

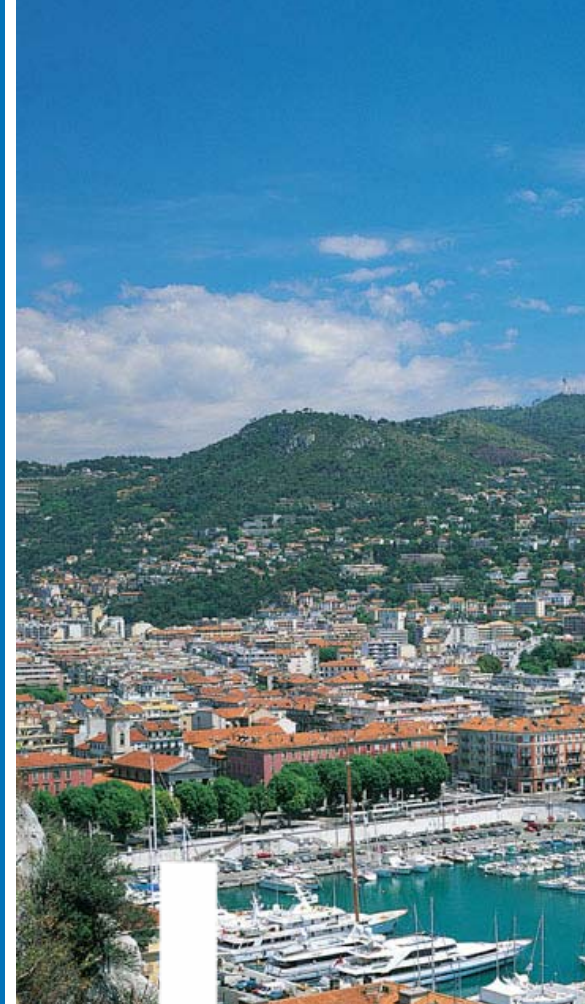


Application Management

A Holistic Approach

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HP OpenView approach to enterprise management



Comprehensive three pronged approach
addresses these three main IT transformations

Align IT to Business

Align

- IT priorities to business stakeholder requirements
- Ensure IT has current business context

Apply/Automate
Industry Processes

Automate

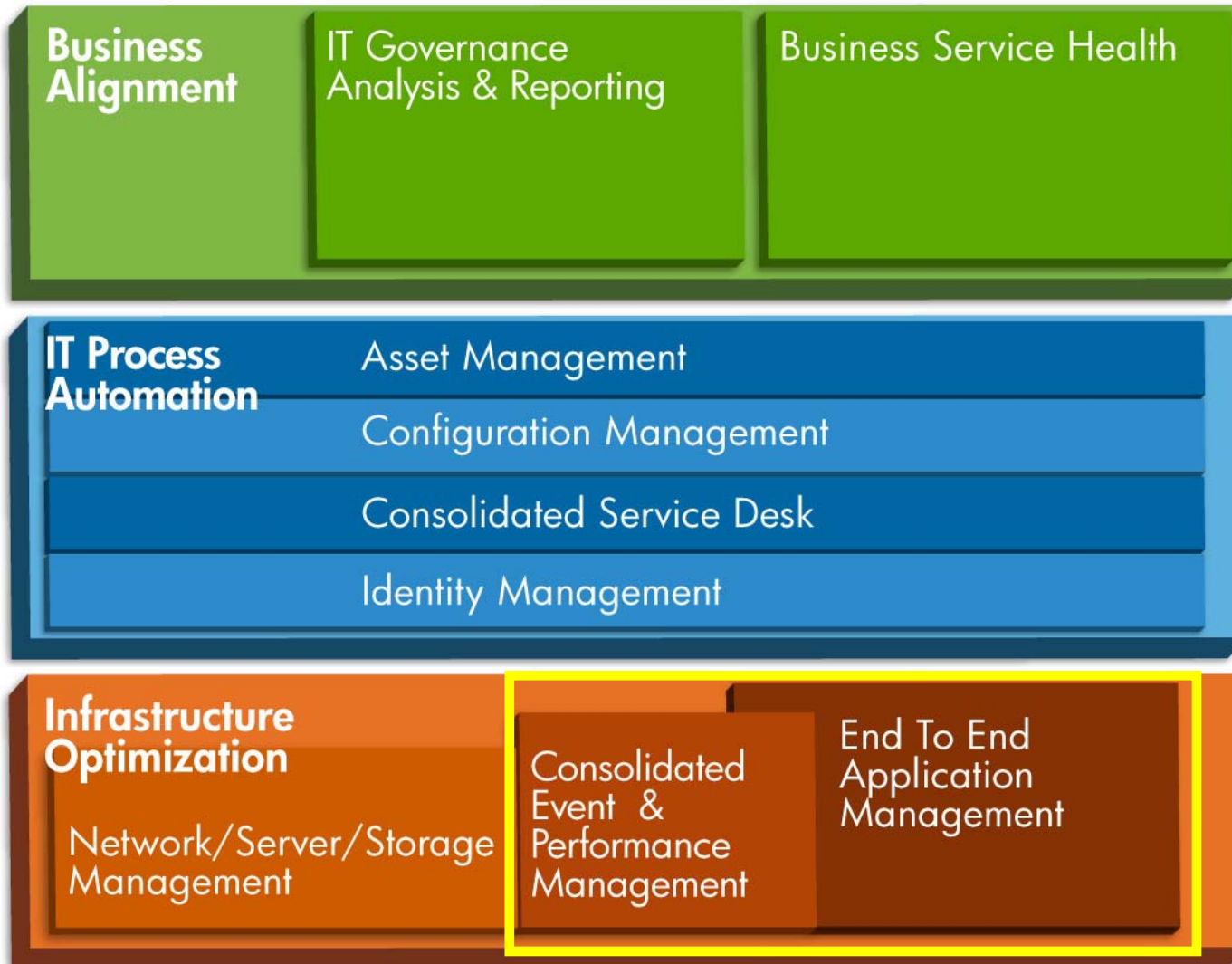
- IT's daily actions, workflows & industry standard processes
- Drive consistency & IT staff efficiency

