



HP Cloud Service Automation

Intelligent automation for
building, managing, and
securing cloud services

Solution brief

Overview

- Highly automated solution for lower cost and accelerated deployment of IT as a service
- Intelligent policy-based resource allocation to maximize assets and lower regulatory and compliance risks
- Open architecture to manage heterogeneous environments
- Complete solution spanning resource management, automation, and service catalog across hybrid IT (physical, virtual, and cloud)



Many lines of business are now procuring cloud services on their own because cloud computing professes to do what IT has long promised: deliver more for less and act as a business enabler. This method of acquiring services often leads to shadow IT—uncontrolled purchasing, dangerous security breaches, and poor service quality brought on by a lack of IT governance.

On the other hand, the alternative 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 businesses of the agility they need to scale up as the business grows and to respond to changing business requirements.

A planned, formal shift from traditional methods to an internal private-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, HP Cloud Service Automation is a unique blend of software and services, providing a flexible cloud solution to deliver infrastructure and applications as a service.

Building a cloud solution with HP Cloud Service Automation

HP Software is uniquely positioned to help your organization succeed in a world that is moving to the cloud computing paradigm. With HP Cloud Service Automation (HP CSA) you can build a private, public, or hybrid cloud computing environment that enables you to deliver services faster while ensuring the highest levels of quality and security. Key benefits of HP CSA include:

- **Fast time to value:** HP CSA helps you accelerate the provisioning of technology-enabled services. Based on the most mature set of IT management tools available on the market today—

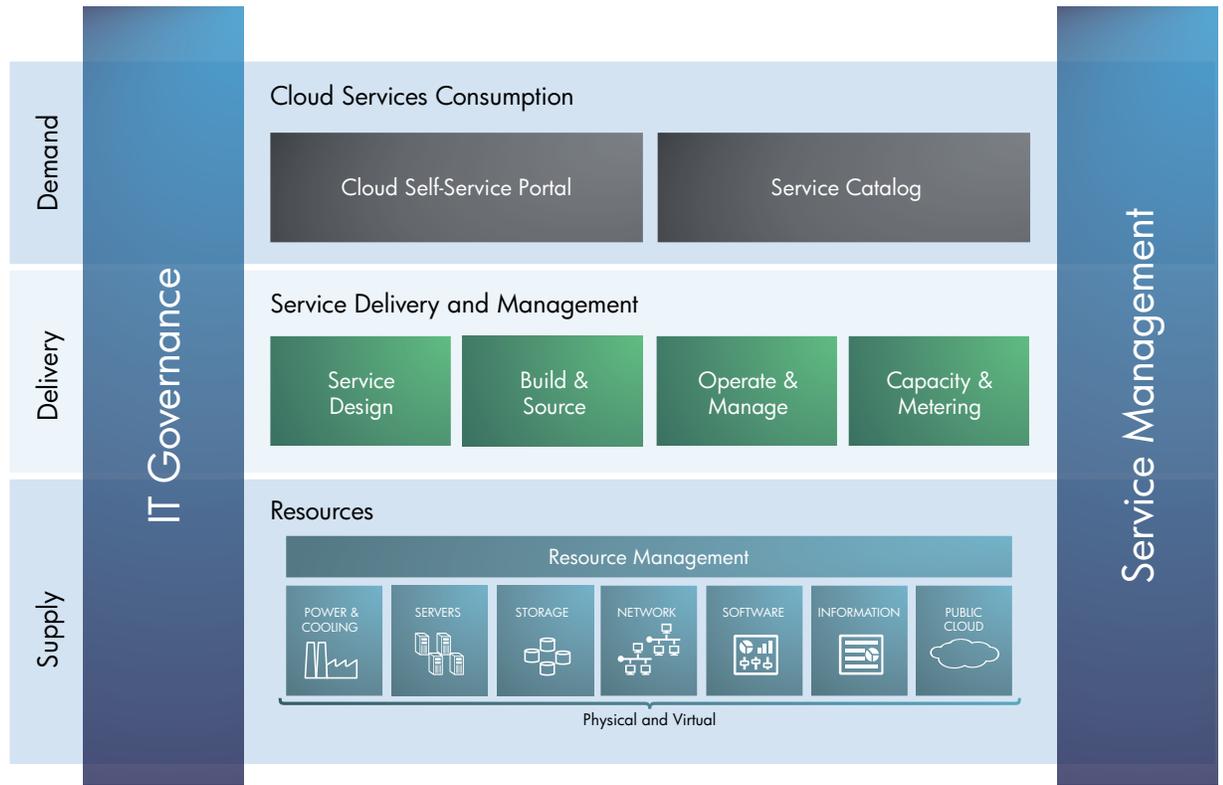
in use by companies around the world for more than a decade—HP CSA allows you to provision infrastructure and applications across physical and virtual resources. And your organization will be up and running quickly in a cloud computing environment—delivering services in hours rather than months.

