



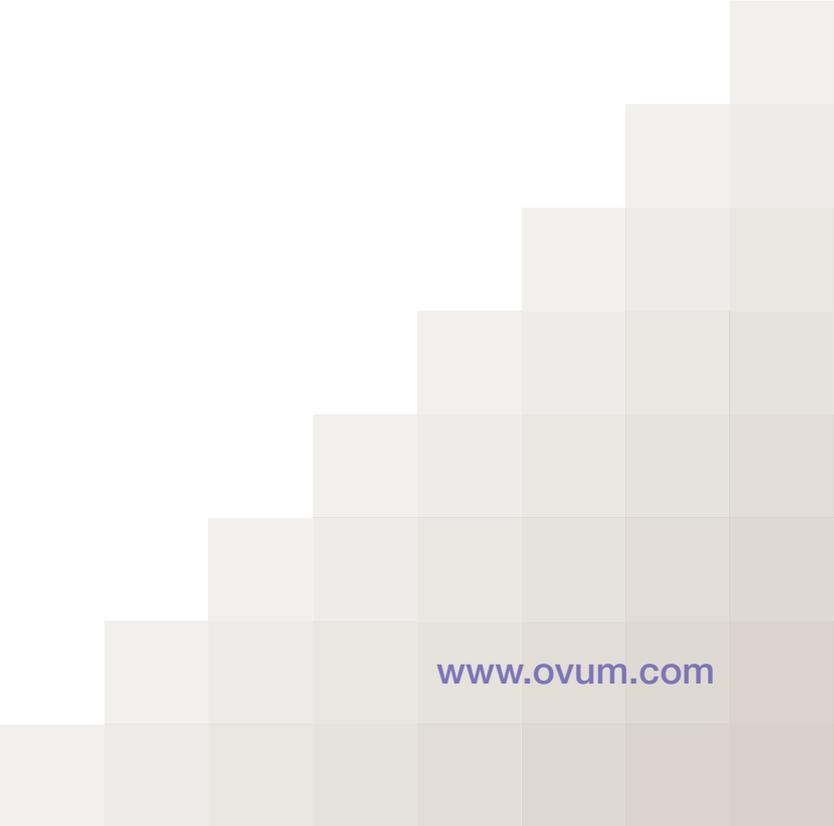
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HP Insight Control targets mid-sized business IT management challenges

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HP Insight Control targets mid-sized business IT management challenges

IT staff serving mid-sized businesses frequently struggle to keep up with a myriad of infrastructure operations, application administration and end-user support requirements. Many of these organizations are unaware of how much they can benefit from free or low-cost IT monitoring and management automation tools, including those that ship as part of standard server or blade configurations. Hewlett-Packard (HP)'s Insight Control management portfolio's core monitoring and control capabilities are examples of such tools, as they are offered out of the box with all HP ProLiant servers and BladeSystem products. Customers taking advantage of these types of tools can quickly improve the operational effectiveness of their IT groups while reducing downtime due to human error.

Key messages

Mid-sized business IT organizations struggle with complexity and limited resources

Mid-sized business IT organizations are frequently lean and mean, but are called upon to conduct all aspects of IT operations, from supporting end users and implementing security patches to deploying new server and infrastructure software solutions. Many of these organizations rely on manual, ad hoc processes or struggle to make do with inefficient, fragmented management tools.

Most effective IT teams invest in management tools and automation

A recent study by Ovum Summit documents strong correlations between IT operational effectiveness and the use of monitoring, automation and root cause analysis tools. These tools significantly enhance IT staff productivity while reducing downtime caused by human error.

Management tool integration with server and storage platforms rated as top selection criteria

When selecting management software and automation tools, the most effective mid-sized business IT teams rank tight integration with the organization's major server and storage platforms as their number one selection criteria. These organizations also

indicate that they are willing to trade price for function as long as the most cost-effective offering satisfies their top priority requirements.

