

Key benefits to your organization:

- ✓ **Reduce your IT costs** through improved server utilization – spend less on hardware, storage, data center space, power, cooling and software licenses
- ✓ **Bring control and clarity to your data center operations** through resource quotas, robust user permissions, and a single-pane administration portal
- ✓ **Evolve competitive advantages through increased agility** from increased application delivery speed, on-demand automated provisioning, and a refocused IT staff

Business Challenge

IT spending for merely maintaining the business is on the rise, now accounting for more than two-thirds of all IT spend. This starves investments needed to grow and transform the business to meet a constantly evolving competitive landscape. (Gartner Research)

If you believe the press (and the money behind it), “The Cloud” is a simple solution to these IT challenges. Although there is truth in such statements, the fact remains that a migration to the cloud can be complex. It requires more than just virtualization and traditional IT practices. The real solution requires a framework that seamlessly integrates new technology with your existing investments to ensure that your private cloud will meet business needs and IT efficiency goals both today and for years to come.

SmartCloud™ Solution: Builds Upon Existing Infrastructure

The key to making the shift to a private or hybrid cloud safely and successfully is SmartCloud. In a time where budgets are being pinched, it’s important to leverage what you already have. SmartCloud is impartial to data center technology and thus, has aligned interests with your organization.

The solution builds on existing industry-leading automation and virtualization products. SmartCloud establishes the foundation for a strong private or hybrid cloud that will accept future technologies without substantial change in your existing management suite. This prevents vendor lock-in and gives your enterprise the upper-hand with respect to subsequent data center purchases required for growth.

More than simply automating the provisioning of virtual machines, SmartCloud delivers a cloud that works with *your* business.

User Roles and Organizational Control Perfectly Aligned

SmartCloud creates an environment where allocation decisions can be dispersed to necessary parties while maintaining best-practices.

The **SmartSector Requester** and **SmartSector Approver’s** portal within SmartCloud is focused on prompt provisioning of services without the need to coordinate with administrators and resource personnel. Users visit a business-oriented self-service portal and select applications and services. These users benefit from knowing exactly what services are available to them – they need not know, or care, about underlying resources or how the services get created.

The **SmartCloud Architect** is the cloud super user, and their experience is focused around operational management automation of the cloud. The SmartCloud Architect connects to the platform and is presented with a single pane of glass where they can control all aspects of their cloud. The Architect builds the cloud by:

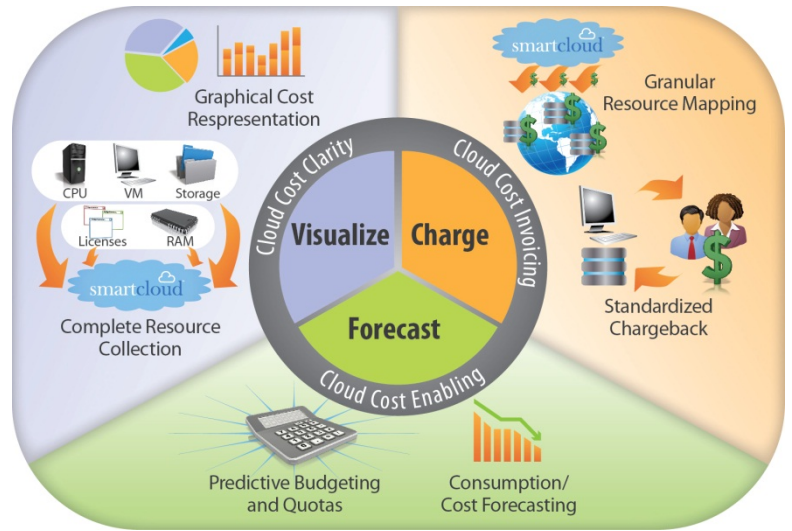
- ✓ Creating a pool of resources by adding virtual and physical resources to inventory
- ✓ Defining organizational sectors and creating SmartSector Managers to match business divisions
- ✓ Assigning resources and quotas to each organization
- ✓ Delegating account management to sector managers and assigning users
- ✓ Defining the hypervisors, middleware, and applications available to each SmartCloud sector

SmartCloud gives you the ability to transform and grow your business in hours instead of weeks or months.

The **SmartSector Manager** is abstracted from the pool of resources to which the SmartCloud Architect is privy. They are presented with a portal that allows them to assign roles and specific permissions throughout their sector. They can also specify resource configuration options (vCPUs, Memory, Disk), and configure inventory pools (IP Addresses, Domain Names).

