

Driving Business Advantage Through Enterprise IT Management

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Executive Summary

Challenge

The evolution of Information Technology (IT) is at a critical juncture. Thanks to tremendous advances, IT can move beyond a rigid technology-only focus to drive business growth and create competitive advantage. And it must. Organizations no longer measure IT on cost effectiveness alone. They are demanding increased agility, alignment with business strategy, quantifiable business value and improved customer service. But over the years, IT operations have grown into disconnected complex silos of technology, often without the ability to work together. Add to this a lack of best practice processes across much of IT, and it's a difficult challenge for IT to deliver all of the business benefits possible. IT organizations must become flexible to deliver the services the business demands and to contribute to business advantage.

Opportunity

Enterprise IT Management (EITM) is CA's vision of how companies can unify and simplify IT management for greater business results. Through EITM, you can govern, manage and secure IT in an integrated way across the entire IT operation. Without having to replace years of IT investments, you gain visibility into what exists today, and the ability to better control how IT is supporting the business. We do this through a set of proven, modular Capability Solutions that work with existing technology and allow you to move at your own pace to address your most pressing needs first and gain value every step of the way.

Benefits

EITM enables you to transform your IT operation into a fully integrated provider of secure, high-quality business services that adapts quickly to dynamic demands. Specifically, you gain the ability to:

MANAGE COST to make the best use of resources and focus more time on strategic initiatives

MANAGE RISK to protect enterprise assets, ensure service continuity, achieve regulatory compliance, and reach operational goals

IMPROVE SERVICE so that critical IT services are delivered cost-effectively, when and where they are needed

ALIGN IT TO THE BUSINESS to support growth and help maintain a competitive advantage

Managing IT Is Complex but Critical to Growth

IT has become essential to driving business growth and creating a competitive advantage. Organizations rely on IT to conduct day-to-day business as well as to offer new services, comply with regulations, better manage resources and help drive innovation. But managing IT has become increasingly complex. No doubt, the evolution of IT in the last decade has been an extraordinary journey. With each technology wave, the IT infrastructure has grown more and more complicated. Fragmented, independent and inefficient processes across much of IT and the inability to gain a common view of IT make it difficult to manage. Further adding to the complexity of IT management is the introduction of promising new technologies — such as server virtualization or mobile devices. Of course, on top of all of this complexity, IT is faced with responding to business demands to accelerate the pace of change, grow faster than the competition and push for profitability.

The only way to leverage IT to move the business forward is through management and integration.

Transforming IT Management

No longer do organizations measure IT on cost-effectiveness alone. They are demanding increased agility, alignment with business strategy, quantifiable business value and improved customer service. According to Gartner, “61% of CIOs report that their enterprise expects to increase its market share or expand its mission in 2007.”¹ In many industries, new *business* initiatives are themselves IT initiatives, such as online banking, online retail and telecommunications services. In fact, Gartner reports that within five years, “40% of CEOs will make CIOs directly responsible for business model innovation.”² Indeed, the role of the CIO is evolving to be more focused on business innovation than technology innovation.

Yesterday’s model of IT being a supplier and caretaker of technologies is no longer appropriate in today’s world. Savvy CIOs understand the priorities of the overall business, and the need to focus their IT organizations on delivering services that meet the needs of customers, employees and partners.

To align with and support the needs of the business and help drive innovation, IT organizations need to balance service quality, risk and cost. For example:

- A financial services firm might be more focused on driving growth by expanding into new markets and offering new online services to customers. Service quality and ensuring secure access at all times may be more important than cost.
- A healthcare organization’s strategy might focus first and foremost on protecting patients’ privacy and ensuring compliance to HIPAA and other regulations.
- The CIO of a discount retailer might strive to prioritize IT efficiency and drive down costs so the business can continue to offer competitive prices.

Hurdles to IT Transformation

Transforming an IT organization into a fully integrated provider of high-quality business services that adapts quickly to dynamic demands is challenging, especially when such a great percentage of the IT budget is required to simply maintain the status quo. Gartner reports that “On average, \$8 out of every \$10 spent in IT is ‘dead money’ — not contributing directly to business change and growth.”³ Gartner also stated, “In fact, some enterprises spend 90% of their IT budgets just to keep standing still.”⁴

The problem is the complexity of managing today’s operations: heterogeneous environments, silos of management with limited integration, the introduction of new technologies that need to work together with established technologies, lack of standard processes, and poor visibility into costs and global resources.

