

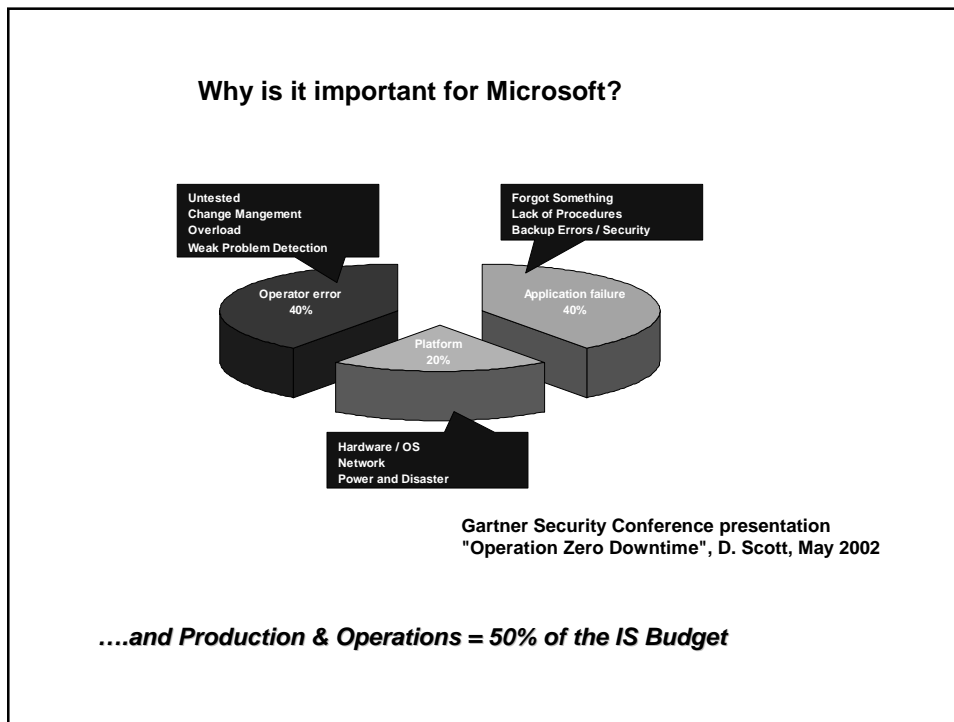
**1<sup>st</sup> BCS CMSG Conference 2003**  
**Implementing CM Everywhere, Change, Configuration & Content Management**

Agility with Ability  
Towards Operational Excellence  
Mark Cartwright - Microsoft

**Agenda**

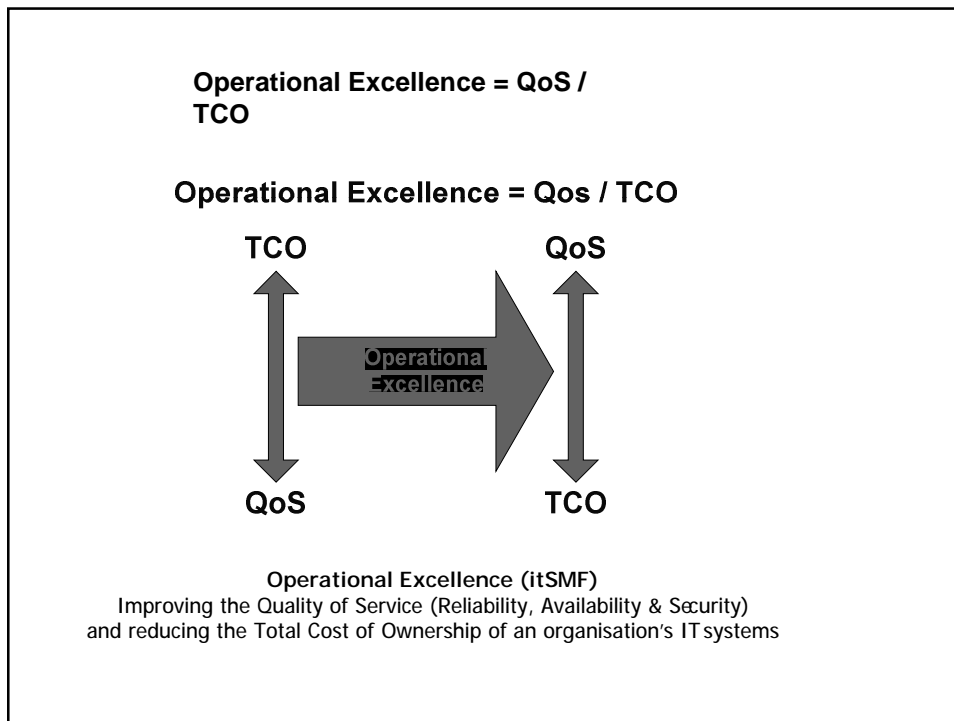
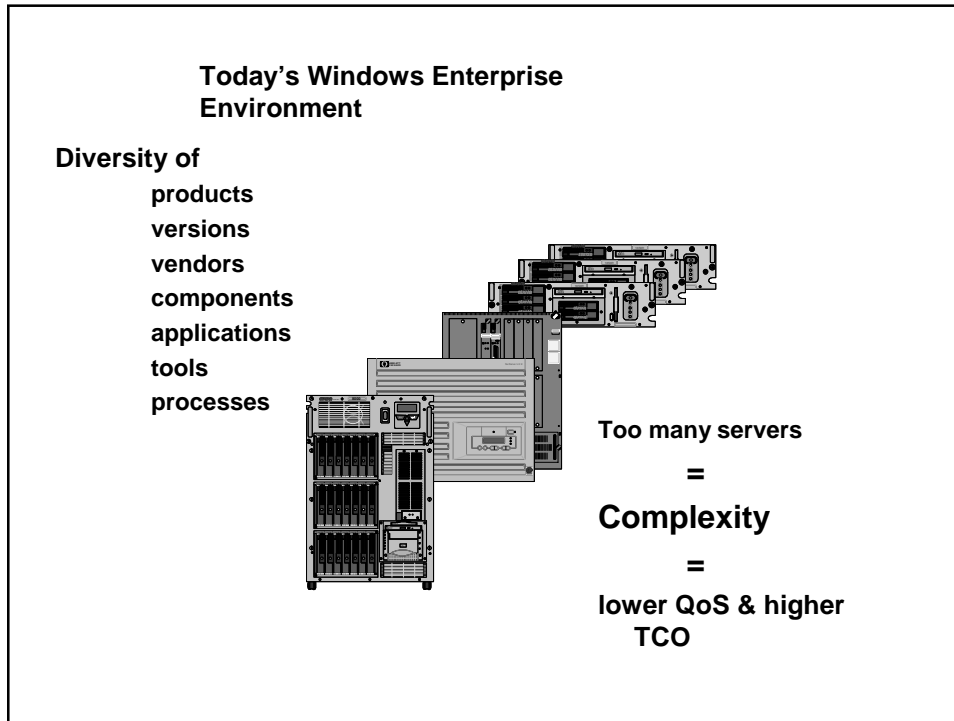
- § Approach to Operational Excellence
- § Microsoft Environments today
- § What is Operational Excellence?
- § Simplify the technology
- § Manage the essentials
- § Operational Excellence model and components
- § Operational Excellence and CM
- § Making the business case
- § The future – CM by design

