eManagement in an eEconomy

Making the most of your management solution in today's eBusiness.

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eBusiness Trends

By the year 2005, everything that matters will be connected.

"All companies will be Internet companies, or they won't be companies."

Andy Grove, Intel

The eEconomy

"Today, businesses are rapidly transitioning from their traditional business models to doing business at e-speeds, in conjunction with e-partners, selling e-products that are sold through e-market places."

"In order to meet the challenges that this transition brings, companies must change their focus from managing the components of the IT infrastructure to converging the various management disciplines and focusing on the delivery of services to end users."
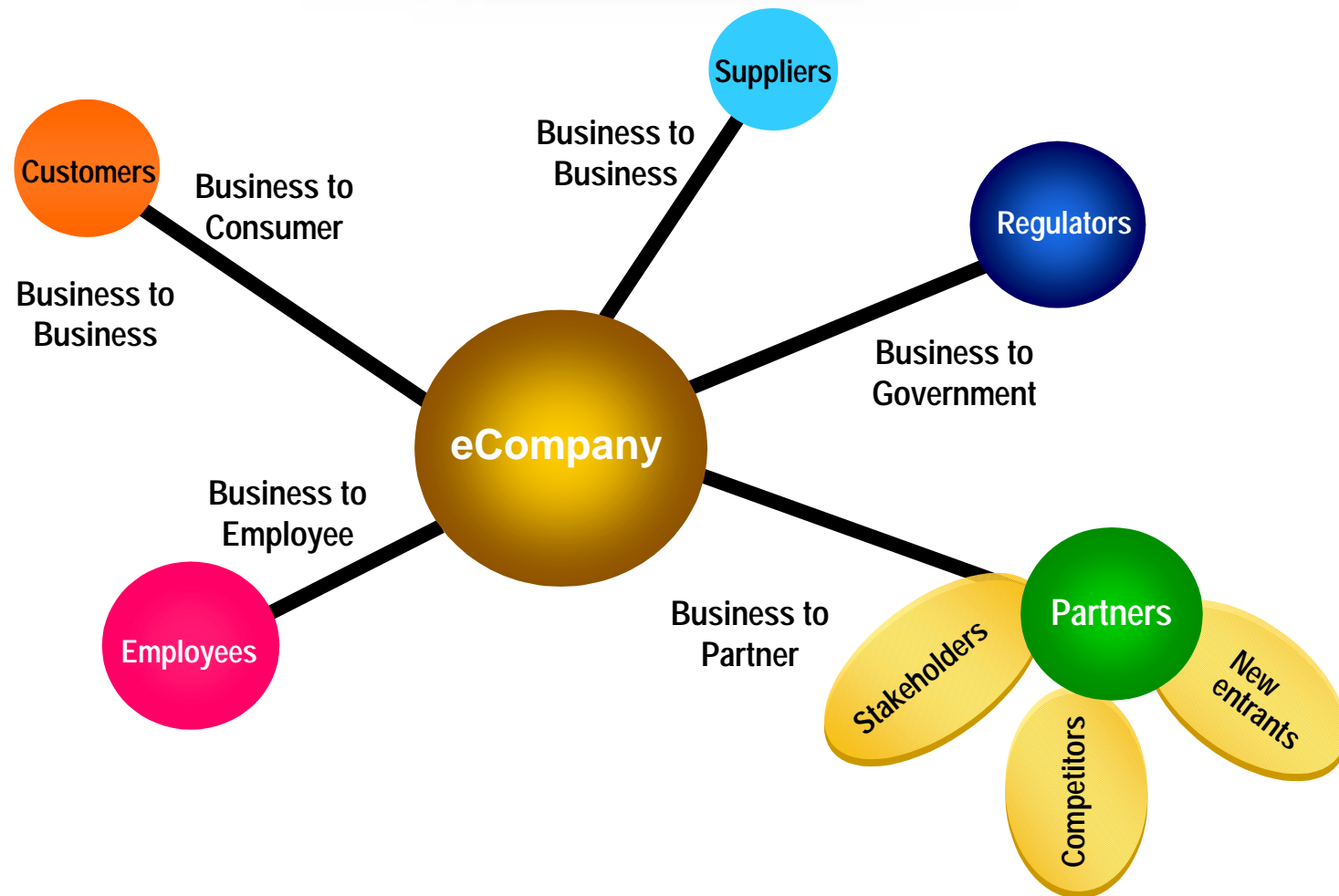
"These solutions must be quickly implemented, flexible, and robust."

"Downtime is directly translated into lost revenue opportunities and competitors are only a click away."

"In the New Economy, value has become all about velocity"
Business 2.0 Magazine (March 2000)

The eCompany

eBusiness?

- It's about change
  - More Components
  - More Data
  - More Data Movement and Distribution
  - More Change, Faster Change
  - More Business Critical Applications
  - Resources growing more scarce

- It's about business, not technology

BOTTOM LINE - OUT OF CONTROL

eBusiness Realities

"Electronic business is driving change throughout the enterprise -- and forcing IT managers to take a leadership role in making business decisions."
source: InformationWeek "Empowered by E-Business - June 7, 1999

revenues at risk"

The Industry Standard 7/19/99

"The busiest sites will handle double the traffic of last year, when many sites couldn

"To companies looking to keep pace with all these changes (in E.business), success will be determined by the strength of their Internet infrastructure -- the foundation of your business."
source: Michael Dell, chairman and CEO, Dell Computer - InternetWeek February 21, 2000

"Your biggest competitor today may not even have existed yesterday."
Source: MBatts

med the

"Sites have been brought to their knees "

"In the future, there will be no distinction between 'dot-com' and traditional businesses, just winners and losers"
source: Michael Dell - August 25, 1999

eBusiness Challenges

Lack of Infrastructure Architecture Planning

Reactive vs. Proactive Mgt.

Home Grown Solutions

Focus on Time to Market Versus ...