HP Insight Control portfolio addresses a spectrum of mid-sized business IT management requirements

The HP Insight Control management portfolio is designed from the ground-up for the needs of mid-sized business IT teams. At one end of the spectrum are free monitoring and control capabilities that ship out of the box with all HP ProLiant servers and BladeSystems. For more sophisticated organizations, plug-ins and add-ons extend functionality to automate such activities as security administration, migration, deployment and patch management. Free integrations with Microsoft's mid-sized business system management tools will be available later this year.

IT management software and automation investments pay back rapidly

Use of IT management tools and automation capabilities can quickly result in significant productivity improvements among both IT staff and end users. Organizations that think they are too small or don't have the resources available to take advantage of these tools should take a look at what is included with their platforms. They may be surprised at how quickly and affordably they can improve IT's operational effectiveness.

Mid-sized businesses face multiple IT management challenges

Mid-sized businesses (those with between 100 and 999 employees) generally rely on a small number of IT staff to take charge of all aspects of infrastructure and applications operations, planning, upgrades, end-user support, problem resolution and ongoing operational improvement. The typical mid-sized business depends on anywhere from five to 50 servers to support many of the same messaging, ERP, portal, CRM and industry-specific applications seen in much larger businesses.

However, with IT staffs as small as one person and generally totalling fewer than ten full-time employees, these organizations can stretch their staff thinly. These companies also expect IT to keep costs as low as possible while assuring 24x7 availability, uptime and security. For the IT staff serving these businesses it can be very challenging to find ways to become more efficient and effective while keeping the lights on and putting out day-to-day fires.

Ovum Summit defines IT operational effectiveness as being able to accommodate required IT change, whether it be upgrades, software patches or new application

rollouts, in a cost effective and timely manner, *without* disrupting the business. In a recent survey of North American IT decision makers, just 20% of the mid-sized business IT decision makers polled ranked their IT organizations as highly effective. Sixty-three percent of the mid-sized business sample was rated 'somewhat effective' in that they experience some difficulty in consistently meeting requirements on time and on budget. In the 'less effective' group, representing the remaining 17% of the mid-sized sample, decision makers admitted that IT was sometimes responsible for creating business disruption due to unexpected downtime or lengthy repair and extended or inconsistent upgrade cycles.

The 'somewhat' and 'less effective' organizations report many sources of downtime and disruption, including:

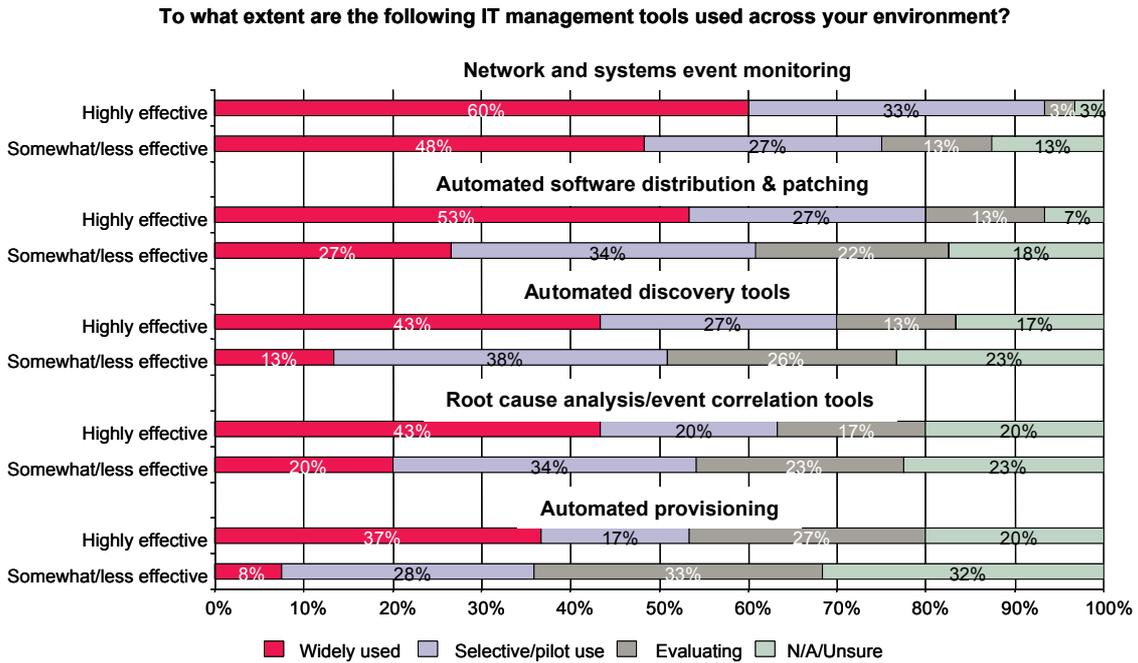
- reactive rather than proactive problem detection processes that frequently rely on end users to notify IT that there is a problem.
- manual, ad hoc and inconsistent processes used for such time-consuming activities as performance monitoring, root cause identification and service-level reporting
- lack of remote management tools, resulting in the need to dispatch IT staff to sites to conduct simple hardware and software maintenance, upgrade or repair activities
- overuse of manual software distribution and deployment processes, resulting in inconsistent end-user environments and increased business risk due to missing or delayed security upgrades
- lack of timely and accurate configuration and performance data necessary to plan or implement changes, resulting in delays and faulty implementations
- poor communication and difficulties sharing information between IT staff.

