

# Smarts Application Discovery Manager 5.0: Accelerating Server/Data Center Consolidations, Application Migrations, and CMDB Projects



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# Smarts Application Discovery Manager

Application Discovery Manager Overview

Accelerating Data Center/Server Consolidation

Reducing Application Migration Risk

Assuring CMDB Success

## EMC Application Discovery Manager (ADM)

Technology from nLayers acquisition

Illuminates the “darkness” within applications

Discovers and maps application relationships

Powerful CMDB features

- The cornerstone of EMC's CMDB
- Identify changes immediately

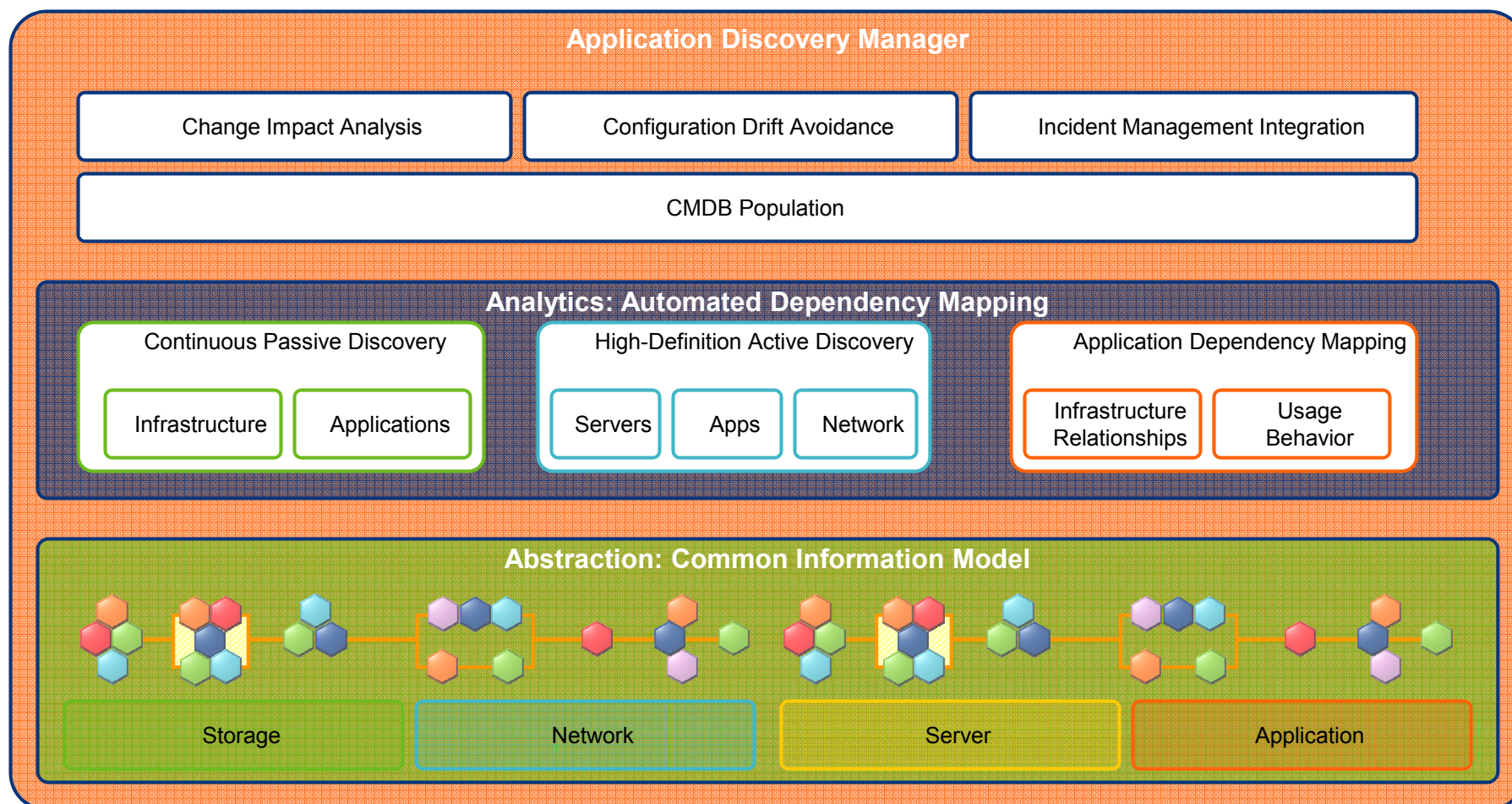
Rapid time to value via appliance

- Quick installation
- Minimal configuration

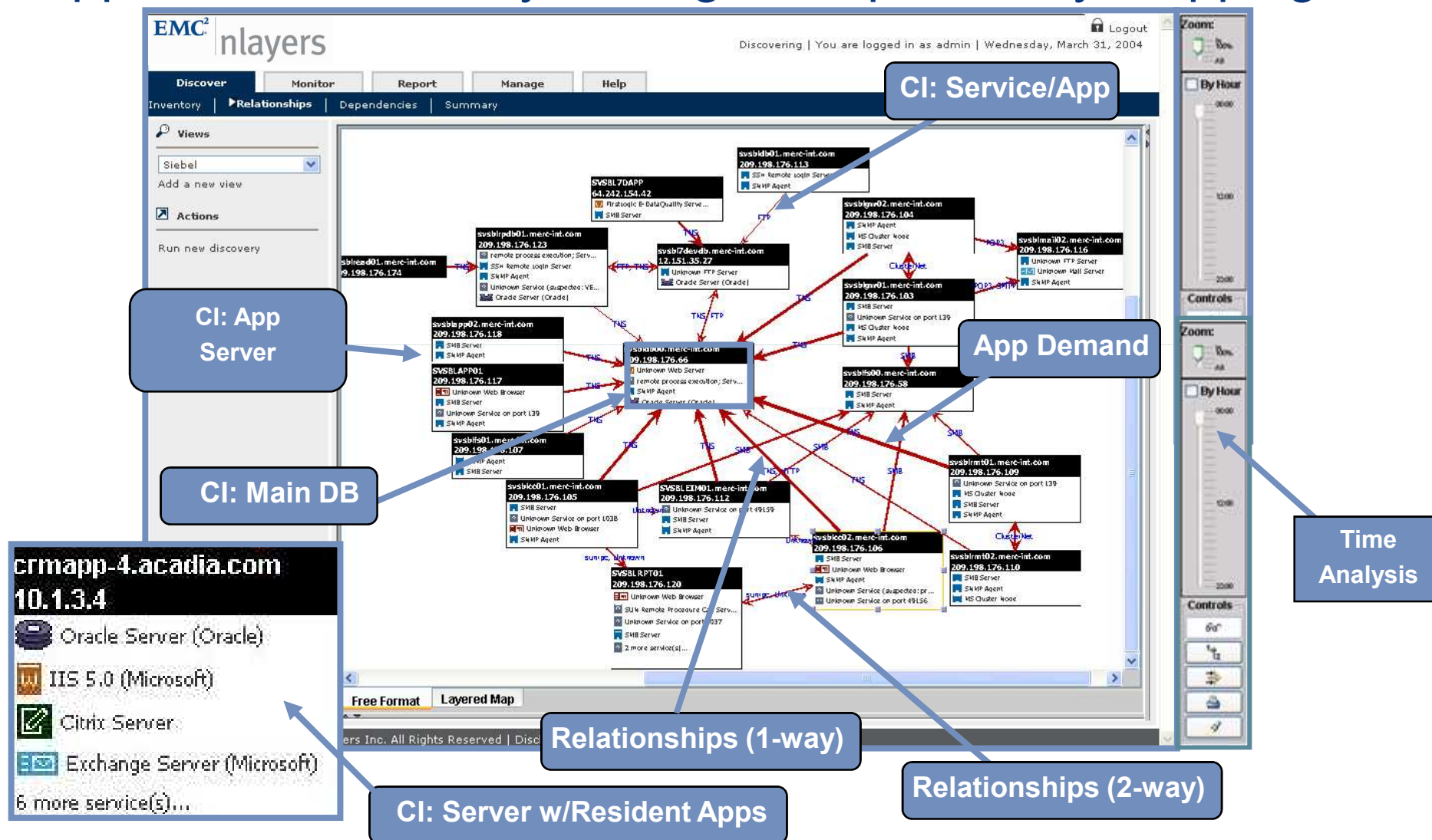
A significant step toward automated service management



