

EMC Ionix

Physical to Virtual to Cloud Next-Generation IT Management

As you move your IT infrastructure from physical IT to virtual IT and eventually the cloud, the most strategic issue clearly becomes managing everything so you maintain reliability, improve operational efficiency through automation, deploy ITIL without making it too complex, and gain control of the virtual data center.

With EMC® Ionix™, you can address these management challenges, accelerate virtual deployment of tier-one applications, and be confident that your IT management solutions will evolve as your IT environment matures. Ionix next-generation IT management products and services accelerate your journey from physical to virtual to cloud, and enable you to leverage virtualization so you can deliver IT as a true service. Leveraging EMC's market-leading technologies for managing mixed virtual and physical environments including the former EMC Smarts®, Voyence®, ControlCenter®, Infra™, nLayers®, and Configuresoft® products, EMC Ionix solutions extend from the data center to the operations center to the service desk.

Next-generation IT management from EMC Ionix

Existing management tools and solutions were built for a different IT era—one focused on individual domains, particular tasks, and the challenges associated with old infrastructure components. Although they fared well then, today you need next-generation management solutions like EMC Ionix that are built with virtualization technologies that stretch across domains, integrate, and collectively solve the new management challenges.

“Other vendors built monolithic software to support monolithic physical infrastructures—they weren’t designed to be modular and were built well before anyone even heard of virtualization, let alone the cloud.”

Enterprise Strategy Group

Through automation, EMC's Ionix IT Management solutions and services deliver the visibility and control needed to effectively manage your physical and virtualized data center and meet increasing service-level requirements. EMC Ionix accelerates the journey to manage the virtualized data center and achieve ITSM excellence across four key solution areas: Service Discovery and Mapping, IT Operations Intelligence, Service Management, and Data Center Automation and Compliance.

To learn more about these four Ionix solutions, visit www.EMC.com/ionix and download the materials available for each solution.

EMC Ionix for Service Management

- Ionix Service Manager (formerly EMC Infra)

EMC Ionix for Data Center Automation and Compliance

- Ionix Network Configuration Manager (formerly EMC VoyenceControl)
- Ionix Server Configuration Manager (formerly EMC Configuresoft)
- Ionix ControlCenter
- Ionix IT Compliance Analyzer—Application Edition
- Ionix Storage Configuration Advisor
- Ionix Configuration Analytics Manager

Ionix for Service Discovery and Mapping

- Ionix Application Discovery Manager
- Ionix Data Center Blueprinting
- Ionix Discovery Manager (Networks)

Ionix for IT Operations Intelligence

- Ionix IT Operations Intelligence (formerly EMC Smarts Family)

EMC Ionix for Service Management helps you automate ITSM and align it with process frameworks and best practices (such as ITIL). This fully integrated, Web-based solution encompasses all key ITIL processes and functions, including the critical, often-challenging areas of incident, problem, change, release, and service-level management. It also includes a service desk capability, a fully integrated service catalog, a knowledge base, an easy-to-use, drag-and-drop-style workflow engine, and a purpose-driven CMDB. With this solution, you gain the ability to:

- Implement ITIL fast and start delivering results—in just weeks, not months
- Ensure consistent, intelligent process delivery with a full audit trail
- Integrate and federate the purpose-driven CMDB with accurate CI and dependency data
- Accelerate deployment of ITIL best-practice service management by 75 percent
- Increase SLA compliance by up to 40 percent

EMC Ionix for Data Center Automation and Compliance manages across servers, networks, storage systems, and applications to help you ensure configuration, best-practices, and governance and regulatory compliance for the full data center. This solution enables you to:

- Automate manual, error-prone, time-consuming configuration, change, and compliance processes, and reduce the time needed for many of these tasks by 90 percent
- Manage more than three times as many servers, network devices, and storage devices without adding headcount
- Remediate compliance violations at any level—virtual or physical
- Predict accurately how proposed changes would impact other systems and applications prior to execution

