

Parallels® Automation for Enterprise IT

Datasheet

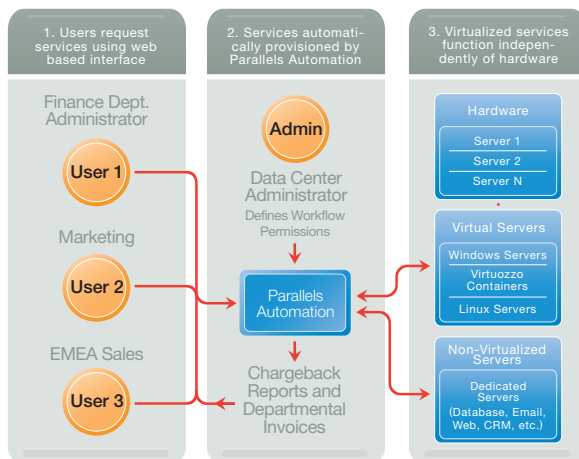
IT service automation to optimize delivery of shared applications and infrastructure services

Challenges of IT Infrastructure Management

As an IT infrastructure grows with the success of its enterprise, the cost of the infrastructure and its management increases. Service levels decrease as IT administrators must address increasing workloads to handle the increasing volume of service tickets and demands for applications to run 24x7.

Additional IT hardware and new technologies do not solve the problem, and management costs soar with growing underutilized server sprawl and increased management complexity via disparate tools.

Most importantly, IT decision-makers are constantly challenged to justify yesterday's IT investments against today's IT spending and services provided. The lack of visibility into how services offered are directly related to IT budget is a big concern for IT decision-makers.



IT administrators want the flexibility of providing users and departments access to self-service portals to request services while maintaining effective control and seamless management of IT assets.

Effective Data Center Management through Automation of IT Services

With so many IT resources to manage, administrators want centralized portals to effectively manage the delivery of services. Departments and users can order the required services from self-service portals, and IT departments can serve up these requested applications and services from a shared pool of available IT resources.

After the delivery of services, administrators can maintain service levels and provide business-related services, including reporting, chargeback and billing to the respective users or departments so that cost analysis can be correlated back to the business units.

Issues Affecting Enterprises

High Infrastructure Costs

- Many underutilized servers running at 10-30% of their capacity
- Unused services still consuming power and resources

High IT Support Costs

- Manually provisioning servers and applications
- Disparate, management tools that are not integrated
- Maintenance of IT services distracting from providing critical service levels

Undesirable Service Levels

- Service ordering and approval-consuming resources
- Time-consuming manual provisioning
- All changes to service configurations must go through IT

Disconnect Between IT Spending and Allocated Budgets

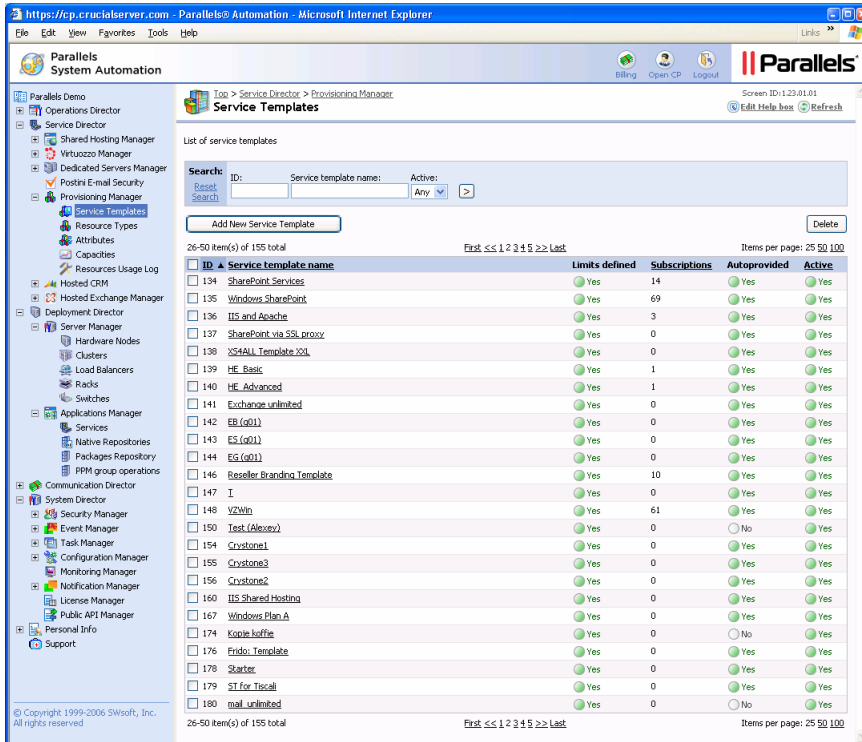
- Unknown cost of provisioned services per department
- Unknown cost of consumed resources per department
- Not clear how IT budget is spent

