



# Business Resilience Means Business

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# Agenda



- Setting the Stage: Business Resilience is About Business
- A Review of History: Starting with Storage
- Business Resilience Technologies Today
- Today's Business Resilience IT Issues
- Getting Back to Business: How it All Maps to the Bottom Line
- Looking to the Future of Business Resilience: Real World Examples with CA

# Setting the Stage

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- What is “Business Resilience”?
  - Backup and Recovery?
  - DR?
  - Nothing to do with IT?
  - Exclusively IT?

# Setting the Stage

- Resilience and Continuity from an ITIL perspective
  - Business Continuity Management (**BCM**) means:
    - Risk analysis and management
    - Keeping risks acceptable
    - Ensuring reliable minimum capacity for production or service provision
    - Planning to restore business activities if interrupted by a disaster
  - IT Service Continuity Management (**ITSCM**) means:
    - Dealing with disasters affecting IT services
    - Maintaining services to allow the business to continue to operate

**Business  
Resilience  
Is About  
Business**

# Concepts



- Taking Ownership
  - “By design, not default”
- Balance
  - “Better” > “Perfect”

# Business Resilience

- Many Disciplines



- High Availability
- Continuous Operations
- Disaster Recovery

# What is Business Resilience

- High Availability
  - Providing for fault tolerant, failure resistant infrastructures and clustering technologies enabling continuous transaction processing accounting for the events of planned and unplanned disruption of transaction processing.
- Continuous Operations
  - Providing for system maintenance and backups without impacting the availability of the business applications.
- Disaster Recovery
  - Providing for protection against unplanned outages such as natural disasters or man made disasters.

# Business Drivers

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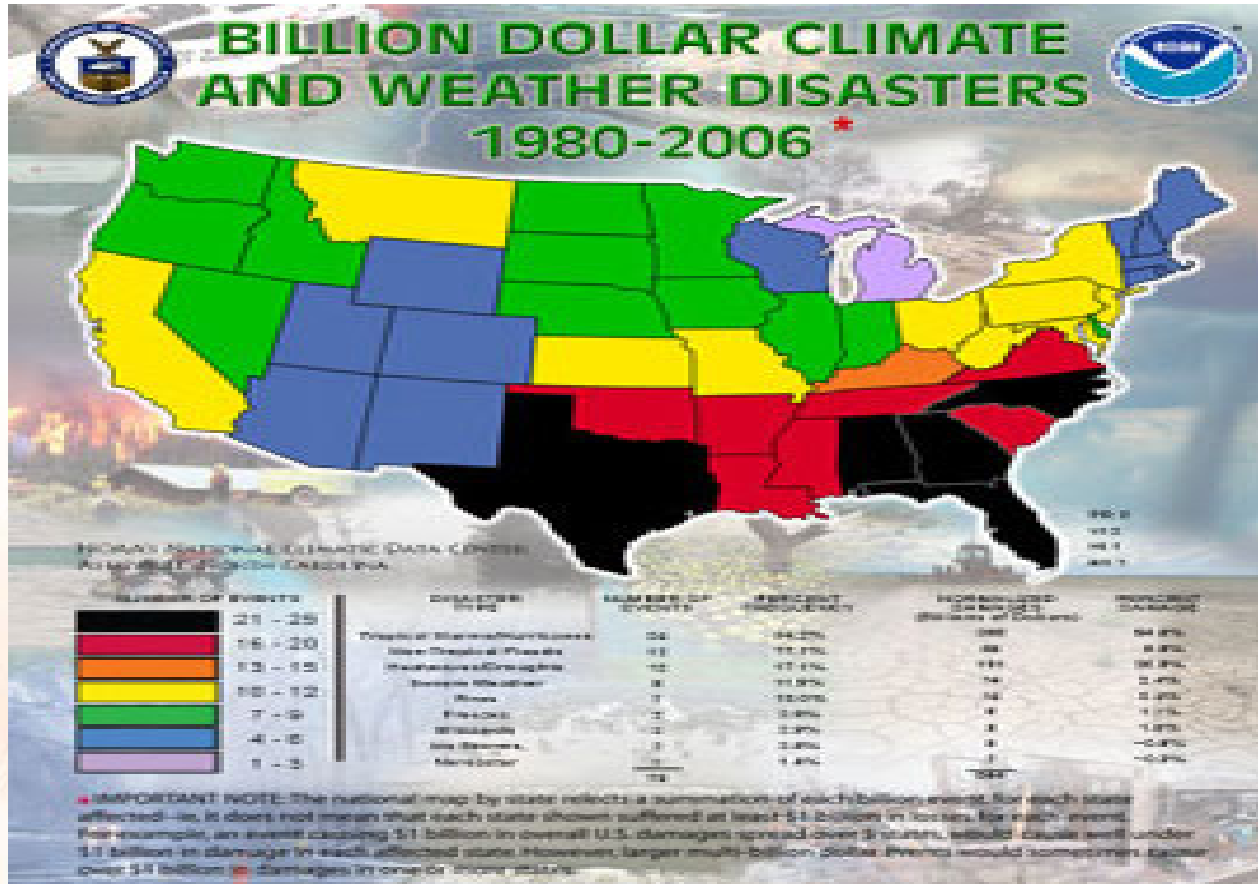
- Rising Costs of Downtime
- Available Technology
- Heightened Risk Awareness
- Regulations, e.g. SOX
- Hydro Failure
- SARS, Bird Flu, etc.
- Identity Theft