- **Scalability and heterogeneity:** HP CSA is environment-independent. It can run on any IT infrastructure running any network, storage, server, hardware, or virtualization platform. It can also scale to meet any level of demand for the IT services you deliver. This means your cloud solution will scale as your business grows.
- **Flexible solution:** HP CSA enables you to accommodate platform changes without the need to replace your IT management software. Protect your existing infrastructure investment by leveraging HP's award-winning IT management software portfolio to transform your existing applications and infrastructure to a cloud environment.
- **One-touch access:** The HP CSA service portal provides a single view of all private and public cloud services spanning HP and third party resources for one-stop ordering, provisioning, and reporting. The self-service portal provides broad flexibility to add custom services to your IT portfolio.
- **End-to-end integrated cloud management:** HP CSA is the only integrated cloud solution available on the market today. While other solutions require a multi-vendor approach, HP offers one-stop shopping that includes a mature, proven, and integrated set of management solutions and services to support the entire lifecycle of your cloud initiative.

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

– Forrester Research Inc.

Figure 1
HP Cloud Service Automation



All the functionality necessary for an effective cloud solution

HP CSA delivers all the critical lifecycle management capabilities you need to move from traditional service delivery to cloud service delivery. HP CSA provides intelligent automation with:

- **Advanced application deployment management** with automation and configuration capabilities such as planning and auditing, provisioning, maintenance and incident response, and service requests for composite applications.
- **Intelligent resource management** to automate the decision process and provisioning of resources against incoming workloads based on business policies, cost, and performance goals.
- **Embedded configuration management system** to automate discovery and updates of cloud resources in a centralized repository ensuring data accuracy for problem-solving. Track and maintain an understanding of how deployed infrastructure maps

to cloud services. Facilitate rapid troubleshooting, capacity planning, service level management, and improved service quality.

- **Single view for one-stop ordering and reporting** from provisioning through retirement providing a common service designer for heterogeneous environments, empowering IT to offer multiple levels of service, and providing a highly flexible environment for custom services in the IT portfolio.

With HP you:

- **Consume** enterprise cloud services by adding new services quickly and easily
- **Build** a private or public cloud to accelerate the delivery of infrastructure and applications
- **Transform** legacy environments by mapping and executing the journey to the cloud
- **Manage and secure** cloud and internal IT services while governing across a flexible, hybrid delivery model

HP services for cloud success

Only HP and its preferred partners provide in-depth services capabilities with a comprehensive set of cloud consulting services that help you implement and manage public, private, or hybrid cloud 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** for creating 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, private, and hybrid cloud services with end-to-end service lifecycle solutions

Cloud service automation you can trust

Your IT organization needs to act as a fully engaged business partner, delivering services that will help the business execute on strategic objectives. Adopting cloud computing is a definitive step in this direction. HP Cloud Service Automation software and services enable IT to adhere to service-level agreements by better controlling processes, providing flexibility and scalability, and enabling innovation. Cloud services can also play a major role in helping IT fulfill a long overdue promise by reorienting itself to deliver high-quality services rather than technology.

Next steps

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

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

4AA3-1207ENW, Created August 2010; Updated November 2010, Rev. 1

