

Oasis: FAQ Sheet

Who is Optinuity?

Optinuity is an early pioneer in the IT Process Automation or Run Book Automation (RBA) market. Today, Optinuity has extended its technology platform beyond RBA to deliver Autonomic Policy Management (APM) – a revolutionary way for complex computing environments to become self-managed.

What is Autonomic Policy Management (APM)?

Autonomic Policy Management (APM) is about moving from a mode of IT management that is reactive and manual to one that is proactive and requires no human intervention. Autonomic Policy Management is about automation – specifically to make complex business systems self-configuring, self-healing and self optimizing -- in essence, self-managing. This is accomplished by embedding closed-loop automated processes – or Autonomic Policies – at the application infrastructure rather than in the systems management infrastructure. These Autonomic Policies provide enterprises with a practical way to achieve self-managing systems without requiring complex integrations with a myriad of point management tools. Autonomic Policy Management is inherently proactive because it deals with problems before the end-user is ever affected. In essence, rather than viewing business system issues and problems as abnormal, requiring monitoring and human intervention to correct, the concept of Autonomic Policy Management (APM) views these issues and problems as normal occurrences and embeds self-correcting processes within the business system itself.

What is Oasis?

Oasis is new, patent-pending technology, that combines elements of run-book automation, enterprise job scheduling, adaptive monitoring and policy management into a seamless software solution. The result: Oasis is the industry's first Autonomic Policy Management System, a software environment which allows enterprises to create and deploy autonomic policies in order to achieve self-management for critical business applications.

Oasis is currently available and receiving positive reactions from customers and prospects.

What are the benefits?

By implementing Autonomic Policy Management around critical business applications, IT organizations are able to:

- Dramatically increase service levels and availability for these business systems;
- Radically reduce service tickets and the staff required to reactively respond to those tickets;
- Liberate technical support staff from “fire-fighting” mode and instead focus them on technologies that can drive business objectives;
- Simplify today's management model by reducing and/or eliminating point management tools; and
- Eliminate compliance and security vulnerabilities caused by distributed scripts and human intervention.

What types of enterprises could benefit from Oasis?

Oasis is perfectly suited for large-to-mid sized companies with highly distributed and heterogeneous IT environments. Autonomic Policy Management (and therefore Oasis) delivers the highest value around “high-touch” mission critical business applications and their underlying computing infrastructure. High-touch implies that there is significant human intervention required to ensure that the business application is performing at a suitable level.

Applications such as billing, provisioning or trading systems are becoming more complex, distributed, and heterogeneous by the day. This results in increased downtime and performance issues, increased maintenance costs, and increased security and compliance vulnerabilities.

What is driving the market? Complexity.

It is widely recognized by IT executives that there is a complexity crisis associated with today's computing systems. Specifically, the increasing complexity of today's business-critical computing systems is outpacing the supply of skilled IT labor and the sophistication of traditional systems management tools available to effectively and efficiently keep these

business systems running in an optimized fashion. This complexity crisis has become a barrier to initiatives aimed at future business innovation since so much of an enterprise's operational expenses and labor resources are captive to running the existing systems.

Why should enterprises move away from the traditional way of managing IT?

The current model of managing IT is reactive - legions of highly paid IT staff use a myriad of software management tools, glued together with /ad hoc scripts, to watch for and react to operational anomalies. The very fact that this model is reactive implies that service levels are less than optimal.

The current model is costly - beyond the personnel costs, most enterprises have invested millions of dollars in systems management tools only to find that many of these tools are actually contributing disproportionately to the complexity issue.

Additionally, the current management model makes it very difficult to comply with evolving security and regulatory requirements. As more people are involved in managing these systems, the more likely is "accidental" proliferation of "root" or "admin" privileges. The more organizations continue to allow proliferation of rogue scripts, the more likely embedded permissions which are not encrypted will be seen by the wrong eyes.

How does Autonomic Policy Management (APM) differ from RBA?

Autonomic Policy Management is very different because it is the only approach that seamlessly combines policy-based management, adaptive monitoring, run-book automation and enterprise job scheduling technology. This powerful combination allows us to attack the IT complexity crisis proactively from a business application perspective rather than an infrastructure component perspective.

RBA has come to mean automating the reaction to events in an IT environment. For instance, it is commonly used to orchestrate change management and problem management processes following ITIL guidelines. We refer to this as "downstream" automation because it is simply automating reactive processes that take place well after the incident occurs.

In contrast, Autonomic Policy Management enables enterprises to tackle the business system problem proactively, or "upstream," at the application layer. Upstream management is accomplished by embed-

ding closed-loop automated processes - or Autonomic Policies - at the application infrastructure level rather than in the systems management infrastructure.

Who are your leading customers?

We pioneered the IT Process Automation market with C2O, our legacy RBA solution. It has been deployed in hundreds of large and very complex IT environments around the world with a concentration in the healthcare, financial services and telecommunications sectors.

One of our largest customers to date is a provider of cable services. They have purchased over \$1 million of licenses from us to implement Autonomic Policies for a number of their critical business systems. One of their uses of the software includes implementing an Autonomic Policy that ensures that the provisioning system for their broadband Internet services always has sufficient pools of IP addresses available to handle new customer installs. Implementing this Autonomic Policy saved them over \$1 million annually in wasted tech time and lost revenue.

Isn't autonomic computing an IBM term?

In 2001, IBM Research Labs introduced the concept of autonomic computing as a vision wherein complex computing systems would be characterized by self-managing attributes. Specifically, they would be self-configuring, self-healing, self-optimizing and self-protecting. The benefits of such systems are undeniable. Reduced maintenance costs, increased application availability and resiliency, not to mention the ability to manage an entirely new level of system complexity that could then support a completely new paradigm of business initiatives.

Oasis is the world's only product that in a single comprehensive system allows IT organizations to achieve the benefits of autonomic computing. Optinuity uses the term Autonomic Policy Management to mean the IT management theory of taking each critical business system and applying an Autonomic Policy unique to the vagaries of that system to make the system self-managed. This process applies to legacy systems as well as future systems. Autonomic Computing is a more general term that implies automation to achieve self-management and is not specific in its perspective. In other words, Autonomic Policy Management applies specifically to the business application (i.e., system) while Autonomic Computing can apply at the component level (i.e., single server), an infrastructure group level (i.e., server farm or SAN cluster) or the business application level.