# EMC Smarts Application Discovery Manager



# Application Discovery Manager: Dependency Mapping



# Smarts Application Discovery Manager

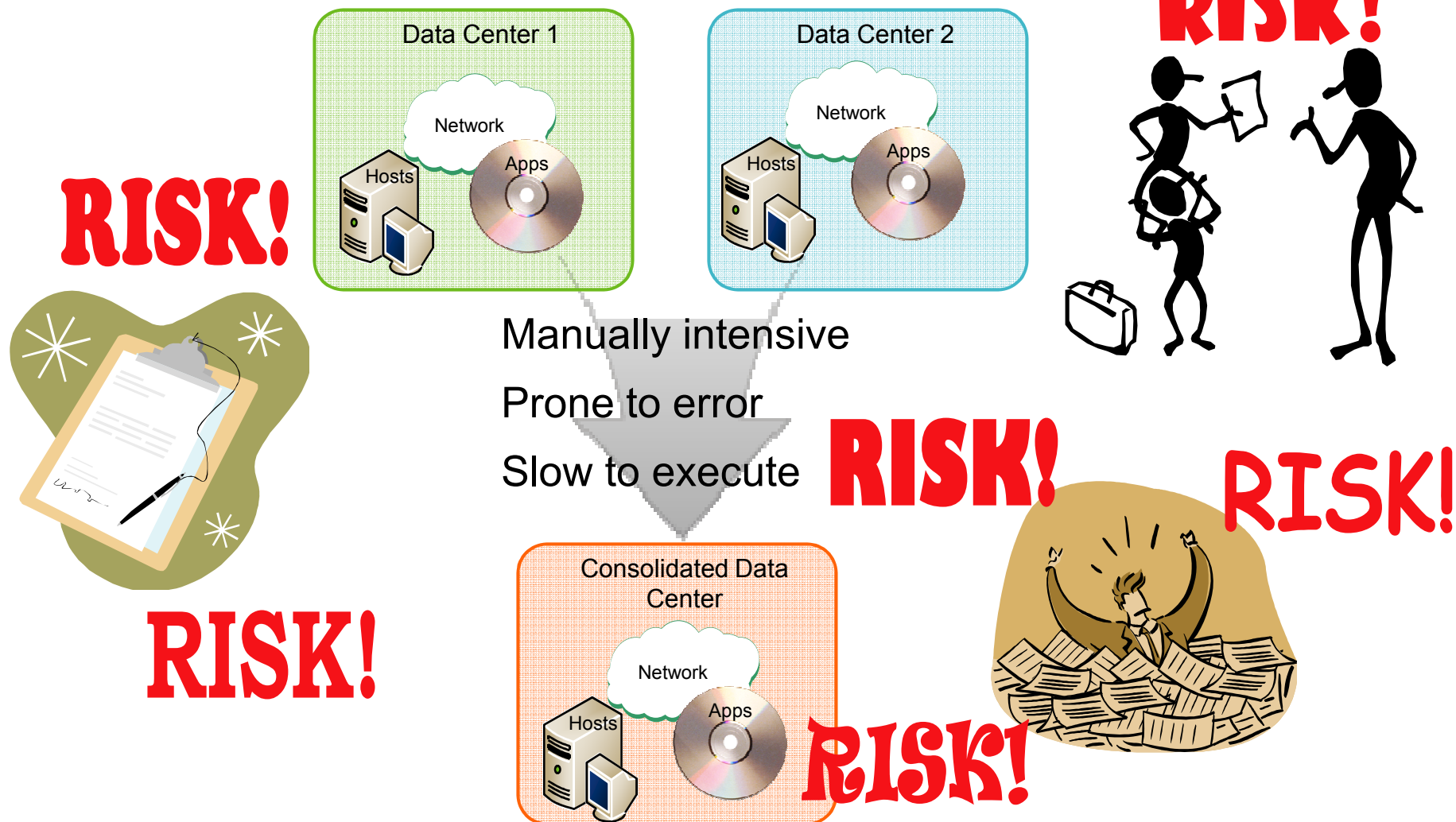
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## Data Center & Server Consolidation Issues



