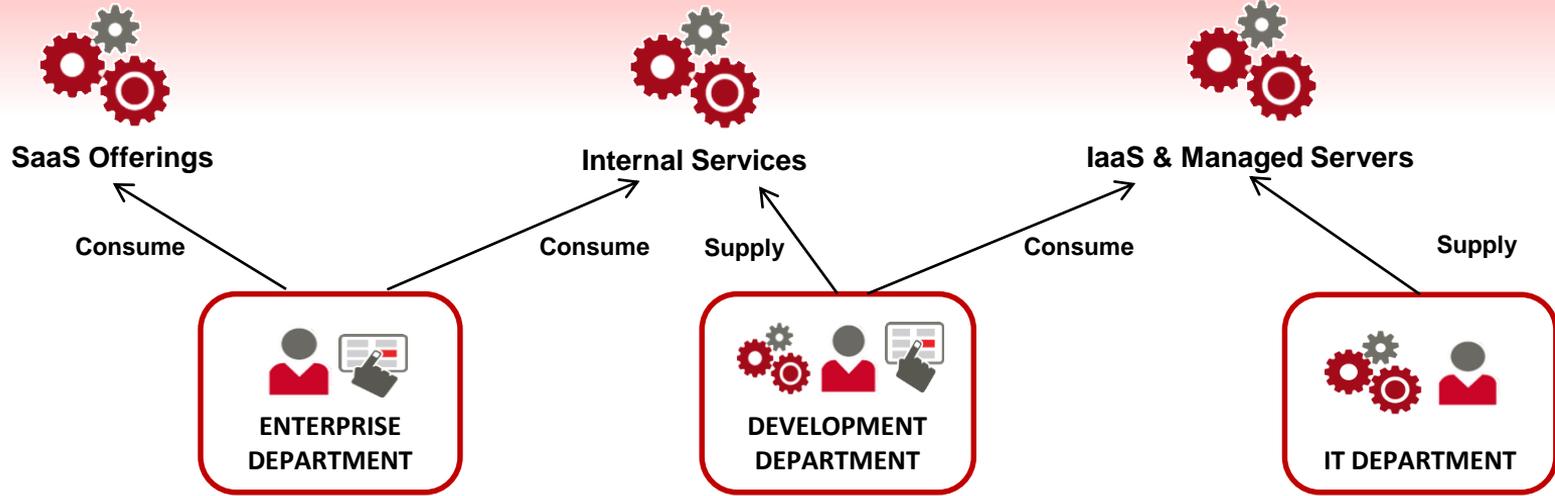# ESCM Appliance for Hybrid Cloud

Enterprise Service Catalog Manager Appliance

■ Challenges in Hybrid Cloud

Challenges in Hybrid Cloud

Today, companies face the following challenges:

- How to offer an easy-to-use self-service portal for IT services?

- How to guarantee IT governance?

- How to control the purchase and usage of services?

- How to control the costs for IT services and software?

Needs of Service Providers and CIOs

Service Provider's Challenges

How to achieve visibility and market positioning for my offering?
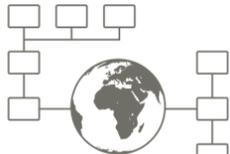
How to provide simplest possible service booking and provisioning?

How to ensure interoperability and compatibility of my offering with other solutions?

CIO's Challenges

How to make offerings fit together and fit the process of my corporation?

How to efficiently manage access rights to all services used within my corporation?

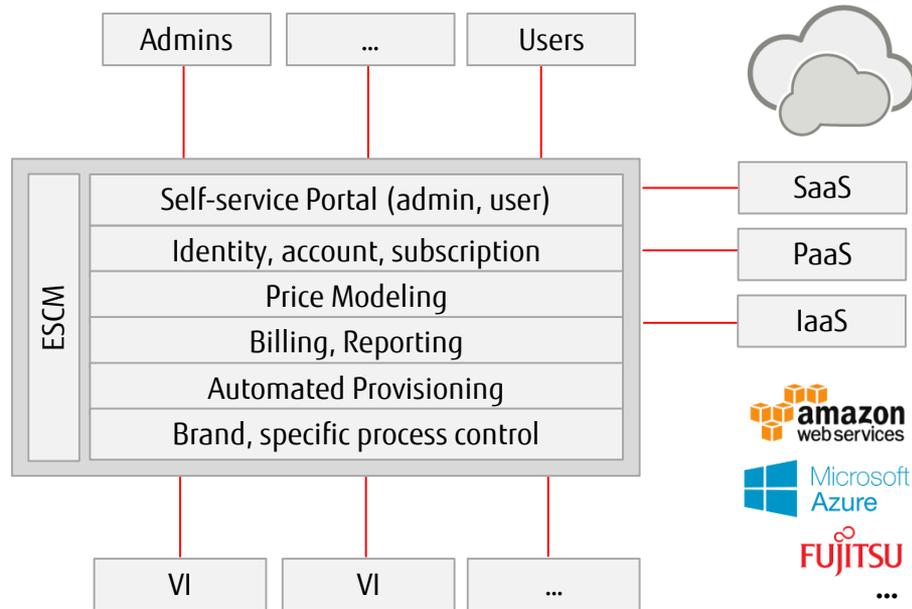How to allow new offerings to be tested in a controlled environment?

