



HP Cloud Service Automation

The industry's most extensible cloud management solution offering application and infrastructure provisioning for private cloud, public cloud, and hybrid IT services

Solution brief

Overview

- Advanced provisioning and management of applications and infrastructure with industry best practice templates, providing greater flexibility at a lower cost
- Highly flexible, scalable architecture with advanced workload optimization and metering, supporting heterogeneous environments
- Role-based portals to enhance user experience for designing, building, and consuming private and public cloud services
- Extensible platform that supports service assurance, application lifecycle management, security, and compliance



Companies are looking to move to the cloud to solve critical business issues. Today corporations struggle with the fact that it takes months to deploy applications and infrastructure, and too long for IT to respond to change requests. Underutilized resources result in higher costs, slower compliance and audit reporting, and put corporations at risk. And many lines of business are procuring cloud services on their own. These circumstances often lead to shadow IT: uncontrolled purchasing, dangerous security breaches, and poor service quality brought on by a lack of IT governance.

The traditional IT approach with its manual processes requires so much effort for managing infrastructure and applications that it prevents IT from innovating and delivering value to the business. It also results in IT complexity and resource constraints that deprive organizations of the agility they need to scale up as the business grows and to respond to changing requirements.

A planned, formal shift from traditional methods to a cloud model could solve both problems, but many organizations are reluctant to make such a move because of legacy investments and concerns about security, performance, availability, and total cost of ownership.

The key to making that shift safely is HP Cloud Service Automation. Combining award-winning HP technology and best practices, Cloud Service Automation is an extensible solution delivering application and infrastructure provisioning for private cloud, public cloud, and hybrid IT services.

Building a cloud solution with HP Cloud Service Automation

Cloud Service Automation delivers a private, public, or hybrid cloud-computing solution that enables you to transform existing data center and virtualization investments, as well as traditional IT business applications into a cloud environment. This transformation allows you to deliver services faster while enabling higher levels of quality and security. With Cloud Service Automation you can:

Speed time to value: Cloud Service Automation accelerates the provisioning of applications and infrastructure from months to minutes, across physical and virtual resources, delivering new services faster, and accelerating time to revenue.

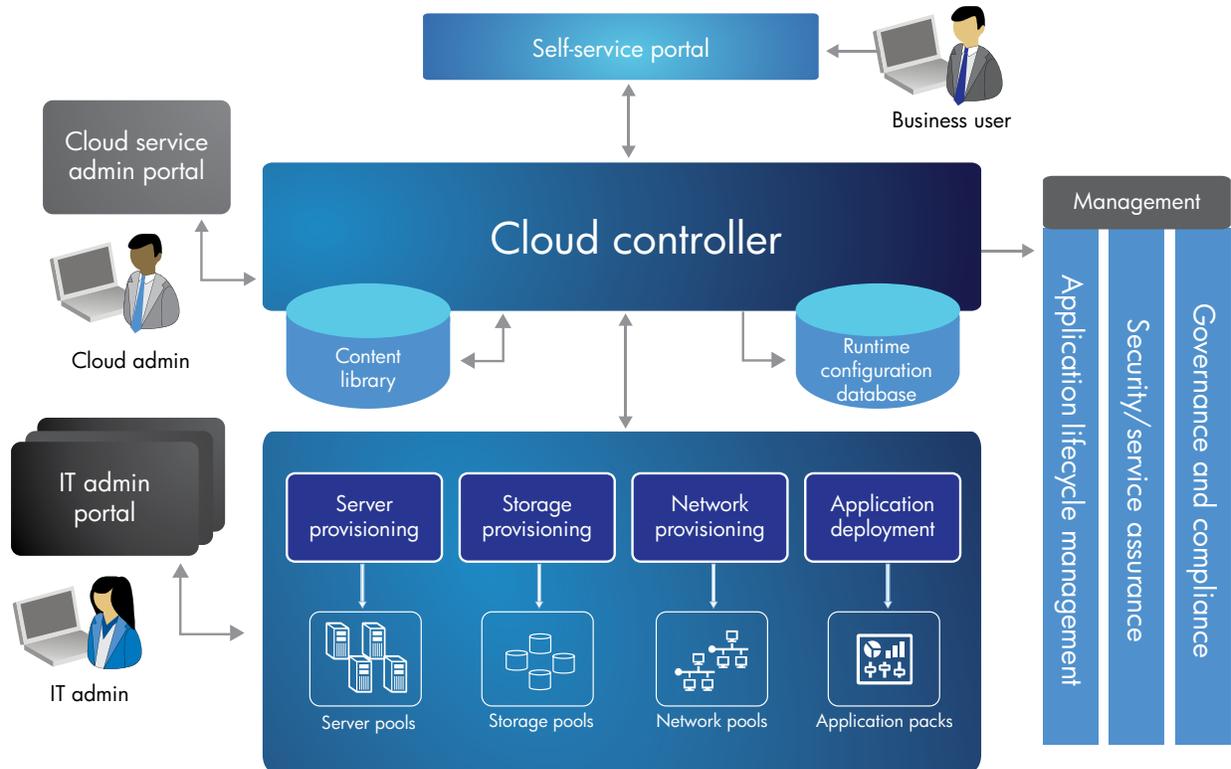
- **Reduce costs:** Cloud Service Automation reduces capital expenses by increasing server utilization up to 80 percent and decreases operational expenses by improving IT administrator efficiency up to 60 percent.
- **Improve service delivery quality:** Cloud Service Automation provides an automated environment to incorporate best practices and knowledge capture reducing outages and security incidents up to 70 percent.
- **Free from vendor lock-in:** Cloud Service Automation supports heterogeneous environments, allowing you to leverage best-of-breed software and hardware.
- **Increase agility and scalability:** Cloud Service Automation is highly scalable and elastic to meet the level of demand for the IT services you deliver. This means your cloud solution can scale up and down as your business grows, or peak usage requires. These capabilities also enable bursting into public cloud when the enterprise requires it to facilitate dynamic growth.
- **Regain control:** Cloud Service Automation monitors and manages the entire cloud service lifecycle—from request, order, provisioning, usage, to retirement—in alignment with business policies, reducing up to 75 percent time spent on audits and compliance.
- **Protect your investment:** Cloud Service Automation enables you to accommodate platform changes that meet your requirements today and in the future, without the need to replace your IT management software. Protect your existing infrastructure investment by leveraging HP award-winning IT management software portfolio to transform your existing applications and infrastructure to a cloud environment.