EMC Ionix for Service Discovery and Mapping provides accurate, current, and deep discovery of your IT data center's physical and virtual infrastructure, as well as application dependencies and interrelationships. Using a passive, agentless approach, this solution enables you to:

- Blueprint your data center for a clear and accurate understanding of what you have and your application dependencies
- Unify multiple discovery sources into one definitive source
- Support and enable CMDB/CMS population, change management, and application troubleshooting
- Get clear and accurate line of sight into complex application relationships and physical-to-virtual dependencies
- Be confident that your site recovery, disaster recovery, and business continuity plans will succeed all the way down to the application level

EMC Ionix for IT Operations Intelligence automates service and infrastructure monitoring, analysis, and reporting. When issues arise, automated, model-based analytics enable you to put the right person on the correct problem right away. It gives you the ability to restore impacted services and business processes faster than ever before, while also helping you increase operational efficiency—which decreases costs on an ongoing basis. With this solution, you gain the ability to:

- Automate root-cause analysis and business-impact assessment
- Unify and consolidate monitoring and management—into one system—for application, service, and infrastructure availability, and performance
- Extend integrated management insight and analysis to VMware® environments
- Lower IT monitoring costs by as much as 70 percent

EMC Ionix Advanced Services

The selection, design, implementation, and integration of IT Service Management solutions across both physical and virtual environments can be a formidable project, one that diverts resources away from core responsibilities and is subject to considerable risk of delay or incompleteness.

EMC Ionix Advanced Services can help you overcome those challenges and offer experienced, trained, and skilled consultants who have deep competency skills and industry knowledge across the four Ionix solutions areas. The Ionix team consists of individuals certified in CoBit, ISO, SOX, and ValTT, as well as ITIL blackbelts. They will help you design your ITSM capabilities to create an improved management architecture focused on delivering high-quality services. Using a flexible, modular, full lifecycle approach driven by a rigorous and well-documented methodology, EMC ITSM Advanced Service representatives work with you to deliver an integrated set of service management design initiatives. The engagements can be crafted to your specific needs, with a focus on execution and quick time to value.

Our representatives will provide a full spectrum of services including but not limited to:

- Assess the current state of processes
- Determine the preferred future state
- Identify the gaps and recommend a roadmap to achieve process improvements and opportunities for automation and integration with Ionix products as well as those you already own
- Recommend a governance model specific to your organization, a reporting strategy with KPIs and metrics, communication and training strategies, and methods for control, management, and continuous service improvement
- Implement appropriate Ionix solutions to support the agreed-upon processes

What are the Ionix x-factors? Next-generation capabilities only from EMC Ionix that unify and simplify IT management across physical and virtual environments.

The EMC Ionix X-factors

EMC's Ionix solutions, enabled by its three x-factors—Dynamic Insight, Collaborative IT, and Model-Based Control—help accelerate your journey from physical to virtual to cloud.

- **Dynamic Insight** moves you from being device-driven to being service-driven through the power of superior service dependency and application mapping that enables you to see beyond individual devices and understand business dependencies and complex relationships between virtual and physical components.
- **Collaborative IT** moves you from information silos to information sharing by providing a free flow of in-context data between engineering change tools and your entire operations teams, so everyone has a common view of IT.
- **Model-Based Control** moves you from manual-based to reliable and repeatable processes that highly leverage the power of configuration, change, and process automation, enabling your operations teams to manage virtual and physical systems with a common set of tools and consistent set of processes that comply with best practices and policies.



Enabling your ongoing journey from physical to virtual to cloud

Each stage of your journey to the cloud requires different disciplines of your IT staff and the management tools they use.