Enterprise Service Catalog Manager Appliance

■ Product Overview

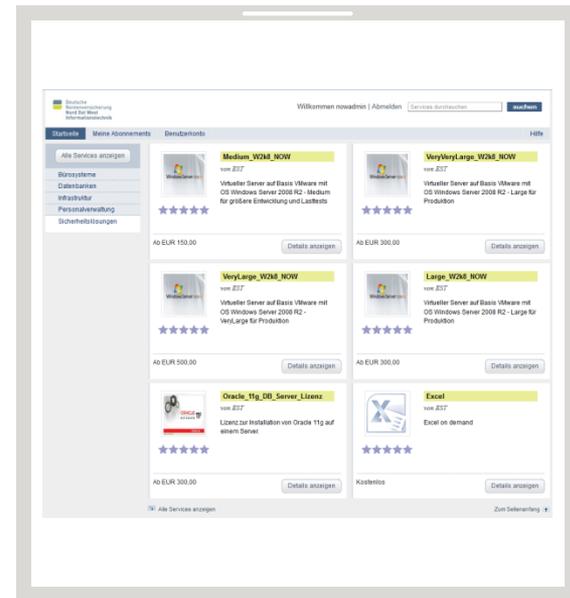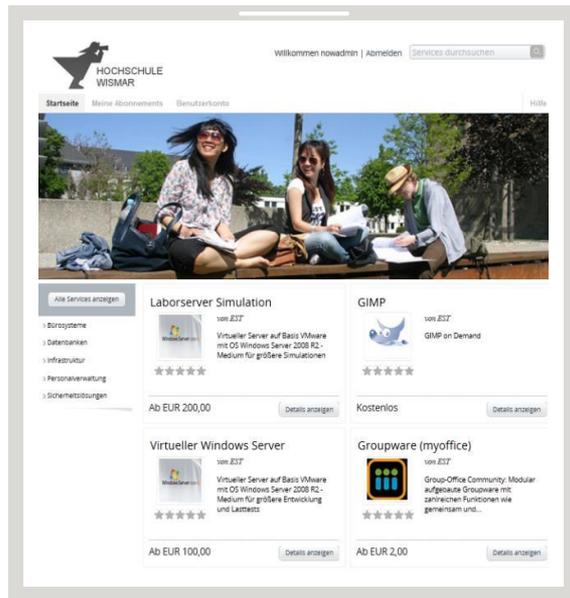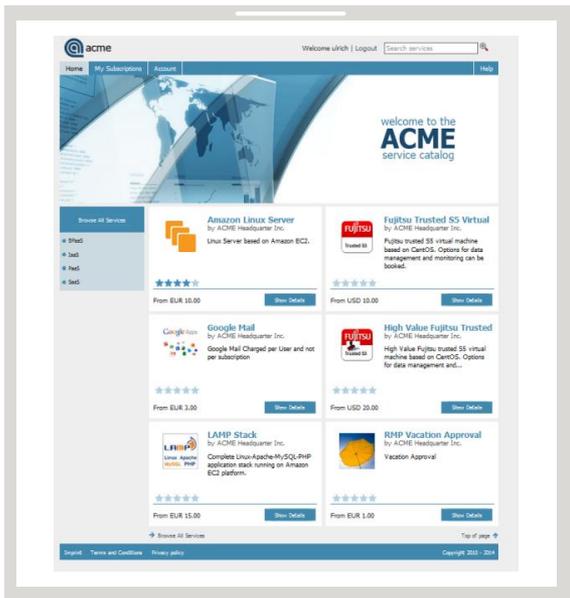# Enterprise Service Catalog Manager (ESCM)

FUJITSU

A **Cloud Enablement Platform** to easily integrate infrastructure resources and applications in order to offer them as **cloud services**.

- Provides all the features to **build, govern** and **support** a hybrid service-based ecosystem.

- **Integrate** and **manage** distributed services (internal and external).

- Provides a single, flexible **solution store**

| Admins | ... | Users |

ESCM
- Self-service Portal (admin, user)
- Identity, account, subscription
- Price Modeling
- Billing, Reporting
- Automated Provisioning
- Brand, specific process control

SaaS
PaaS
IaaS

amazon webservices

Microsoft Azure

FUJITSU
...

| VI | VI | ... |

▶ **ESCM closes the gap between Public and Private Cloud.**

Your Cloud – Your layout !

Enterprise Service Catalog Manager adapts to your Corporate Design.

ESCM: Features in detail

User Portals
Customer & admin portals

Brand management
Layout customization
for own customer portal

Subscription management
Manage service subscriptions

Tenant provisioning
Provision service instances

Process control
Integrate organization-specific processes

Service provisioning
Provision user access to services

Reporting
Offer comprehensive reports
for providers & service

Identity management
User management,
SSO & access control

Payment
Invoice creation & reporting
for service users

Billing
Collect billing data for creating customer invoices (flexible pricing models)

Event management
Record events to support metering and auditing
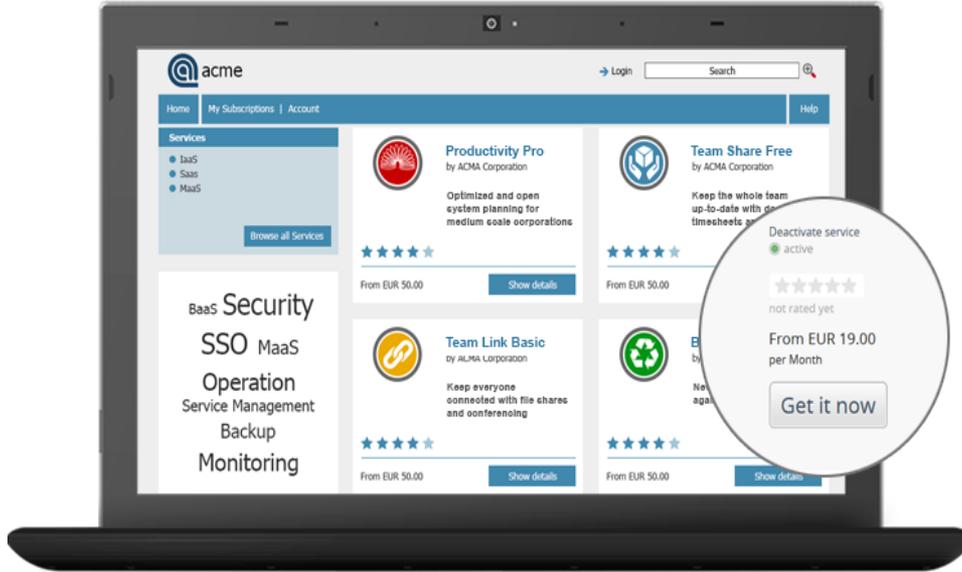
Account management
Handling individual users, accounts, roles, logins