“...developers are bypassing IT and putting applications onto public clouds at a rate five times greater than IT thinks.”¹

—Forrester Research, Inc.

¹ Source: You're Not Ready For Internal Cloud, Forrester Research, Inc., July 26, 2010

Figure 1:
HP Cloud Service Automation



All the functionality necessary for an effective cloud solution

While many technology vendors today focus on just infrastructure provisioning, Cloud Service Automation delivers all the critical lifecycle management capabilities that customers need, deploying composite applications as well as infrastructure. This complete, highly scalable and elastic cloud architecture is built on an extensible platform integrating service assurance, cloud monitoring, application lifecycle management, security, compliance, and service governance. Cloud Service Automation provides intelligent automation with:

- Automated provisioning** of servers, storage, networks, and monitoring tools by deploying private cloud Infrastructure as a Service (IaaS).
- Advanced application deployment management** automating one-touch provisioning of composite applications, databases, and middleware, incorporating best practice service templates for Platform as a Service (PaaS) and Software as a Service (SaaS) deployment.
- Advanced workload optimization** automating the decision process and provisioning of resources based on business policies, cost, and performance goals.
- Service assurance** providing end-to-end service monitoring and compliance management.
- Role-based portals** providing views of all private and public cloud services for one-stop ordering, provisioning, and reporting.
- Showback and chargeback** providing cloud service usage metering to support consumption-based billing.

HP Services for cloud success

We provide in-depth services capabilities with a comprehensive set of cloud consulting services that help you implement and manage public cloud, private cloud, or hybrid IT environments.

Our offerings include:

- **Cloud Discovery Workshop** to define and develop consensus on your cloud strategy
- **Cloud Roadmap Service** to develop a strategic cloud architecture and multi-year roadmap for cloud adoption
- **Cloud Design Service** to create a detailed design and implementation plan
- **Cloud Security Service** focused on analyzing the 15 domains of cloud security to build a security and compliance-remediation roadmap
- **Service Management Services for Cloud** to help IT become a strategic service broker for public cloud, private cloud, and hybrid IT services with end-to-end service lifecycle solutions
- **HP Cloud Service Automation Services** providing consulting services to design and implement Cloud Service Automation as part of a comprehensive end-to-end cloud service management solution from applications to infrastructure to service

- **HP Cloud QuickStart Service** deploys Cloud Service Automation to get your cloud management solution up and running quickly
- **HP Private Cloud for Test** solution based on center of excellence consulting and best practices to design and implement private cloud environments for application testing integrated and automated through operations

Leverage end-to-end integrated cloud management

HP Cloud Service Automation is the only integrated cloud management solution available on the market today. While other solutions require a multi-vendor approach, we offer one-stop shopping that includes a mature, proven, integrated set of management solutions and services to improve service quality, availability, governance, and compliance, while supporting the entire lifecycle of your private cloud, public cloud, or hybrid IT initiative. Cloud Service Automation is available as part of HP CloudSystem or standalone.

To find out more about how IT can move to the cloud and build a stronger partnership with business stakeholders contact HP or your HP preferred partner. For more information on HP Cloud Service Automation, including services to help you develop your cloud strategy and get up and running quickly, visit <http://www.hp.com/go/CSA>.



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