The Journey to IT Self-Service and Cloud Cost Visibility

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Technology leader with 25 years experience delivering innovative solutions to the market.

At Embotics since 2006 building industry leading virtualization, cloud, and self-service management solutions for enterprise and service provider data centers who are delivering innovative private and public cloud services.

Kirk Hart
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Data center expert with 16 years building, managing, and architecting all manner of IT solutions.

Believes that it is what a company does with the information that is key to their success. Kirk is truly excited by this prospect and personally looks forward to the challenges, opportunities, and his own contributions that will ultimately result in the evolution of IT, the business, and himself.
Today’s IT Reality

Time

IT Resources

Automata

VMs, applications, changes, clouds
Agenda

• Today’s IT Reality
• Cloud automation myths & best practices
• Case study – Serena’s journey
• Embotics summary
Cloud Automation Myths and Best Practices
Myth #1: Moving to the public cloud is all about the total cost of ownership
Reality: Public cloud cost savings requires investments of IT

- In order to prevent sprawl, you need similar IT controls as those in your private infrastructure
- Power scheduling and rightsizing can save real dollars
- Cloud brokering and hybrid cloud: Private vs public considerations: Elasticity, short-lived workloads, etc.
Workload Migration Begets Sprawl Migration

• Public cloud accounts managed outside IT
• Limited or no controls on instance sizing
• No lifecycle management
• Dev/test workloads powered on indefinitely

➢ The legacy problems of VM management have now moved to the public cloud... and now this costs money
Chargeback or Showback or Shameback

• Most IT organizations do not employ usage-based chargeback mechanisms, meaning that IT is perceived as either free or a fixed cost

• Implementing chargeback is typically a people and process related issue, not a tools issue

• Even just showback reporting can be a challenge, as the consumption habits of the LOBs are “shamed” in full view of key organizational stakeholders

➤ No IT issue is more fraught with politics, friction, emotion, and argument than this.
Myth #2: Virtualization is the same as private cloud
Reality: Cloud is more than virtualization

- Optimized Data Center
- Consolidated
- Managed
- Virtualized
- Cost Efficient

Cloud Attributes:
- Pooled Resources
- Automation
- Self-Service
- Elasticity
- Usage-based

Cloud
Myth #3: Public could computing is less reliable than in-house systems

Myth #4: The cloud will take away IT jobs
Reality: Public cloud is as reliable as the investment you make, and this is where IT staff are needed

- Public cloud systems need to be patched, monitored, and backed up just like those in your private cloud. Effort needs to be done to ensure this happens.
- Freeing up some IT staff from on-prem infrastructure management allows for more strategic focus on hybrid cloud considerations.
- Proper IT training and tooling is required, to understand how best to manage application workloads in the public cloud.
Myth #5: I need to re-work all of my IT processes in order to fully embrace cloud automation
Reality: You’ll be more successful with an incremental approach

- Start with low impact and low risk environments
- Consider manual or semi-automated process to start, and automate simple steps first, complex steps second
- Once you have a repeatable, proven, and validated process, then automate further.
- Be prepared to adapt your plans.
Keep It Simple

• The goal is automation, which can only be achieved by higher levels of standardization:
  • Simple service offerings
  • Simple approval process
  • Simple chargeback model
  • Simple user experience
• These are starting points to build on that will allow for further increases in automation, however…
• Remember the 80/20 rule.
Automation Requires Buy-in

• Top-down mandate
  • Without it, bottlenecks may be difficult to overcome

• Key stakeholders
  • Must understand why: How is this helping the business? How is this helping me?
  • Must understand the plan: What is being automated? In what order? In what timeframe?
Case Study – Serena’s Journey
Serena Software Inc.
Develop and Release Better Software

The Company -

• A Leading provider of Orchestrated IT solutions for the Global 2000
• In the majority of the Fortune 100 companies.
• Largest independent Application Lifecycle Management (ALM) vendor with 2500 enterprise customers.
• Serena helps the highly regulated large enterprise move fast without breaking things – increasing velocity of the software development lifecycle while enhancing security, compliance, and performance.
• Over one million users around the world rely on our innovative, processed-based solutions – many of which are the first of their kind in the industry.
Virtualization History at Serena Software Inc.