«Parallels Automation allowed us to automate and brand all of the Hosted Messaging and Collaboration features.»

— Stacy Dinter,
Director of Marketing,
IceWEB

Parallels Automation: Optimize Application Service Delivery in the Enterprise

Parallels Automation provides key technologies for enterprise IT administrators to manage their IT infrastructures and to automate key IT services, including operational processes and business functions such as service ordering and chargeback accounting.



Parallels Automation enables enterprise IT departments to automate their IT services to deliver the optimal services of shared business-critical applications and services.

Parallels Automation Features and Benefits: Automating IT Service Management

Parallels Automation automates key IT systems and operational processes and enables IT administrators to delegate management throughout the enterprise.

Flexible Deployment

IT departments must flexibly adjust to the enterprise's growth, including addressing international and branch offices. Parallels Automation enables IT administrators to manage and configure servers that accommodate web, single tenant and multi-tenant applications.

Automated Provisioning

Manually setting up or taking out a server is both tedious and time consuming. Parallels Automation provides tools that can help increase the overall productivity of data center staff to easily and quickly automate provisioning and decommissioning servers, containers and applications.

Parallels Automation Solutions

Web Infrastructure Automation

The automation of an enterprise's web infrastructure ensures that online-based applications are readily available to serve customers and internal users 24x7.

Web applications (such as Apache, IIS, Static/Dynamic, PHP and Perl) and middleware packaged in the APS standard are a few of the web infrastructure applications that can be automated for optimal service levels and continuous availability.

Benefits include:

- A centralized infrastructure with effective control and compliance
- The consolidation of an IT infrastructure into fewer servers
- The automated provisioning of servers/applications
- Multi-tier administration of the infrastructure
- The ability to easily renew or decommission a web infrastructure

Database Infrastructure Automation

IT staff typically require in-depth knowledge of databases to support these mission-critical applications.

Due to the specific requirements of these applications, the provisioning and managing is resource intensive.

Over-allocation of IT resources to support these applications leads to underutilized servers and storage resources.

Automating the database infrastructure enables the centralized management of a multi-vendor database infrastructure, including the automated ordering, approval and provisioning of databases as well as automated database service renewal or decommission.

Ideal for Automation

- Microsoft SQL Server
- MySQL
- PostgreSQL

System Monitoring and Management Administrators need the latest information about IT resource usage and service levels to best anticipate support activities and customer requirements. Parallels Automation provides dashboards that enable IT staff to track resource usage and adjust service levels and plans.

Multi-tier Management Delegation IT administrators want powerful, flexible tools that help them assign specific tasks to specific staff members. Parallels Automation enables IT departments to create policy-based delegated management throughout the enterprise so that granular control can be assigned to the appropriate IT staff.

Self-Service Management Portal As enterprises empower their employees, more tasks are pushed down to the user level. Parallels Automation enables IT administrators to selectively provide self-service capabilities to specific users. Users can leverage a self-service portal for activities, including installation, configuration, upgrading and managing specific system resources.

Automating Business-related IT Services Management

Parallels Automation automates key business-related IT functions, including service ordering and chargeback accounting.