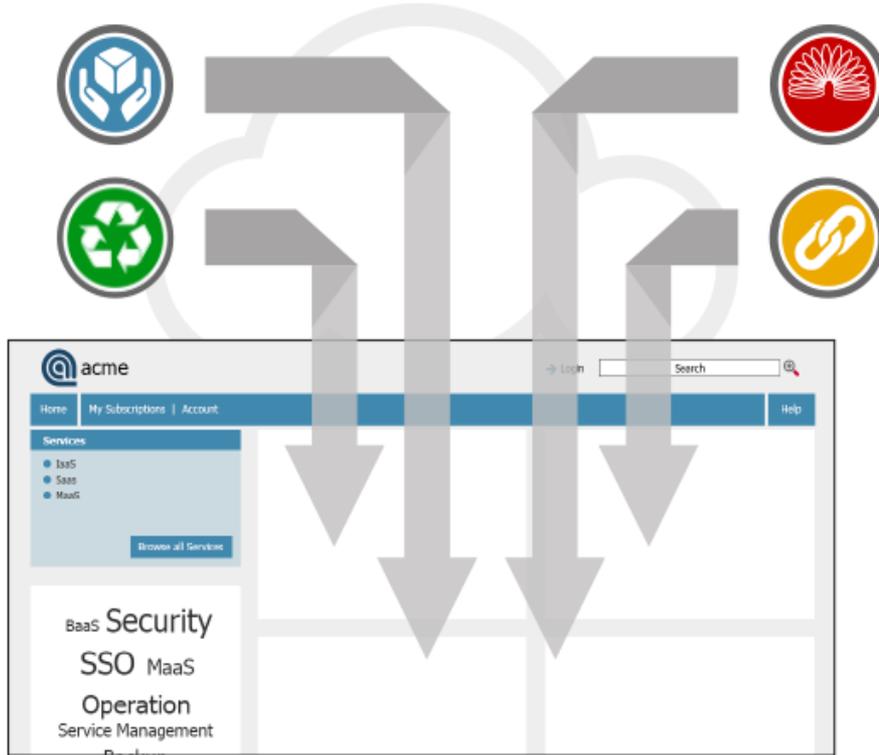# Enterprise Service Catalog Manager

Choose from a broad spectrum of supported use cases
from **SaaS Marketplace** to **Enterprise (IaaS) Store**
for CIOs, Service Providers and End Users

ESCM Benefits – for Users

Enables **end users** to obtain and launch cloud resources and applications with one click in **self-service** mode

ESCM Benefits – for Corporations

Enables CIOs to set up and manage business-friendly **catalogs of cloud services** of any type
(IaaS, PaaS, SaaS, container services)

ESCM Benefits – for Service Providers
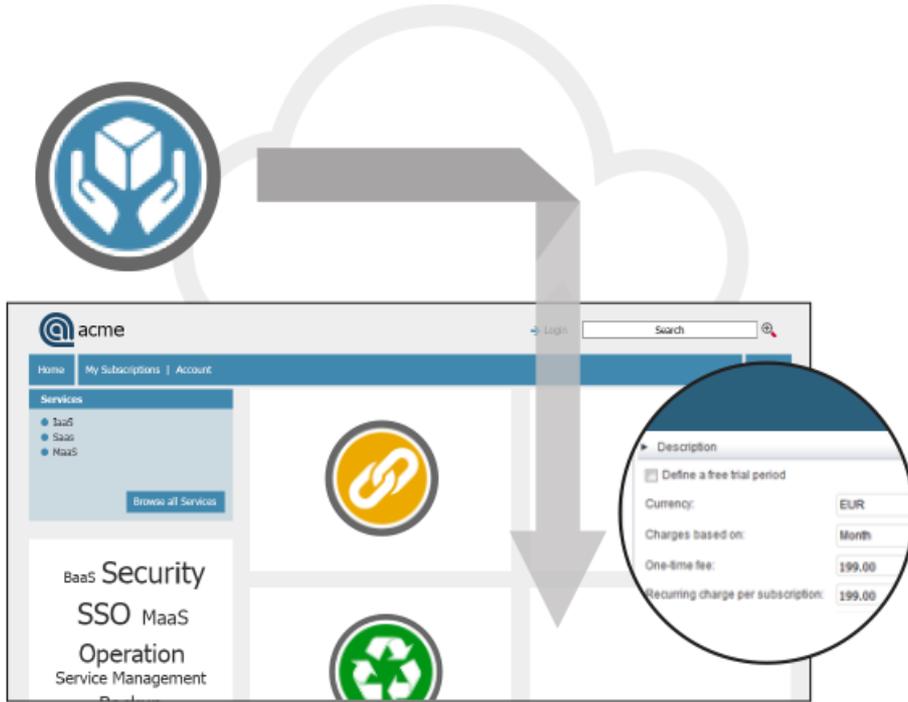
Enables service providers to
quickly define new cloud services
with flexible pricing plans
in order to easily adapt
to new market demands