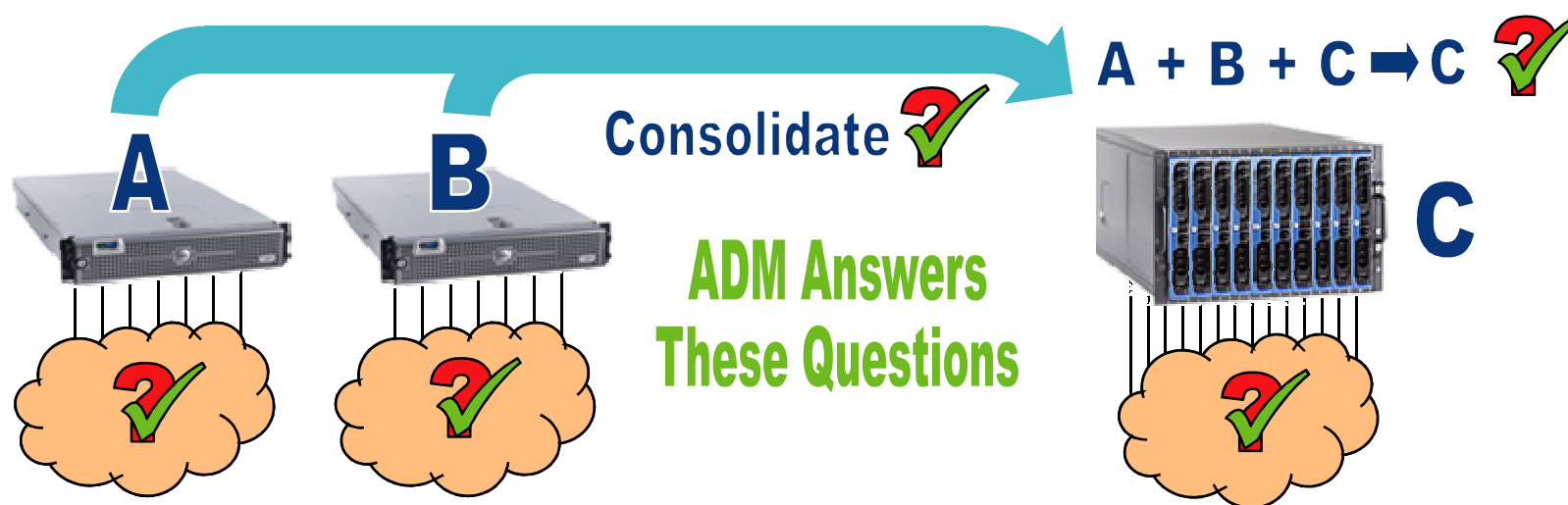
## ADM Reduces Consolidation Risk

Automatically discover all application dependencies

Capture application demand to determine capacity needs

Embark upon consolidations with confidence

- The decision will be a certain **YES** or **NO**, not ambiguous mystery





# Data Center and Server Consolidation

## *Customer Example*



### Profile and Challenges

\$19B retail grocery enterprise,  
over 2500 stores

Numerous acquisitions resulting  
in backlog of data center  
consolidation projects

### EMC Effect

Faster data center move and  
relocation via EMC Smarts ADM  
Audit services

More accurate inventories

Up-to-date server, application,  
and network dependency maps

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## Migrating Applications Resembles Consolidation

Many of the same questions and risks apply

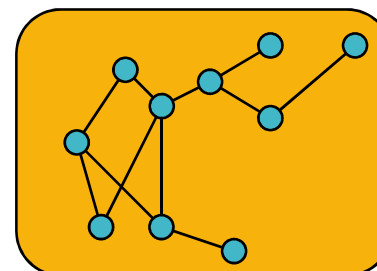
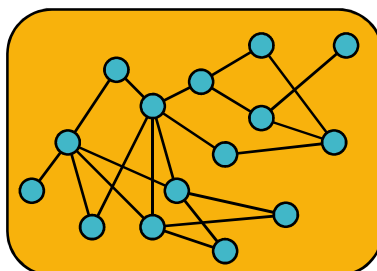
Similar uncertainties cloud decisions

An automated solution is needed to remove the risk

In a virtualized world, application migration must be smooth

ADM reduces the risk by providing accurate insight

- Behavioral characteristics, not just structure
- Real time!
- Automated!



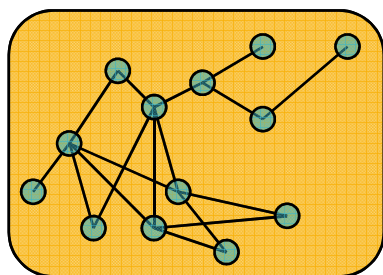
## Business Continuity Planning Resembles Consolidation

Ditto!

How can you truly rely on a BC plan based on ambiguity?

ADM's discovery eliminates the ambiguity!

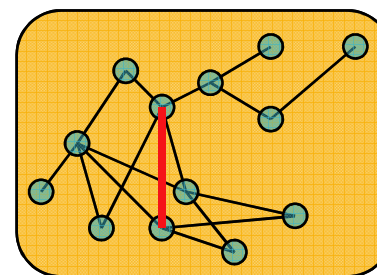
Compare backup infrastructure and application instances



**Primary**



**Missing Link!**



**Backup**

**Compare**

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## Why is the CMDB so important?

Configuration is now the hottest topic in IT Operations

ITIL references CMDB extensively

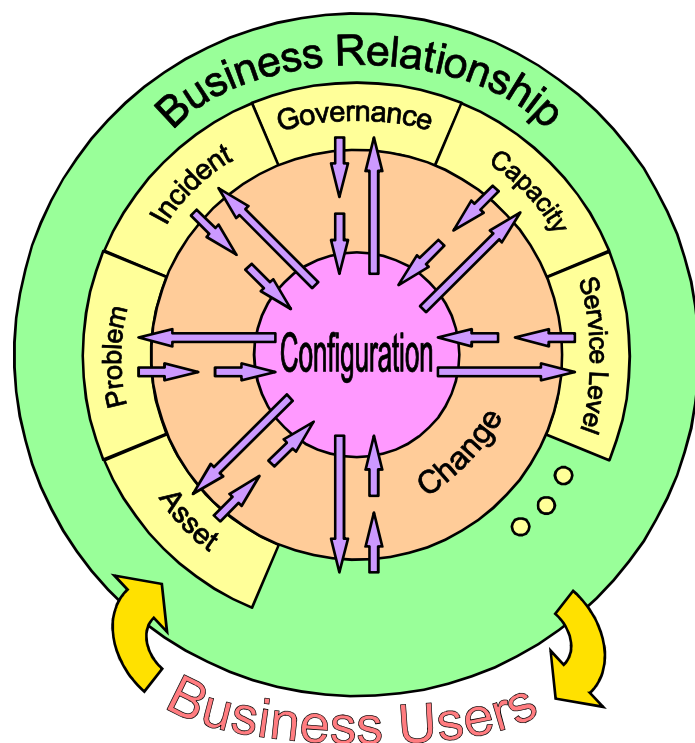
- But its definition must be clarified

Beware CMDB hype

- Configuration management is no fad but CMDB is poorly understood

The CMDB will evolve

- A federated object model must link all trusted sources
- Reconciliation policies are needed to resolve conflicts (e.g., which source is THE trusted source?)