Many of these organizations report that they spend the majority of their IT staff time dealing with routine end-user support, infrastructure monitoring and software maintenance, upgrade and patching issues. Since IT staff costs generally constitute the largest share of the IT expense budget, making IT staff more productive and efficient needs to be a top priority for businesses aiming to keep IT costs under control, while maintaining ideal service levels.

One proven strategy to help make IT staff more effective is to arm them with management tools to proactively monitor performance and service levels, as well as to automate repetitive processes such as patching and root cause correlation analysis. These types of resources help IT staff identify and remediate problems before they affect end users. Simultaneously, these tools reduce downtime resulting from the elimination of human errors that inevitably occur with extensive reliance on manual work processes.

As shown in *Figure 1*, those mid-sized organizations rated as 'highly effective' are almost twice as likely as other IT teams to have invested in state-of-the-art IT management and automation tools.

Figure 1 **Management tools most highly correlated with mid-sized business IT operational effectiveness**



Highly effective N = 30
Somewhat/less effective N = 120

Source: Ovum Summit

As shown above, the study found use of the following tools strongly correlated with IT operational effectiveness:

- network and systems event monitoring
- automated software distribution and patching
- automated discovery for tracking changes and configuration compliance
- root cause analysis and event correlation tools
- automated provisioning tools.

Ovum Summit’s analysis of these most effective mid-sized business IT organizations also found that the more effective organizations are somewhat more likely to rely on standards-based infrastructure systems and management tools. These organizations generally strive to simplify and standardize their operational environments, which allows them to better streamline work processes and limit staff training requirements.

In many cases, these organizations use monitoring and control tools that are bundled as part of the standard configurations for their key infrastructure server and storage systems. These capabilities are supplemented as needed by additional tools for such tasks as automated software patching and security management.