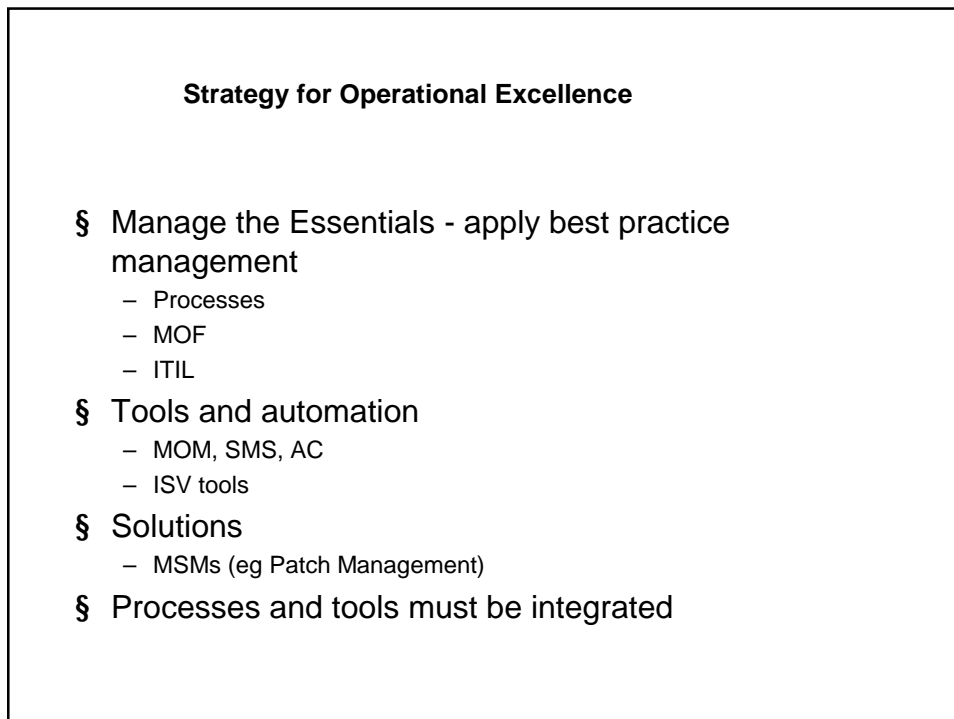
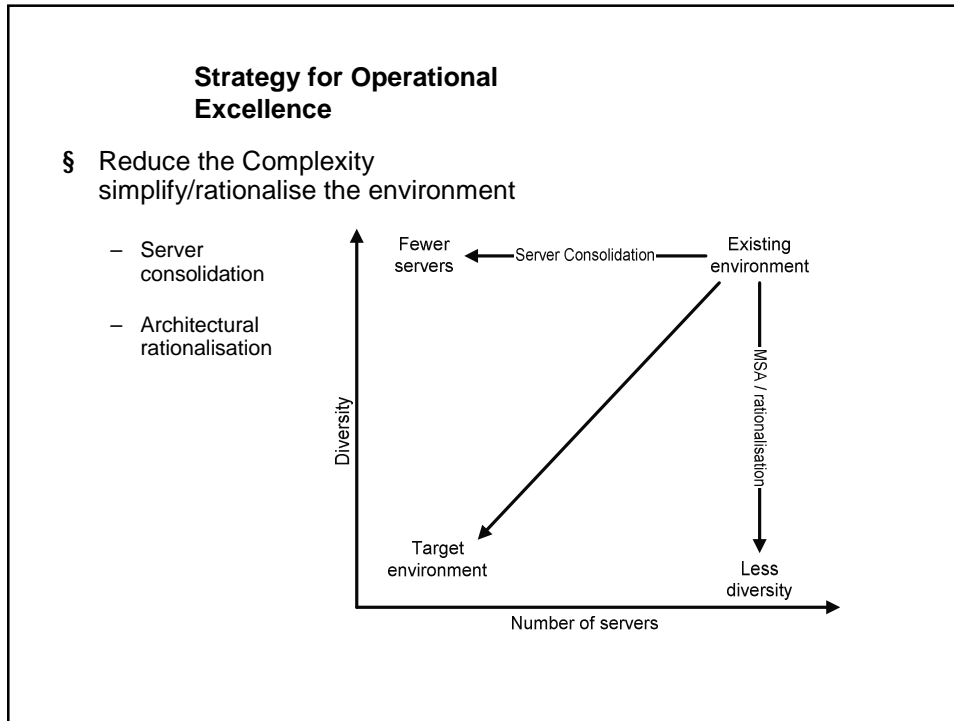
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