Strategic Briefing
Data Center Management & Automation

Contents

Why is Data Center Management & Automation (DCMA) so important? 2
The Solution Pathway: Data Center Management and Automation 2
Identifying and Addressing the Challenges 2
The Fujitsu DCMA Approach 2
The Value Chain in Data Center Management & Automation 3
Solution Overview: Fujitsu Data Center Management & Automation 3
Fujitsu IT Management as a Service 4
Fujitsu ManageNow® Solutions Ready-to-Run 5
Delivery Models 5
Data Center Management & Automation Demo Center 6
Why Fujitsu? 6
Why is Data Center Management & Automation (DCMA) so Important?

As IT increasingly takes center stage as an enabler of business success, it is expected to deliver uncompromising availability and reliability. After all, the business depends on it. Accordingly, amid the complexity of new applications, virtual and physical servers, growing data volumes and a variety of sourcing and hosting options, data center managers are expected to provide more agile, flexible support for the business – with standardized processes, self-service approaches and high service quality. They are also expected to deliver 24x7 service reliability, to shorten the time-to-productivity for new services, and fulfill requests for IT to support business processes. Factor in the cost of compliance with new rules and energy efficiency directives, as well as the need to see into the future (with capacity planning and predictive analysis), and the challenges appear insurmountable.

So what is the best way to do all this – and do it well?

IT Operations Management (ITOM) and Data Center Infrastructure Management (DCIM) are the keywords analysts use to describe the requirements. IT Operations Management comprises the tools to provision and monitor capacity, performance and availability of computing, networking and application environments. Data Center Infrastructure Management encompasses the tools to monitor, control and manage data center infrastructures and facilities, e.g. the energy consumption of IT equipment, the management of power distribution units and computer room air conditioning.

The Solution Pathway: Data Center Management & Automation

Data centers are expected to keep IT aligned with the requirements of the business and to adapt quickly to changing business models and processes, moving from an event-driven mode of operation towards a business-oriented approach. The data center’s knowledge of how the organization works can be modelled into workflows, which can be standardized and automated. This replaces error-prone manual processes with process automation across platforms and organizations to improve service reliability and data center efficiency.

With its goals to improve agility, flexibility and speed, strengthen service quality management and increase compliance and governance in data centers and data center processes, Data Center Management & Automation, or DCMA, helps organizations implement consistent policies for operation, security and access rights – auditable and fully compliant with legal and financial regulations as well as corporate standards.

Identifying and Addressing the Challenges

As a global service, IT infrastructure and solutions provider, Fujitsu uses the broad experience from many customer projects and its own data center operations to identify IT management challenges:

- Improve data center efficiency
- Increase service levels
- Drive down costs
- Accelerate time to market

Fujitsu has developed a comprehensive model to address all these challenges, combining infrastructure monitoring, applications, end user services, capacity and performance management, security aspects, billing, capacity, resource planning, integration and process automation into a unified DCMA offering of solutions, products and services.

We provide DCMA how-to descriptions, best practices, blueprints and preconfigured solutions to ensure cost-efficient implementations with short time-to-production. We support various delivery models: our DCMA offering can be utilized on-premise, as a managed service or out of the Fujitsu cloud.

The Fujitsu DCMA Approach

The Fujitsu Data Center Management & Automation community works with a staged approach. The first stage is the How-to description. Understanding our customers’ business requirements, their current situation and the tools they currently deploy is the starting point. Our experts document each of the steps in ongoing DCMA projects, capturing the best and most cost-efficient approaches to be reused in other projects. Constantly gathering feedback and evaluations, we refine Best Practices from the How-to descriptions. The Fujitsu expert community agrees on generalized approaches to be applied in future DCMA projects to leverage efficiency gains. Taking experience and insights to the next level, the Blueprint makes this the standard approach. The next step, once more project experience has been collected, is the Solution.
The Value Chain in Data Center Management & Automation

Fujitsu covers every stage in the value chain (consult, design, build, operate and maintain), with predefined Data Center Management & Automation service packages ranging from technical IT infrastructure services to financial and ROI services as well as project management.

Consult
Our consulting service offers technical IT infrastructure services such as customer briefings, configuration and sizing, strategy workshops, assessment services, architecture workshops, solution concepts, proof of concept and project management as well as financial TCO and ROI Estimate services.

In a DCMA strategy workshop with you, we investigate whether the current strategic direction and organization of your IT, and your IT landscape, are doing a good job of supporting your business strategy. At the workshop, participants compare the target and actual situations, assemble an overview of optimization measures and potential cost savings, and define a roadmap with proposals for short-, medium- and long-term measures.