Optimize Usage with Marketable Services
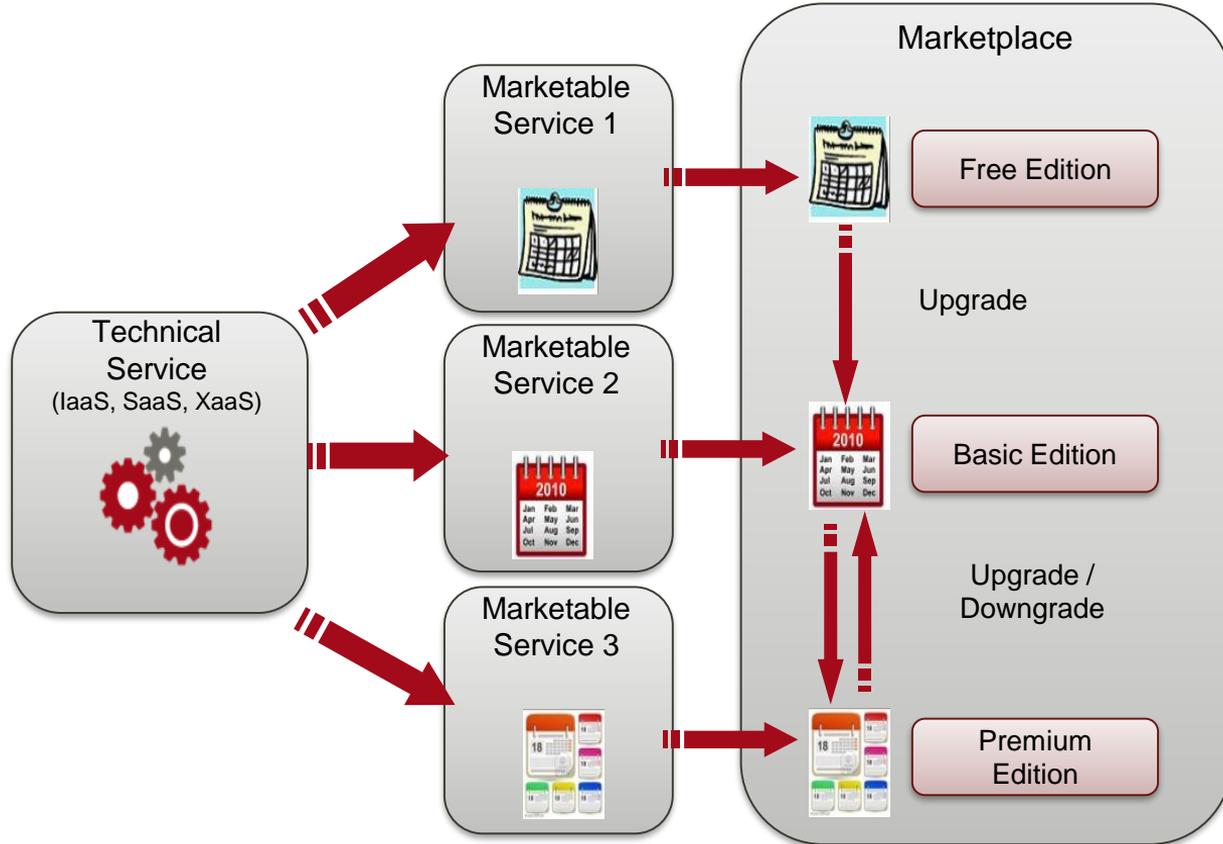
Enterprise Service Catalog Manager Appliance

■ Key Features and Benefits

ESCM Key Features

FUJITSU

1	**Service portal**
	■ Single, flexible solution store experience to business users
	■ Offer cloud services within an interactive service catalog
	■ Create and manage service catalogs

2	**Supplier portal**
	■ Build, govern and support a hybrid cloud service-based ecosystem
	■ Define service offerings including flexible price models
	■ Provide customization features to brand service catalogs

3	**Account and subscription management**
	■ Manage individual users, accounts, roles, and logins
	■ Provide account management capabilities for departments
	■ Single sign-on

4	**Metering and auditing**
	■ Collect data based on usage of services as a basis for billing and reporting
	■ Create invoices and reports for service users

ESCM Appliance, Platform availability options

FUJITSU

Appliance Platform		Description
1	Bare Metal	Single bare metal appliance running a single instance of ESCM
2	Single Node Virtualized	Single node prepared with a VMWare hypervisor that can support multiple instances of the virtualized ESCM
3	Converged Infrastructure Virtualized	A Converged infrastructure platform that can support multiple instances of the virtualized ESCM.

- Pre-validated
  - All options have been pre-validated to ensure that the appliance is able to deliver "peace-of-mind" functionality to your enterprise.

- Pre-integrated
  - The appliance comes pre-integrated to minimize the delivery time and risk of going live with your ESCM in your data center

▶ **All options come ready-to-run**

ESCM Appliance, Simple subscription model

Appliance Platform			Subscription		
1	Bare Metal	$	1 Year $$$	3 Year $$	5 Year $
2	Single Node Virtualized	$$			
3	Converged Infrastructure Virtualized	$$$			

- **All-in-one appliance pricing**
  - A simple single appliance pricing that delivers into your data center a ready to go ESCM appliance
- **All inclusive, annual subscription support pricing**
  - A simple annual subscription in three options to provide an all inclusive complete support*

▶ **Simplified pricing options**

*dependent on SLA option

Key Benefits

1

Platform for Various Solution Stores
- Service Provider Store (public cloud service portal)
- Enterprise Store (a company's solution store in the private cloud)

2

Transparency of IT Solution Landscape
- Perfect, yet flexible, cost transparency of IT usage
- Transparent, yet flexible, authorization processes for new service portal users
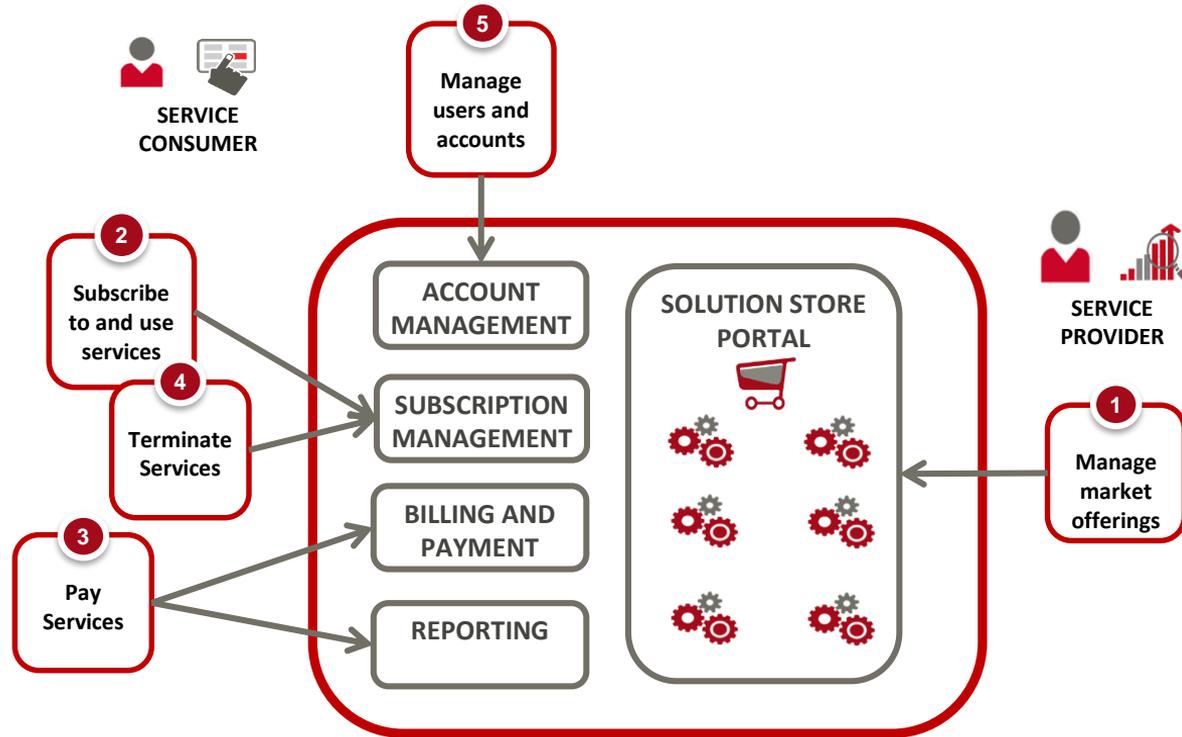
3