As a result, it’s difficult to:

1. Deliver secure, high-quality services to customers, partners and employees
2. Respond with agility to changing business priorities
3. Effectively govern IT investments and make smart trade-off decisions
4. Ensure and prove compliance with industry or regulatory requirements

¹ Gartner, Inc. — Creating Enterprise Leverage: The 2007 CIO agenda — Jan 2007. Gartner EXP Research Team led by Mark McDonald and Tina Nunno.

² Gartner, Inc. — The 2006 Gartner Symposium Keynote: IT Must Think Differently, Act Differently and Be Different to Drive Business Growth, October 2006. Mark Raskino, Daryl Plummer, Audrey Apfel, Richard Hunter, Stephen Prentice.

³ Ibid.

⁴ Ibid.

Enterprise IT Management: Govern, Manage and Secure IT

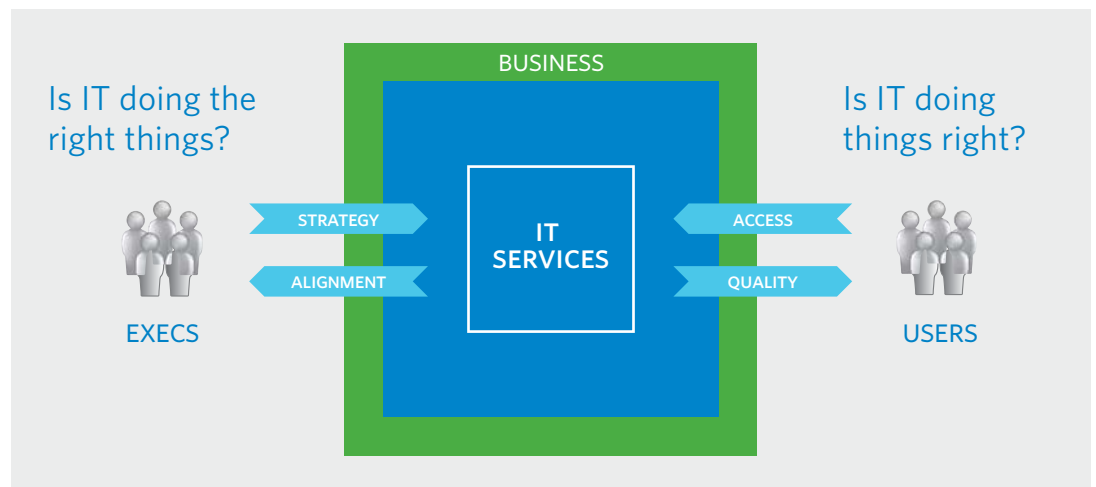
Through its Enterprise IT Management (EITM) vision, CA helps companies transform IT management. With our solutions, you can unify and simplify IT management across your enterprise for greater business results. You gain the ability to manage costs and risk, improve the service IT delivers to the business and ensure your IT efforts are in line with the goals of the business. You can free up a greater percentage of the IT budget for strategic initiatives to help drive business growth.

CA solutions deliver unprecedented management integration across functional silos. They provide comprehensive visibility into service quality, costs and risks. In short, they allow you to govern, manage and secure IT — the three pillars of EITM.

FIGURE A

IT organizations are challenged to meet the needs of business executive management and the end users of business services, whether customers, partners or employees. Business executives want alignment between IT strategy and the business strategy. They want to ensure services meet committed quality standards at a reasonable cost. Users want high-quality services and secure access to the information needed to conduct business. CA's EITM strategy enables IT organizations to meet the needs of all key stakeholders.

MANAGING IT AS A SERVICE BUSINESS



Govern

IT organizations put IT Governance processes in place to ensure they make the most effective IT investment decisions to support business strategy. CA solutions provide insight into all the essential ingredients for effective decision making: the quality of new and existing services, and the costs and business risks associated with them. With this portfolio-level view of your service offerings, you can build better business cases, prioritize investments and make smart trade-off decisions.

CA solutions also enable IT executives to engage more effectively with their business executive peers to manage demand. With CA solutions, you'll have insight into the quality and costs of an end-to-end service (e.g., an order entry system) rather than its individual piece parts (e.g., storage devices, WAN costs). Armed with this insight, you can better manage demand by encouraging more fiscally responsible behavior from the business units you support. This proactive approach further improves the decision-making process by freeing up vital resources and funds for more strategic investment.