Criteria for selecting IT management solutions for mid-sized businesses

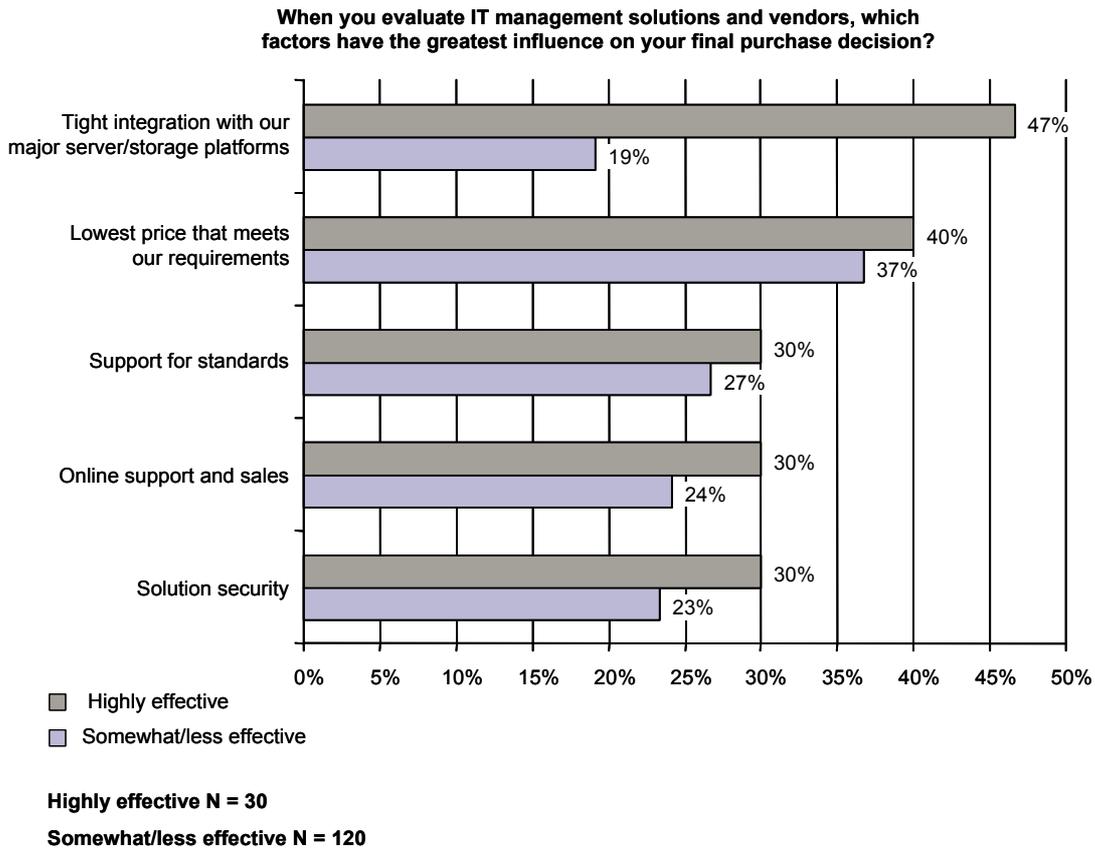
Those mid-sized business IT organizations that make the most extensive use of the management tools identified above also generally report that the initial costs of purchase, installation and training are quickly offset by improvements in IT staff productivity and increased service availability due to reduced human errors. Problems are more frequently detected before they affect the end users. As automated tools free up hours previously spent on manual tasks, IT teams are able to proactively plan for and support new requirements that enable the business to compete more effectively. Automation of upgrades and patches assures greater consistency across servers and desktops, which improves security and compliance across the organization.

In selecting IT management tools, these most experienced and effective customers prioritized a number of criteria, as is shown in *Figure 2* below.

- **Tight integration with the organization's major server and storage platforms** – in general the more experienced an organization is with use of automation and advanced management tools, the more likely it is to highly rank integration with key infrastructure platforms. Tools that are bundled in with mission-critical servers and storage assets provide low-cost visibility into detailed performance and health metrics. These types of tools typically include extensive best practice recommendations and wizards to automate such tasks as testing, configuration, performance analysis and problem identification. More than any other criteria, this capability is a top priority for the 'highly effective' group, while the 'somewhat/less effective' teams did not consider it nearly as important.
- **Lowest price that meets requirements** – all teams, regardless of their level of effectiveness, look at price. However, it is the most knowledgeable and effective IT managers who recognize that mid-sized businesses frequently need to consider trade-offs between functionality and cost. Whereas enterprises may have sophisticated staff and deep budgets that enable them to customize management solutions, most mid-sized businesses need to balance cost and capability. The most effective organizations have learned to look at more than just acquisition and implementation costs when making these types of trade-off decisions. The most effective teams most often focus more on evaluating the total cost of operation, including the cost of ongoing staff time saved by use of automated best practices versus ad hoc manual approaches.