## The Configuration Management Database (CMDB)

ITIL defines the CMDB as the configuration repository

- The central trusted store for all data

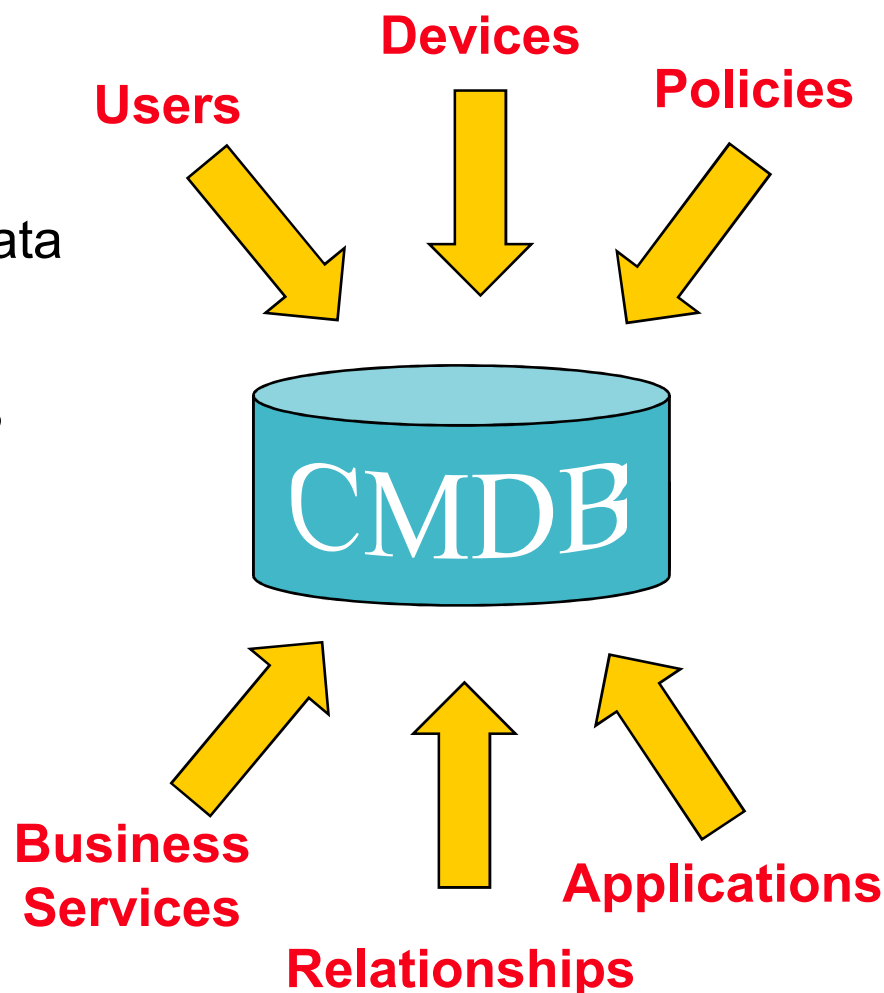
“CMDB” is a misnomer

- The correct approach is not a DB

ITIL v3 will help resolve some confusion around CMDB