Cost Savings
- Rapid deployment to new users, no lengthy provisioning
- Easy right-sizing and de-provisioning of production resources
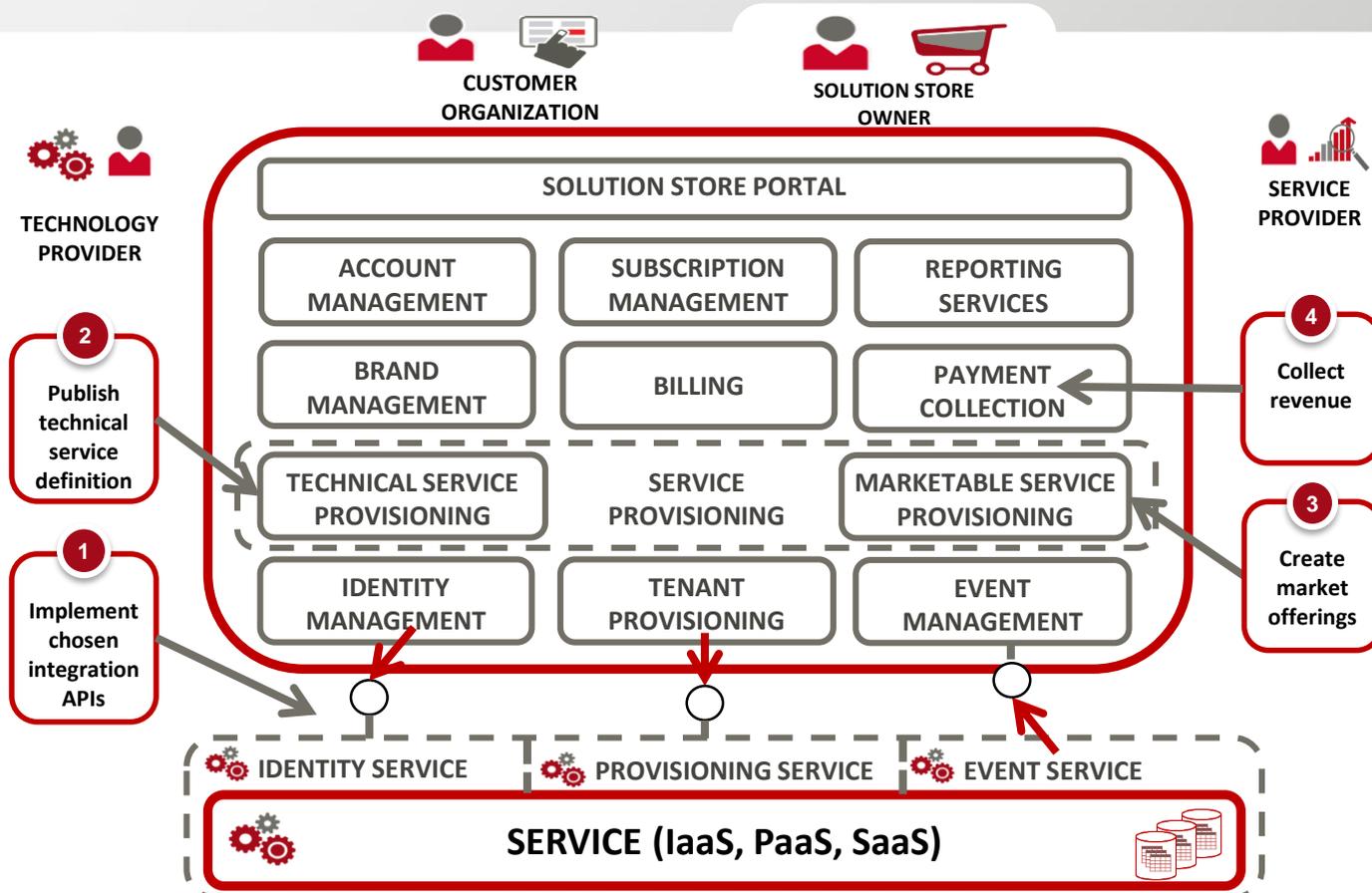- Immediate reaction to shifts in usage patterns (e.g. re-org)

4

Company-wide Standardization of Application Layer
- One-stop self-service portal for subscribing to IT services
- Easy deployment of new applications as services

Consumer View – Using Services

Service Provider View – Managing Services

CUSTOMER ORGANIZATION

SOLUTION STORE OWNER

TECHNOLOGY PROVIDER

SERVICE PROVIDER

SOLUTION STORE PORTAL

ACCOUNT MANAGEMENT	SUBSCRIPTION MANAGEMENT	REPORTING SERVICES
BRAND MANAGEMENT	BILLING	PAYMENT COLLECTION
TECHNICAL SERVICE PROVISIONING	SERVICE PROVISIONING	MARKETABLE SERVICE PROVISIONING
IDENTITY MANAGEMENT	TENANT PROVISIONING	EVENT MANAGEMENT

2 Publish technical service definition

1 Implement chosen integration APIs

4 Collect revenue

3 Create market offerings

IDENTITY SERVICE   PROVISIONING SERVICE   EVENT SERVICE

SERVICE (IaaS, PaaS, SaaS)