Multi-divisional Chargeback

SmartCloud employs a robust cloud cost management suite, providing cost optimization and next generation chargeback for the enterprise cloud. The customizable module allows companies to accurately visualize and invoice for resources that are being used across their IT infrastructure. Offering full cost clarity across your private cloud, SmartCloud's powerful financial analytics, budgeting, consumption forecasting and chargeback features allow enterprise to realize maximum cost savings from the cloud.



Feature	Function	Benefit
Self-Service Portal	<ul style="list-style-type: none"> ✓ Streamlines policy-enforced delivery of server and application resources from initial deployment through decommissioning and archival 	<ul style="list-style-type: none"> ✓ Improve agility by improving service delivery from weeks to minutes ✓ Operational enhancement– Delegate responsibility and still maintain operational control
Business Sectors	<ul style="list-style-type: none"> ✓ Allows for multi-tier sector grouping ✓ Specific resources, approval policies, lifecycle processes and management access for each sector 	<ul style="list-style-type: none"> ✓ Flexibility/Agility – Allocate resources strategically to each business sector ✓ Control –Different services, policies and management for each sector
Single Pane Administration Portal	<ul style="list-style-type: none"> ✓ Compares utilization of resources with initial sector allocation 	<ul style="list-style-type: none"> ✓ Catalyze smarter decisions about sector allocation and real utilization
Showback / Chargeback	<ul style="list-style-type: none"> ✓ Assign a cost to every computing resource type ✓ Show amount and cost of resources consumed by business unit 	<ul style="list-style-type: none"> ✓ Clarity – Know exactly how each group is using allocated resources and charge for that amount
Virtual Machine Sprawl Control	<ul style="list-style-type: none"> ✓ Identifies inactive or unused computing resources ✓ Automates the decommissioning of temporary resources 	<ul style="list-style-type: none"> ✓ Lower cost – Free-up resources for new deployments ✓ Improve utilization and increase value of existing infrastructure
License Management	<ul style="list-style-type: none"> ✓ Automatically manages a pool of licenses, assigning, deploying, and reclaiming as needed ✓ Graphs license usage over time 	<ul style="list-style-type: none"> ✓ Clarity into exactly how many licenses are being used by each group ✓ Lower cost by never overpaying a software vendor again!
Resource Lifecycle Management	<ul style="list-style-type: none"> ✓ Manages resources after provisioning - new releases, updates, patches, password changes ✓ Ensures consistency and proper configuration 	<ul style="list-style-type: none"> ✓ Minimize risk – Less downtime due to changes / patches, and lack of manual inconsistencies and misconfigurations ✓ Control capabilities from disjointed technologies into one SmartCloud
Defined Resource Allocations	<ul style="list-style-type: none"> ✓ Reserve computing resources and establish service tiers in a shared datacenter for specific uses and sectors 	<ul style="list-style-type: none"> ✓ Adapt to evolving priorities by ensuring that computing resources are available when needed and shift resources as business priorities change
Individualized Access Rights	<ul style="list-style-type: none"> ✓ Assign specific rights of authorized users of specific resources within business sectors 	<ul style="list-style-type: none"> ✓ Control who can request, approve, deploy, adjust and decommission computing resources
Automated Approval System	<ul style="list-style-type: none"> ✓ Customized approval rights specific to sector ✓ Automatic approval, simple approval, or externally integrated approval 	<ul style="list-style-type: none"> ✓ Operational automation – Standardize and speed-up IT provisioning according to business-sector rules
Heterogeneous Integration	<ul style="list-style-type: none"> Leverages: <ul style="list-style-type: none"> ✓ Provisioning tools like HP Server Automation, BMC Bladologic, Cobbler, Puppet, Chef ✓ Virtualization technologies including VMware, Xen, RHEV 	<ul style="list-style-type: none"> ✓ Lower Cost – Leverage existing infrastructure. Add new hardware as you grow ✓ Lower Cost – Lower dependency on each technology. Avoid vendor-lock. Integrate open-source solutions as they become viable

SmartCloud's Engineering Team Can Get You Started

We have the people ready to plan, design, and implement an efficient cloud solution for your enterprise. For more information, a demo, proof of concept or questions about deployment in your data center, contact us today!

Visit us at SmartCloudIT.com or call us at (301) 407-6267

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