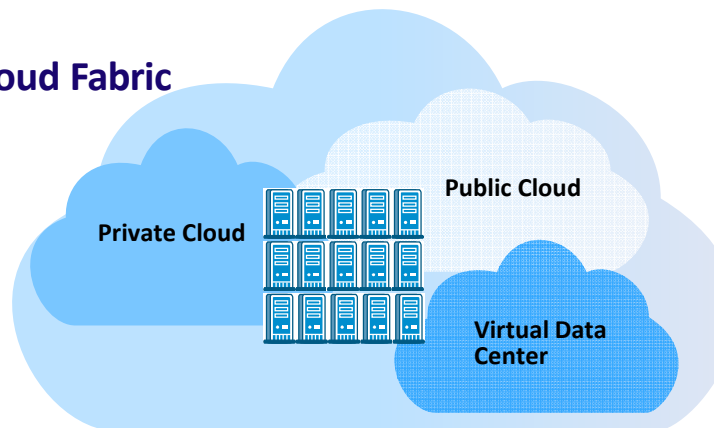
Appliances, Architecture,
Applications, Versioning



Assembly



Cloud Fabric



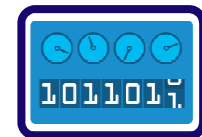
Run Time Management

Automation, Optimization,
Monitoring,, Fault Tolerance

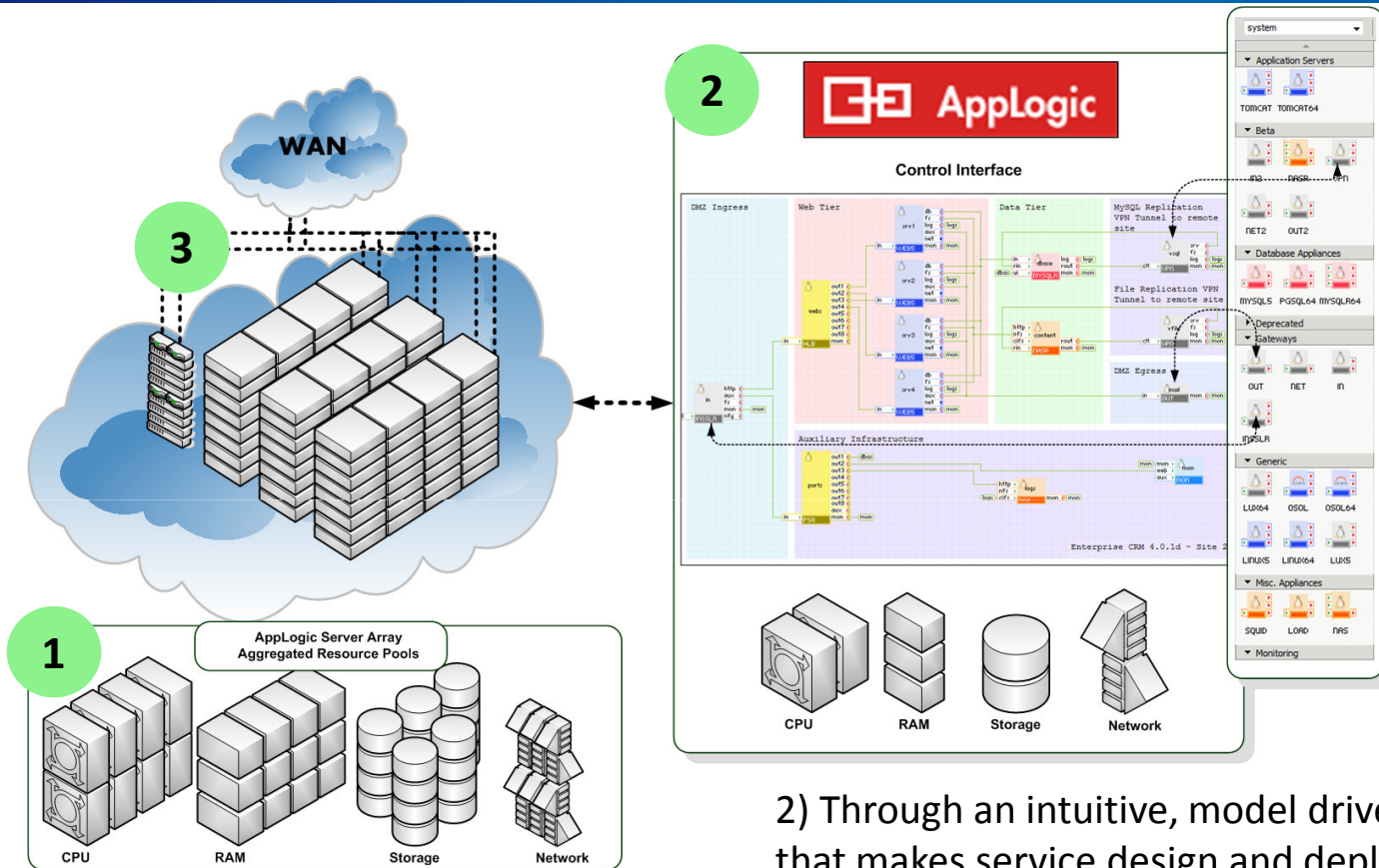


- Virtualize the entire infrastructure needed to support an application
- Deploy and manage this virtual service composite as a single object
- Result: lower the cost model, creating a one-to-many environment and adding new types of services

Metering



How does CA 3Tera AppLogic achieve all of this?



1) Through a revolutionary cloud fabric that manages storage, compute, network, HA and more installed on commodity servers

2) Through an intuitive, model driven interface that makes service design and deployment simple, and enables significant reuse

3) By integrating the two – modeled services and cloud fabric – in a run time environment to provide exceptional management, automation, metering and control

Value of Cloud Delivery Platform

SaaS

- Wrap an app as a 3Tera appliance to offer as a service
- Store the complete service in the catalog
- Enable user self service and deploy service on demand

PaaS

- Select a preferred application stack
- Wrap development tools and runtime as an appliance
- Deploy the stack from the catalog on demand

IaaS

- Wrap desired OSs as 3Tera appliances
- Store the appliances in the catalog
- Deploy basic stack on demand for customers

Virtual DataCenter

- Define virtual data center infrastructure and offering
- Develop combination of IaaS, SaaS and PaaS
- Deploy custom, virtual private data centers on demand

Cloud Delivery Platform

Market experts are recognizing that CA is serious about cloud



CA recognized as one of the top 10 Cloud Computing Vendors



“CA’s move will provide a **streamlined management solution** for customers’ cloud computing needs.” –VMware VP Shekar Ayyar

“CA Aligns With Cisco, VMware To Manage Cloud,” Information Week, July 2009



(Oblicore) is a strong acquisition for CA. This investment will help CA be more prepared to meet the challenges of integrated, **automated service management that dynamic Cloud computing environments will require.**

“CA Steps up IT Service Management Strategy—Acquires Oblicore,” Enterprise Management Associates, Jan 2010



“What I’d expect to see from CA is more noise when it comes to providing tooling for private clouds to large enterprises. They now have a very real (for how young cloud computing is) **cloud stack that has a track record.**”

“CA Buys 3Tera,” Redmonk, Feb 2010



“If anyone doubted CA Inc.’s intention to get into the cloud computing market, you can’t get away with that skepticism anymore. **This company is serious.** Its acquisition of early cloud leader 3Tera takes their nascent cloud entreaties to an **entirely new level.**”

“[Welcome To The Cloud Market, CA](#),” James Staten, Forrester Research, Inc., Blog, Feb 24, 2010

Round Table Group discussion