ESCM Integration availability matrix*

FUJITSU

IaaS Integrations	Out-of-the-Box	Delivered on Request	Project Specific
FUJITSU K5 Cloud Service		●	
Amazon AWS	●		
OpenStack (SUSE, RedHat)		●	
Microsoft Azure		●	
Microsoft Hyper-V			●
VMware ESXi / vSphere 4, 5, 6	●		
IBM Pureflex		●	
HP CloudSystem Matrix		●	
Oracle VM Manager		●	

PaaS Integrations	Out-of-the-Box	Delivered on request	Project specific
Amazon WS LAMP Stack		●	
Citrix XenApp			●
Oracle Glassfish			●
PostgreSQL			●
Fujitsu FlexFrame Orchestrator			●
Kubernetes (Docker)			●
Microsoft Exchange		●	
Microsoft Lync		●	
Salesforce.com			●
MS Office 365			●
Symantec end-user-protect			●

| SaaS Integrations	Out-of-the-Box	Delivered on request	Project specific
Salesforce.com			●
MS Office 365			●
Symantec end-user-protect			●
Fujitsu RunMyProcess			●
Any virtualized App		●	
Any mobile App		●	
Any Web-based App		●	

▶ **Comprehensive ready-to-go integration options.**

*Availability as of Oct 2017, subject to change

White label service catalog interface

- Customizable branding image, multiple languages are supported
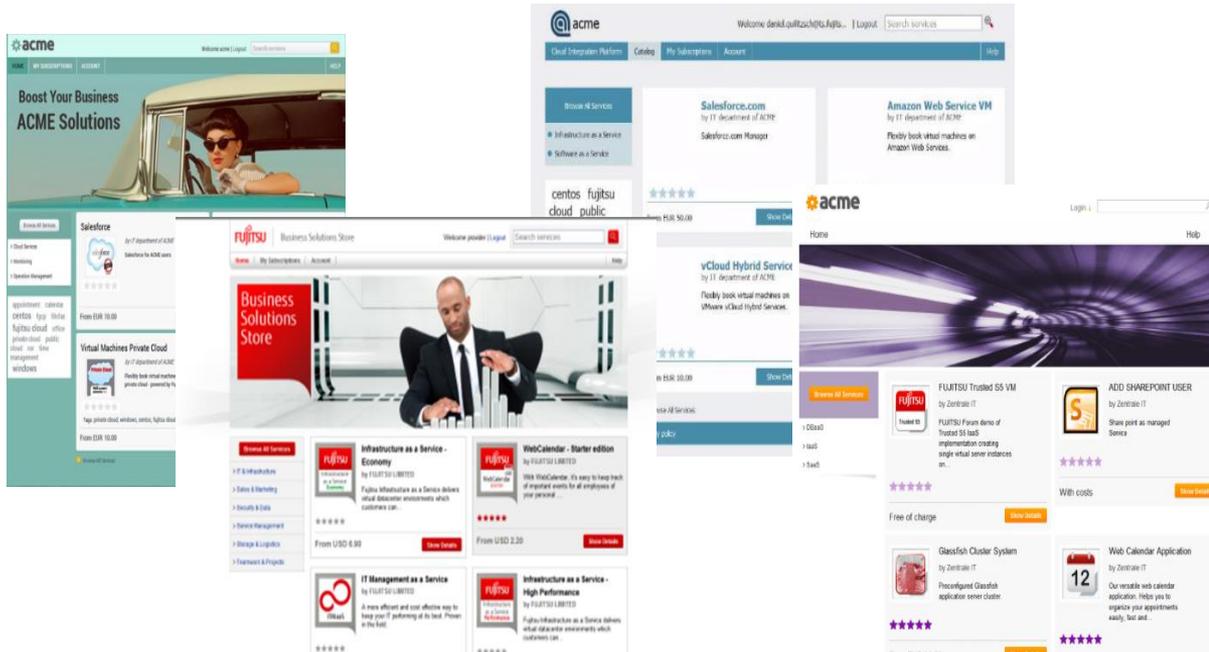
ESCM Appliance – "QuickStart" Simply and Completely Delivered