# Resilience Driving Events

- Natural disasters — fire, floods, hurricanes, earthquakes
- Hardware breakdowns
- Software crashes
- Human error
- Terror attacks

# Disaster Weather Map



Where is  
Your  
Center?

Source: <http://www.ncdc.noaa.gov/oa/reports/billionz.html> - National Climatic Data Center

# Downtime Impacts

- Productivity
  - Cost of idle workers
- Damaged Reputation
  - Customers
  - Business Partners
  - Competitors
- Revenue
  - Direct Loss
  - Service Level Payments
  - Future Revenue
  - Billing Losses

# Cost of Downtime

<u><i>Type of Business</i></u>	<u><i>Average Hourly Impact</i></u>
Retail Brokerage	\$6,450,000
Credit Card Sales Authorization	\$2,600,000
Home Shopping Channel	\$113,750
Catalog Sales Centers	\$90,000
Airline Reservations Centers	\$89,500
Cellular Service Activation	\$41,000
Package Shipping Service	\$28,250
On-line Network Connect Fees	\$25,250
ATM Service Fees	\$14,500

Original Source: Whitepaper in IBM Total Storage, 2002

# Miscellaneous Terms

- **Tiers of Disaster Recovery**
  - Tier 0 (no recovery capability, no plan, no hot-site)
  - Tier 1 (data is backed up, no hot-site in plan)
  - Tier 2, 3 (tape intensive recovery methods, hot-site)
  - Tier 4 (disk mirroring or disk point-in-time facilities)
  - Tier 5 (software/ database specific recovery – two sites)
  - Tier 6 (near zero or zero data loss disk mirroring)
  - Tier 7, which is a completely automated self-managed failover of servers, storage, application & system software, and networks.