Develop & Optimize
Integrated Architecture

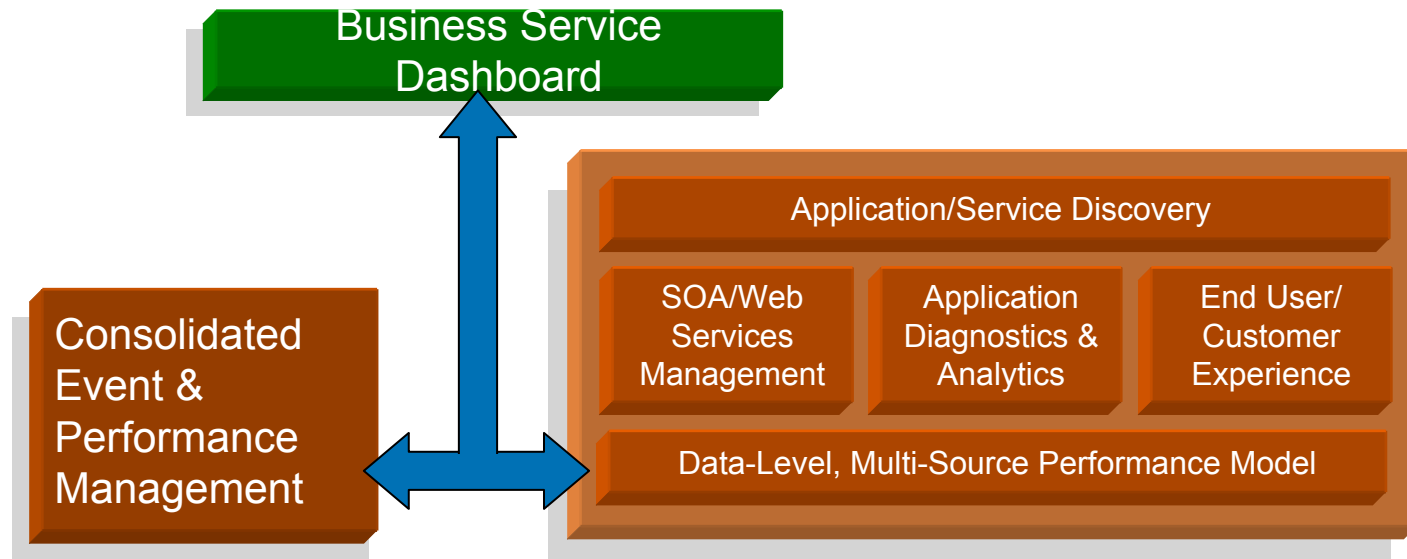
Optimize

- Infrastructure/application performance & delivery quality
- IT staff effectiveness

HP OpenView Enterprise Management

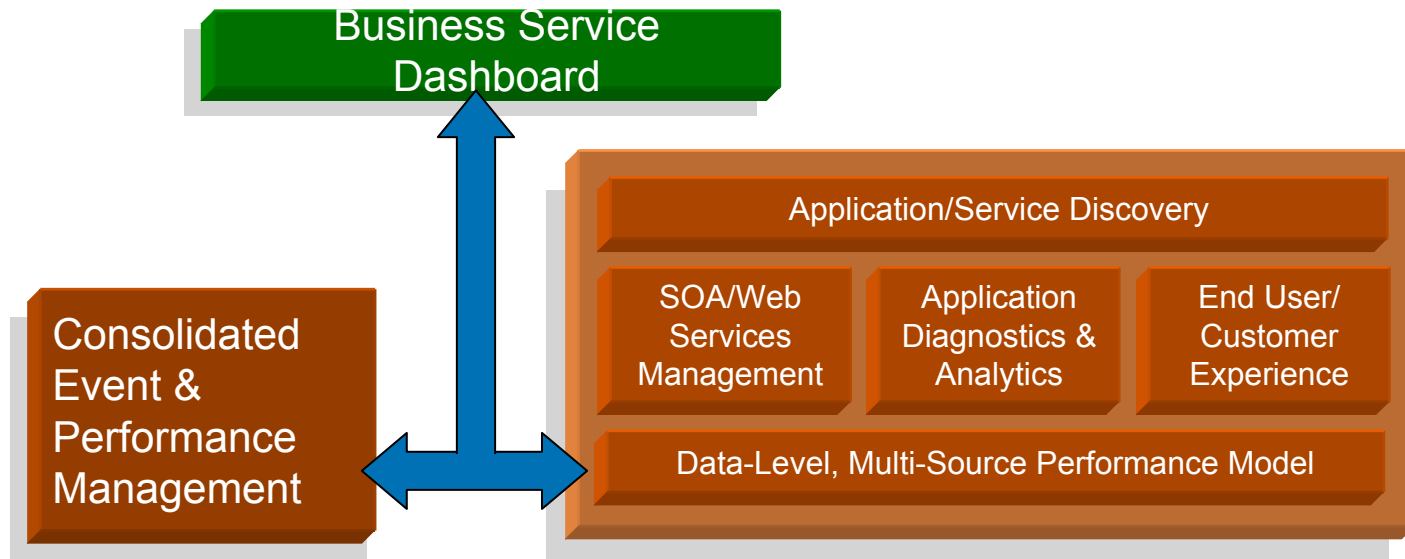


HP OpenView End-to-End Application Management



- Dynamically discover and map application topology
- Proactively monitor customer experience and infrastructure impact
- Quickly diagnose and isolate the root cause of problems
- Correlate the impact of infrastructure events with customer experience, so you can proactively determine when a J2EE application, database, operating system or network infrastructure component is the root cause of a service outage or slowdown.
- Present information in a business service dashboard, with multiple views for business, IT, and Application owners

Domains/ Use Cases



Targeted Domains:

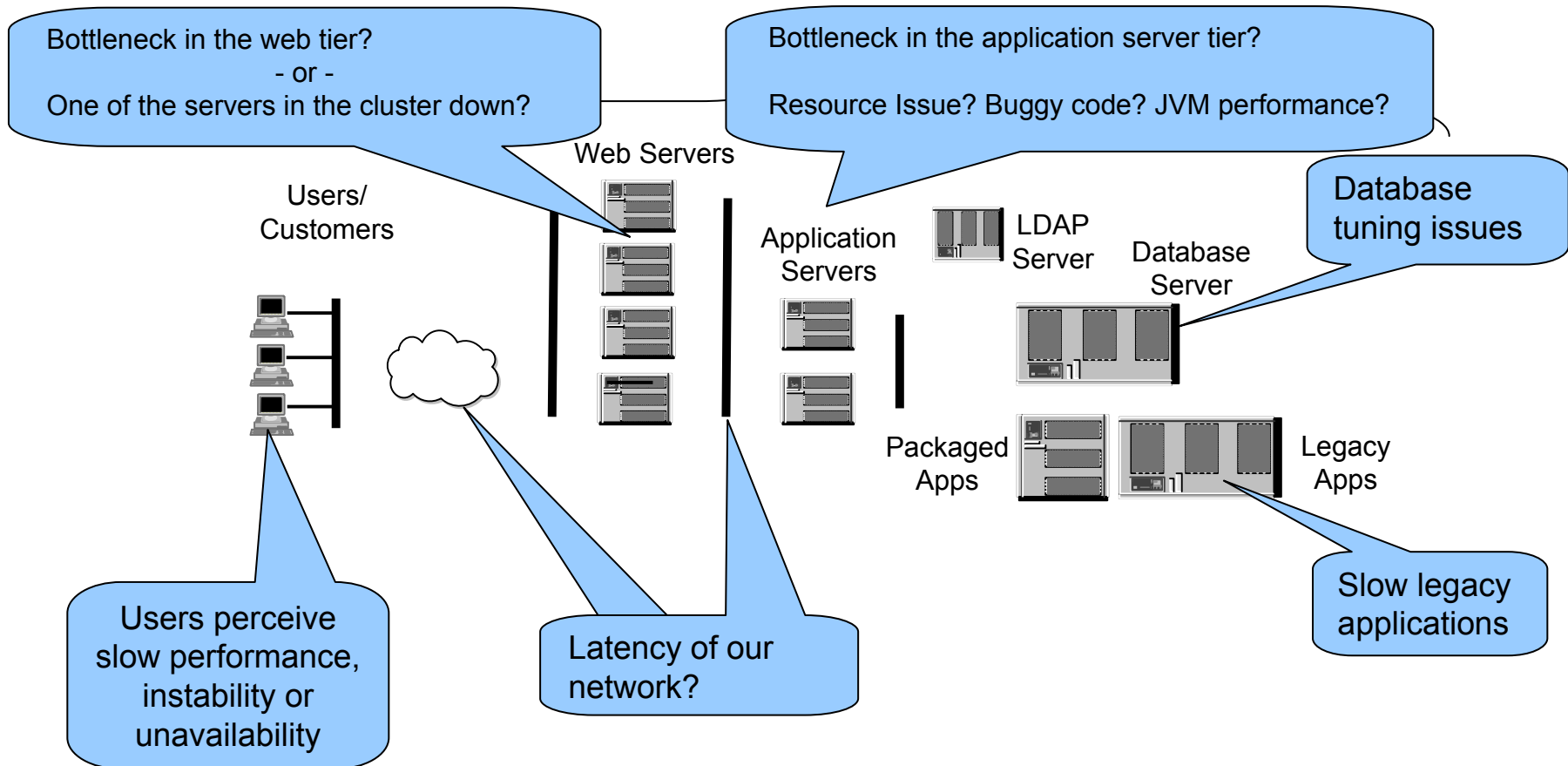
- Custom Applications:
J2EE (WebSphere, WebLogic, JBoss, Oracle); .NET (and COM/COM+)
- Packaged Applications:
SAP, Peoplesoft, Siebel
- Over 60 application and infrastructure domains covered out of box

Use Cases:

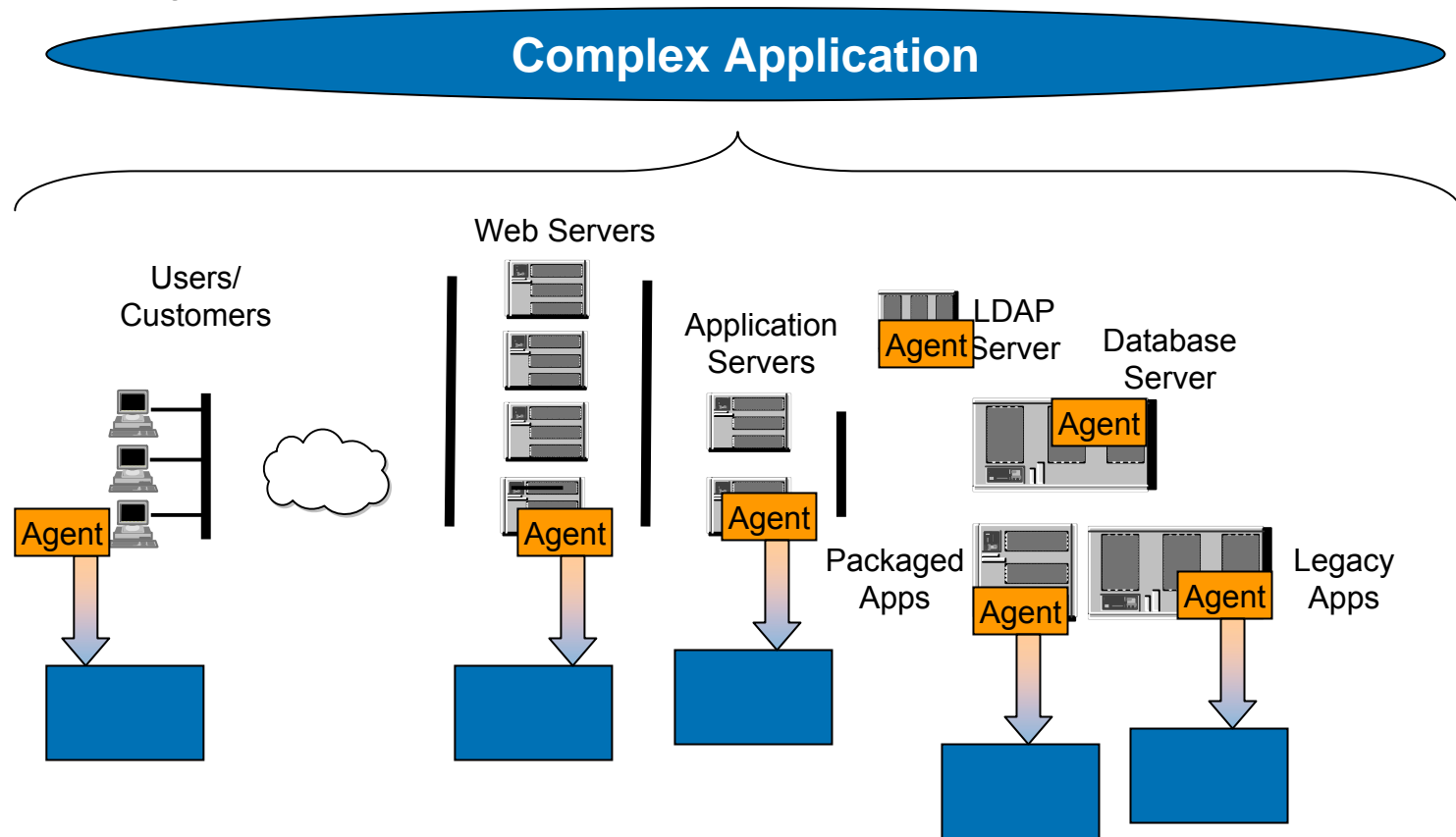
- Pre-production:
Optimize applications before they go into production, minimizing risk of deployment failure.
- Production:
Consistently available and well performing applications improve key business processes