7x24x365 Operations

eManagement PAIN

Time to Market

... Costing Large ... $$'s

...Exposure to Out... (ri...

# of Users (Thousands)

Applicati...

Velocity of Change

Exponential Growth (5-1000 users)

Lack of Application Testing & Certificat...

Globalization

Scarcity of Sk... IT Staff

Server & Network Bandwidth

Unpredicta... Workloads (10-100X spikes)

New Pain Points Introduced by eBusiness Applications

Response Time

- eBusiness environment not entirely controlled by the eCompany
- Less end-user tolerance

Who are my customers?

- Limited view to customer profile
- Source of entry not clear

Security

- Invasion of VPNs
- Virus-infected files
- Violation of copyright

Level of Bandwidth

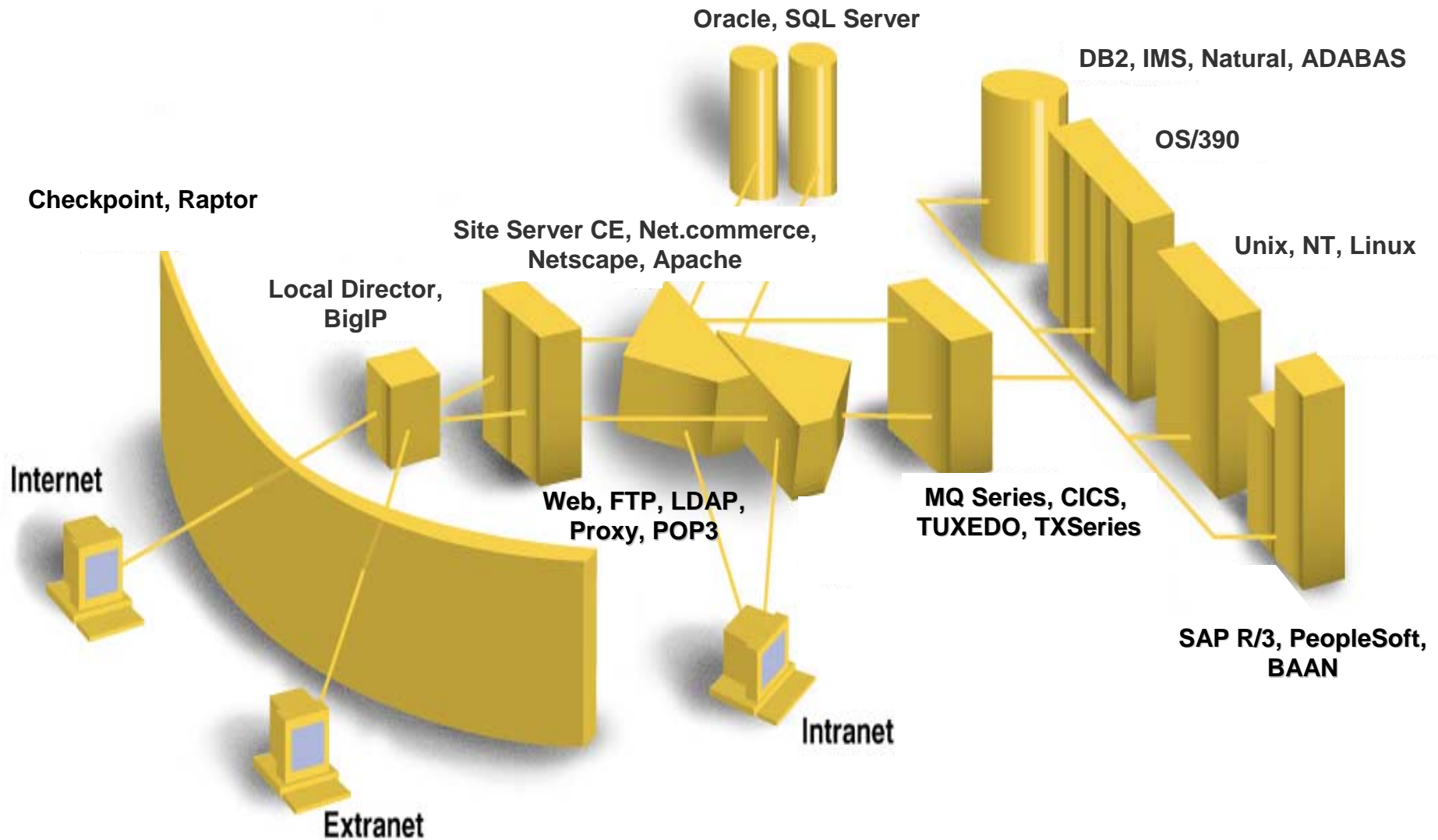- Un-predictable number of users
- Un-predictable timing of load