- New term: Configuration Management System
- ITIL v3 due in late May

A federated objected model should link all trusted sources



## Federating Data Repositories

Data is everywhere

Consolidation into a monolithic data warehouse will not work

Use distributed object models

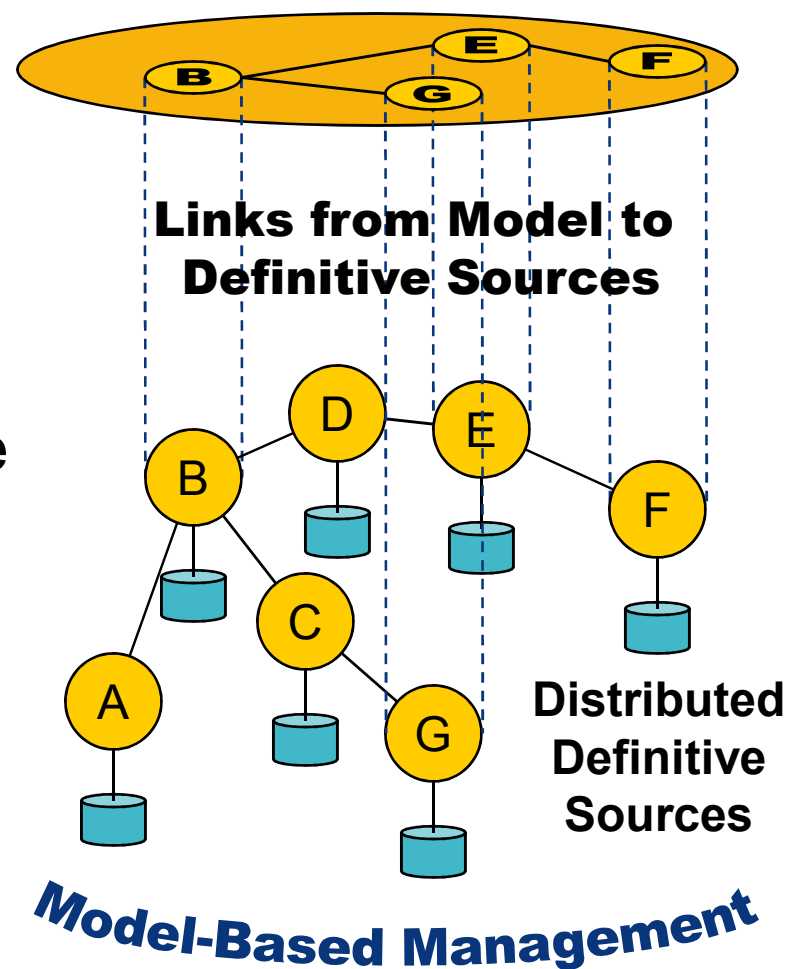