Service Plan Management As enterprises treat internal departments as profit centers, the need to assign budgets and bottom-line responsibilities often requires these departments to be treated as cost centers. Parallels Automation provides tools to help define IT services and policies for both departments and end users.

Automated Service Ordering To provide the highest levels of service, IT departments are held to certain levels of service. Parallels Automation provides a Service Order Portal with support for automated or manual approvals in the ordering of IT services.

Workflow Management IT administrators can also leverage Parallels Automation's configurable workflow engine to customize the approval, modification request and ticketing processes to customize the way the enterprise interacts with its customers.

Resource Usage Collection The services that IT provides are only as good as how those services are measured. Parallels Automation enables IT departments to collect usage metrics to accurately track resource consumption by end users.

Chargeback Billing Parallels Automation has granular and customizable chargeback capabilities that IT departments can use for billing and expense allocation back to user groups.

Application Delivery Automation

The popularity of cloud computing soars among enterprises that want the benefits of using an application and not being saddled with the complexity of setting up the infrastructure for its adoption. Legacy applications often do not support the Software as a Service (SaaS) model.

Similarly, the different packaging and installation procedures among applications further complicate the adoption of these applications in the computing cloud. Underutilized applications have also spurred IT organizations to reconsider how such applications can be served up without killing the IT budget. Parallels Automation provides a centralized applications delivery platform. The solution automates the delivery of applications through automated capabilities such as ordering, approval, deployment, renewal and decommissioning.

The automation of application delivery with Parallels Automation enables enterprises to take advantage of a rich list of applications that are in the Application Packaging Standard (APS) format.

Ideal for Automation

- Multi-tenant - CRM, Exchange, SharePoint, etc.
- LAMP/Configurable - Blog, e-commerce, etc.
- Traditional - Legacy software designed for dedicated boxes

Parallels Virtuozzo Containers Infrastructure Automation

In the prevalence of virtualization adoption in the enterprise, virtual machine and OS sprawl are becoming more pronounced as is the growing concern over the management of disparate virtualization technologies.

Benefits include:

- Centralized management of the virtualized infrastructure
- An automated ordering, approval and deployment process
- A comprehensive set of management operations, such as convert, provision, backup, monitor, troubleshoot, migrate, suspend, snapshots, etc.

Parallels Automation Delivers Optimal Application Services and Effective Cost Control

Parallels Automation enables enterprises to realize significant management-related cost-savings from the delivery of application services through effective IT service automation of system and business processes and the delegation of management across different organizational levels.

Parallels Automation optimizes the IT and application infrastructure through automation and virtualization and provides cost tracking and allocation capabilities through resource usage accounting and chargeback.

Most importantly, Parallels Automation provides clear visibility into how IT budgets are spent on delivering applications and services throughout the organization.

Protect Your Investment with Parallels Expert Services

Parallels and its partners provide support for your entire business life cycle, from custom designing a solution to support your business needs through implementation, support and training.

Our team of experts can also provide customization, installation, integration and migration of existing services.

Learn more at www.parallels.com/automation.

Collaboration Infrastructure Automation

Organizations depend on communication and collaboration. The challenge for IT administrators has been the time used to deploy and manage the uptime of Microsoft SharePoint collaboration sites and Microsoft Exchange mail/communications servers.

The manual configuration of mobile access service requires changes to go through the IT departments. End users must manually configure and maintain Microsoft Outlook to ensure email communication is accessible on-premise or remotely.

Ideal for Automation

- Microsoft SharePoint Services 3.0
- Microsoft Exchange 2003/2007

Benefits include:

- Multi-tier administration
- Easy and seamless automated provisioning for SharePoint, Exchange and pre-configured Microsoft Outlook settings that can be downloaded by end users
- Automated creation and configuration of mobile devices for Microsoft Exchange ActiveSync, Blackberry and Good Mobile
- A full set of self-management capabilities, including site configuration (from 40 pre-built templates), mailbox (password, protocols, forwarding and aliases), address books, distribution list membership and public folders



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