Integrating Technologies

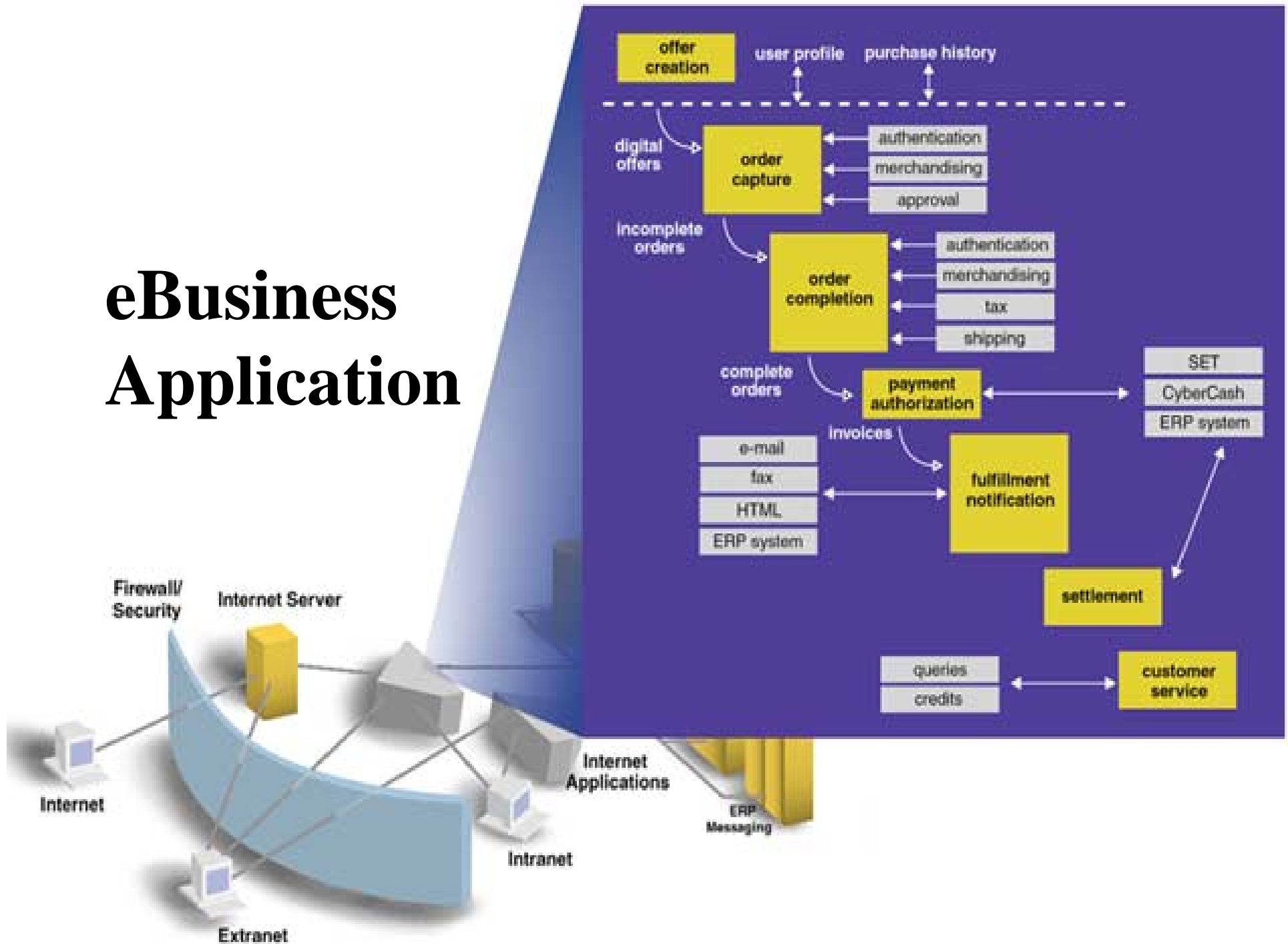- Web Apps with ERP
- Com with Corba
- Transaction Monitors
- XML

Content Changes

- Multiple organizations and skill levels involved
- Lines between intranet, internet, extranet blurred
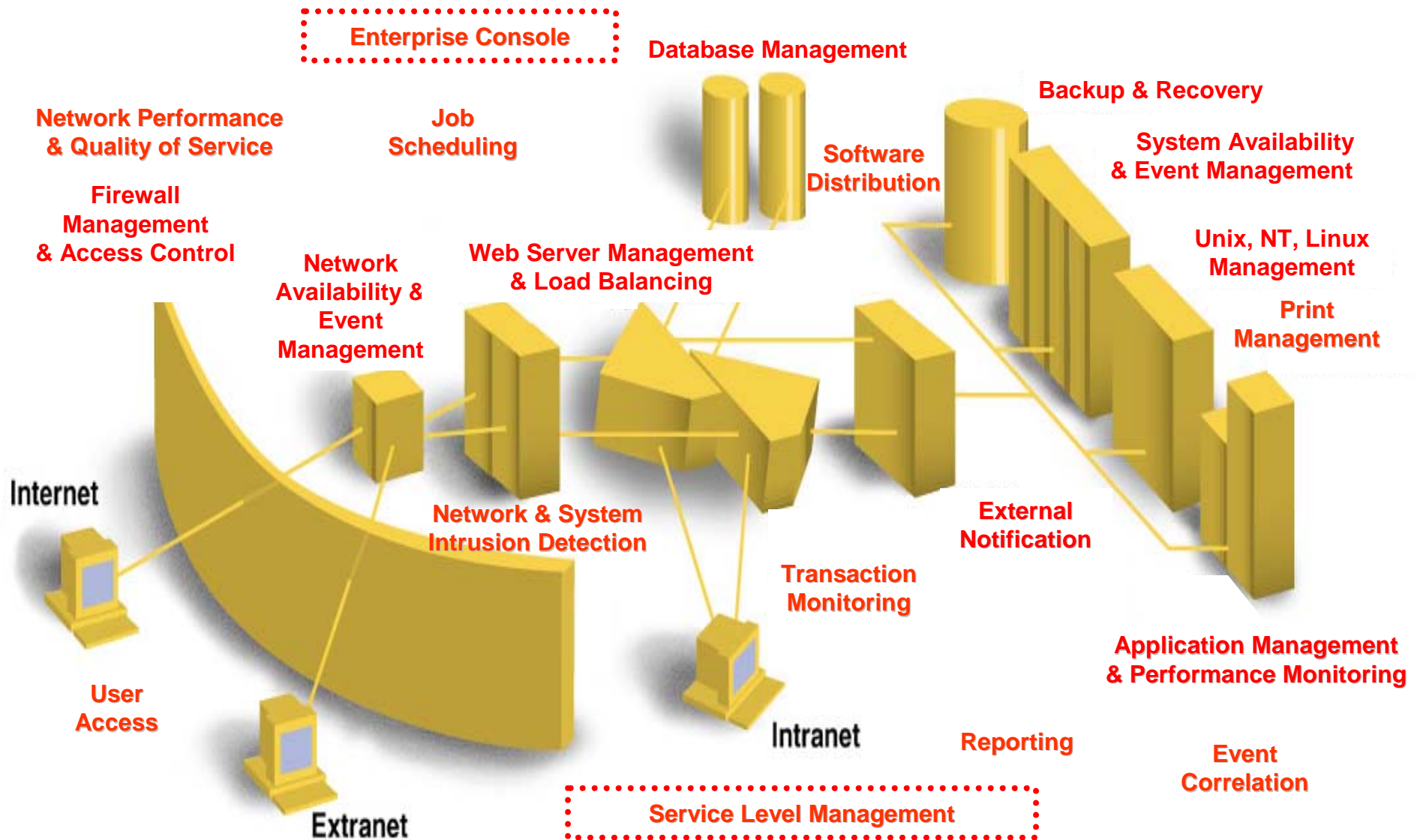- Lack of process…NSM in the middle