Models define high-level structure

- Link to definitive sources

Reconcile to realworld snapshot

Historical data is useful, but little detail is needed

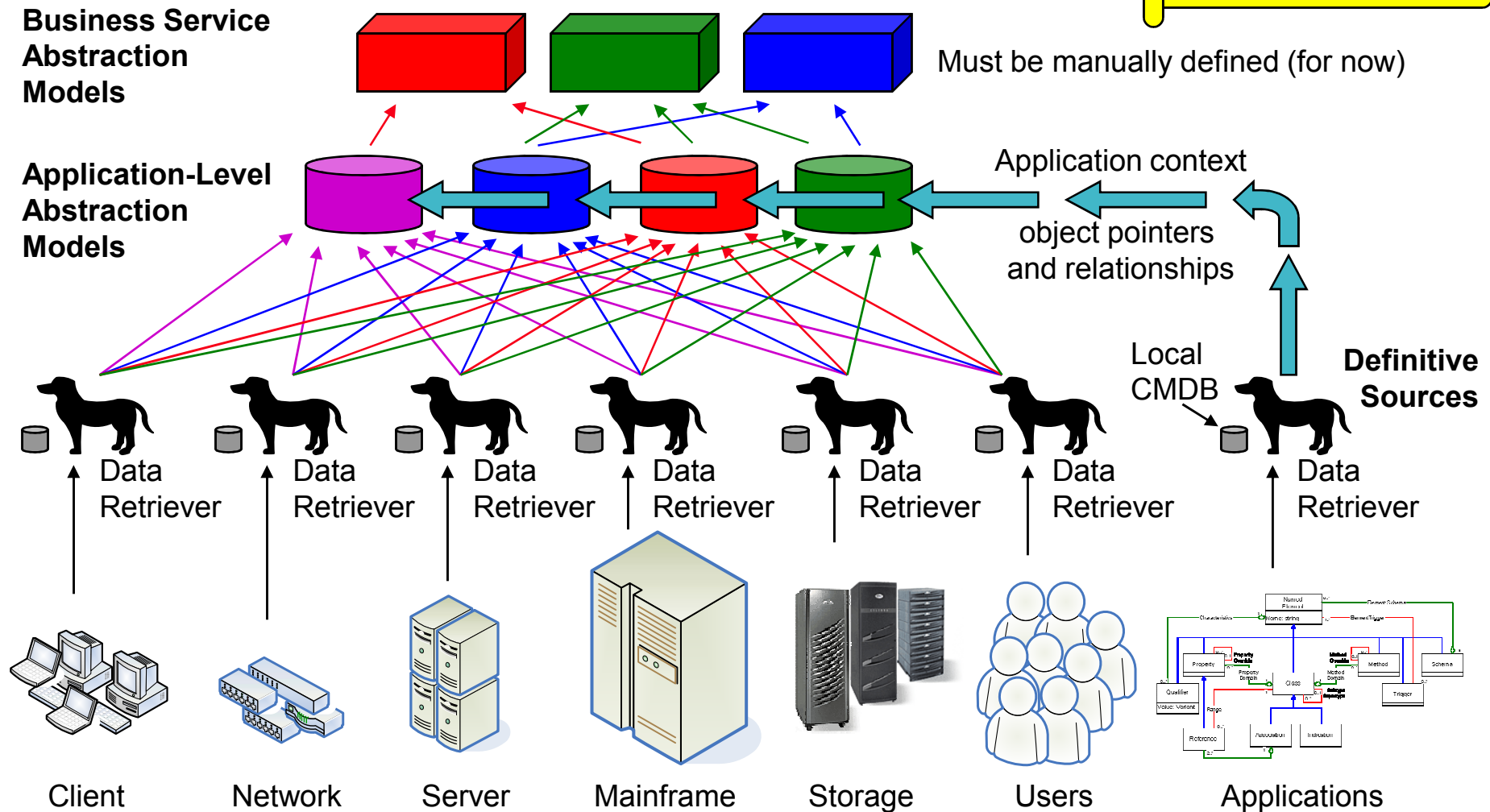
### Abstraction Model Based on Need





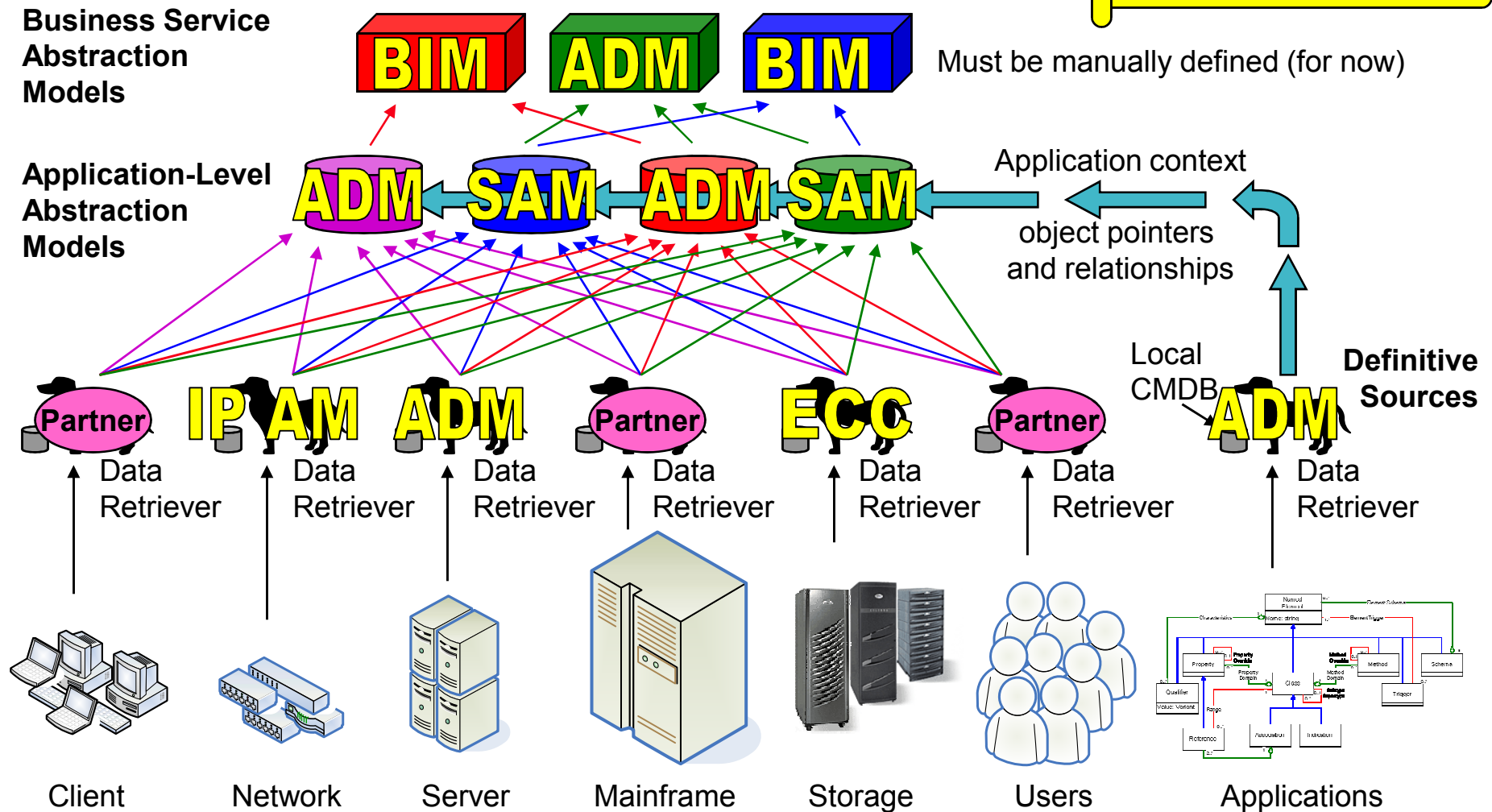
# Technology Solutions for a Unified “CMDB”