We have also developed Optimization Services, which provide valuable insights for IT managers striving to raise efficiency. We analyze your data centers, networks, workplaces, server infrastructure, software, storage and backup environment and give insights on how you can make things work even better. You benefit from professional consulting services that provide a bespoke solution to requirements.

Design
Our design services offer solution specification, configuration and sizing, proof of concept, migration specification, operational specification and ROI Predict.

Build
Our build services provide hardware installation and configuration, solution implementation, migration services, upgrade services, audit and rollout services. Project management, operational implementation, operational trainings and ROI Delivery services complement the offering.

Operate
We support our customers with Go-Live services, solution support, operational consulting and optimization, health checks, managed services and customer-specific training.

Maintain
In heterogeneous, globally distributed environments, maintenance needs to be precisely coordinated. Fujitsu supports you in managing service contracts in multi-vendor environments more efficiently, defining clear service responsibilities, coordinating and executing maintenance services. Fujitsu, as a Managed Maintenance Provider, can even assume full responsibility for seeing that Service Level Agreements (SLAs) with vendors and service providers are fulfilled.

Solution Overview: Fujitsu Data Center Management & Automation

The Fujitsu DCMA solutions are architected as part of a comprehensive working model, shown in overview below:

Our DCMA offering covers every aspect of this model, and includes products from Fujitsu and technology partners. This section highlights some of the services: process automation, service level management and service quality management, monitoring and service desk out of the cloud as well as energy management in the data center:

Fig. 1: Overview of the Fujitsu Data Center Management & Automation Working Model

Process Automation
By automating processes, enterprises can integrate and control operations across platforms, applications and departments, leveraging synergies and avoiding the errors that routinely occur in manual interventions. An efficient way to go about automating processes is to use graphical tools:

Fujitsu helps organizations integrate, orchestrate and automate operational processes across platforms, applications and IT groups. This significantly improves business service quality while also reducing costs, increasing staff productivity and creating a more standardized process environment – with clearly traceable process steps and dashboards for convenient management.
Service Quality Management

The objective of Service Quality Management is to maintain and improve the quality of IT service delivery – with due consideration of business cases and budget frameworks – through an iterative cycle of agreeing, monitoring and reporting upon IT service achievements and actions. Service Quality Management keeps service delivery and the fulfillment of service level agreements (SLAs) transparent by constantly monitoring data center components and automating customer processes to integrate people, IT processes and technologies into the IT service supply chain.

Together with our technology partners, e.g. CA Technologies, BMC, Microsoft and OSS, we offer the entire solution stack, with standard procedures, how-to descriptions and best practices for rapid implementation. The management cockpit is provided with information about the fulfillment of SLAs, the health and the quality of the services, the risk of service loss, service availability and historical data – as shown in the following graphic.

Energy Management in the Data Center

Data centers are major consumers of energy. No surprise then, given the spiraling cost of power, that organizations are seeking effective ways to monitoring the energy efficiency of their data centers and IT environment. Fujitsu provides an award winning – German Data Center Award 2013 in the category data center software – solution to monitor data center energy consumption and deliver server and storage reports that help to identify the equipment that is consuming the most. The data, mapped to an intuitive dashboard, helps organizations optimize their use of IT resources and reduce cost. Energy management reports provide concise overviews of energy consumption and CPU load.

Fujitsu IT Management as a Service

Fujitsu IT Management as a Service (ITMaaS) is a Software as a Service-based (SaaS) solution out of the Fujitsu Cloud IaaS Trusted Public S5. IT Management as a Service comprises ITMaaS Monitoring and ITMaaS Service Desk. ITMaaS Service Desk does not require programming, and the predefined ITIL-certified processes can be configured to individual requirements. The monitoring solution offers more than 150 predefined sets of rules for comprehensive monitoring of all major IT resources in the data center. The richly functional, cost-effective, easy-to-implement IT Management as a Service solution allows customers to manage their private, public and hybrid cloud environments as well as their conventional IT infrastructure.

By leveraging the Fujitsu Global Cloud Platform, ITMaaS enables organizations to rapidly deploy a flexible, high performance IT management solution which is easily configurable and does not need programming effort. ITMaaS comes with a simple pricing model. As a cloud service, it eliminates the cost of system operation, support and administration. It improves service levels with highly efficient and reliable IT services for cloud and non-cloud environments and increases customer satisfaction and loyalty.

### Solution Overview: Fujitsu Data Center Management & Automation

#### Service Quality Management

The objective of Service Quality Management is to maintain and improve the quality of IT service delivery – with due consideration of business cases and budget frameworks – through an iterative cycle of agreeing, monitoring and reporting upon IT service achievements and actions. Service Quality Management keeps service delivery and the fulfillment of service level agreements (SLAs) transparent by constantly monitoring data center components and automating customer processes to integrate people, IT processes and technologies into the IT service supply chain.