eBusiness Spans Technology

Oracle, SQL Server

DB2, IMS, Natural, ADABAS

OS/390

Checkpoint, Raptor

Site Server CE, Net.commerce, Netscape, Apache

Unix, NT, Linux

Local Director, BigIP

Internet

Web, FTP, LDAP, Proxy, POP3

MQ Series, CICS, TUXEDO, TXSeries

Intranet

SAP R/3, PeopleSoft, BAAN

Extranet

eBusiness Application

How the Heck Do I do This????

Enterprise Console

Database Management

Backup & Recovery

Network Performance
& Quality of Service

Job
Scheduling

System Availability
& Event Management

Software
Distribution

Firewall
Management
& Access Control

Unix, NT, Linux
Management

Network
Availability &
Event
Management

Web Server Management
& Load Balancing

Print
Management

Internet

Network & System
Intrusion Detection

External
Notification

Transaction
Monitoring

User
Access

Application Management
& Performance Monitoring

Intranet

Reporting

Event
Correlation

Extranet

Service Level Management

eBusiness From the End Users Perspective
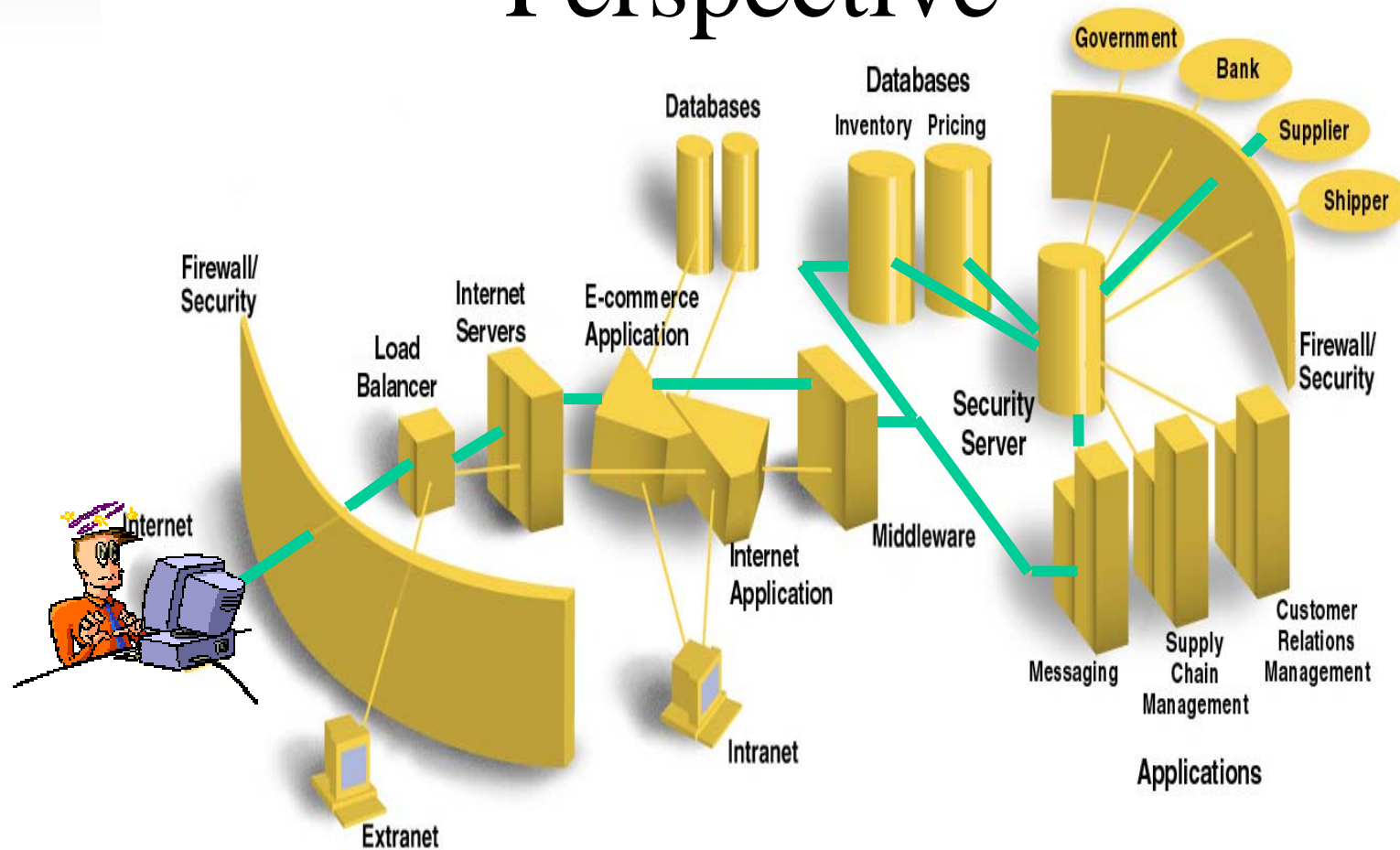
The User's Experience is EVERYTHING