**Note: No single central repository!**



# Using EMC to Build an Effective “CMDB”

**EMC Products**  
(more than shown here)



## An Ecosystem for CMDB

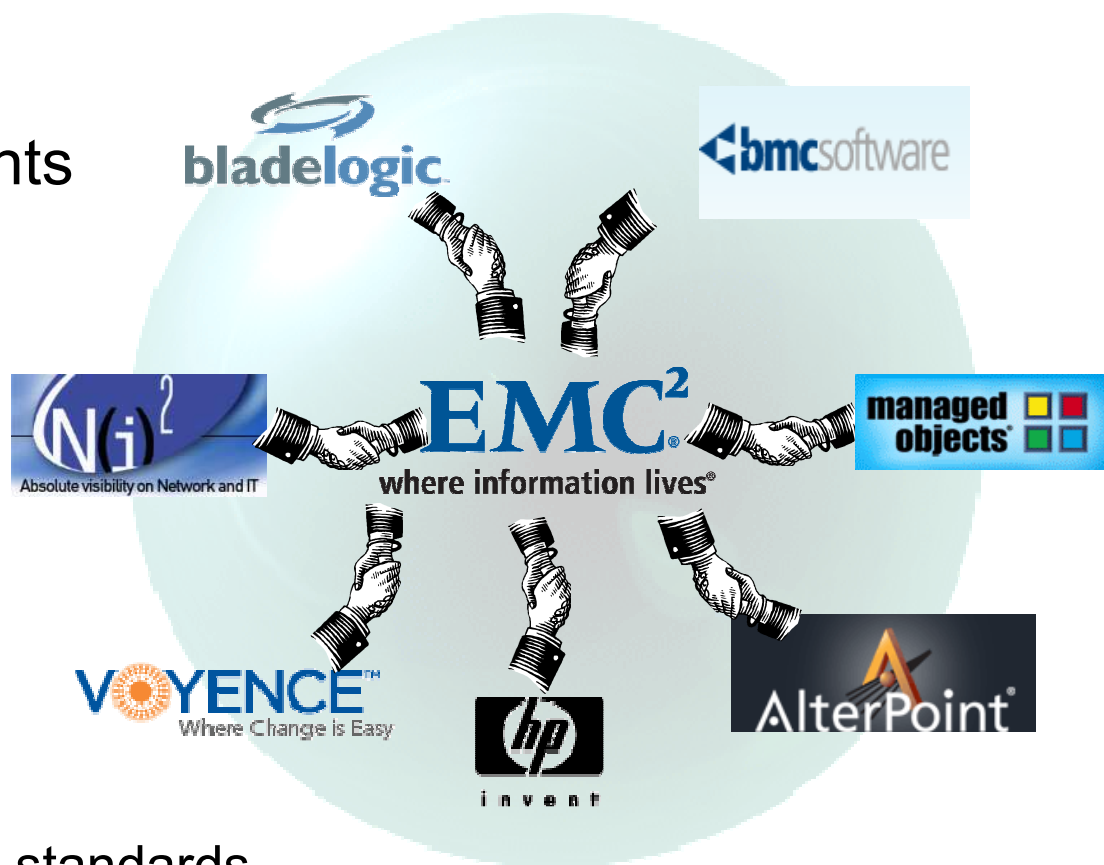
No single vendor can  
offer all CMDB elements

Federation is key

EMC's partner  
ecosystem is  
expanding rapidly

Standards must be  
developed and  
adopted

- EMC is committed to  
driving and supporting standards



# ITIL and CMDB Process Automation

## *Customer Examples*

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GE Healthcare

### **Company Profile:**

- \$15B business unit of GE, 15 US data centers, 5 European data centers, immediate needs for compliance & consolidation, CMDB ITIL project

### **EMC Effect:**

- Application Discovery Manager helped drive full CMDB deployment across company
- 



### **Company Profile:**

- 20,000+ user community, large regional university with open infrastructure, governed by careful strategic planning and subject to frequent audits and measurement.

### **EMC Effect:**

- Application Discovery Manager streamlined compliance audits, reduced the amount of high-level staff time required to prepare for audits and enabled 100% confidence in results
  - Complete visibility into how IT resources are actually being used – the “who, what, why, when & where” to maximize resources and minimize vulnerabilities.
-

## Building on ADM for IT Service Management

Object model integration and feeding analysis are dramatic differentiators from all competitors

- ADM discovery is only the beginning

ADM is a major element of EMC's CMDB strategy

- Superior network and storage discovery already in place
- Configuration management is central to IT Operations

Many CMDB use cases will soon emerge from EMC

- e.g., Compliance, Provisioning, Change and Planning Analysis

Automated monitoring will be guided by discovery

- Initiate appropriate monitoring actions

EMC is a trusted virtualization/adaptation powerhouse

- Application context determines WHEN and WHY to adapt

**EMC<sup>2</sup>**  
**where information lives<sup>®</sup>**