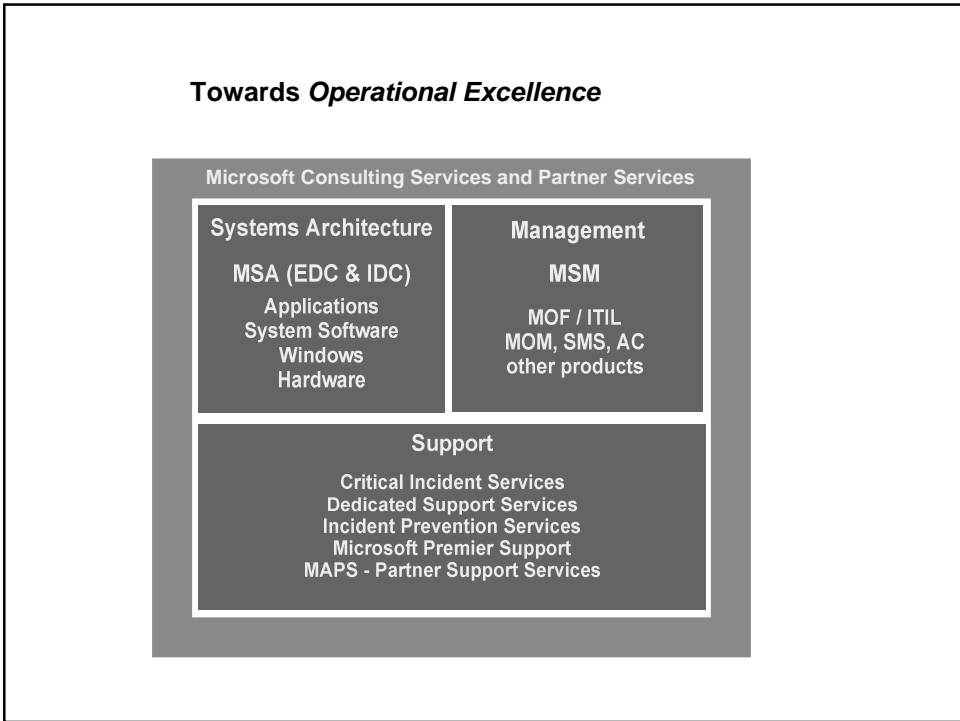
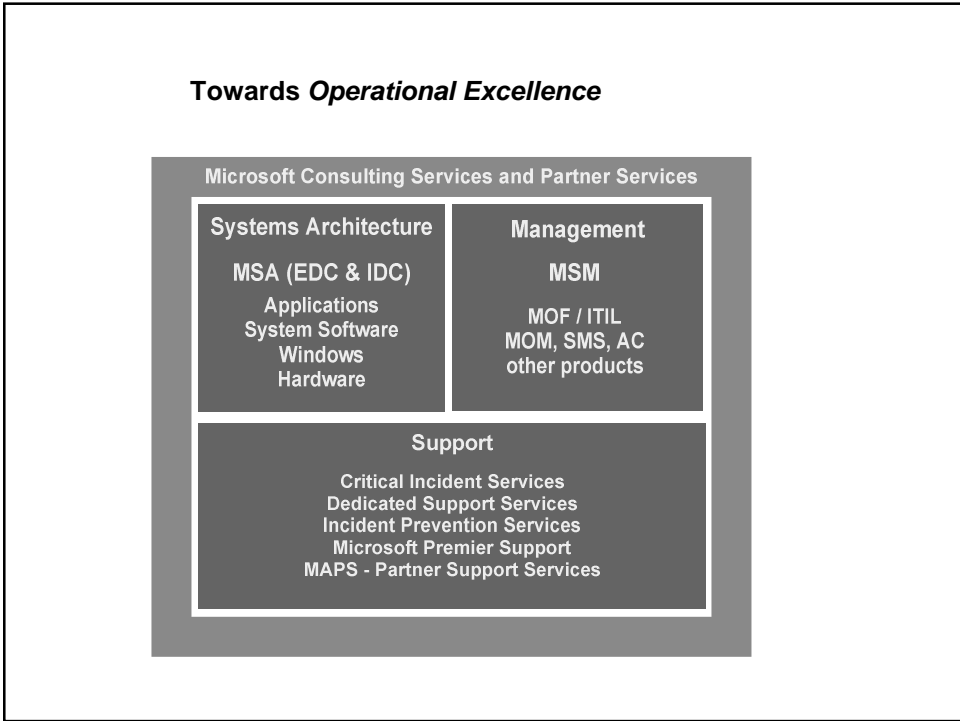
**Operational Excellence Approach**