Together with our technology partners, e.g. CA Technologies, BMC, Microsoft and OSS, we offer the entire solution stack, with standard procedures, how-to descriptions and best practices for rapid implementation. The management cockpit is provided with information about the fulfillment of SLAs, the health and the quality of the services, the risk of service loss, service availability and historical data – as shown in the following graphic.
Fujitsu ManageNow® Solutions
Ready-to-Run

Fujitsu ManageNow® is a portfolio of modular service solutions from Fujitsu for easy, automated implementation and efficient operation of customer-specific Enterprise IT Management. ManageNow® solutions are developed for the management of heterogeneous IT environments and include service packages. Fujitsu provides ManageNow® solution suites for Data Center Management and Client & Server Automation.

On premise, managed service and out of the cloud: Fujitsu DCMA solutions can be operated at the client’s own site, be sourced as managed services or operated out of the cloud.

**On premise**
Your custom-designed DCMA solution is installed on site in your data center and operated by your IT staff.

**Managed Services**
DCMA solutions are designed around the customer’s requirements and run in a Fujitsu data center, operated by Fujitsu staff on behalf of the customer as a managed service.

**Out of the Fujitsu Global Cloud – Fujitsu IT Management as a Service**
Data Center Management & Automation services are provided out of the Fujitsu cloud. Customers subscribe to services such as Monitoring as a Service or Service Desk as a Service and benefit from comprehensive cloud-based monitoring and service desk solutions – with all the benefits of leading cloud-based solutions.

---

**ManageNow® Data Center Management**
Fujitsu ManageNow® Data Center Management comprises a highly scalable solution to monitor, manage and automate enterprise IT and secure the availability and performance of IT infrastructures and business services in heterogeneous data centers. It provides a 360° view of the entire IT infrastructure with automated problem identification, classification, prioritization and rule-based error handling. Pre-configured event management and the assignment of monitored objects to business processes speed up and simplify management tasks.

**ManageNow® Client & Server Automation**
ManageNow® Client & Server Automation simplifies the administration and monitoring of heterogeneous server, desktop and notebook infrastructures by comprehensively optimizing operations. Functions include hardware and software inventory, software packaging, cascading software distribution, automatic operating system installation and patch management as well as remote maintenance and the complete management of workplace systems. ManageNow® Client & Server Automation increases productivity and efficiency because highly standardized systems can be installed and operated automatically. The standardization and automation of life-cycle management in client & server infrastructures puts customers in a good position to effectively and economically manage the constantly growing complexity of interaction.

---

Fig. 4: ManageNow® solution suites - overview

- ManageNow® for Data Center Monitoring
- ManageNow® for ITCM
- ManageNow® for Client Automation
- ManageNow® for Server Automation
- ManageNow® for Retail

---

www.fujitsu.com/fts/DCMA
Data Center Management & Automation Demo Center

We provide hands-on demonstrations of Fujitsu DCMA in our Frankfurt Demo Center.

Our solutions help customers integrate and automate their business processes, and manage them more effectively. To find out more, visit our Demo Center in Frankfurt/Main, Germany and experience DCMA in action with:

- Energy management in the data center
- Automated client and server provisioning
- Runbook automation and process automation
- Service quality management
- Root cause analysis for network and services
- Performance management and reporting
- Incident management along the process chain
- Fujitsu ITMaaS – Monitoring as a Service
- Fujitsu ITMaaS – Service Desk as a Service
- … and much more

Our experts demonstrate the potential efficiency gains of DCMA and the capabilities of our solutions. We are continually enhancing our demo offering, so be sure to call! Your sales representative will be delighted to arrange a visit. Alternatively, you are welcome to contact us directly if you prefer. We look forward to meeting you.

Why Fujitsu?

Fujitsu is one of the largest IT service providers in the world. With over 30 years’ experience managing IT service delivery; Fujitsu is a reliable and trusted one-stop shop for IT services.

With automated procedures, we reduce manual activities and guarantee high quality implementations. All work packages come clearly defined with interfaces and documented inputs and outputs. Our business process orientation ensures that your DCMA implementations are tightly matched to your business requirements. With our consulting services, we help you develop the right data center management and automation strategies, and our design services offer valuable assistance in finding the appropriate tool landscape for your requirements. We accompany you through every stage of your project with a comprehensive portfolio of solutions, products and services. We build, operate, maintain and provide optimization services to support you in managing and automating your data centers.