Complex, Multi-tier Applications: Problems can be anywhere

Complex, multi-tier applications

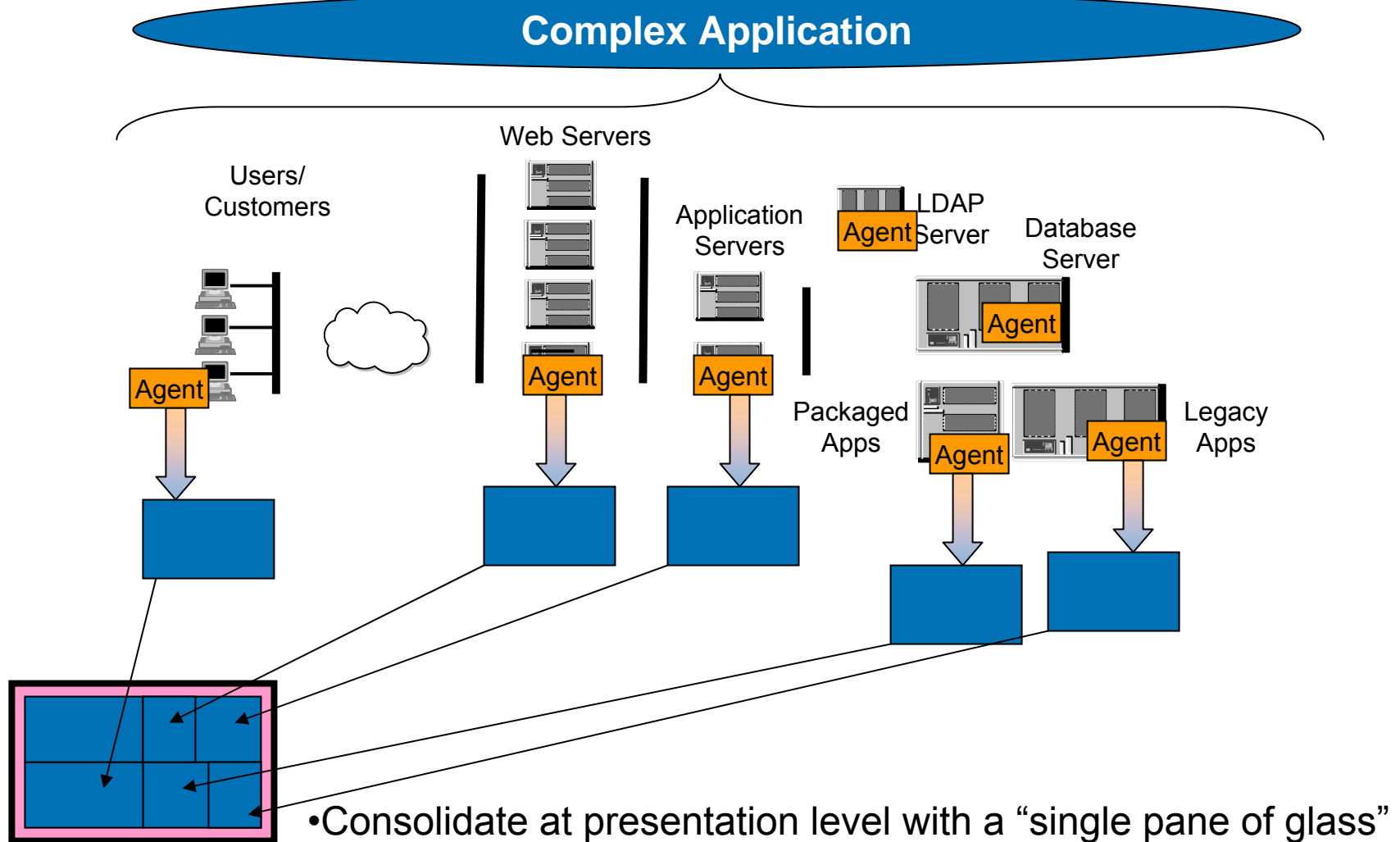


First Try – Instrument Infrastructure



- Many sources of data, many consoles, limited actionable information
- No context on how component performance affects other components or the complex applications and business service they support