Of course, there are certain investment decisions that are nonnegotiable, such as supporting legal and regulatory compliance mandates. CA solutions deliver a holistic and standardized approach to risk and compliance, so that processes can be automated and reused irrespective of regulation. In doing so, you will lower both the cost and risk of managing compliance across the enterprise. These solutions enable your organization to become “well presented,” addressing information management requirements, user-access rights and change controls.

Manage

For years, IT has been managing infrastructure from a technology silo perspective. Increasingly, with the expectation that IT will help drive business growth and innovation, this traditional approach falls short. Enter Business Service Management, an approach that links IT infrastructure to the business services it supports.

CA Business Service Management solutions provide dynamic insight into the relationships between infrastructure components and business services. Armed with this insight, you can effectively prioritize management issues and ensure IT service delivery supports business objectives. CA solutions also provide IT organizations with visibility into the performance of services from the end user’s perspective. They automate and integrate IT processes in line with ITIL® and other best practices. And they help minimize the risk of change and drive continuous improvement.

Infrastructure Optimization is a critical element of Business Service Management. CA solutions provide holistic and integrated management of the entire infrastructure — from a Web service to the mainframe. Our solutions improve the performance of the infrastructure through automation and streamlined management to ensure the effective and efficient delivery of critical business services. And, they improve capacity utilization to drive down costs.

Secure

With global business becoming increasingly electronic, security is no longer just about managing users and their access within the corporate firewall. Today, increased focus on risk management, information integrity and compliance is forcing security to evolve from a backroom, reactive, technical discipline into a frontline business enabler.

CA solutions enable you to proactively manage your entire security and identity environment. They provide efficient, manageable, auditable and secure ways of connecting identified users or processes to enterprise resources and information. Additionally, these solutions help you gain business efficiencies, ensure continuous operations, enforce security policies and meet security-related compliance requirements.

Bringing It All Together

Govern, Manage and Secure are the pillars of EITM. CA is uniquely able to integrate and automate IT within and across these pillars. CA's EITM architecture enables high-quality services to be delivered to users, while optimizing assets and resources.

The Unified Service Model, maintained in the CA Configuration Management Database (CA CMDB), is the centerpiece of CA's architecture for delivering EITM. The Unified Service Model is a complete 360-degree view into the IT services delivered to the business. The Unified Service Model incorporates all information that defines the characteristics of that service. This not only includes asset and relationship details, but also service levels, prices, costs, quality, risks and exposures, consumers and much, much more.

Through the Unified Service Model, CA's EITM architecture is able to provide critical insights so that appropriate action can be taken:

SERVICE IMPACT Through the Unified Service Model, you can manage IT services to ensure they are directly in line with business priorities. You can prioritize the most business-critical services over less important ones so their service quality is never compromised. You can resolve incidents and problems that impact those services more quickly.

ASSETS AND RESOURCES Because the Unified Service Model provides insight into the relationships and interdependencies between IT assets and the services they support, it can help you make the most efficient use of your assets and resources.

IDENTITY Integration with our security solutions enables you to manage the identity and entitlements of users from a services perspective. In other words, you can ensure that any technology asset or IT staffer involved in supporting a given service and any users of the service have the appropriate, secure access they require.

