

DynamicOps[®] SOLUTION DATA SHEET

DynamicOps Solution: Enabling the Private Cloud

Fastest Time-to-Cloud Value using a Purpose-built, Enterprise-proven Solution

Challenge

Enterprises are trying to transform infrastructure into a self-service cloud where users get what they need simply by requesting resources from a portal. However, achieving this cloud vision can be quite difficult. IT organizations are faced with inconsistent provisioning systems and methods, silos of IT and automation, disparate and manual processes, and limited flexibility of existing systems. This leaves IT misaligned with business goals, and results in long and drawn-out service delivery times that lead to missed market opportunities and a poor perception of IT. Most cloud tools that IT organizations might use to address these challenges are too rigid, necessitating a complete change to existing systems and processes. Additionally, these automation frameworks are often composed of multiple underlying components that require lengthy and expensive custom services to integrate and deploy.

DynamicOps: Advantages for Private Cloud Enablement

DynamicOps enables the cloud vision quickly and easily. Through Operations Virtualization technology, IT can rapidly deploy new services that are aligned with business needs while providing complete cost transparency. This significantly lowers OpEx and CapEx, while improving overall infrastructure ROI, IT perception and customer satisfaction. By enabling a personalized, self-service experience tied to fully automated lifecycle management, we help you create a successful and scalable private cloud that leverages existing processes and tools.

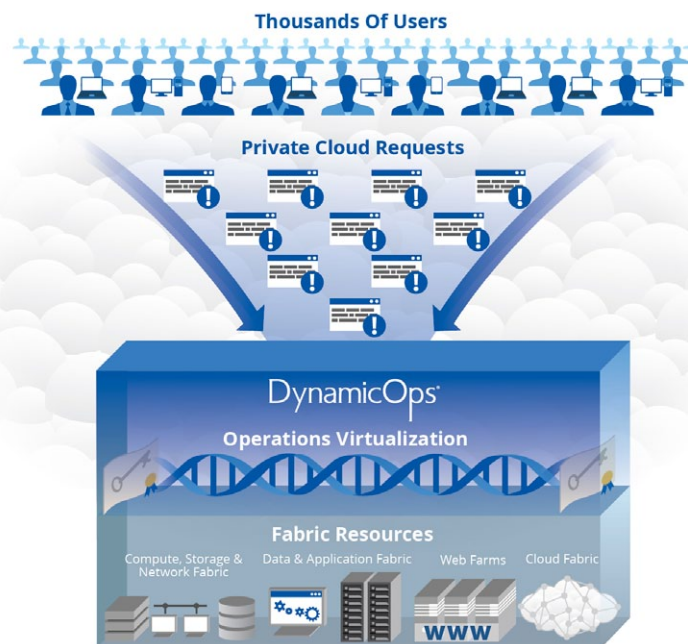
With DynamicOps you can:

Build a private cloud by leveraging your existing IT infrastructure and systems

- Gain unparalleled flexibility and adaptability by supporting multi-vendor technologies to deploy and manage your IT Infrastructure, while retaining business processes, procedures and best practices.

Create a user-aware governance model based on your own business processes

- Rapidly create and deliver flexible, on-demand IT services that provide the right-size machines at the right service level, for different users or businesses within your enterprise. Unify monitoring,



auditing, reporting and governance in order to ensure conformance with company policies and best practices.

Offer a secure, personalized self-service experience

- Provide a unified, user-aware self-service solution to automate fulfillment of service requests. Deliver exactly what is needed for the users to get their job done without wasting time configuring virtual machines.

Deliver a single solution that spans needs from lab management through production deployment

- Provide a single tool that automates the delivery and management of desktops and servers, virtual and physical, private and public cloud resources.

Optimize utilization and control sprawl

- Eliminate over-provisioning through automated governance and automate the identification and reclamation of inactive machines.

Experience fast time-to-cloud value

- Out-of-the-box automation and governance that facilitates the rapid deployment of user aware cloud services. Respond to resource requests in a matter of minutes verses days.

DynamicOps makes it possible to quickly reap the benefits of private cloud while minimizing the risks associated with implementing a disruptive technology. Our proven scalability and heterogeneous support provide the greatest flexibility for the future.

“Providing management in a multi-vendor environment is a great strength of DynamicOps. DynamicOps can manage our expansive environment, including working with our backup software, which gives us a seamless way to manage the entire process. We could not find another solution that had the depth, capabilities, or cost-effectiveness of DynamicOps. Finally, the tools are catching up with our aspirations!”

*Senior Engineer for Storage and Virtualization
A Leading Software and Technology Services Company*

“With DynamicOps, we have reduced the time needed to deploy VMs, as well as the effort of individuals required to focus on manual steps to provision. This is saving money by refocusing resources toward operational activities rather than building servers.”

*Altaf Rupani
Vice President of Global Systems Services, Dow Jones*

For more information about enabling your private cloud with DynamicOps, visit www.dynamicops.com, email info@dynamicops.com, or call 781.328.9222.