- § Research customers and partners
- § Knowledge from MS support org
- § Customer and partner engagements
- § itSMF
- § Initial findings
- § Validation
  - Internal, external, analysts
- § Work in progress
- § Consistent feedback





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### **The Architecture Problem**

- § Data Centre Complexity
  - Design and build
  - Operating; fear of changes
- § Product-specific best practices
  - Customers and Partners have to "fill in the gaps"
- § Security
  - Not designed end-to-end
  - often a checkpoint at the end of the build
- § Evolution rather than Design
  - Windows data centres have often evolved rather than been designed

**Windows infrastructures are not typically managed with the same discipline as some other infrastructures**

### **Microsoft Systems Architecture (MSA)**

- § MSA is a series of data centre infrastructure architectures optimised for Windows
  - Internet Data Centre (IDC)
  - Enterprise Data Centre (EDC)
- § These architectures provide:
  - Consolidated best practices for the whole infrastructure
  - A tested infrastructure architecture to build on
  - Maximum security implemented on an infrastructure-wide basis
  - High Availability extended to the entire computing environment
  - Scalability designed-in

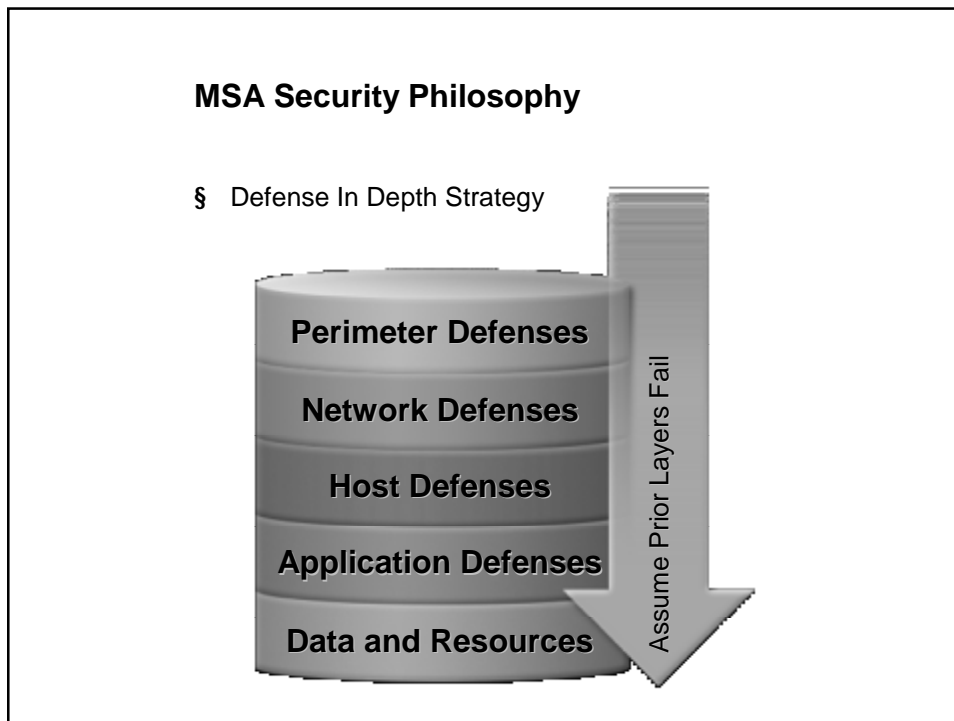
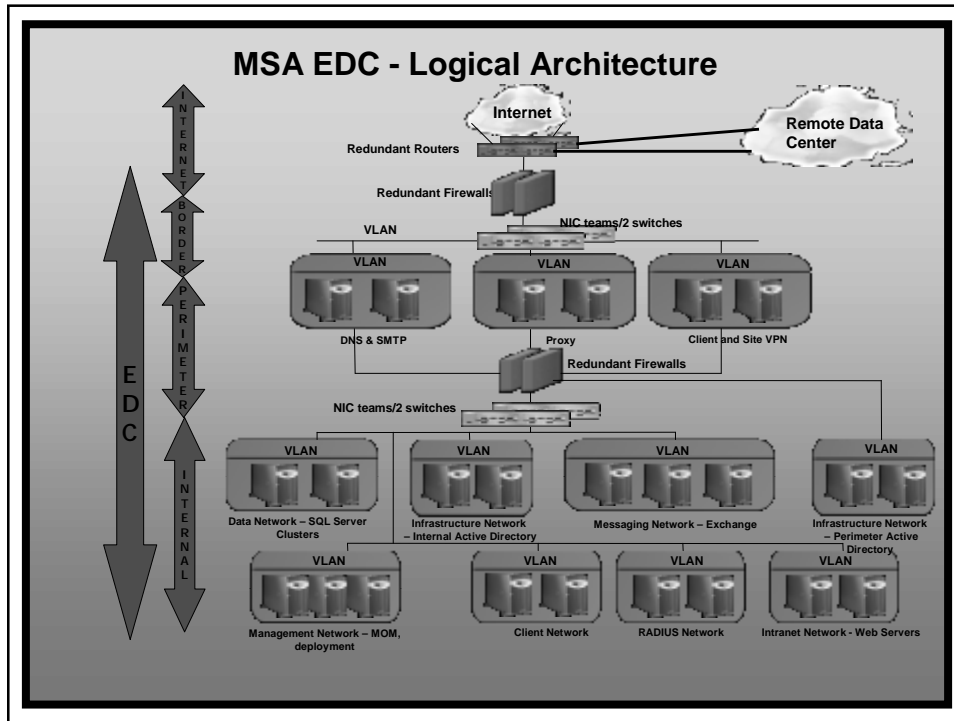
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**MSA Elements**