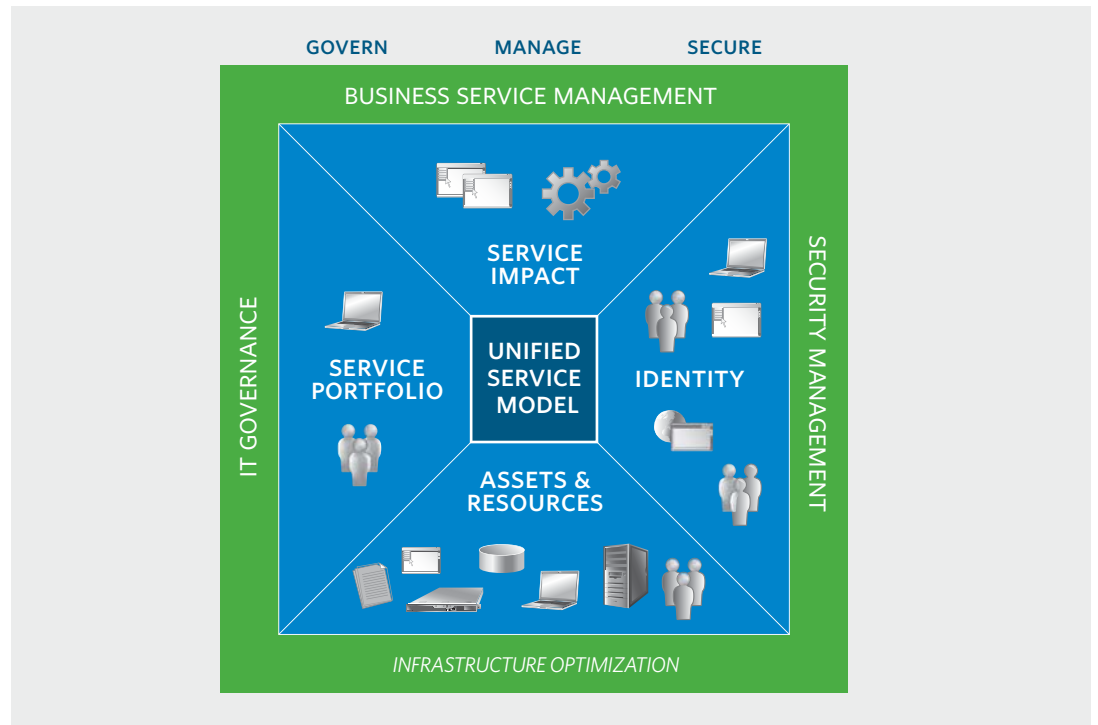
SERVICE PORTFOLIO A Service Portfolio leverages the Unified Service Model to provide insight into the consumption, quality, costs and risks associated with those services to guide investment decisions.

The CA Integration Platform is the architectural foundation upon which CA's products are integrated. The CA Integration Platform leverages a service-oriented architecture to deliver a set of shared, modular services, including an integrated workflow, UI services and scheduling services.

FIGURE B

CA is uniquely able to integrate and automate IT within and across the pillars of Govern, Manage and Secure. Core to CA's EITM architecture is the Unified Service Model, which provides insight into the relationships between assets and resources, the services they support, and the users that consume these services. In this way, identity can be managed from a service perspective and services can be managed to assure they have the desired impact on the business. The Unified Service Model also provides insight into the quality, costs and risks of the full portfolio of IT services offered to the business.

EITM ARCHITECTURE



Addressing Customers' Top Challenges

Because of CA's strength across govern, manage and secure, we are uniquely able to help address our customers' most pressing concerns.

Consider as an example the challenge of ensuring and proving ongoing compliance with industry regulations. CA solutions give organizations holistic visibility into and control of their compliance processes. CA solutions support compliance initiatives by:

- Establishing and enforcing requirements for information access and record retention
- Ensuring and certifying the relevance of information
- Supporting change management processes to protect the long-term integrity of retained information
- Providing visibility into controls that are in place enterprise-wide to support compliance
- Automating repeatable compliance processes to lower the cost and risk of assuring and proving compliance

As another example, suppose a CIO of a financial institution has been asked to deliver a new online service targeting retail customers. CA solutions assure the new service offering is successfully introduced and supported by:

- Providing the CIO with insight to facilitate an informed discussion with business executives — so decisions can be made to allocate resources away from existing projects to support the new service offering
- Managing the people and projects working on the new service offering to ensure on-time, on-target delivery
- Once the service is introduced, ensuring that customers receive secure access
- Ensuring that service performance meets agreed-upon service levels — and monitoring that performance based on what a customer would experience
- Managing the entire infrastructure supporting that service. When a problem occurs, indicating that it is impacting a critical business service offering, so that it is properly escalated and quickly resolved

CA Capability Solutions Help You Realize EITM

CA can help you realize the EITM vision of unified, simplified IT management. CA has identified a set of core capabilities required to achieve EITM. We deliver a proven set of solutions to help you automate and optimize core IT functions. CA Capability Solutions are the building blocks of EITM.

Capability Solutions are based on a consistent set of industry best practices and standards to ensure high levels of interoperability — which lies at the heart of a unified and simplified IT management environment. Capability Solutions can be implemented at any pace and based on the most pressing needs, without having to rip and replace existing solutions. While you add specific capabilities to your IT management environment, you'll also be building toward a more integrated and powerful IT organization.

