



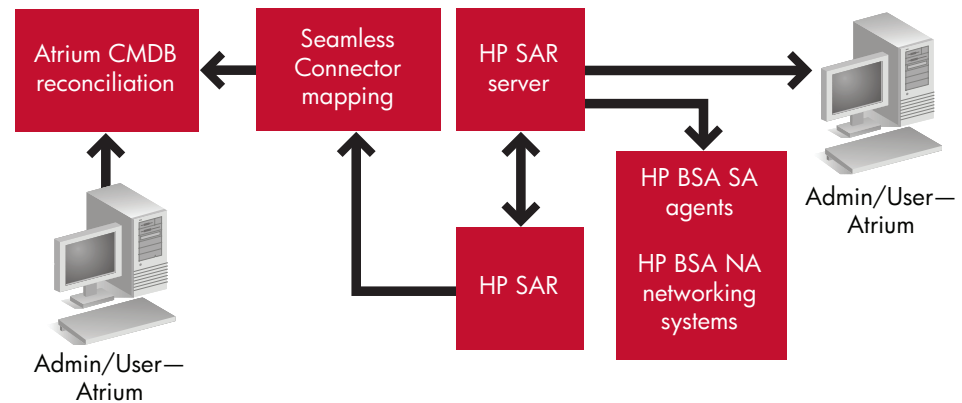
HP Service Automation Reporter to BMC Atrium CMDB Connector by Seamless Technologies

Streamline your change management tasks and enhance the effectiveness of your IT operations

In today's economic climate, organizations need to cut costs and streamline efficiencies whenever possible. As part of that effort, many enterprises are incorporating Information Technology Infrastructure Library (ITIL) best practices to improve labor efficiencies and their overall change management processes. HP's Business Service Automation (BSA) software suite incorporates ITIL best practices to enable organizations such as yours to achieve those objectives by automating manual tasks associated with managing a data center. HP BSA can automatically provision entire infrastructure stacks and manage change across the service lifecycle, significantly increasing efficiencies and reducing risk.

For the combined power of automation and ITIL best practices to be truly achieved, it is equally vital to have an accurate, automated, and up-to-date centralized repository—a configuration management database (CMDB)—describing all of your enterprise's data center assets and configurations. All technology processes rely on the CMDB for detailed reporting of its infrastructure state, including its automation, accuracy, and comprehensiveness. This type of auditing and reporting is also critical in order to comply with internal and external requirements. Establishing a CMDB to capture and record change requests, approvals, implementations, and other infrastructure data is at the core of an essential ITIL initiative because it provides a tested and proven blueprint to keep your technology operations healthy and functioning.





Populating your CMDB, however, can be a highly cumbersome process, particularly if your organization deploys hundreds of servers and conducts business in disparate locations.

Save time, lower costs, and improve productivity with HP and Seamless Technologies' combined solution

HP and Seamless Technologies offer a commercial, off-the-shelf, and fully supported solution that automates the reporting, synchronization, and maintenance of your CMDB through the use of HP automation tools. The HP Service Automation Reporter to BMC Atrium CMDB Connector by Seamless Technologies links HP Service Automation Reporter to your CMDB. Specifically, the connector populates and updates all change, asset, and incident processing involving your servers, network, routers, and applications into your CMDB—in real time.

“Day 2 Consulting” from Seamless Technologies enhances your efficiencies even more—Together with HP Services, Seamless offers Day 2 Consulting to deliver even more value to your HP BSA suite. During the Day 2 Consulting program, Seamless advises you on how to best leverage your CMDB and take advantage of key IT trends such as automation. With the HP Service Automation Reporter to BMC Atrium CMDB Connector by Seamless Technologies—combined with Day 2 Consulting—you save time, lower costs, and free your technology staff to focus on business-critical issues. This allows you to significantly enhance the efficiency and effectiveness of your IT operations.