- **Solution security** – the savviest IT managers are more likely to recognize that security is a multi-level challenge spanning people, software and hardware. Policy-based management tools that allow IT to define and enforce approved system configurations, access controls and change processes can dramatically improve the security and business resilience of the entire organization. Management tools that can detect and alert operators to deviations from security and operational policies can provide early warning to potential security and business risks.
- **Online support and sales** – mid-sized businesses value direct access to vendor technical support and look for low-cost, 24x7 access to vendor knowledge bases, best practice recommendations and technical advice. Although local partners are highly valued for implementation, training, support and upgrades, mid-sized business IT staff also find that the ability to go to the vendor directly for help with detailed technical concerns and best practices can improve operational effectiveness.
- **Support for standards** – the most advanced mid-sized business IT organizations are moving to standardize systems, software and management assets around a small number of strategic vendors and industry standards for interfaces and protocols. Their goal is to reduce complexity, simplify operations and shrink support and maintenance costs. However, all IT decision makers recognize that even these simplified environments will continue to require products from several different vendors such as HP, Microsoft, and specialized application ISVs. They also recognize that existing assets will remain in place until the expiration of their useful lives. In order to maximize investment protection and to simplify interactions across different vendor's solutions, effective IT organizations put a high priority on standards-based management tools that support protocols such as SNMP and process best practices such as ITIL and COBIT.

Figure 2 **Top priority IT management solution selection criteria for mid-sized businesses**



Source: Ovum Summit

The most effective mid-sized business IT organizations also look for management tools that enable IT staff to quickly deploy and utilize the tools' capabilities. Simple, intuitive interfaces allow staff to access multiple management functions via a common console or browser interface. These are very helpful, as they make it easier for IT staff to efficiently control multiple management activities and to share data with one another as well as with third-party service providers. In organizations in which a small number of staff are responsible for a wide range of tasks, common consoles and interfaces improve productivity and reduce errors. Operators can execute most activities inside a single standard workflow rather than having to open multiple windows or even physically move among different consoles and command interfaces. Wizard-style installation, diagnostic, and routine remediation routines also streamline and simplify

day-to-day operations. Finally, integration with other critical IT elements such as Microsoft operating systems also promotes IT operational effectiveness.

Choosing the best set of management tools for any specific organization clearly depends on the organization's existing staff, skills, systems, budget and management resources. Vendors such as HP are increasingly creating management solutions optimized for the needs of mid-sized businesses. Rather than 'downsize' enterprise class tools, HP designs and builds management solutions specifically for the unique needs of mid-sized business IT organizations.

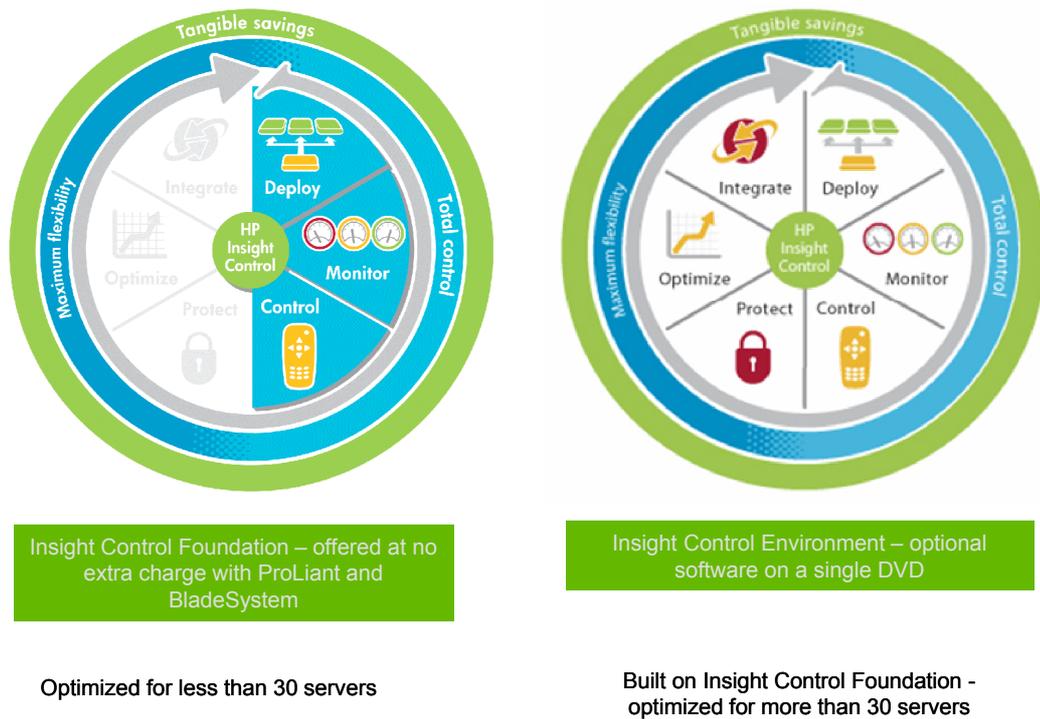
As we describe in the following section, the HP Insight Control portfolio includes a core set of management capabilities included in HP ProLiant servers and HP BladeSystems, as well as additional, integrated software products for those organizations that have more complex management requirements.