Capability Solutions are comprised of enabling technology as well as CA and partner services. Each consists of an integrated set of products, services and education to ensure quick and effective implementation and a return on investment.

Govern

CA Project & Portfolio Management

Ensures IT investment decisions are aligned with business strategy and manages risk and costs by providing real-time views into an organization's investments, initiatives and resources.

CA IT Asset & Financial Management

Manages cost and reduces risk by proactively managing assets through their life cycles, from requisition to retirement and disposal. Manages IT expenditures from budgeting through cost allocation.

CA Information Governance

Protects and manages information throughout its life cycle, ensuring accurate access and availability at the right time and by the right people. Enables organizations to manage, archive and retain information based on its relative importance to the business.

Manage

CA Service Level Management

Enables IT organizations to establish and monitor adherence to service level agreements and to define and publish service offerings through an IT service catalog.

CA Change & Configuration Management

Supports a single process for managing change to applications and IT infrastructure. Minimizes the risk of change by unifying the entire change life cycle, from incident inception to the delivery of a patch, fix or enhancement.

CA Incident & Problem Management

Automates IT processes to consolidate, log, track, manage, escalate and resolve incidents and problems. Assures service quality by accelerating detection and resolution.

CA Application Performance Management

Manages the performance and availability of packaged and custom-built applications, portals and SOAs. Ensures enterprise applications are delivering superior service.

CA Service Availability Management

Integrates event and performance management across all domains: systems, network, storage, database and applications. Improves IT staff efficiency by enabling process-driven management, policy-based automation and rapid root-cause analysis.

CA Network & Voice Management

Provides integrated fault and performance management of heterogeneous data, IP telephony and legacy voice networks. Reduces downtime by identifying service degradations before users are impacted.

CA Dynamic & Virtual Systems Management

Discovers, monitors and automates management of heterogeneous, virtual and clustered system environments, ensuring availability and performance. Prevents unnecessary capital expenditures by maximizing utilization of existing server investments.

CA Workload Automation

Dynamically automates workload across multiplatform environments based on events. Enables companies to improve the delivery of critical business services while reducing costs.

CA Database Management

Reduces the total cost of database ownership by automating day-to-day operations and increasing overall service responsiveness. Provides advanced technology and integration to manage increasingly large and complex databases.

CA Recovery Management

Provides comprehensive cross-platform backup/recovery, disaster recovery, data replication and failover to securely manage and protect data resources. Minimizes risks to data and helps optimize storage infrastructure.

Secure

CA Identity & Access Management

Automates the management of a user's identity through its life cycle, ensuring that only authorized users can access critical IT resources from the Web to the mainframe. Mitigates risk, supports compliance initiatives and enables new business opportunities.

CA Security Information Management

Provides centralized management of real-time events and post-event forensics analysis to improve administrator efficiency and reduce costs while ensuring security.

CA Threat Management

Prevents spyware, viruses, worms, spam and malicious content from infiltrating and infecting your network, email and business applications. Identifies threats and infrastructure vulnerabilities, preventing incidents before they negatively impact assets.

Mapping the EITM Journey

We understand that transforming IT doesn't happen overnight. EITM is a journey. It is designed to allow a modular, one-step-at-a-time approach. You can assess the current state of your IT environment, and you can plan and implement the right solutions for your specific needs, timeline and budget while realizing incremental value each step of the way.

To get started, CA Technology Services (CA TS) and our partners can help you assess your current IT situation and management needs, define your goals in terms of process improvement and implement packaged solutions so you can gain value as quickly as possible. CA TS specializes in designing and implementing CA solutions in complex IT environments. Our structured, proven and cost-effective approach is built on best practices gained from thousands of successful deployments and industry standards and frameworks. In the past year alone, customers counted on CA to deliver measurable results in more than 5,000 engagements.

Our global systems integrators and other service partners can help you with broader business problems, such as business and process consulting, industry vertical expertise and outsourcing.

Customers Already Achieving Results

Companies that govern, manage and secure IT can manage cost and risk, improve the service IT delivers to the business and align IT with business needs.

Govern

Oakland County, Michigan leveraged CA solutions to cut millions of dollars in costs by more effectively managing vendors and enabling selective outsourcing. They reduced fixed labor expenses by 8% in one year by leveraging development across multiple entities to drive down cost. As one example of the cost savings realized by utilizing an enterprise development approach, they saved \$10 million in the development costs of a Geographic Information System.