Customer response time for critical features of your applications

IT Management Evolution

Network & Systems Management
Mainframe & Workstations

Business
- ☐ Cost center
- ☐ Minimal project deployments

People
- ☐ Specialized
- ☐ Employer-loyal
- ☐ Technology focused

Process
- ◆ Well-established
- ◆ IT focused only

Technology
- ◆ Stable
- ◆ Static
- ◆ Measurable

Enterprise Management
Client/Server

Business
- ☐ Supported by IT
- ☐ Many, lengthy projects

People
- ☐ Cross-functional
- ☐ Semi-employer loyal
- ☐ Increased customer skills

Process
- ☐ Unstructured
- ☐ Some business unit integration

Technology
- ☐ Semi-reliable
- ☐ Constant change
- ☐ Inability to measure

eManagement
eBusiness

Business
- ☐ IT is the strategic enabler
- ☐ Must "speed to market"

People
- ☐ Specialized
- ☐ "Free agent" mentality
- ☐ Business savvy

Process
- ☐ Distinct definition
- ☐ Must cross all business units

Technology
- ☐ Must be reliable
- ☐ Must react to dynamic change
- ☐ Measured by overall business success

Objective of a Managed eBusiness Environment

Internet

Middleware

Windows NT

Mainframe OS390

Unix

Application

Intranet Web Server

Fire Wall

Web Server
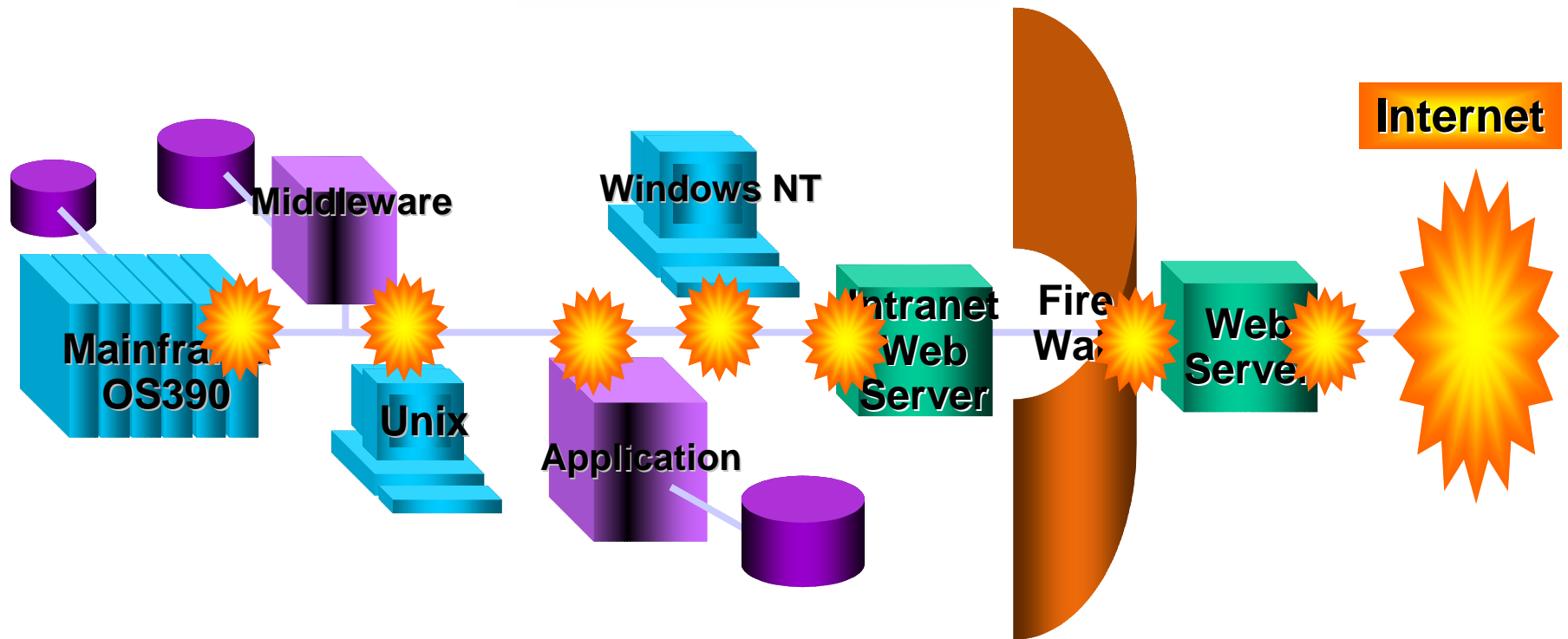
End-to-End from the Back Office to the Front Office and Beyond!

The eManagement Model

An integrated approach is required...