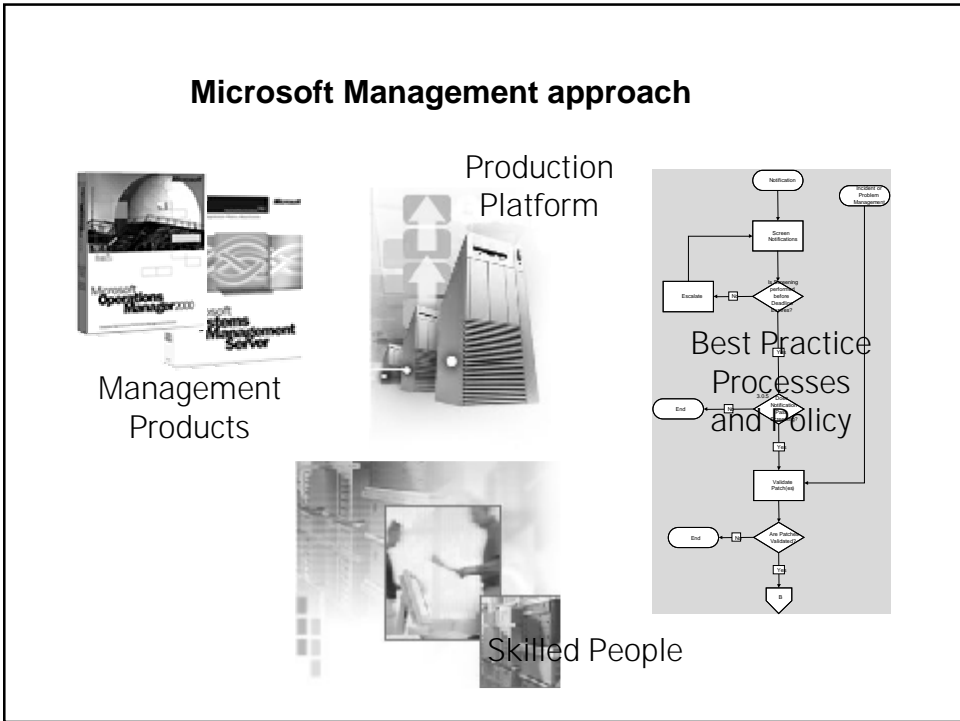
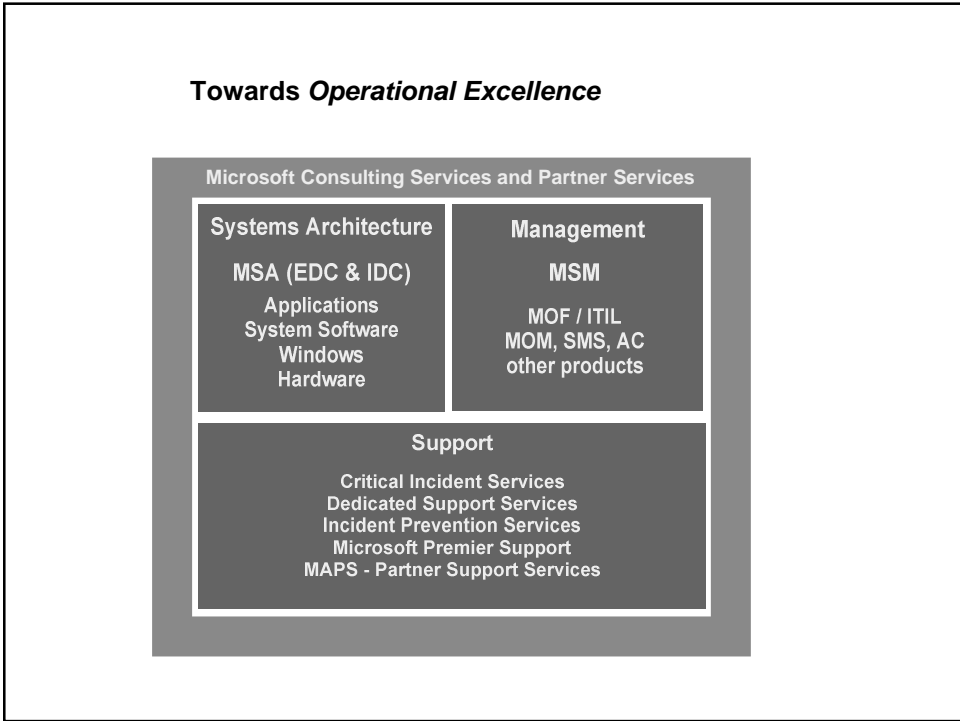
- § Network Architecture and Devices
- § Security Architecture and Services
- § Server Deployment Services
- § Management and Monitoring Services
- § Network Infrastructure Services
- § Firewall Services
- § Directory Services
- § File and Print Services
- § Data Services
- § Messaging Services
- § Operations Framework