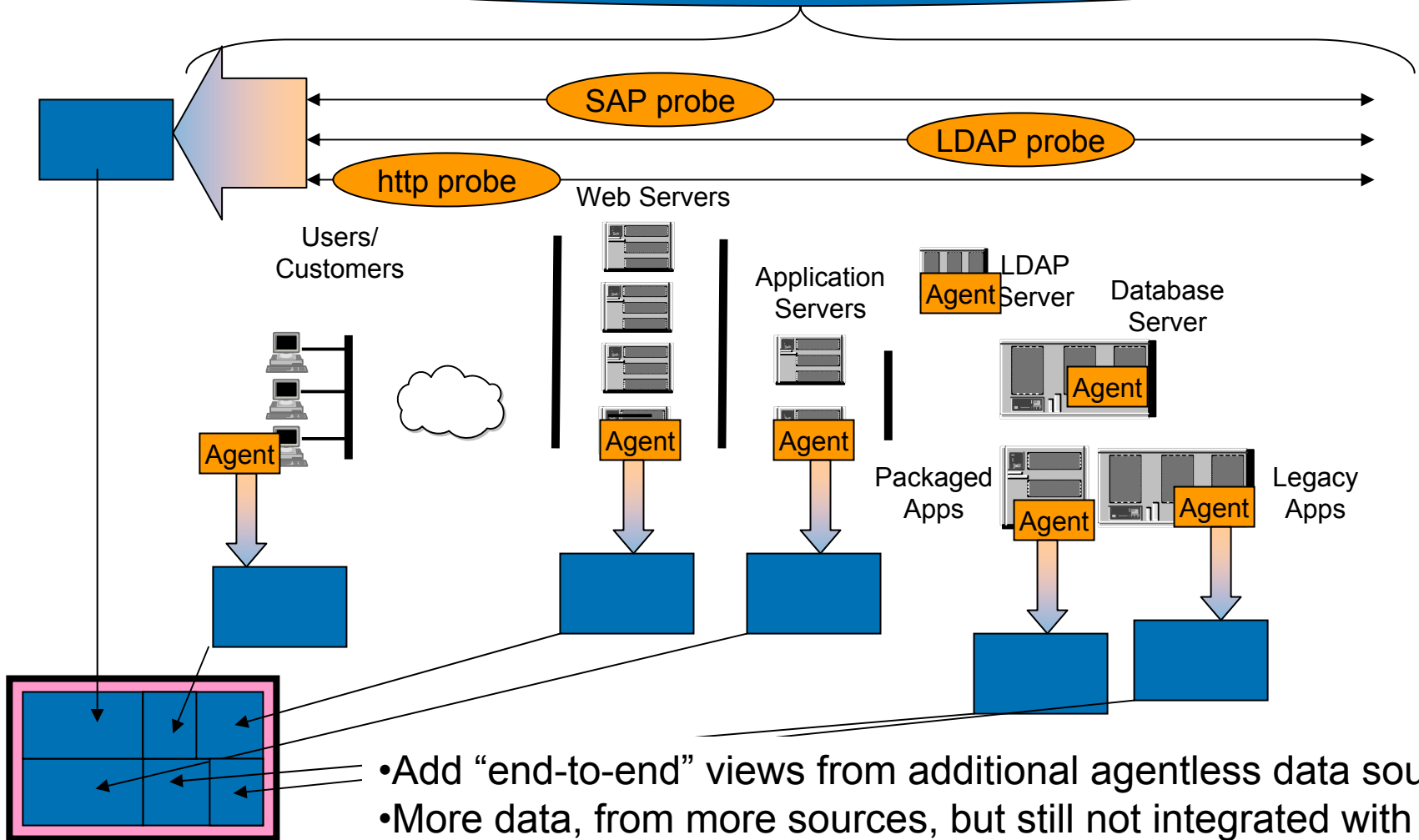
Second Try – “Single Pane of Glass”



- Consolidate at presentation level with a “single pane of glass”
- Unrelated data now on one screen
- More tools, but still limited actionable information

Third Try – “End-to-End Monitoring”

Complex Application



- Add “end-to-end” views from additional agentless data sources
- More data, from more sources, but still not integrated with agent based monitoring, limited actionable information.

I need to make sure that my complex application meets its SLA and that the business teams are happy with its performance

