

# BMC Cloud Management and Amazon Web Services

Manage your on-premise IT and external Amazon Web Services cloud environments with BMC Cloud Management

## Key benefits

- » Leverage internal and external resources for maximum flexibility
- » Automate provisioning of customized full-stacks for users, regardless of deployment location
- » Deliver optimal service performance across on-premise and AWS-based cloud services
- » Optimize capital and operational expenditures in support of business needs

## Business challenge

Cloud computing provides tremendous flexibility to the business, enabling both short-term and long-term resource needs to be met and managed, while also optimizing the costs of cloud service delivery. One key lever of both agility and cost optimization is utilizing external resources to augment those IT resources within the organization. Doing so, however, introduces the potential for provisioning and management redundancy and complexity.

## The BMC and Amazon Web Services solution

BMC has aligned with Amazon Web Services (AWS) to deliver world-class cloud management solutions that provide an integrated and extended toolset for enterprise cloud-based deployments. These innovative offerings enable you to take advantage of AWS's flexible, cost-effective, elastic IT infrastructure using BMC's comprehensive set of solutions for planning, building, and running enterprise IT environments. The two companies are engaged in ongoing technology and business collaboration to provide innovative cloud management solutions as enterprise workloads migrate to the cloud.

## The AWS difference

AWS delivers reliable, scalable, and cost-effective computing resources on which to deploy corporate applications and services. With AWS's infrastructure web service platform in the cloud, you gain access to a suite of elastic IT infrastructure services to support your business demands. With AWS, you pay for what is used, with no up-front expenses, no long-term contracts, and no minimum commitments, making AWS a cost-effective way to extend your IT services.

AWS has built-out a massive global computing infrastructure that is utilized by customers worldwide and is the backbone of Amazon.com's multi-billion dollar retail business and transactional enterprise. This scalable, reliable, and secure distributed computing infrastructure has been honed for over a decade. AWS ensures that enterprise IT organizations have the capacity and the transactional power at their fingertips whenever and wherever it is needed.

## The BMC difference

### Cloud lifecycle management

BMC Cloud Lifecycle Management delivers an operational model for the lifecycle of cloud services, whether onsite or in the cloud. Beginning with a user request, submitted through a self-service portal, BMC Cloud Lifecycle Management manages the automated provisioning of full-stack, multi-tier applications and monitoring components for each cloud service. With its ability to provision to AWS, the solution can be configured to draw from the scalable resources of that external cloud environment to support a host of workloads — from web hosting to internal applications to collaboration solutions.

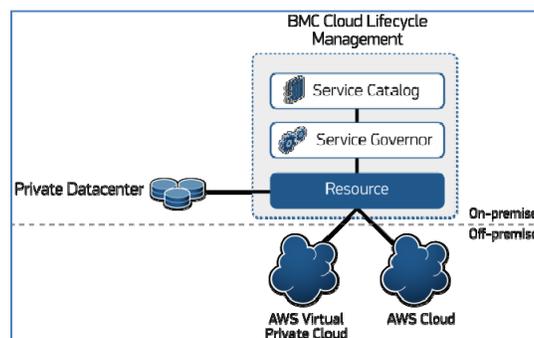


Figure 1. BMC Cloud Lifecycle Management manages the automated provisioning of both internal IT and external AWS clouds.



The benefits of using BMC Cloud Lifecycle Management to manage AWS include the ability to:

- » Deploy full-stack, multi-tier applications on premise or to the AWS cloud
- » Seamlessly incorporate AWS into an on-premise/off-premise architecture
- » Support multiple AWS regions and availability zones
- » Expose AWS-specific resources in your local service catalog
- » Integrate with existing IT control systems, such as change management and ticketing

### Application platform provisioning

Without automation, deploying and managing applications and databases in public cloud or on-premise IT environments requires a great deal of manual effort and ongoing maintenance of script libraries. BMC automates the provisioning and “known-good” configuration of multi-tier applications and database servers.

- » **Application deployment and configuration.** BMC Application Automation configures application environments and executes deployment across AWS and enterprise data centers. Every deployment is executed the same way. Variations between environments are eliminated, hard-to-diagnose errors are prevented, and applications are delivered faster and with fewer problems.
- » **Cloud database services.** BMC Database Automation creates ready-to-use database servers — even complex Oracle® RAC servers — quickly and automatically. It eliminates the need for DBAs to maintain scripts to provision, patch, configure, and load database servers. On-premise and cloud databases are managed from one console, enforcing consistent standards and content.

By automating the deployment and configuration of applications and databases, BMC Application Automation and BMC Database Automation deliver application platforms that are immediately usable — without extensive post-provisioning. Since it can otherwise take days or weeks to get applications and databases running, BMC provides significant value over other cloud management solutions.

### Unified performance management

BMC Cloud Operations Management enables proactive performance management of individual cloud services or an entire virtual data center within the AWS cloud in the following ways:

- » **Agentless monitoring.** By installing a Knowledge Module (KM) for Amazon CloudWatch to monitor AWS instances remotely, BMC Cloud Operations Management monitors the performance of local and external cloud services through a unified performance management solution, seamlessly integrating AWS cloud services with other services and applications across the hybrid data center.
- » **Agent-based monitoring.** By provisioning KMs in the AWS cloud service, BMC Cloud Operations Management monitors both the AWS instances and the applications running within them. Through the KMs, AWS cloud services performance data is sent back to the BMC solution and seamlessly integrated with information on other services and applications in the hybrid data center.
- » **Co-location.** If you are running a larger virtual data center within the AWS cloud, the BMC Cloud Operations Management solution can be installed within your AWS cloud environment, monitoring the performance of all the cloud services from within AWS.
- » **End-user experience monitoring.** You can leverage BMC End User Experience Management to monitor the real user experience for applications running in the AWS cloud. End-user performance data can be integrated with application and infrastructure data within BMC Cloud Operations Management to facilitate problem isolation.

By consolidating the performance management of all cloud services — whether internal or external — you can leverage existing investments and integrate new technologies easily into your IT environment, thus reducing training and ongoing administrative costs, while also ensuring optimal service performance.

### More Information

To learn more about BMC Cloud Management, please visit [www.bmc.com/cloud](http://www.bmc.com/cloud).

#### ABOUT AMAZON WEB SERVICES

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#### BUSINESS RUNS ON I.T. I.T. RUNS ON BMC SOFTWARE.

Business runs better when IT runs at its best. That's why more than 50,000 IT organizations - from the Global 100 to small and mid-market businesses in over 120 countries rely on BMC Software (NASDAQ: BMC) to manage their business services and applications across distributed, mainframe, virtual and cloud environments. With the leading Business Service Management platform, Cloud Management, and the industry's broadest choice of IT management solutions, BMC helps customers cut costs, reduce risk and achieve business objectives. For the four fiscal quarters ended June 30, 2012, BMC revenue was approximately \$2.2 billion.