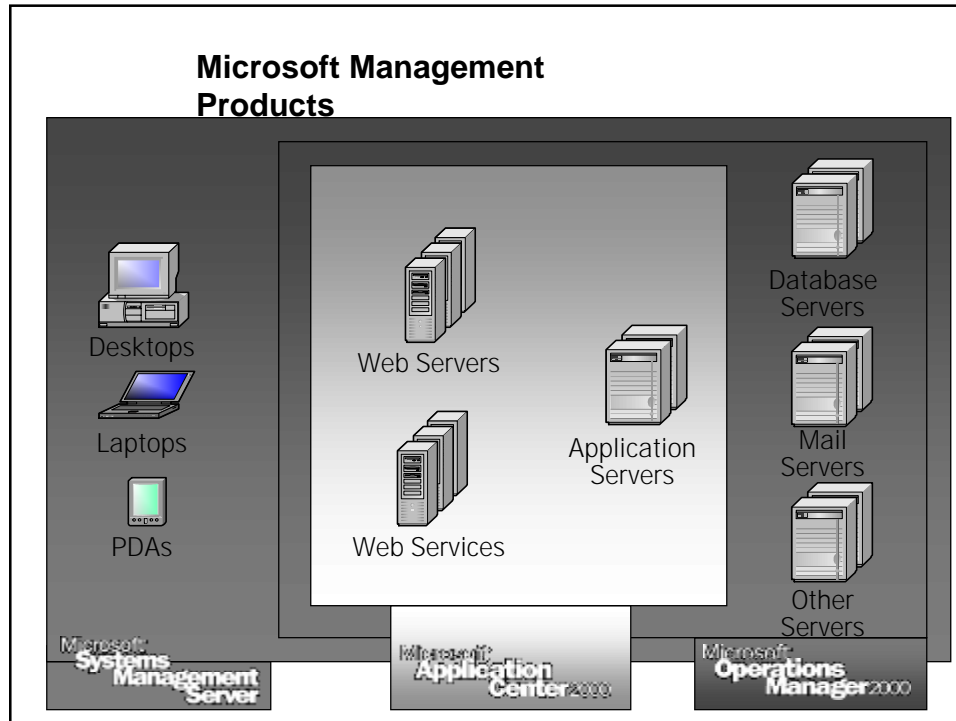
**MSA Collateral**

- § Reference Architectures
  - Logical Designs
  - Data center configurations
  - Architectural Design Guidance
- § Prescriptive Documentation (MS and partners)
  - Physical Design
  - Validated, tested, proof-of-concept configurations
  - Deployment Guides, Tools and Scripts
  - Bill of Materials
  - Operations Guide
  - Services and Support Guides



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### Microsoft Solutions for Management (MSM)