Setup

Setup ESCM appliance into customer DC

System Integration

Integration into Customer AWS account

Integration into customer network environment

Integrate into customer mailserver

Setup basic user accounts

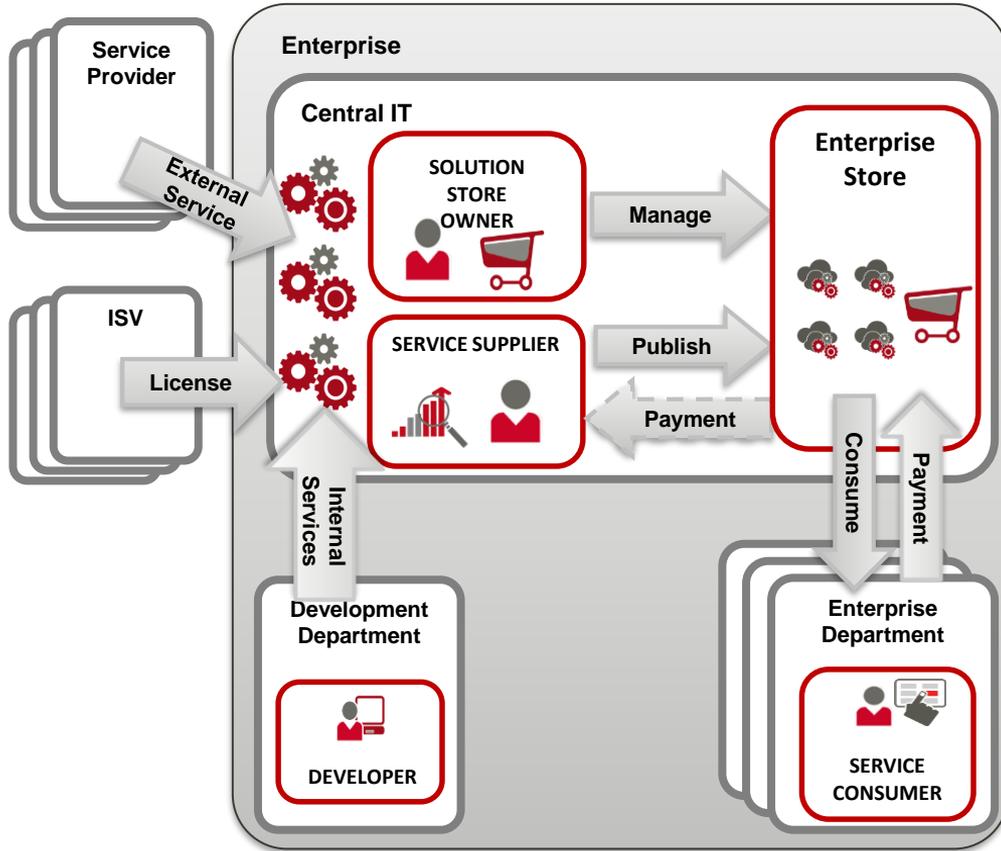Basic ESCM portal setup

Basic security hardening

Training

Basic administration training

Train the trainer, end user training

Support
9 x 5, NBD Onsite
24 x 7, NBD Onsite

Enterprise Service Catalog Manager Appliance

■ Use Cases / References

Use Case – Private Services

- Allows CIOs to easily integrate, manage and offer distributed internal services
- Enables CIOs to ensure IT governance and control usage and costs for IT services

Use Case – Public Services
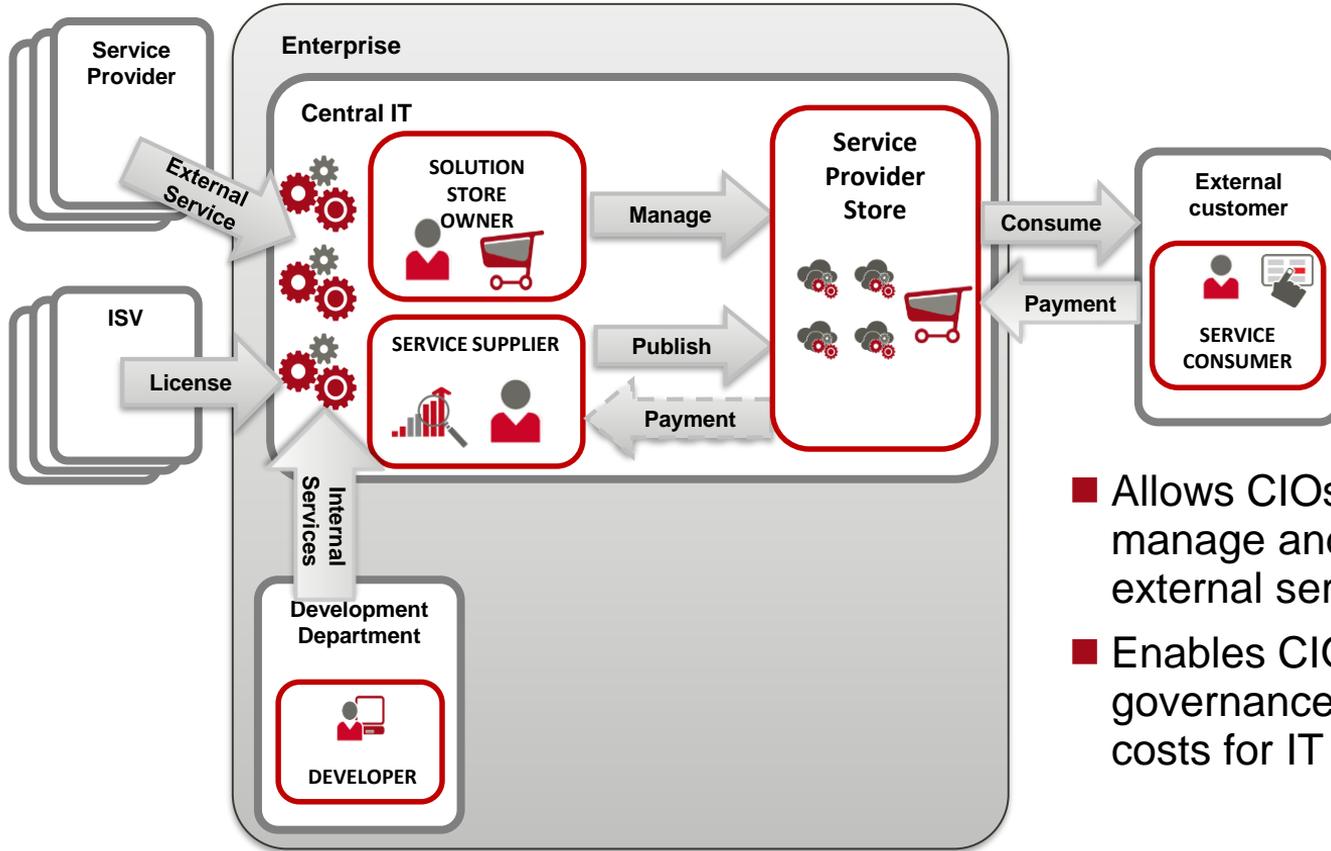
- Allows CIOs to easily integrate, manage and offer distributed external services

- Enables CIOs to ensure IT governance and control usage and costs for IT services