Processes

Business Objectives

Organization Model

Integrated eManagement model

Enabling Tools
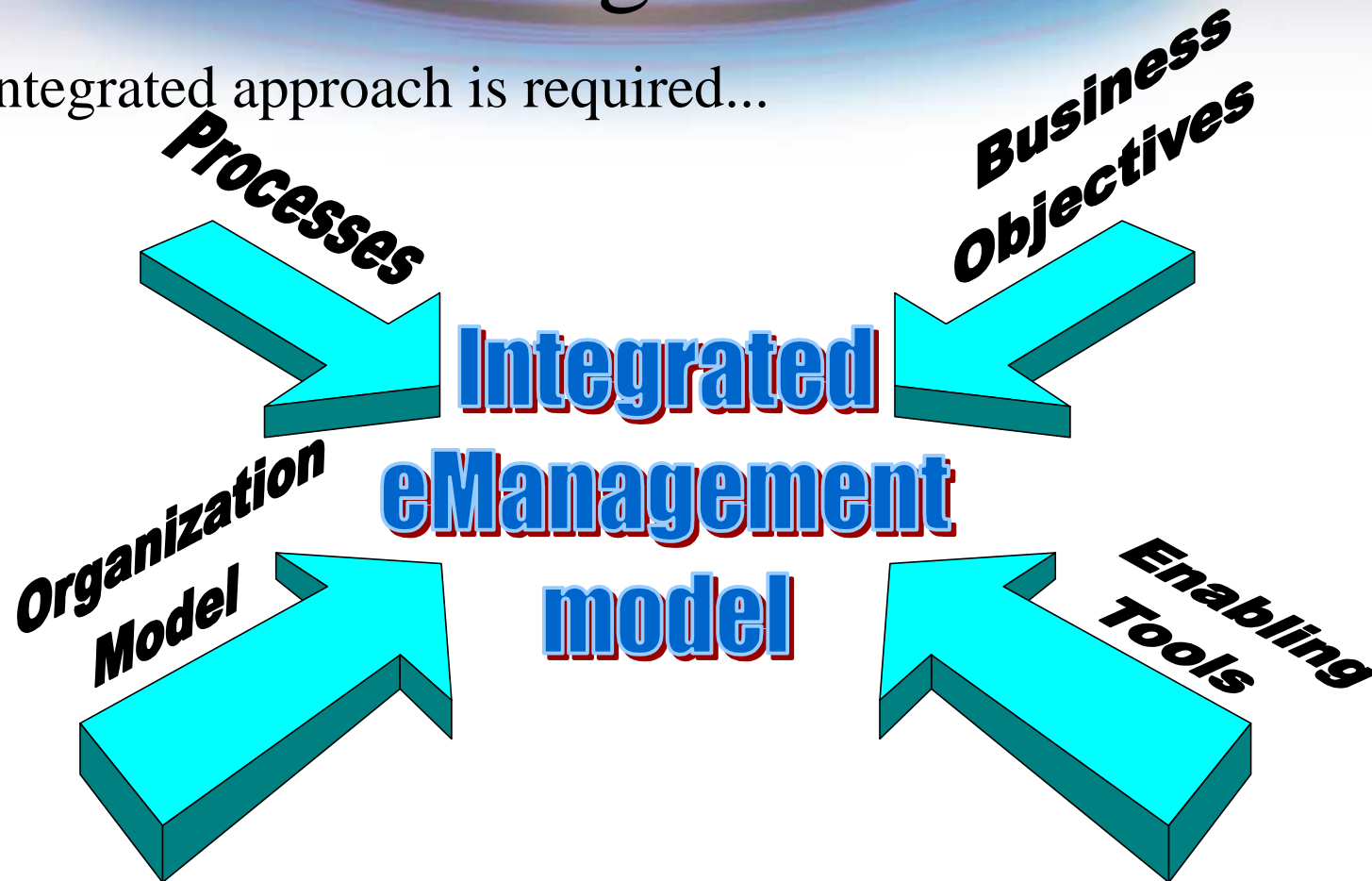
The effective management of today's complex eBusiness environment, encompassing the integration of people, process, and technology to achieve the business objectives of the corporation.
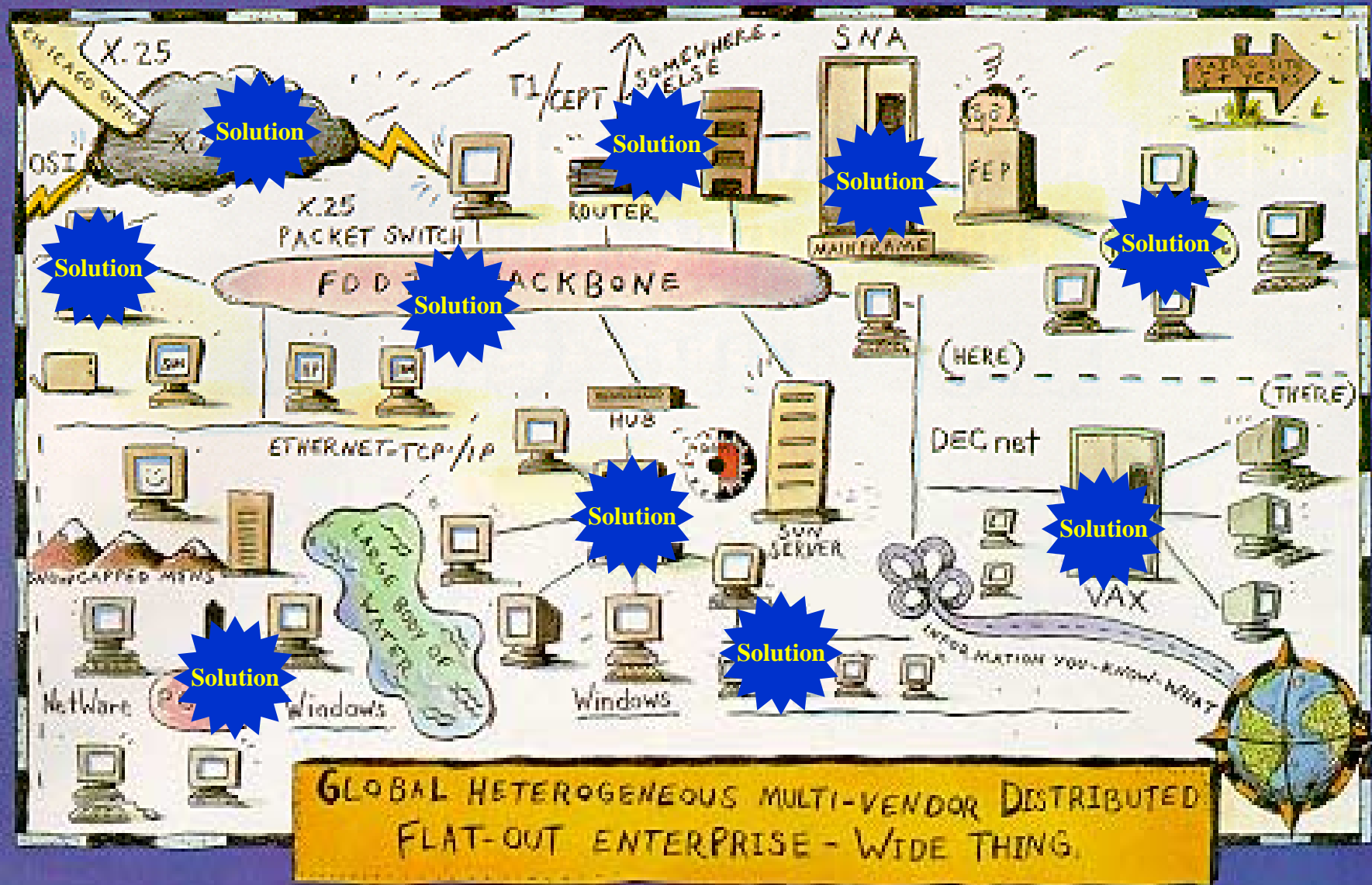
The Big Picture

