



BMC Cloud Lifecycle Management

BMC Cloud Lifecycle Management enables IT organizations to build a flexible, controlled cloud environment that meets business needs and sets the standard for intelligent, policy-based ongoing operations. Designed to deliver complete business services, BMC Cloud Lifecycle Management *builds* and *operates* clouds that work for your business.

Key Benefits

- » Flexible cloud service offerings to meet business needs
- » Efficient delivery of single and multi-tier cloud services
- » Intelligent, policy-driven placement and ongoing optimization
- » Broad resource support for physical and virtual, private and public cloud

Business Challenge

Many organizations are currently planning for — and building — initial cloud environments. With the goals of self-service, flexible access to resources, and tighter alignment with business needs, these clouds may start small, but need to be designed to grow and support increasing mission-critical workloads over time.

Whether embarking on a wholesale transformation of IT, or a measured, stepwise approach, forward-thinking IT groups need to craft their plans with the end in mind. Some choose to begin with a small pilot project, while others architect the end solution. However, all should ensure that the architecture and design of their cloud will deliver against business needs and IT efficiency goals for years to come.

The BMC Solution

BMC brings together the benefits of traditional IT management — operational excellence, automation, and service delivery models — and merges them with the dynamic potential of cloud architectures. BMC Cloud Lifecycle Management provides the foundation for a strong, flexible, and valuable cloud infrastructure that supports IT operations and delivers exceptional service quality to the business.

BMC Cloud Lifecycle Management delivers a cloud that supports configurable multi-tier cloud services, as well as intelligent policy-based management for operational efficiency and control. The flexibility built into the solution — from open, heterogeneous platform support to secure multi-tenancy to integration with IT operations — supports tight alignment with business needs and IT requirements.

More than simply automating the provisioning of virtual machines, BMC Cloud Lifecycle Management delivers a cloud that works for your business.

Flexible Service Offerings

Cloud service offerings are defined by administrators within BMC Cloud Lifecycle Management. These offerings are stored in a flexible service catalog, which presents options to users according to their role.

Each offering is backed by a powerful Service Blueprint that brings together:

- » A functional description of the single or multi-tier cloud service, including configurations and interconnectivity
- » One or more possible deployment models for the service, in various sizes, including the option of a public cloud deployment
- » A set of configurable options that can be selected by the user at the time of the request

These Service Blueprints, unique to the BMC Cloud Lifecycle Management solution, ensure users are getting the right cloud services to meet their needs, while maintaining tight administrative controls.

Administrators are able to design and configure Service Blueprints and manage the cloud environment within the cloud administrator portal. Similarly, users are presented with their choices through an easy-to-use self-service request and management portal.

Features

- » Easy-to-use cloud administration portal and user self-service portal
- » Flexible service design and provisioning with Service Blueprints
- » Intelligent policy-based placement and ongoing operations with the industry's first Service Governor
- » Secure multi-tenancy based on deep network integrations
- » Ongoing operations with integrated ITIL processes, performance and capacity management
- » Support for heterogeneity, from physical to virtual, multi-hypervisor, public cloud integrations and more

BUSINESS RUNS ON I.T. I.T. RUNS ON BMC SOFTWARE.

Business thrives when IT runs smarter, faster and stronger. That's why the most demanding IT organizations in the world rely on BMC Software across distributed, mainframe, virtual and cloud environments. Recognized as the leader in Business Service Management, BMC offers a comprehensive approach and unified platform that helps IT organizations cut cost, reduce risk and drive business profit. For the four fiscal quarters ended December 31, 2010, BMC revenue was approximately \$2 billion.

Policy-Based Governance

To deliver the most flexible service stacks for users, BMC Cloud Lifecycle Management supports a very flexible underlying provisioning capability. This is accomplished by marrying the Service Blueprints with automated full-stack provisioning, which allocates physical resources and an operating system in the environment; provisions and configures network containers for multi-tenant support; and layers middleware and applications into the cloud service.

BMC Cloud Lifecycle Management can even layer compliance rules and monitoring tools into each service delivered, thus providing users with precisely the stack they require, while also maintaining the tight controls necessary to manage a complex IT environment. In this way, IT is not burdened with maintaining an enormous template library.

Intelligent placement of the cloud service is driven by the BMC solution's unique Service Governor functionality, according to a set of factors :

- » The identity of the requestor
- » The nature of the workload
- » The capacity of different elements in the environment
- » The applicable compliance policies
- » The required service levels
- » Organization-specific policies

Once provisioned, the service enters its operational phase, where BMC solutions manage the normal day-to-day activities of performance and capacity management, as well as patching and configuration management.

Open, Heterogeneous Resource Management

In recognition of the diversity of the enterprise data center and the need for flexibility of infrastructure over time, BMC Cloud Lifecycle Management supports a variety of underlying platforms across hypervisors, servers, storage, and networks. Further, BMC works with public cloud providers to support the provisioning of those resources in a hybrid model, beginning with Amazon Web Services.

A unique feature of BMC Cloud Lifecycle Management is the network container functionality, which creates isolated and secure virtualized network zones within the cloud. Network containers are often used by organizations to separate cloud services from one another, supporting co-mingled, multi-tenant environments. They create isolated networking environments that can include security zones, firewalls, and load balancers. Once created, cloud services can then be provisioned within them.

Initial clouds are often conceived with reasonably homogeneous x86 environments in mind. However, cloud diversity can come from many places over time. Multiple hypervisors are increasingly being co-mingled in data centers, and cloud services often span both virtual and physical servers.

BSM for Cloud Computing

BMC Cloud Lifecycle Management brings the best of Business Service Management (BSM) into the cloud environment. By hastening the path between business need and IT delivery, the BMC Cloud Lifecycle Management solution extends the best practices of enterprise-class IT processes to the flexible and dynamic cloud, ensuring IT meets the growing needs of the business.

For More Information

To learn more about BMC Cloud Lifecycle Management, please visit www.bmc.com/cloud.