Use Case – Private, Public and Hybrid Services
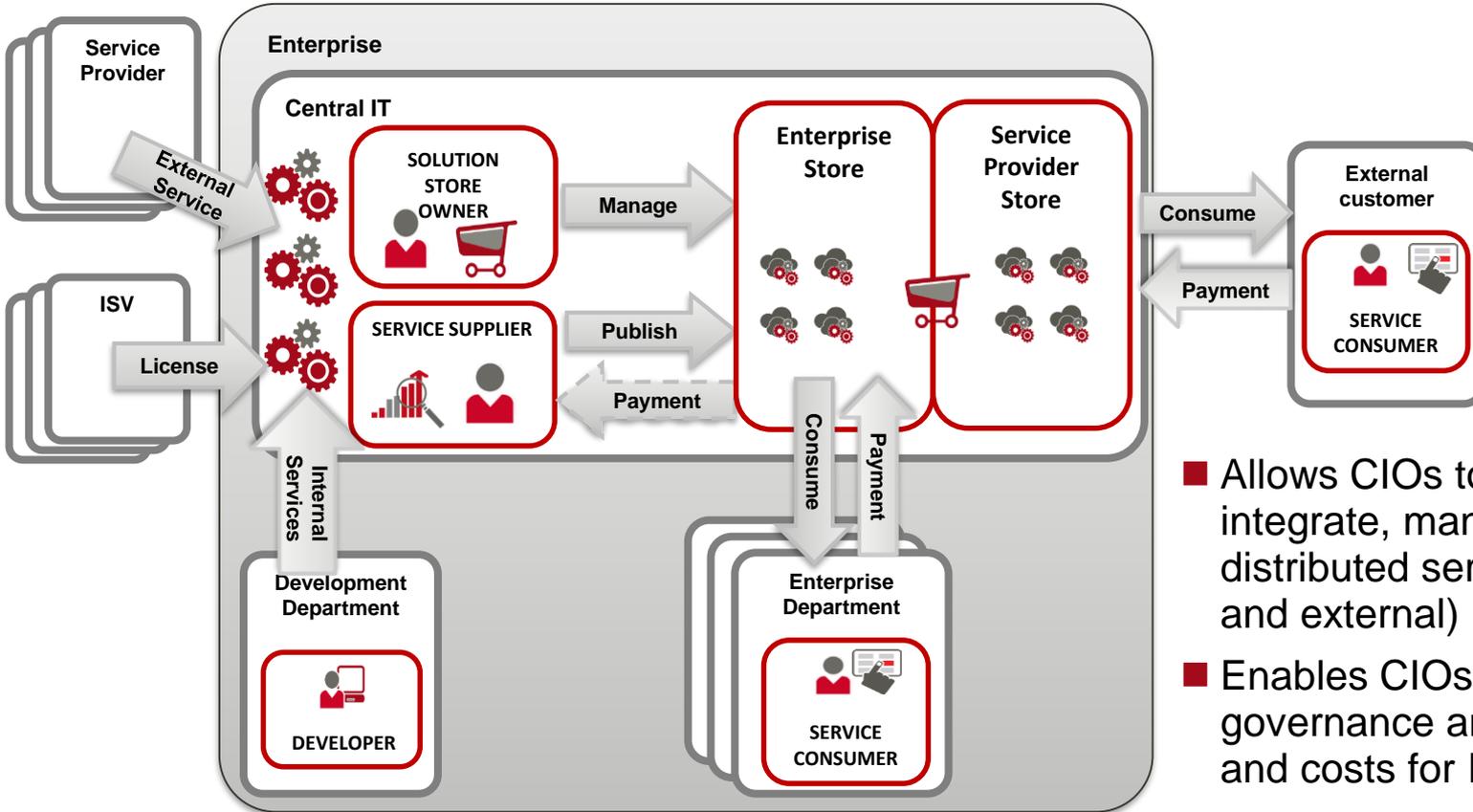
- Allows CIOs to easily integrate, manage and offer distributed services (internal and external)
- Enables CIOs to ensure IT governance and control usage and costs for IT services

Biometric Security (US / commercial / live)

Fujitsu S5-based Application Server Landscape

Challenges

- Manage complete PaaS environments for Customer PoCs (several deployments per day)
- Booking / scale in and scale out initiated by user
- Prepare complete system within hours

Solution

- OSCM-based Enterprise Store, installed on Fujitsu S5 IaaS
- Integrated Fujitsu S5 API for virtual server provisioning and firewall setup
- Integrated configuration tool for application server setup
- Integrated manual work steps

# German Public Services IT (Germany / commercial / live)

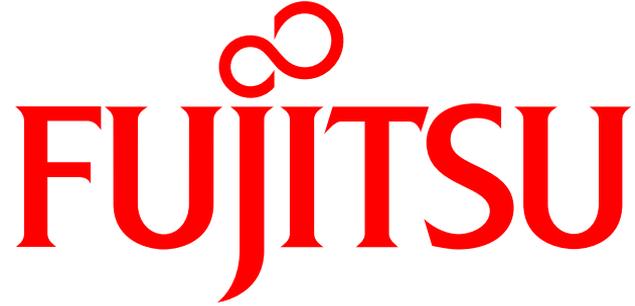**FUJITSU**

Vmware-based Server Services

Challenges

- Need to manage various distributed and independent VMware islands
- Lack of standardization
- Need to have short-term delivery and self-service

Solution

- ESCM-based Enterprise Store, on-premise installation
- Integrated multiple distributed VMware ESX clusters
- Extensions for automated customer-compliant server name generation, IP address pooling, existing VM import, MS AD login, MS AD domain handling, approval
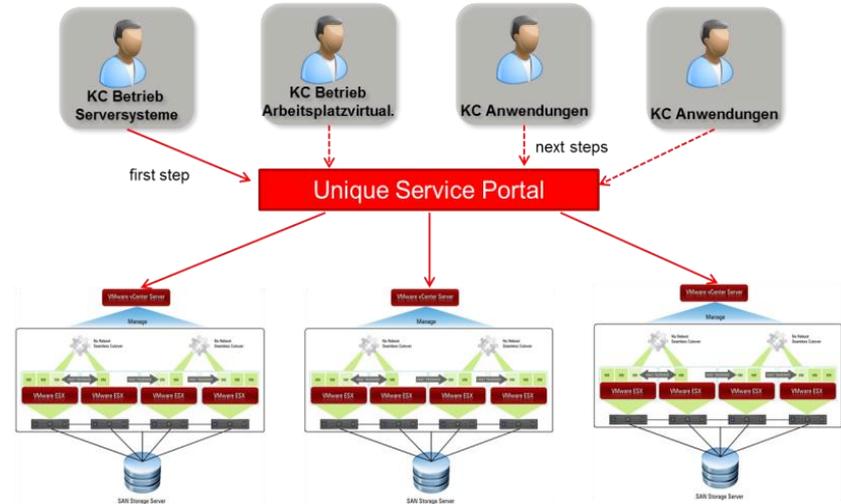
Hamburg, Münster, Düsseldorf, Leipzig, …