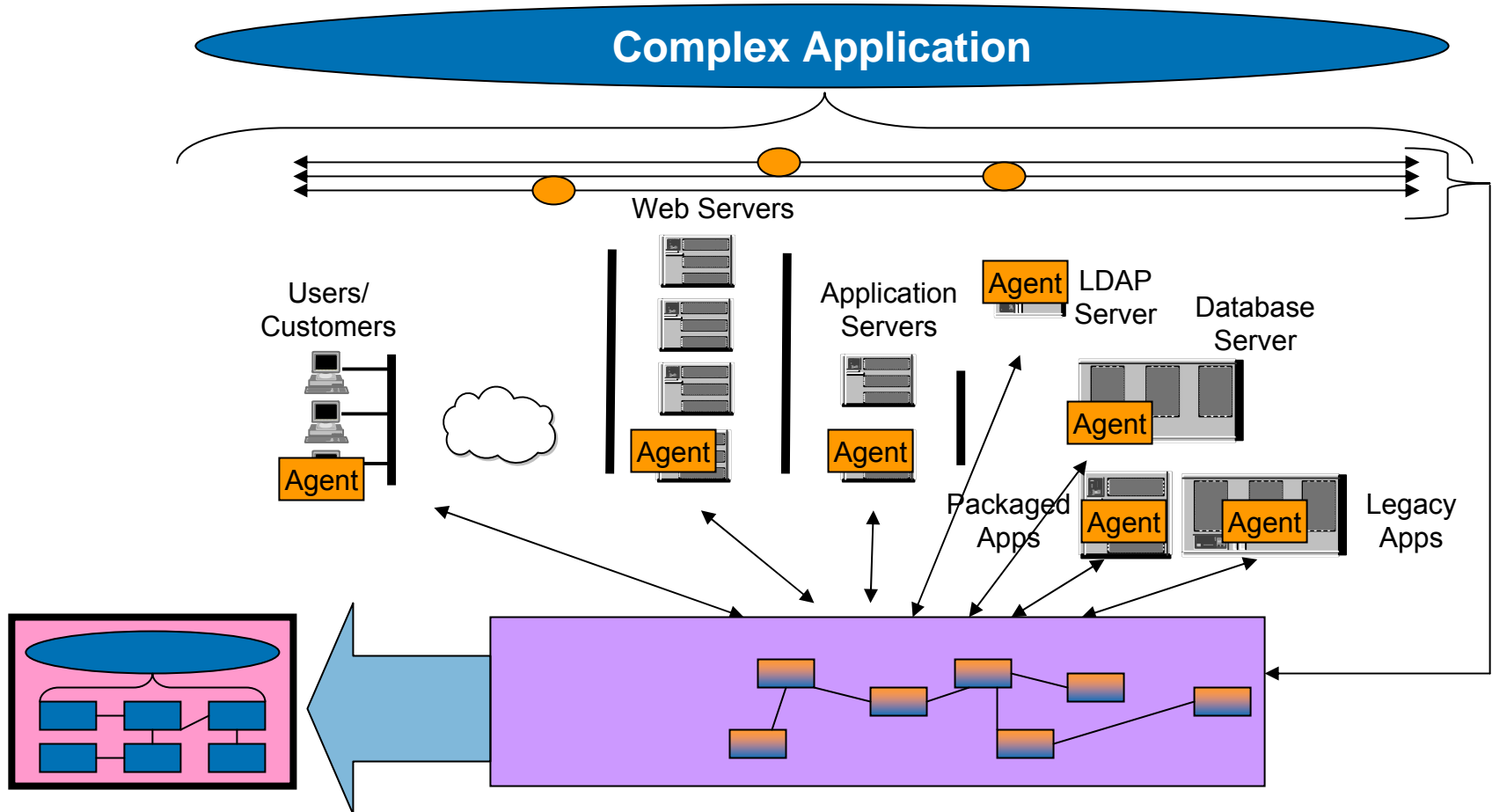
We need to see applications from a business service perspective, not a bunch of unrelated components

I need to understand how all these applications affect Order to Cash, or I'm toast. SLA's are a good start, but I'm more concerned about supporting our revenue growth projects

**Application
Delivery & Support
Manager**

**Business
Relationship
Manager**

Finally – A Holistic Approach



- Application & Infrastructure components automatically discovered and mapped
- Performance metrics from multiple data sources (agent-based, agentless and transaction data) aggregated at the data level into a common model
- Service-level views are now possible, providing actionable information, not just data

Application/Service Discovery

Application/Service Discovery

What it does

- Automatic discovery of applications interdependencies and relationships grouped and displayed in a map
- Accelerates the modeling of complex environments
- Introduces consolidated real-time monitoring and troubleshooting of the health of business services that rely on IT
- Secure application discovery & mapping was designed from scratch for the purpose of application performance management and built in to the management product, not purchased and bolted on.

Business Value

- Quick understanding and rationalization of application component relationships
- Simplification and quick visualization of a complex applications environment
- Provides up to the minute information, including information on the impact of changes
- Faster identification, prioritization and resolution of IT problems that impact the business by providing up-to-the minute information

End User/ Customer Experience

End User/ Customer Experience

75% of customers report improved customer experience¹

What it does

- Simulates end-user transactions and measures and reports on service availability and response time.
- Helps efficiently predict, isolate, diagnose and troubleshoot problem occurrences and anticipate capacity shortfalls.
- Manages and reports on service level agreements.

Business Value

- Offers a single integrated view of how your application infrastructure is performing
- Ensure pro-active application performance and availability
- reduce your time to identify and fix downtime incidents

(¹Hurwitz & Associates Customer Study, Feb 2006)

Application Diagnostics & Analytics

Application
Diagnostics &
Analytics

90% of customers report improved customer satisfaction¹

What it does

- Monitors and analyzes real user transaction in J2EE and Microsoft .Net environments.
- Drills down into transaction components to identify location of bottlenecks.

Business Value

- It bridges the gap between development and operations by providing solutions for monitoring, analyzing and tracing real transaction flows in test and production environments.
- Provides insight into key business applications which has impact on health of the business services

(¹Hurwitz & Associates Customer Study, Feb 2006)

SOA/ Web Services Management

SOA/Web Services Management

"A major area of focus for HP is Service Oriented Architecture (SOA), and its new initiative in this area, formally announced in June of 2005, is arguably the single most complete initiative of its kind in the industry."

— Dennis Drogseth, EMA

What it does:

- Monitors the health, performance and availability of Web Services
- Easily integrates 3rd party management data into SOA Services Model
- Manages the relationships between Web services to understand true business impact

Business Value:

- Mitigate the risks inherent in a loosely coupled environment to ensure return on investment

Consolidated Event & Performance Management



Consolidated Event & Performance Management

HP OpenView is ranked #1 in worldwide software license revenue in the overall distributed performance & availability management software market in 2004 with 24.1% market share.¹

What it does

- Correlate the impact of infrastructure events with application health
- Performs in-depth monitoring and reporting for applications and software such as, SAP, PeopleSoft, Siebel, MS Exchange, Citrix DB, Web servers and applications built on BEA WebLogic, IBM WebSphere, Oracle 10G, JBoss, and Microsoft .NET

Business Value

- Fully integrated with OV environment
- Manage the heterogeneous end-to-end enterprise
- Provide infrastructure impact and applications insight
- Link to bring DB and applications under control
- Reduce costs and time to value

(¹ IDC, Worldwide Distributed Performance and Availability Management Software 2005-2009)