eBusiness Foundation

eService Level Focus

Key Principles

Availability Performance Recoverability Scalability Security
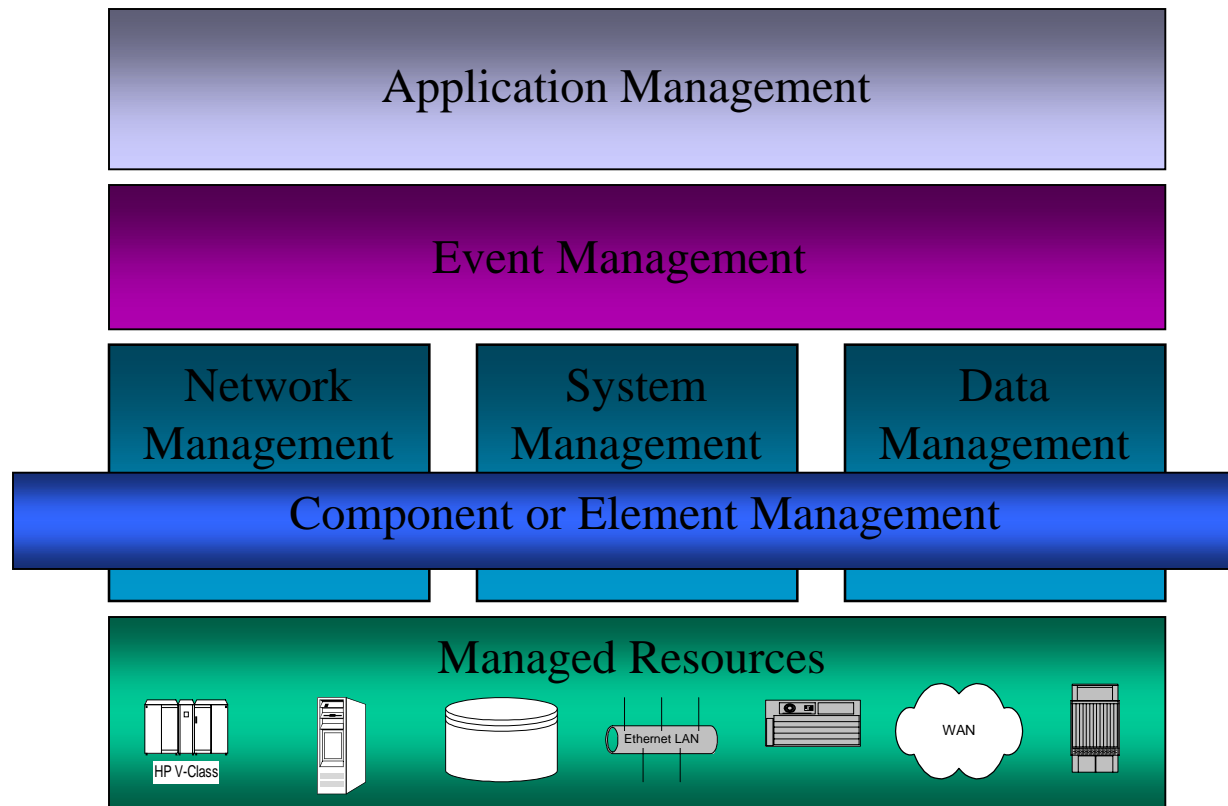
	Platform	Network	Application
Monitoring	Servers, Database, Storage	Routers, Switches, Firewalls, Load Balancers	Application Management, End-to-End Trans Response
Configuration	Content, Inventory, Change Management	LAN/WAN, VPN, Firewalls, IP addressing, DNS	Application Sizing
Readiness	System Certification, Backup/Recovery	Network redundancy, Network certification	Application Stress Testing, Application Certification
Security	Anti-Virus, Logfile Analysis, System Vulnerability	Firewalls, Network Intrusion	Directory Services
Scalability	Servers, Database, Storage	Bandwidth Management, Quality of Service	Application Stress Testing