HP Insight Control portfolio addresses wide spectrum of mid-sized business IT management requirements

To help mid-sized businesses get the most value out of their traditional server and blade server investments, HP has a long-standing tradition of including HP Systems Insight Manager (SIM) with the purchase of ProLiant and ProLiant blade servers. HP SIM facilitates discovery, monitoring, and inventory management of these devices. The firm recently introduced the Insight Control management portfolio, which integrates SIM with rapid deployment wizards, remote management technologies, and vulnerability and patch management capabilities.

The Insight Control portfolio spans a range of products designed to address a spectrum of mid-sized business IT management requirements. At one end of the spectrum, the portfolio offers free and very low-cost monitoring and control tools suitable for smaller business with 100 or 200 employees, one or two IT staff and a few servers. At the other end of the spectrum, the portfolio scales up in sophistication to support organizations with up to 600 or 700 employees, 30+ servers and ten or more IT staff (see *Figure 3*).

Figure 3 HP Insight Control Portfolio overview



Source: HP

Within the portfolio, products are designed to layer one on top of the other so that customers can extend the sophistication of their management environments over time, without losing any value from the products that were previously installed. The two major building blocks in the portfolio are:

- Insight Control Foundation:** the set of tools that HP provides at no additional charge with HP ProLiant and HP BladeSystem environments. Insight Control Foundation (ICF) delivers core server, storage and blade monitoring, control and deployment functions that can benefit even the smallest organizations operating just a handful of servers. ICF allows customers to start small with individual server management tools and grow to a centralized management foundation. The HP Systems Insight Manager provides basic server discovery, inventory, monitoring, alerting and remote control capabilities via a single unified browser interface. This functionality is available out of the box for ProLiant server and BladeSystem products via software and embedded firmware. Later this year, Insight Control

Foundation will also include free integration with Microsoft System Center Essentials, specifically developed for the mid-sized business

- **Insight Control Environment suites:** the Insight Control Environment suites are designed for organizations with more than 30 servers. These sized organizations that are often beginning to face problems as they attempt to scale existing manual processes. These suites extend the Insight Control Foundation by adding more sophisticated server and blade deployment, remote management, power and performance management, vulnerability and patch management, and virtual machine management. These capabilities are delivered through a common installer with streamlined licensing, and conform to a common security model and user interface guidelines. As shown in *Figure 4*, the full Insight Control Portfolio provides mid-sized business customers with rapid and cost-effective access to many of the capabilities associated with IT operational effectiveness.

All elements of the Insight Control Portfolio make use of browser-based interfaces as a substitute for dedicated consoles in order to help IT organizations keep costs to a minimum. Wizard-based, automated installation and configuration routines streamline implementation and quickly launch standard templates to support best practice reporting and analytic activities. The portfolio supports most widely available management standards such as SNMP, while workflows and best practices align with recognized best practices such as the ITIL standards for incident, problem, and change and configuration management.

