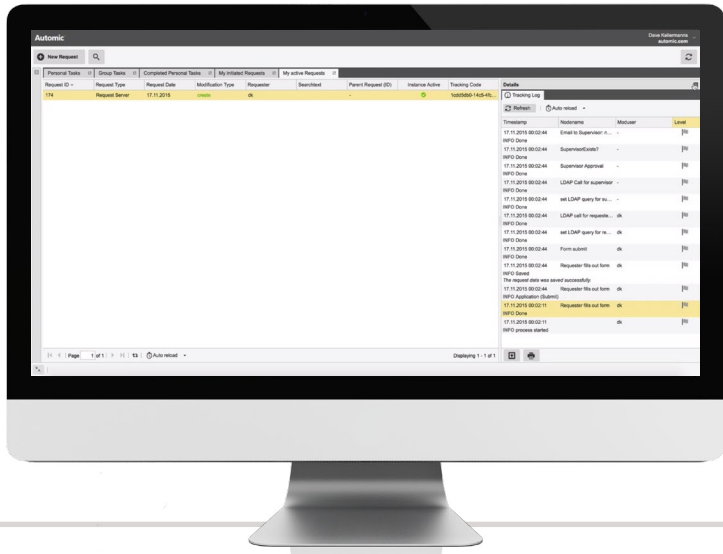


# Automic™ SERVICE ORCHESTRATION

Continuous Service from Automic



## Key Benefits

- Workflow management with complex workflows, with integrated child workflows and an object-oriented concept
- Extensive integration with ITSM and provisioning solutions
- Huge scalability (10,000+ connected servers and millions of executed tasks) within one Automic instance
- Infrastructure automation, including application release and deployment automation within the same platform
- IT Workflow rollback and restart capabilities for each task
- Scheduling and calendar handling with each service execution

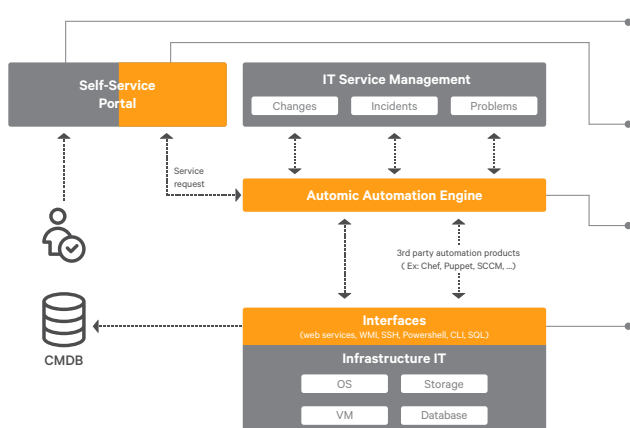
Automic empowers the business with self-service and easy-to-use business automation

### Business Challenge

Most companies are looking to ITaaS and Private Cloud initiatives to deliver applications and IT services to their customers quicker and more efficiently. Competitive pressures and the accelerating pace of business no longer allow for time-consuming, siloed, manual processes. Increasingly, IT users expect the same levels of service in their business lives as they receive in their personal lives. They expect to be able to go online, request a new application or service, and receive it in a matter of minutes or hours, not days or weeks. When IT fails to deliver, businesses look for alternatives that give them what they need. But transforming existing data centers to enable ITaaS and Private Cloud initiatives is not an easy task.

### The Uber-Orchestrator

Automic Service Orchestration enables users to request complex service offerings – such as multitier server deployments, Hadoop Cluster & Data Pipelines, Oracle RAC Database Servers, Oracle Weblogic Domains, Disaster Recovery, Employee Onboarding and SAP System Copies – from existing ITSM suites such as ServiceNow or from Automic’s self service portal. Delivery of these service offerings is fully orchestrated with the provisioning, updating and de-provisioning of service components across business, application and infrastructure layers, whether on-premise, hybrid, or in the cloud. Unlike alternatives which are best suited to greenfield data centers, Automic Service Orchestration enables you to quickly evolve existing data centers to private clouds by integrating your existing investments in IT tools rather than requiring a rip and replace.



#### SELF-SERVICE PORTAL INTEGRATION

Automic empowers the agile enterprise through automated self-service integration with leading helpdesks (ServiceNow, BMC Remedy, etc)

#### AUTOMIC REQUEST MANAGEMENT

Self-service portal for the business users, which empowers them to be more agile and includes human workflows and approval processes

#### AUTOMIC PLATFORM

Open, Scalable, reliable, and proven automation platform for thousands of customers with millions of transactions a day on-premise, hybrid or in the cloud

#### AUTOMIC INTEGRATIONS

Automic integrates with ITSM tools, orchestration tools, applications, operating systems, databases, CMDB, web services, and many others to ensure integration of your existing environment

## How It Works

Automic Service Orchestration combines a uniquely scalable orchestration engine; a broad set of ITSM/IT tools and public cloud integrations to deliver service offerings using parameter driven workflows and a high volume execution capability.

- Fully orchestrated service delivery across all departments at the push of a button
- Single point of control for full-stack service delivery
- Rapid, reliable service delivery on-prem, in the cloud or in hybrid environments – without delays or errors caused by manual tasks & handoffs
- Assurance of process and configuration compliance
- Provision, update, change and patch with one solution
- Recover resources to manage expenses by de-provisioning services not in use
- Integration with Open Source and Public Cloud Solutions

## How We Can Help

### Dev to IT Ops

- Automated self-service deployments, giving Dev users access to IT Operations processes

### IT Ops to IT Ops

- Self service of everything, from backup to provisioning of infrastructures

### IT Ops to Business

- Self service of everything, from user onboarding to application delivery

### IT Ops to Dev

- Deliver application-ready infrastructures to developers faster

## Part of a Unified Business Automation Platform

Automic's platform allows companies to take a systematic approach to automation by incrementally replacing multiple ad hoc tools with a centralized platform – allowing businesses to scale their investment across people, process and technology. Automic executes core business, application and infrastructure processes – whether on-premise, in the cloud or the hybrid in between – providing visibility and control across the entire business.

## Why Choose Automic?

- The only modular platform that orchestrates the delivery of services across business, application, and infrastructure layers, whether on-premise, hybrid or cloud
- Out-of-the-box integrations with ServiceNow, BMC Remedy, HP Service Manager and CA Service Desk ITSM suites
- Leverage existing investment in IT automation tools such as Puppet, Chef and VMware with no need to rip and replace
- Integrations with Open Source and Public Cloud Solutions from vendors such as OpenStack, Amazon EC2, Windows Azure and VMware allow you to orchestrate delivery of hybrid cloud services
- ONE platform to run, build and transform your business

For more information or product demonstration please visit [www.automic.com](http://www.automic.com)