1999 - VMware Workstation - Development
2001 - GSX Servers - Development
2007 - ESX Server – IT Operations
2008 - Production Cluster
2009 - Development Cluster (200 VM’s)
  - Expansion and Remote Offices
  - Small Lab Manager Deployment
2011 - VM Sprawl (1200 VM’s)
  - Management Tool Search - Embotics vCommander
2013 - “Serena Private Cloud Proposal”
2015 – February – End User Portal
2016 – Done and a “Bridge for Sale”
  - Agile, Automated, Hybrid Cloud
  - Easily Addressing IoT, Big Data, Containers, DEVOps and...
Serena’s Internal Cloud Progress by 2013

- Security
- Flexibility
- Reliability

1. Client Portal (Provisioning, Management)
2. Automation/Monitoring
3. Virtualization
4. Hardware (Standardized, Converged Infrastructure)

Serena’s Internal Cloud Deployment Progress
Serena’s Private Cloud Proposal - 2013

• Completion of Serena’s Internal Cloud Proposal Included...
  • Embracing ITaaS Model
  • Business Alignment
  • Global Standardization
  • Converged Infrastructure
  • Automation
  • Ready for Hybrid Cloud
Proposal to Project: Ready Serena’s Private Cloud for Hybrid and Public Cloud Adoption

- Defined Three Separate Phases in vCommander Deployment
  - Phase I - Costing and Inventory Reporting
  - First implemented Showback and Automated Inventory and Cost Reporting
  - Phase II. – Client Portal and Automation - Aka. “IT Self Service”
    - Service Request – With Required Meta Data Input
    - Automated Provisioning – 2 Factor Approval, Business and IT
    - End User Portal - Global Management and Visibility of Resources
  - Phase III. - Lifecycle Management
    - Naturally begin to occur as Self Service Provisioning requires Expiry Date
Serena - Current Environment

• Global Private Cloud
  • Less than a Dozen Enterprise Storage Systems
  • Less than 50 ESXi Hosts
  • Distributed vCenter and Platform Services Controller Environment
  • 2 Instances of vCommander to Manage...
    • 1 Global “Enterprise Environment” including Production and Development
    • 1 “Development Automation Environment” Dedicated to Development Automation Only
• 1200 VM Guests
Serena’s Observations and Recommendations

• Sometimes the Technology is the easy part
  • Things like culture, process, buy in/support, education, etc. can take much longer
• Get Buy-In - Market the benefits and most importantly cost savings
  • Example: “Reclamation Project” Revealed that Lifecycle Management could have removed 289 VM’s at a cost of $188k
• Create Training Sessions – Educate Users
  • Short videos on Intranet as alternative to user documentation
• Take a Phased Approach focused on solving the biggest issues with the largest ROI and or Cost Reduction\Savings
• Focus on the 80% Use Case - Don’t let the 20%, or “One Offs”, slow or halt your project
Thank you
In summary...
Business Agility Drives Cloud Automation Adoption

There is a need for speed... but controls are still required

The Value of Faster:
- Consumerization of expectation, a generational change
- Windows of opportunity come and go fast
- Fail faster to win — The value of experimentation
Automation Challenges and Cloud Management Platform

Increasing consumption $\rightarrow$ Self-service

Increasing need for speed $\rightarrow$ Provisioning automation

Increasing sprawl $\rightarrow$ Chargeback, lifecycle

➢ Optimized cloud usage
Choosing the right cloud automation partner
Embotics Company Snapshot

- **Company**
  - Founded in March 2006
  - Award-winning products
  - 16 patents approved and 7 pending

- **Our Focus**
  - vCommander – Cloud Management Platform
  - Enterprises & Service Providers customers

- **Privately-Held**
  - $32M invested to date
  - Currently in hyper-growth mode

Vendor to Watch

Company to Watch

Top 100 Private Companies

Cool Vendor 2016
Embotics vCommander Customers
Current Landscape

VMs, applications, changes, clouds

IT Resources

Time

Today's IT Reality
Embotics vCommander – Product Capabilities

- Multi-cloud and multi-hypervisor management
- Complexity free installation and configuration
- Provisioning automation and orchestration
- Infrastructure cost visibility - Chargeback / Showback
- Cloud cost comparisons & intelligent placement
- Extensive out-of-the-box reporting & analytics
- End-user IT self-service portal delivery
- Resource planning and rightsizing analysis
Questions?

Visit Embotics at booth 216
The Journey to IT Self-Service and Cloud Cost Visibility

Thank you

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