A major gaming company utilized CA solutions to deliver 77% of all projects on time, on budget and on target. They were able to triple annual project throughput from 112 to 324. They produced a 64% internal rate of return on projects by linking business cases, project performance and ongoing value measurement. The company's IT organization achieved a business satisfaction score of 4.23 on a 5.0 scale through better alignment of IT with business objectives.

A major financial services firm saved \$1.5 million annually by implementing CA solutions to build an iron-clad compliance program to mitigate risk associated with SEC, NASD and SOC regulations and legislation. CA solutions implemented the necessary version controls over the full record life cycle from creation to final disposition.

Manage

Hewitt Associates uses CA solutions to identify and eliminate application problems before they impact business performance. Leveraging CA solutions, Hewitt realized 99.99% application uptime for critical web applications. They were able to maintain high web application performance and availability as transaction volume doubled over a five-year period.

Arcelik, Europe's leading household appliance manufacturer, leveraged CA service optimization solutions to increase customer satisfaction from 75% to 98%. Arcelik was also able to increase the efficiency of its service support organization, realizing a cost savings of €420,000 annually. The same size staff can handle twice the number of calls. Proactive infrastructure management allowed many problems to be located and fixed before users were impacted. As a result, 95% of issues and problems are resolved within agreed-upon time frames.

Atos Origin, a provider of IT services to clients in over 40 countries, leverages CA solutions as the backbone for its ITIL service support implementation. In 2006, Atos Origin processed three million help desk requests while increasing the efficiency of their operations; they have been able to reduce the cost per request by 80% in three years. Atos Origin's outsourcing business model requires a uniform service desk resource (so that all customers receive the same high-quality user experience) that can be centrally managed to optimize efficiency.

In a recent CA-sponsored IDC white paper, IDC quantifies the return on investment (ROI) from CA's infrastructure optimization solutions based on interviews with 12 CA customers. IDC's analysis revealed an average three-year ROI of 398% with an average payback period of 8.6 months. The average three-year benefit was \$85,000 per 100 users. Companies reduced downtime by 12%-30%, increasing the available hours of productive work for internal users. Demonstrating the value of integration, customers with multiple CA solutions realized an average three-year ROI of 589%; customers with a single solution realized an average three-year ROI of 308%.⁵

Secure

A large entertainment company uses hundreds of different applications for content creation, editing and distribution. Even small pieces of the content reaching unauthorized users could result in millions of dollars in terms of business loss, besides legal ramifications and brand dilution. The company relies on CA solutions to protect its corporate assets by ensuring secure access to authorized users during the development, production and distribution of its entertainment content.

A global systems integrator leveraged CA security management solutions to standardize deployment of security policies, fulfill audit requirements, improve service levels and increase the efficiency of their staff. The systems integrator realized a 90% reduction in internal help desk costs for system users and a 30% reduction in security administration costs. They also have tighter control of active IDs, greatly reducing potential security risks.

A hospital consortium used CA security management solutions to significantly improve operational efficiency and patient care by providing doctors, nurses and administrative personnel with secure, single point access to vital patient data. CA solutions also protect their infrastructure from the latest malware. And CA solutions support the consortium's HIPAA compliance efforts, by protecting the integrity and availability of electronic health information.

⁵ IDC white paper sponsored by CA, Achieving Business Value and Gaining ROI with CA's EITM Software, #205383, January 2007, Tim Grieser, Randy Perry.

EITM Is Possible, and Essential for Growth

Each new wave of technology has created enormous benefits, opportunities and challenges. IT needs to take today's complex heterogeneous infrastructure and deliver a portfolio of flexible, responsive services to enable business growth. CA's Enterprise IT Management vision is how companies can unify and simplify complex IT management for greater business results.

CA offers the greatest breadth and depth of solutions along with unprecedented integration for governing, managing and securing IT across the entire enterprise. CA can help you transform your IT organization into a strategic contributor to the business, drive better business results and fuel growth.

CA, one of the world's largest information technology (IT) management software companies, unifies and simplifies complex IT management across the enterprise for greater business results. Our vision, tools and expertise help customers manage risk, improve service, manage costs and align their IT investments with their business needs.

With our Enterprise IT Management vision, solutions and expertise, we help customers effectively govern, manage and secure IT.

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