Source: SHARE

# Starting With Storage

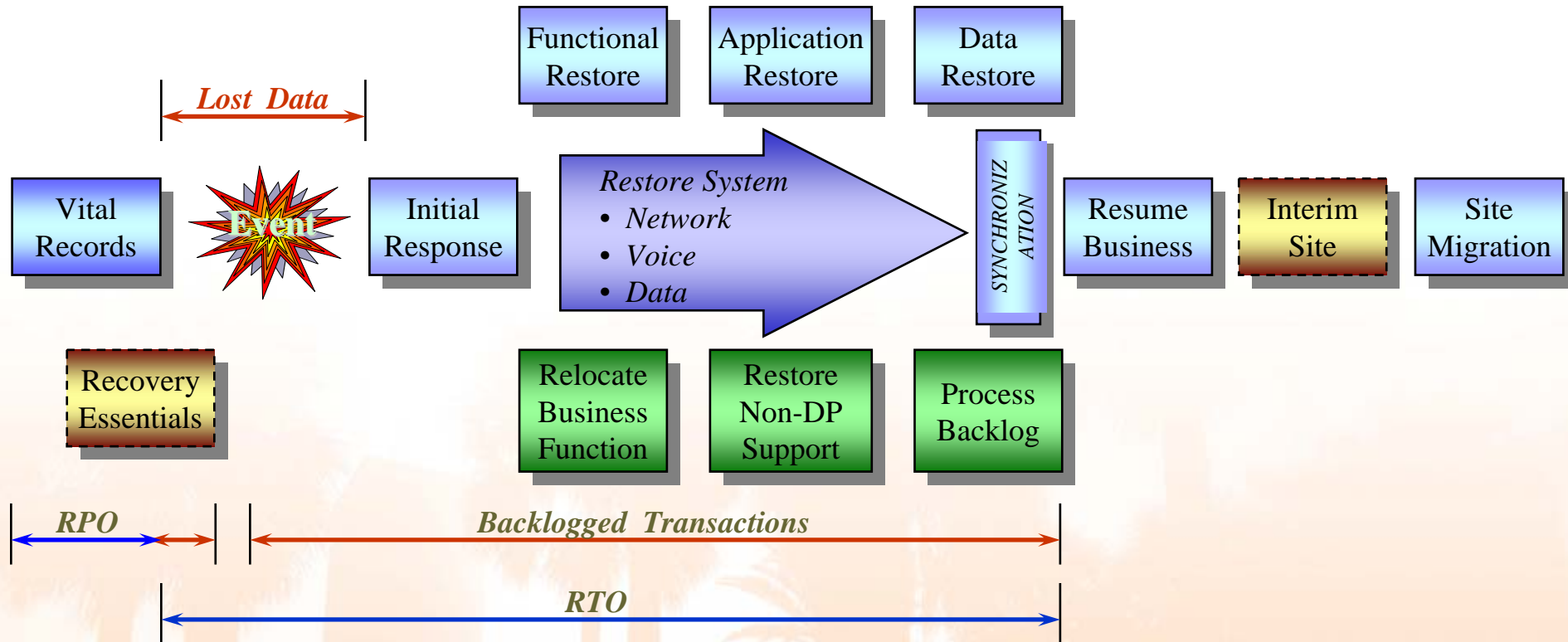
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- Backup and Recovery
- HSM
- Tape Management
- Storage Management
- Mainframe and Distributed

# Business Resilience Technologies Today

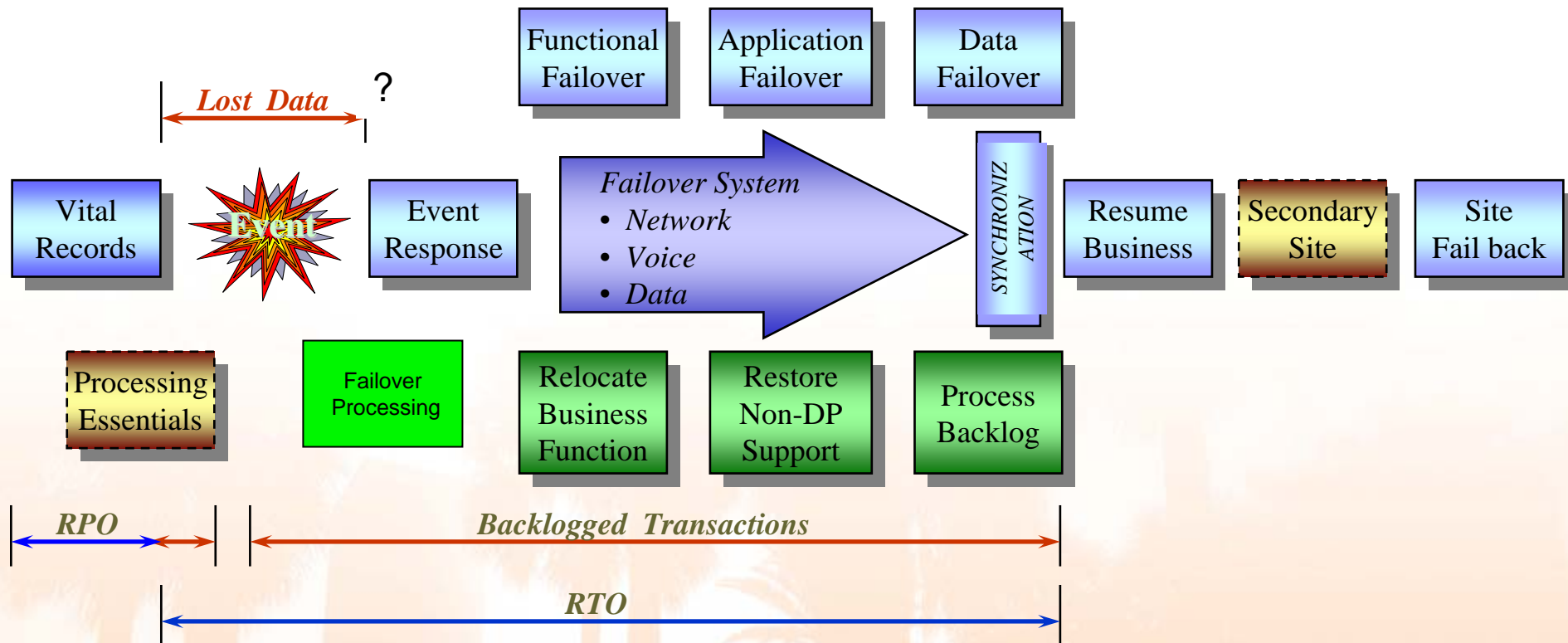
- Resilience:
  - Enterprise-wide Automation
  - Performance
  - Network Management
- Database integrity, availability
- Security to guard data integrity, confidentiality
  - Including encryption of data in transit
- Tools to examine OS configuration for loopholes
- Cleaning up legacy