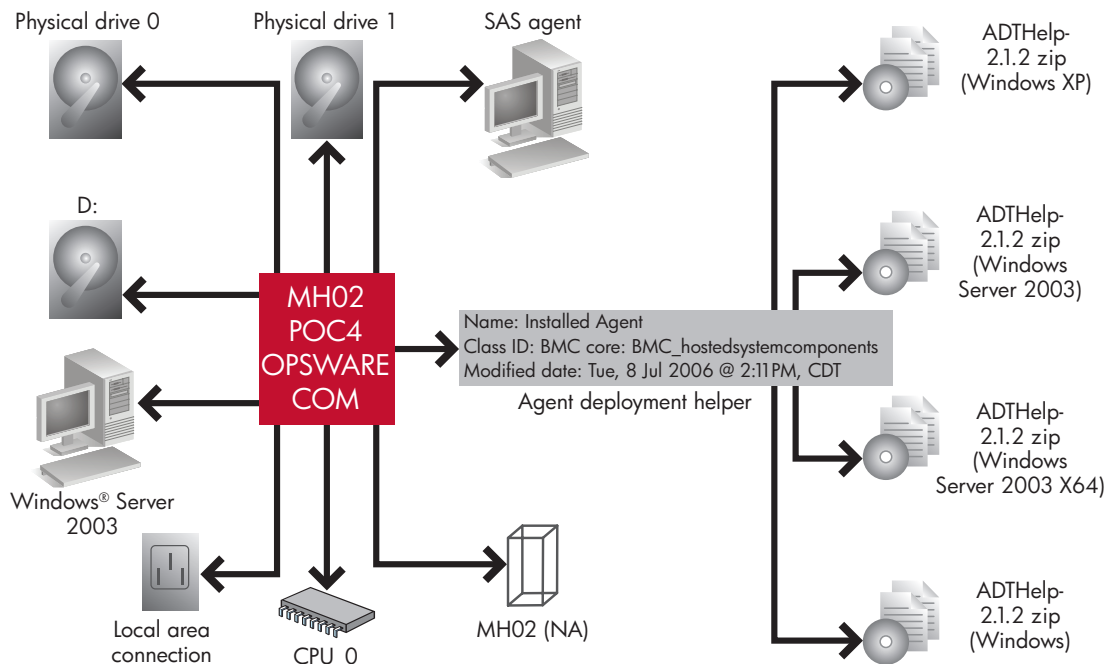
In fact, data models supporting ITIL processes—which often take months—can now be completed in a matter of hours.

Enhance your ITIL-based CMDB initiatives—The HP BSA suite has enabled even the largest and most complex technology operations to clearly understand, connect, and automate their processes.

HP Service Automation Reporter (SAR) is a flexible reporting engine that provides comprehensive compliance as well as historical and trend reporting across the BSA suite. It captures and records all operational data associated with change information, allowing you to quickly audit and report on your application, server, network, and storage devices. It also offers open interfaces to extract, integrate, and federate your data with other CMDBs. By integrating HP SAR with your CMDB, any configuration and compliance data gathered from HP Server Automation (SA) and HP Network Automation (NA) software is automatically populated in the CMDB, providing a more comprehensive view of your business services. Compliance data also can be federated to your monitoring and ticketing environments.

HP SAR enables you to:

- Report on changes across virtual and physical servers, network devices, and storage systems
- Measure, report on, and achieve IT compliance with out-of-the-box compliance and ITIL reports
- Integrate your enterprise IT ecosystem by reconciling and federating IT data
- Obtain an improved view of business services via integrations with your CMDB



Save valuable time

Manually loading, mapping, and defining your data into the CMDB can take weeks, if not months. With HP Service Automation Reporter to BMC Atrium CMDB Connector by Seamless Technologies, those manual processes can be reduced to a matter of hours while providing greater visibility and transparency.