Next-Generation IT Management—Management Journey: From Physical to Virtual to Cloud

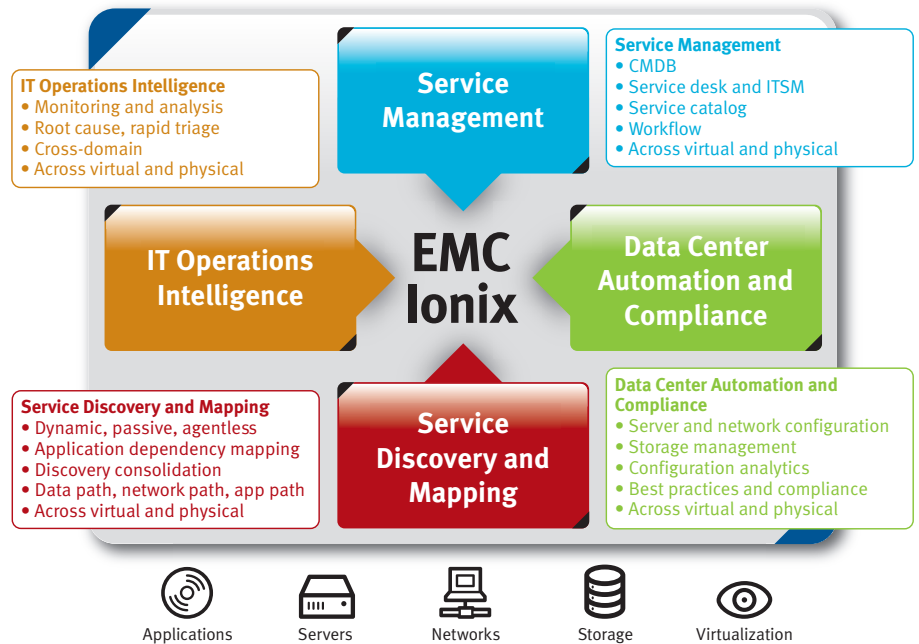
As you deploy virtualization, you need a clear understanding of what you have from an IT infrastructure standpoint. A complete and accurate blueprint of your existing data center is a imperative as you begin the process of moving from physical to virtual. This creates the basis for a reference architecture going forward, and should include a strategy for business continuity and service availability during your transition and beyond, as well as ways to quickly adopt and enforce best practices.

After building this foundation, you want to harness the power of automation to accelerate your ability to manage more efficiently and effectively. Critical automation opportunities to focus on during this acceleration phase include:

- ITIL process automation and workflow—a federated CMDB paired with automated discovery and dependency mapping acts as a catalyst to provide much higher degrees of control
- Root-cause analysis, service availability, and performance troubleshooting—because virtualization touches every domain
- Virtual and physical configuration and compliance—lets you scale your data center management without adding staff, reduce errors and rollbacks caused by manual mistakes, and enforce best practices

As you continue to accelerate your journey to the private cloud, the investments you've made in building an automation-based management foundation deliver significant returns. You're in position to optimize and reap the full benefits of self-service IT, closed-loop orchestration, and self-healing and self-managing IT. You can deliver IT infrastructure as a service, move workloads between internal and external clouds seamlessly, and, most importantly, provide the business with unprecedented levels of IT service agility.

About EMC Ionix



EMC Ionix is EMC's family of next-generation IT management solutions created to support you on your journey from physical IT, to virtual IT, to the cloud. Unlike existing management tools, EMC Ionix was built with virtualization and the next-generation data center in mind and leverages EMC's expertise across the data center. EMC Ionix solutions enable you to efficiently and effectively manage the full virtual and physical data center ecosystem across networks, storage systems, servers, and applications, as well as the IT services that rely on these infrastructure elements. With Ionix solutions working for you, you can solve today's management challenges, meet increasing service-level requirements, deploy virtual data centers faster, and be confident that you're completely enabled for your journey from physical IT, to virtual IT, to the cloud.

Stretching across four solution categories, EMC Ionix next-generation IT management solutions enhance EMC's position as a leading provider for virtualized data centers. It complements and extends VMware vCenter, helping you operationally manage beyond VMware to the broader, end-to-end data center of today, as well as the cloud environments of tomorrow.

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Take the next step

To learn more about how EMC Ionix management solutions can positively impact your business and IT operations, contact your local EMC sales representative, or visit our website at www.EMC.com/Ionix.