HP invests in tight integrations with third-party systems management tools such as Microsoft's System Center Essentials (SCE) in order to enable better cross-platform server and client management services as required by the customer's specific environment. At no additional charge, customers can download and install the HP ProLiant Server Management Pack for Microsoft System Center Essentials, and expose the native manageability of their ProLiant Servers and Blades via the SCE console. Mid-sized customers will be able to utilize System Center Essentials to monitor their ProLiant Servers and Blades, as well as perform driver and software updates for their HP Servers later this year.

Figure 4 **Selected HP Insight Control portfolio capabilities**

	HP Insight Control Foundation (included out of the box)	HP Insight Control Environment (optional add-on)
Network, server and storage event monitoring	Self-monitoring servers proactively notify server support personnel of system health events, either directly or via centralized consoles such as HP Systems Insight Manager (SIM) or Microsoft System Center Essentials. Storage monitoring is also included in SIM	System vulnerability scanning and performance monitoring identify issues and automatically notify server staff via HP SIM
Remote control	Basic remote control allows servers to be reset when hung or not operating normally from the office, home or on the road	Complete remote control capabilities eliminate most visits to servers for routine and emergency administration
Automated software distribution	BIOS, driver and software updates via HP SIM or Microsoft System Center Essentials console	Vulnerability fixes and patches are automatically identified and programmed for installation
Automated discovery for tracking and configuration compliance	Automatic discovery of managed systems, including detailed data collection and configuration reporting. User remote control tracking from integrated lights-out event log	
Root cause analysis and event correlation tools	Simplified root cause analysis using HP SIM or Microsoft System Center Essentials network diagrams and monitoring for status correlation of server and subsystem events	
Automated provisioning tools	Wizard-driven single server and operating system installation and set-up with SmartStart	Multi-server deployment that allows hardware configuration and image or script-based OS and application deployment from a central location

Note: all features of the Insight Control Foundation are also available through the Insight Control Environment

Source: HP

Building the business case for IT management investments

The majority of mid-sized business IT organizations struggle to justify many IT management software investments. While HP attempts to make the ROI easier for customers by including free core monitoring and control functions in their server and blade products, customers still need to take the next step of activating these capabilities and implementing them in ways that deliver value to the business. For

organizations having a tough time getting management tools and automation to the top of their IT priority lists, a quick assessment of the state of IT operations can be a catalyst for action.

Highly effective mid-sized business IT organizations report they can accommodate changing requirements on time and on budget without disrupting the business. To operate in this manner, IT organizations need ongoing, realtime access to accurate information, and need to be able to consistently automate recurring processes and procedures. They also need to capture and retain accurate change and configuration information, be able to correlate information and identify the root cause quickly when problems arise.

If an organization struggles to cope with change requests, upgrades and patches, or finds it often takes too long to diagnose and resolve problems, it is likely that the IT management team has not taken full advantage of the management tools available to it. Similarly, if the majority of trouble tickets or service requests are initiated by end users before the IT knows there is a problem, the organization could probably use management tools to become more proactive and improve service levels. Finally, if the team spends a large percentage of its time on manual installations, upgrades and migrations, it's likely that it is not taking sufficient advantage of automation tools. Simply taking the time to analyze the way the IT team spends its time is likely to identify those areas that are most likely to benefit from greater use of IT management software and automation.

Mid-sized business IT teams may be laboring under the false impression that they cannot afford the types of management tools that can simplify, streamline and automate these routine activities. Even in organizations with five or ten servers, proactive use of low-cost management tools can dramatically improve service levels and end-user satisfaction. For organizations with more than ten servers, it is crucial to take advantage of automation as even the most talented IT staff will struggle to keep up with the complexity of these larger infrastructure environments.

For HP ProLiant server and BladeSystem customers, the built-in capabilities of the Insight Control Foundation, combined with selected add-ons from the Insight Control Environment portfolio, may provide highly cost-effective capabilities that can be up and running quickly. The improvements in end-user productivity and IT operational efficiency should pay back these investments rapidly.

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