eManagement Building Blocks

eService Level Focus

Application Management

Event Management

| Network Management | System Management | Data Management |

Component or Element Management

Managed Resources

HP V-Class

Ethernet LAN

WAN

eManagement Scope

People

Process

Technology

Problem Management

Configuration Management

Event Management

Capacity Management

Performance Monitoring

Security Management

Storage Management

Asset Management

Systems Administration

Job Scheduling

Software Delivery

User Administration

Availability

Management

Operations

Change Management

Change Management

Risk

Cost
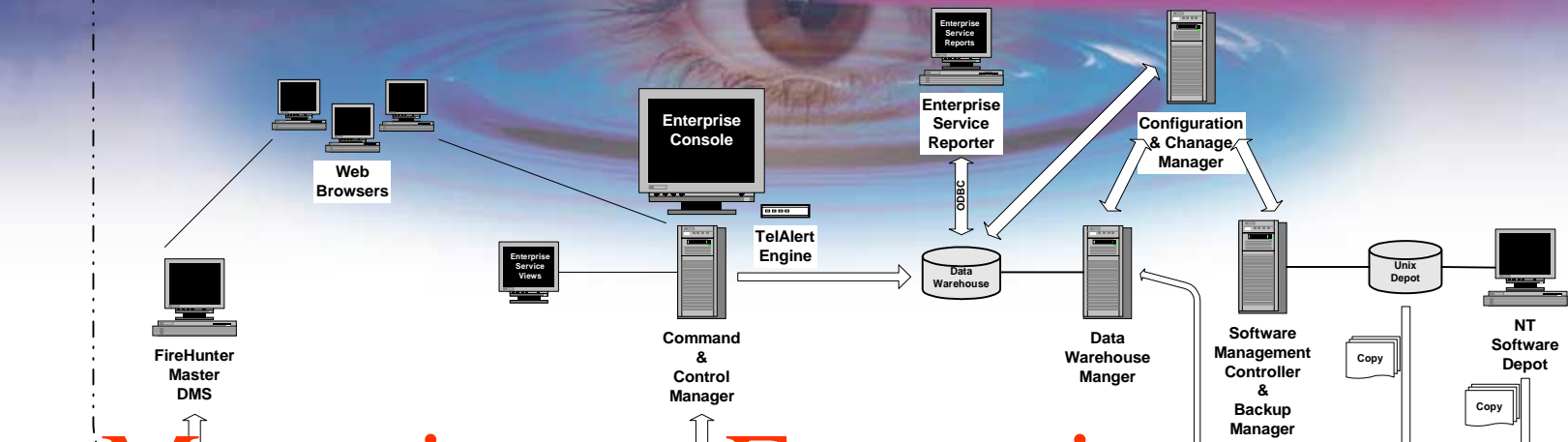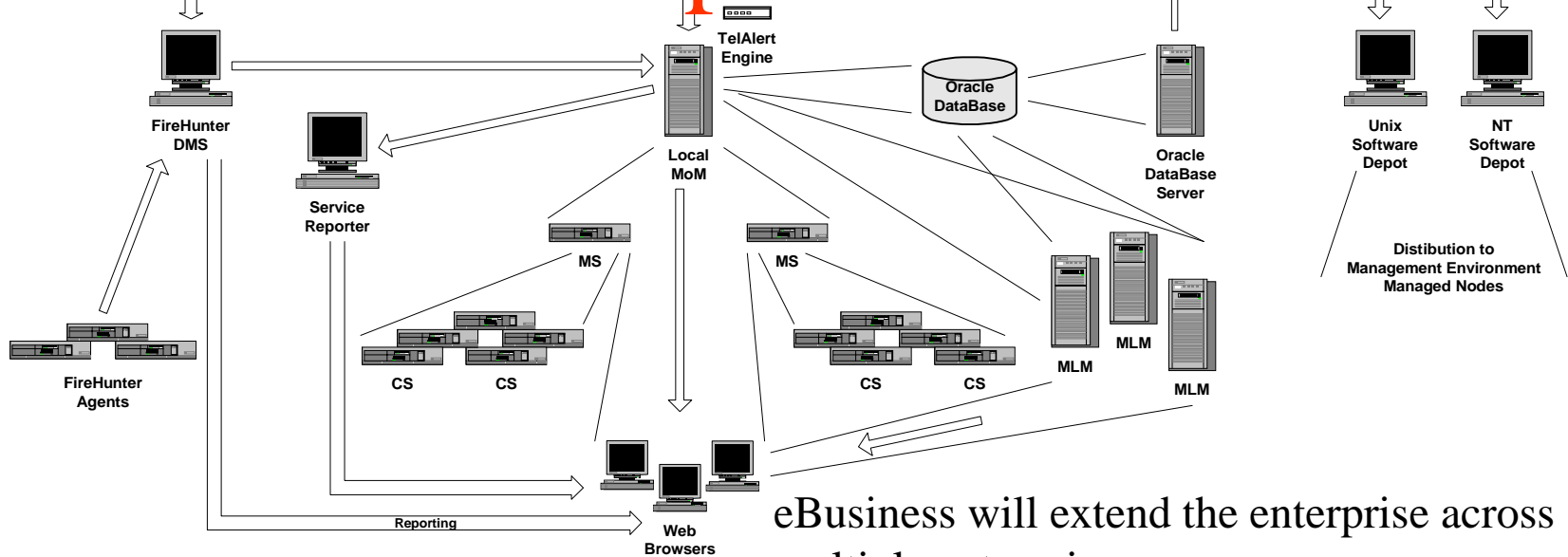
Vendor

Customer Service Management

Implementation Strategy

- "Begin with the End in Mind"
- Assess organizational impact of new processes and technology, as well as resource issues/impact
- The eManagement of the infrastructure is as important as the eBusiness application itself!
- Follow a proven project management methodology
- Chose open and scalable architecture
- Design the overall solution top down, but implement the solution in phases bottom up
- Be sure to have a Proof-of-Concept Lab environment
- Collaborative team approach across IT and business unit
- Don't forget about training

Command & Control Physical Configuration

Web Browsers

Enterprise Service Reports

Enterprise Console

Enterprise Service Reporter

Configuration & Change Manager

Enterprise Service Views

TelAlert Engine

Data Warehouse

Unix Depot

NT Software Depot

FireHunter Master DMS

Command & Control Manager

Data Warehouse Manger

Software Management Controller & Backup Manager

Copy

Copy

Managing an Enterprise of Enterprises

FireHunter DMS

Service Reporter

TelAlert Engine

Local MoM

Oracle DataBase

Oracle DataBase Server

Unix Software Depot

NT Software Depot

FireHunter Agents

MS

MS

CS   CS

CS   CS

MLM

MLM

MLM

Distibution to Management Environment Managed Nodes

Reporting

Web Browsers

eBusiness will extend the enterprise across multiple enterprises….

Individual Data Center Physical Configuration