# Traditional Recovery Process





# Business Resilience Process



# Today's Business Resilience IT Issues

- Beyond “Downtime”
- Reputation
- “Capricious Malice”
- Global Infrastructure
- New generations:
  - Mainframe
  - “Distributed” Platforms
  - “The Network is the Computer”
  - Ubiquitous Computing Devices
  - Technologists

# How it all Maps to the Bottom Line

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- IT's still about business
- ROI (Return On Investment) vs RON (Return On Negligence)
- 99.999% vs 100%
- Choose your consequences

# Looking to the Future of Business Resilience: Real World Examples with CA



- As real world examples of implementing business resilience, CA offers:
  - Software
  - Services
  - Education
  - Vendor Consolidation
  - Comprehensive Business-Enabling Solutions (EITM)

# CA Software Solutions

- Storage
  - Backup, Recovery and HSM
    - CA-Disk
    - BrightStor ArcServe Backup
    - BrightStor HSM
  - Tape Management
    - CA-1, Dynam/TLMS and Copycat
    - BrightStor Tape Encryption
  - Storage Management
    - BrightStor CA-Vantage
    - BrightStor SRM
  - Other Resilience-Enabling Technologies
    - VTape
    - BrightStor High Availability
    - BrightStor Tape Encryption

# CA Software Solutions

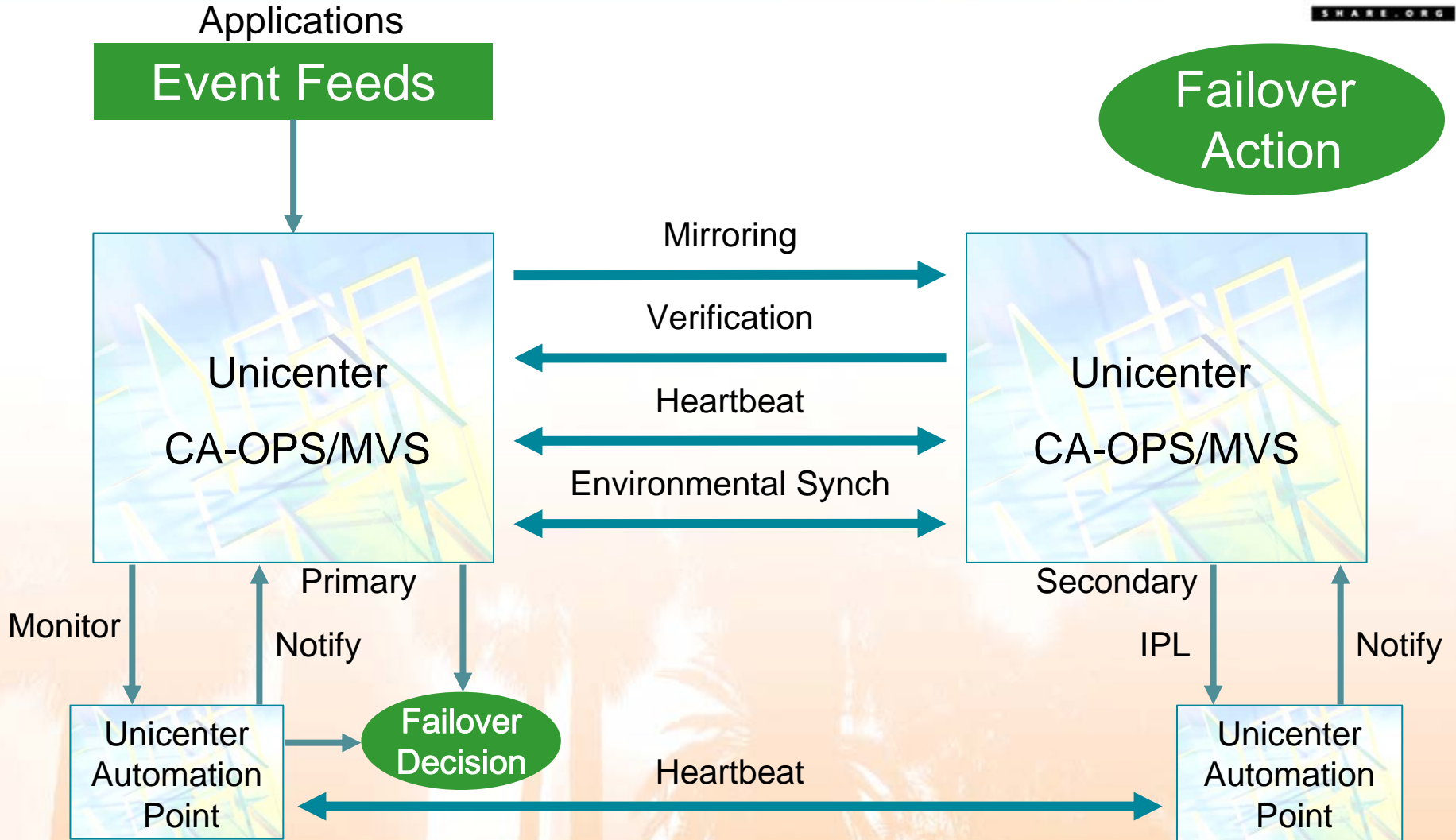
- Database Management
  - Datacom
  - IDMS
  - DB2/UDB tools
  - IMS tools
  - Tools for RDBMS including Oracle
  - Unicenter DCC

# CA Software Solutions

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- Resilience: Automation & Performance
  - OPS/MVS
  - Sysview
  - MIM
  - Automation Point
  - Unicenter NSM and options

# CA Automation – Where We Fit: Example Recovery Architecture





# CA Software Solutions

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- Resilience: Network Health
  - NetSpy
  - NetMaster (IP and SNA)
  - Unicenter NSM options
  - eHealth and Spectrum solutions

# CA Software Solutions

- Security
  - ACF2 and Top Secret
  - DB2 Options
  - Cleanup
  - Examine
  - eTrust Access Control
  - eTrust Policy Compliance
  - eTrust Security Command Center

# CA Technology Services

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- Experienced consultants and partners
- Legacy Renewal service to evolve COBOL and Natural applications into business rules
- Optimization Services
- Pre-defined services including Healthchecks
- Assessments, upgrades, consolidations

# CA Education

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- Properly trained staff can better prevent and deal with contingencies
- Mainframe basics CBT's
- CA software beginner to advanced courses
- CA World

# Vendor Consolidation

- Fewer Vendors =
  - Fewer fingers pointing
  - Fewer necks
  - Integration
  - Solid future
- Optimal number is two (one is a monopoly, more is a pain)
- Services and utilities to convert to leading-edge, integrated solutions

# EITM



- CA's Enterprise IT Management vision
- How it works
- Its role in Business Resilience

