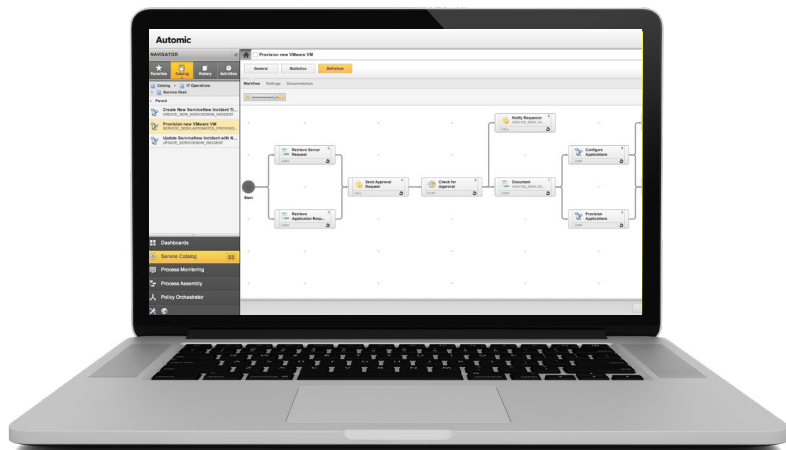


Automic Service Orchestration for IT Process Automation



Key Benefits

- Reduce operating costs – make more efficient use of resources
- Increase IT agility by automating responses to common service requests, as well as automating common remediation tasks
- Achieve SLA compliance – tightly bind runbooks to the financial ramifications of missing SLAs, resulting in more consistent outcomes, and better alignment of IT with the needs of the business
- Predictive error detection – predict problems and automatically take remedial action before they affect performance, reduce trouble tickets and increase customer satisfaction
- Improve IT performance and availability – integrate systems across different platforms and computing environments into a single entity

Achieve operational excellence with intelligent runbooks

Business Challenge

Runbooks serve as key sources of information about mission-critical IT processes – nightly book closing, on-demand provisioning of virtual and cloud resources, disaster recovery, and more. They document the steps needed to carry out these processes, schedule them efficiently, solve any problems that arise, and escalate issues when necessary. By spelling out best practices, they help align IT with business requirements and give the company the agility it needs to comply with its service level agreements (SLAs).

For runbooks to be effective, however, they must be kept up to date as systems change. Automation can help – but all automation tools are not alike. Some just provide limited runbook automation by integrating incident, change, provisioning, and operations management tools. That's certainly important, but it barely scratches the surface of what's needed for true IT process automation – automation that will deliver the highest value to your organization.

Ideally, an IT process automation solution will not only integrate systems, but also reduce the amount of human interaction required to satisfy common requests. Plus, it will take preventive actions on your behalf and resolve any problems that do occur

before the impact of those problems becomes unmanageable. This level of automation requires a platform that can manage critical business workloads across both packaged and custom applications, whether running in internal data centers or in the cloud. In addition, the solution must be able to identify which SLAs have the greatest financial impact, so that if it's not possible to meet all of them, you can deprioritize the SLA with the lowest penalty.

The Automic Solution

Automic Service Orchestration for IT Process Automation allows you to automate critical business workloads, common service requests and remediation tasks, so you can dramatically reduce the number of IT trouble tickets your department has to handle. You can build reusable components and easily integrate them into complex process flows, enabling your department to respond quickly to change. Instead of filing service requests, users of line-of-business applications can request services on demand, check their progress, and view real-time SLA status through a role-based self-service portal.

By automating workflows that you previously had to perform manually, Automic Service Orchestration for IT Process Automation will help you build high-value tasks and process flows

that run smoothly without human intervention, so you can free up your valuable resources for more strategic projects. And by tightly binding your runbooks to your SLAs, Automic Service Orchestration for IT Process Automation will not only improve IT agility and ensure consistent outcomes, but also enable IT to speak the language of the business.

Closed-Loop Automation for Maximum Operational Health

In open-loop environments, the service desk is generally the central point of control. When an error occurs, service technicians identify resources and create service tickets. Then IT performs root-cause analysis, often leading to the creation of more service tickets and the need to escalate the problem to a higher level. If you're lucky, the problem will get resolved before you miss an SLA and the business is adversely affected.

Automic Service Orchestration for IT Process Automation changes the playing field by providing a comprehensive closed-loop automation platform. Its intelligent runbooks can automatically respond to triggers to take whatever action is needed to resolve a problem. Automated workflows can also be rolled back. For example, if a runbook encounters an error during an application update, it can automatically roll back the environment to a previous state.

If trouble tickets are needed, Automic Service Orchestration for IT Process Automation generates them automatically, updates them with the output of the automated workflow, and closes them again, all in one clean transaction. In this way, it not only reduces manual effort, but also decreases mean time to recovery from days to hours, or from hours to minutes. In addition, you'll find that you need far fewer trouble tickets than before, because with its complex event processing engine, which includes both predictive analytics and pattern-matching tools, you can identify historical issues and transform them into policies that proactively eliminate these issues in the future. These policies will enable the complex event processing engine to identify potential problems in real time and eliminate them before they affect performance. The result is increased quality of service, increased mean time between failures, decreased mean time to repair, and IT processes that are easily audited from a single, centralized location.

Simplify Data Center Management and Reduce Costs

By automating frequent and repetitive tasks, Automic Service Orchestration for IT Process Automation can reduce 90% or more of human error in repeatable IT processes and reduce IT administrative housekeeping efforts by 40% or more. It will increase IT performance and availability by integrating all your systems running across different platforms and computing environments into a single entity. Its multi-vendor integration capabilities will save you money by eliminating costly vendor lock-ins. Its broad range of rule, process and task templates will let you easily automate critical business applications across hybrid environments, including both your physical data center and the cloud, and they will also enable you to configure workflows without doing any coding or scripting. And, on top of all this, Automic Service Orchestration for IT Process Automation will enhance visibility and transparency by letting you manage everything through a single interface.

Part of a Unified Business Automation Platform

Automic 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's platform executes core business, application and infrastructure processes – whether on-premise, in the cloud or for the hybrid in between – providing visibility and control across the entire business.

Why Choose Automic?

- Single, scalable platform
- Out-of-the-box integration with over 50 different industry leading ITOM, middleware and enterprise applications
- Reduce routine, mundane IT tasks, freeing 90% or more of standard operational work
- Cut mean time to repair by 90% or more
- Improve service quality and speed of response by 80% or more
- Optimize the usage of scarce existing resources
- Preserve a single centralized audit trail of operational activity for compliance and process improvement

For more information or product demonstration please visit www.automic.com