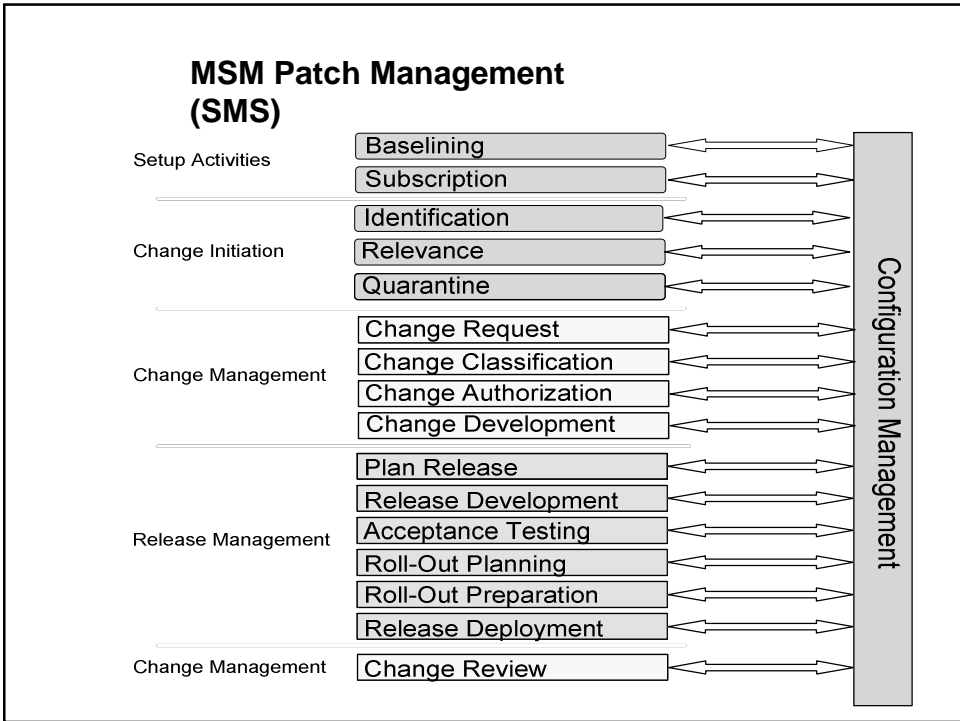
- § Gives customers the tools and best practices they need to effectively manage the Microsoft® Windows® platform
- § Provides easy-to-understand, prescriptive guidance for managing enterprise IT
- § Uses process implementation to reduce management costs
- § Relies on Windows management technologies to make it easy to reliably build, configure, deploy, test, and maintain the platform
- § Delivered by MCS or MCS Partners

### Microsoft Solutions for Management (MSM)

- § Integrated people, process & technology
- § Targeted customer scenarios
- § Engineered, tested and proven
- § MOF / ITIL