# Imperatives For IT



# Goals for IT

## MANAGE RISK

- Corporate Asset Protection
- Compliance
- Service Continuity

## IMPROVE SERVICE

- Service Availability
- Service Management

## MANAGE COSTS

- Optimize IT Resources
- Automate Processes

## ALIGN IT INVESTMENTS

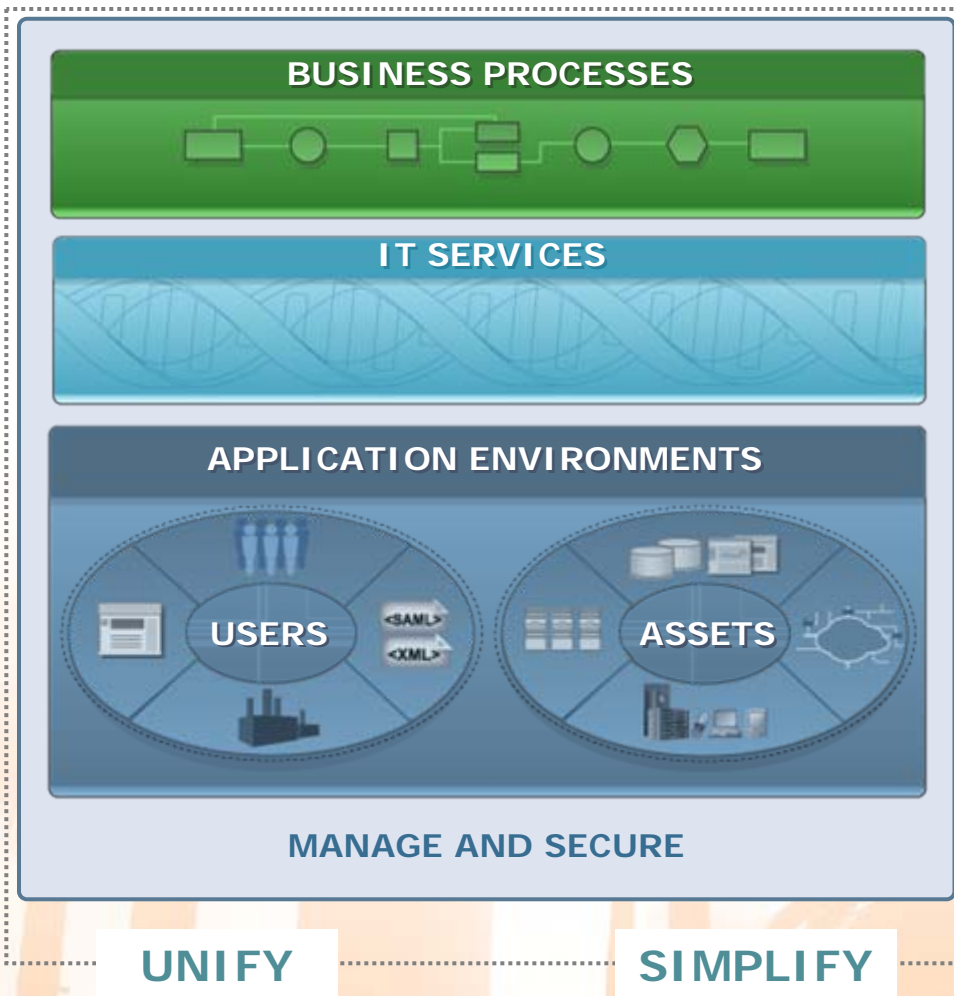
- IT Portfolio Management
- Value Management
- Business Process Management

## BOTTOM LINE:

Unify and simplify to improve the service IT offers and add value to your business.



# CA's Vision



Enterprise IT Management (EITM) to **unify** and **simplify** the management of enterprise-wide IT

# CA's EITM Advantage

YOU BENEFIT WITH SOLUTIONS THAT ARE:

Comprehensive

Open And  
Integrated

Modular

Real-time

# EITM and Business Resilience

- Simplicity = Manageability
- Greater visibility
  - Achievable plans
  - Awareness at all stages of “irresilience events”
- Integrated functionality
  - Interoperability
  - Single point of control

# Bringing IT All Together

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- You can't stop the future
- You can't even predict it
- But you can choose it
- Get the business perspective
- Think it through carefully
- Choose your consequences

# Conclusion

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- Business Resilience is About Business
- It Goes Beyond Storage
- Enterprise Resilience
- Dealing with Today's Issues
- Partner with CA for Success