Data-Level, Multi-Source Performance Model



Data-Level, Multi-Source Performance Model

What it does

- Manage from a business service perspective, not component perspective
- Automatically discover & aggregate performance metrics from multiple data sources (agentless or agent based, OpenView or non-OpenView) into a single model
- Metrics are aggregated at the data level, NOT the presentation level
- Makes true end-to-end management possible

Business Value

- Only way to get a “single version of the truth.”
- Identify problems earlier, prioritize more accurately and resolve faster and with fewer resources
- Eliminates multiple point tools, reduce operating costs and better leverage of existing investments

Business Service Dashboard

Business Service Dashboard

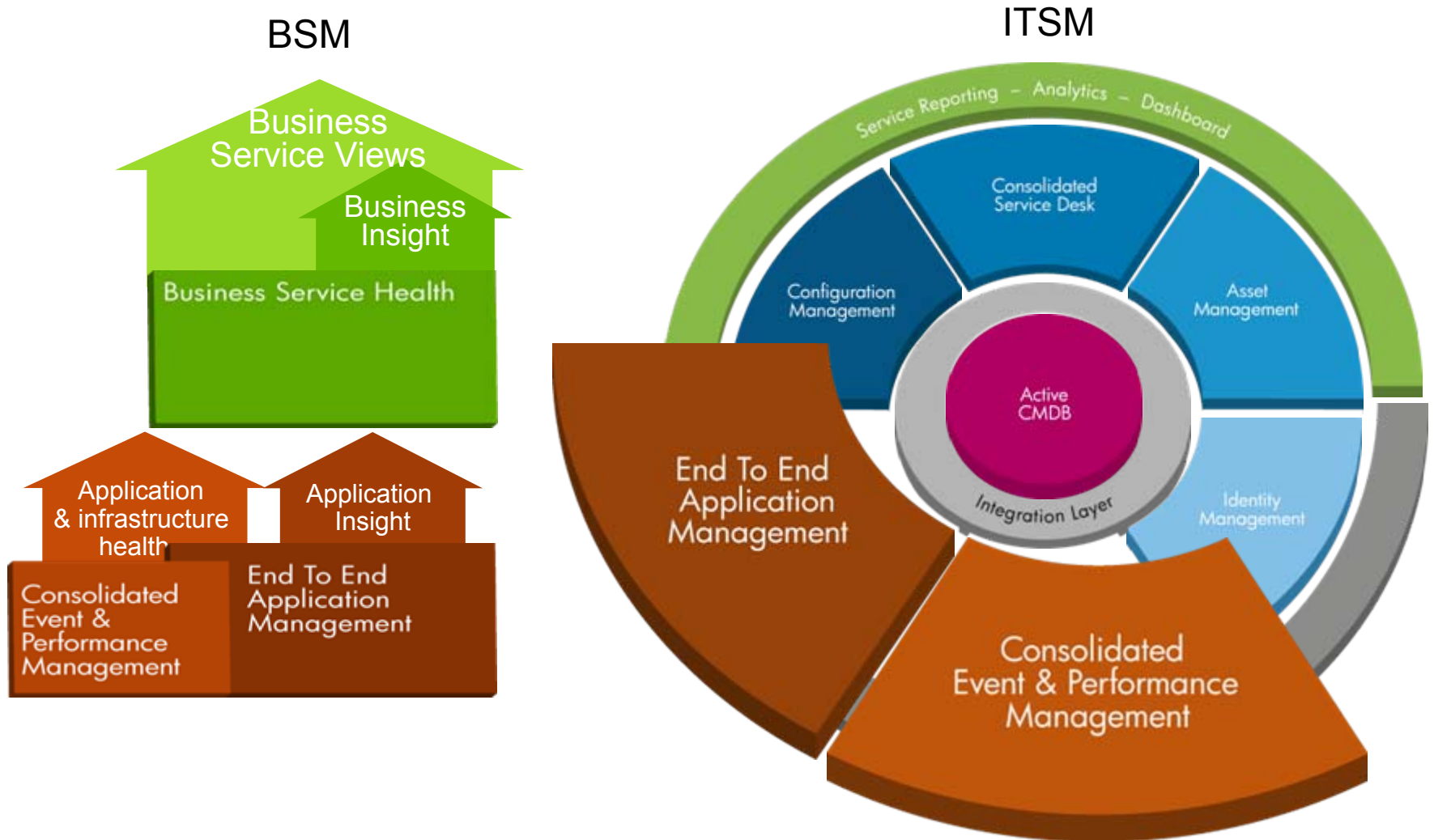
What it does:

- 360 degree health of business services
- Correlate data from multiple management sources, not just HP OpenView
- Different dashboards for different users
- Very fast dashboard creation - no JSP coding, about 100X faster than JSP.
- No remodeling – dashboard views are built using existing management data sources.

Business Value:

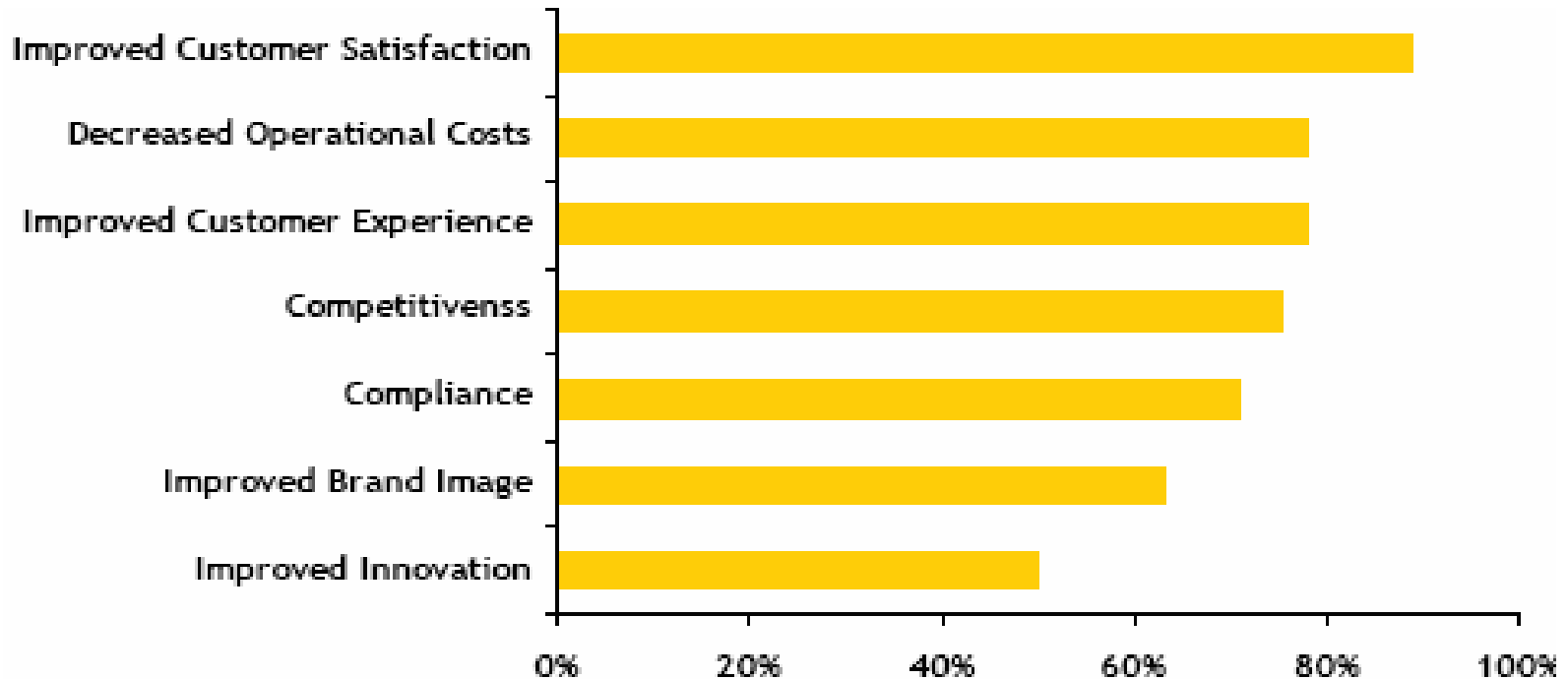
- Allows people that use a management dashboard to have their 360-degree business service view to include all the impact and information sources associated with that business service.
- View quickly and simply the impact of a service on the business

Application Management Supports BSM and ITSM



Application Management is a key component of both BSM and ITSM solutions

Why HP OpenView?



Percent Affirmative

Source: Hurwitz & Associates

- Quickly & proactively pinpoint problems before they impact the business
 - 90% report increased customer satisfaction
 - 75% report improved customer experience
- Reduce Overall Application Costs
 - 90% report decreased operational costs; often by as much as 15%

Reserve America



The #1 Access Point for Outdoor Recreation. They process over 3.5 million camping reservations per year and service over 2.8 million members.

The HP difference

- Broad hardware and software portfolio
- Close relationship/ input into R&D

Business needs



- provide consistently available and well performing internet applications to support their key business processes
- know about application problems before they impact customers or the bottom line
- quickly isolate the root cause of slow customer experience to the client, network or infrastructure component
- increase agility to better respond to the demands of a rapidly growing business

HP solution



HP OpenView Application Management:

- OpenView Internet Services
- OpenView Transaction Analyzer
- OpenView Operations
- OpenView Smart Plug-ins
- OpenView Performance
- OpenView Network Node Manager

Business benefits

Simplicity

- Once vendor, integrated portfolio

Agility

- Increased visibility and responsiveness to needs of the business

Value

- Able to provide consistently available and well performing applications to support key business processes

Iron Mountain



Iron Mountain is the world's leading provider of records management and information protection services.

The HP difference

- Broad hardware and software portfolio
- Close relationship/ input into R&D

Business needs



- provide consistently available and well performing applications to support key business processes
- know about application problems before they impact customers or the bottom line
- increase agility to better respond to business demands.
- manage today's IT environment, while evolving it for the new digital archiving business.

HP solution



- HP OpenView Application Management:
- OpenView Internet Services
 - OpenView Transaction Analyzer (in lab)
 - OpenView Operations
 - OpenView Smart Plug-ins
 - OpenView Performance Insight
 - OpenView Network Node Manager

Business benefits

Simplicity

- Once vendor, integrated portfolio

Agility

- Increased visibility and responsiveness to needs of the business

Value

- Able to provide consistently available and well performing applications to support key business processes

Summary

HP OpenView fundamental changes IT's approach to management of complex applications and business services

- Automatically discover & map
- Aggregate performance metrics from multiple data sources
- Data-level model is always up to date
- View data from a business service perspective
- Identify problems earlier, prioritize more accurately and resolve faster and with fewer resources
 - 90% report increased customer satisfaction
 - 75% report improved customer experience
- Reduce Overall Application Costs
 - 90% report decreased operational costs; often by as much as 15%
 - Eliminates the need for multiple point tools
 - Leverage existing investments.
- Shift resources from maintenance to innovation

Optimize application performance – deliver consistently available and well performing applications to support key business processes

Value Propositions – Breadth and Depth

Key business processes

Custom applications J2EE • .NET • Legacy

- BEA WebLogic
- IBM WebSphere
- JBoss
- Oracle 10G
- Microsoft .NET/COM+

SOA/Web services

- BEA AquaLogic
- Microsoft Indigo
- SAP
- AmberPoint
- Blue Titan

Packaged applications ERP • CRM • Messaging

- SAP
- PeopleSoft
- Siebel
- Citrix
- Microsoft Exchange
- EIE (BizTalk)
- Lotus

Enterprise integration environments

- Tibco webMethods
- BEA WebLogic Integration
- MQ Series

Databases

- Oracle
- Sybase
- SQL
- DB2

Operating systems

- Windows
- Unix
- Tru64
- Linux
- AS400
- OS390
- NonStop
- VMWare

Network

- IP
- Circuit Switch
- NGN Services

- Rapid-deploy services
- End user training services
- Customization services & tools
- Premium support services

60+ Application and Infrastructure Domains Supported Out-of-Box