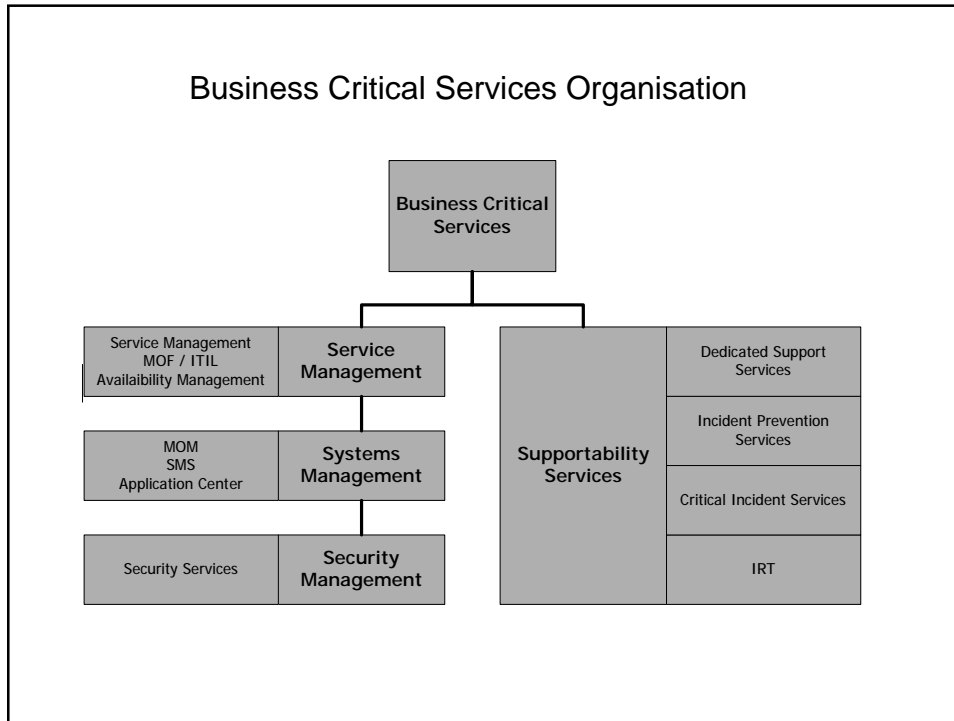


<p><b>Available Offerings</b></p> <ul style="list-style-type: none"> <li>§ Operations Assessment</li> <li>§ Patch Management</li> <li>§ Service Monitoring &amp; Control</li> <li>§ New Application Installation</li> </ul>	<p><b>In Development</b></p> <ul style="list-style-type: none"> <li>§ Core Windows Mgt</li> <li>§ Business Desktop Deployment</li> </ul>
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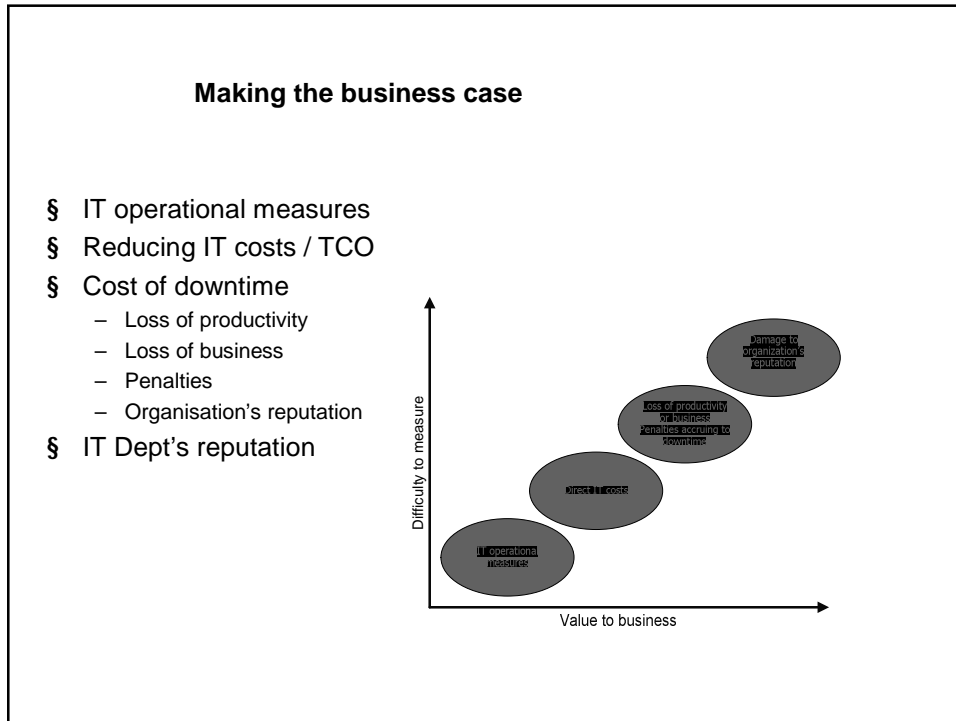
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**Operational Excellence and Configuration Management**

- § Experience and examples
  - Security alerts
  - Managing complex environments
  - Patch Management
- § Lack of CM often at the root
- § The HA paradox – increased cost, more downtime
- § CM tools
- § Core part of MSM and MSA
- § Can you have Service Management without CM?
- § The least mature SMF?



### Dynamic Systems Initiative

*uniting hardware, software and service vendors  
around a software architecture...*

A 3 to 5 year road map delivering:

- § Application development tools that build smart, self-aware software
- § Operating systems that virtualize & dynamically allocate resources
- § Self-describing server applications with manageability built right in
- § Automated management solutions built on .NET and Web Services

*...which enables customers to harness the power of industry  
standard hardware and brings simplicity, automation and flexibility to  
IT operations*

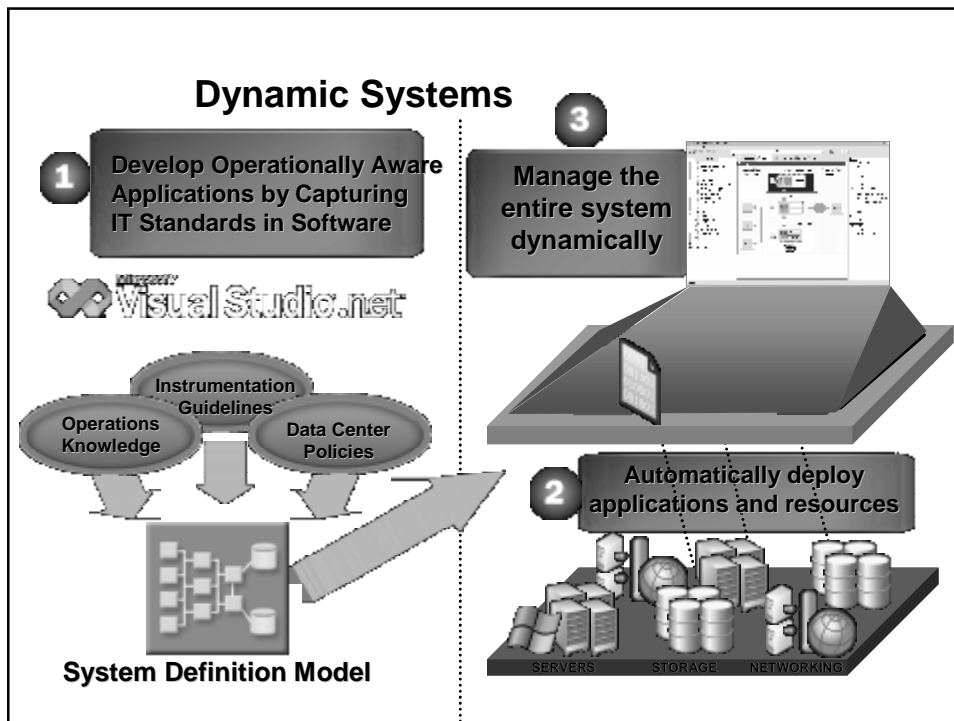
## Dynamic Systems Initiative

Business Agility Through Software Architecture

Dynamic Resource Allocation  
*Automated Deployment Services*

Design for Operations  
*Management built into the platform & applications*

Next Generation Management Tools  
*Guided by System Definition Model*



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Resources

**More information....**

Operational Excellence

<http://www.microsoft.com/uk/opex>

markca@microsoft.com