The connector:

- Increases your IT efficiency by populating your CMDB with existing data
- Frees up your physical and staff resources
- Solidifies your current regulatory and/or compliance initiatives that require the integration of your asset and change processes with your data

In addition to delivering the true value of your existing CMDB investments, the HP Service Automation Reporter to BMC Atrium CMDB Connector by Seamless Technologies significantly reduces process design, CMDB population and design, technology deployment, integration labor, and maintenance cost. It also enhances your cost-reduction initiatives by using ITIL-aligned service programs.

How the HP and Seamless Technologies combined solution works

Automated, prescheduled data mining—Instead of manually loading, mapping, and defining data that emanates from your HP Server Automation and/or HP Network Automation software, you are able to automatically mine your data on a scheduled, recurring basis according to your configuration management process requirements.

Populate the CMDB—The data is read from HP SAR through a standard Java™ Database Connectivity (JDBC) interface, and then populated into appropriate forms within the CMDB, as defined by the connector’s mapping definition files. You can customize your mapping requirements with an easy-to-use configuration file.

Correlate the relationships into the CMDB—At this point, the data is correlated between the specific HP SAR action (e.g., server-to-platform, server-to-group, server-to-software) and your CMDB.

Update and synchronize—Once the data is merged and reconciled into your CMDB, your service desk will then be able to access it—and the CMDB data is automatically updated and synchronized based on the changes to HP SAR.

When changes initiated by HP Server Automation or HP Network Automation are made, they will be reflected immediately in the CMDB and be available for remedy applications. This significantly reduces event management and incident management maintenance. Additionally, change requests will automatically list the network and/or server on the ticket.

Achieve the greatest value from your existing investments

The HP Service Automation Reporter to BMC Atrium CMDB Connector by Seamless Technologies was created to virtually eliminate the extended time and labor it normally takes to initiate such configuration management tasks as manually loading, mapping, and defining data into the CMDB. Seamless Technologies' typical customer expends an average of six months to achieve those goals, whereas the HP Service Automation Reporter to BMC Atrium CMDB Connector by Seamless Technologies can help complete those tasks in a matter of hours. Even if an enterprise were to build a custom, in-house solution, it would still need to dedicate technical resources to maintain and upgrade integrations every time a change was required.

Seamless Technologies' Day 2 Consulting increases user adoption

Together with HP Services, Seamless Technologies' Day 2 Consulting professional experts work closely with your technology managers to extend the efficiency improvements you'll gain after you have implemented the HP Service Automation Reporter to BMC Atrium CMDB Connector by Seamless Technologies.

With your processes streamlined and staff freed up to focus on innovation and revenue-generating initiatives, we'll help you understand how best to change your daily work projects, define new roles for your workers,

and use your automation tools to achieve their highest value. You'll be able to reorganize your staff and implement new process abilities, enhancing your change processes for the long term.

Additionally, our metrics programs measure your environment—both before and after the project has been implemented—in order to provide you with the highest business value while including process suggestions for continuous improvement.

Why HP Business Service Automation?

HP has a long history of helping enterprises like yours achieve their business transformation objectives through the power of automation. We can help you dramatically reduce your costs and lower your risk of both failed audits and downtime caused by human errors. Our customers are typically able to achieve administrator-to-server ratios of 1:100, and network administrator-to-network device ratios of 1:500.

Why Seamless Technologies?

Seamless Technologies, an HP Platinum Business Partner and HP Development and Professional Services Partner, has been integrating customer tools such as HP SAR with CMDBs and other IT operations support systems since 1995. We provide consulting, best-of-breed technology, and ITIL best practices that are dedicated to delivering efficient operations and business objectives. Our offerings are proven in healthcare, telecommunications, and other industries where availability and performance are critical.

To learn more

For more information about HP Business Service Automation, please contact your HP representative, or visit www.hp.com/go/btsoftware

For more information about Seamless Technologies' HP Service Automation Reporter solution, visit http://www.seamlessti.com/sar_cmdb.html

Technology for better business outcomes

To learn more, visit www.hp.com/go/btsoftware or www.seamlessti.com

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