

Managed Objects Demonstrates Leadership in CMDB Systems Market with a Focus on Business-aligned Service Management

Abstract

In spring of 2007, EMA embarked on some extensive research involving actual Configuration Management Database (CMDB) system adoptions – including environments where active planning and evaluations, or active deployments, were underway. While overarching drivers included supporting ITIL best practices to make process and cultural improvements in IT effectiveness in managing change, integrating and reconciling management investments to support more cohesive service management was also a core driver.

Within this research, taken in part from active EMA consulting, vendor providers of CMDB system software were routinely mentioned in the course of interviews/discussions. Managed Objects was proactively mentioned in six of the eighteen interviews – showing strong awareness in more than 30% of the surveyed audience.

Overall, Managed Objects plays well in a *systems* approach to CMDB development where effective meta-data capabilities for finding trusted sources, as well as discovery, workflow, visualization, analytics and identity and access control are required. With its proven capabilities for assimilating multiple monitoring resources impacting key services, Managed Objects is a natural complement to more help-desk-centric approaches targeted at workflow and process control. EMA believes that this clean fit between Managed Objects and many other existing CMDB contenders should position it well in the CMDB marketplace as it evolves.

This impact analysis presents a brief assessment of the contexts and position in which Managed Objects is in contention for CMDB system deployments.

Recent EMA Findings

EMA's report "Winning Strategies in CMDB Adoption" included eighteen case interviews. They included U.S. and Canadian as well as European (especially U.K.) deployments. All interviewees were strategically involved with CMDB system planning and in making active evaluations of vendor choices. As the examples below should suggest, Managed Objects presents a distinctive appeal for those adopters seeking to reconcile real-time service performance with a more process-centric approach to managing change.

- A large financial institution in the Northeastern United States has been involved with planning a CMDB system since 2003 – driven by an acquisition need to unify change

and asset management. By January of 2008, they also expect to include configuration management and Service Level Management (SLM). To address their needs for more business-aligned service management, they are planning to evaluate Managed Objects.

- A UK office for a large international financial services provider is working to coordinate a CMDB systems deployment with a parallel initiative within the U.S. Once it is rolled out within the U.K., it will be extended to other environments across Europe. As the system evolves, he sees two parallel spheres: one centered in a service desk capability with workflow to support process improvements in managing change; the other targeted on real-time alerting for service impact analysis that's linked to the first in the unified system. For this service impact analysis, they are planning to evaluate Managed Objects as one of the lead-choice vendors.
- Another UK company, this time a large technology services provider, is driving a CMDB system to get away from what he calls "islands of automation" – or tools and systems that require manual processes to join them together. The main objectives of the CMDB system include:
 - Identifying all the services that a component supports, especially in the shared network area.
 - Improving the change management process so that it's ISO 2000 compliant based upon impacted CIs.
 - Support service level monitoring – to be able to determine the dollar impact of loss of service and predict service levels.
 - Enabling a level of offshoring – to ensure that knowledge is captured before people move around or are lost to the organization.

In order to support service management and service impact analysis, as well as for providing an anchor for their overarching CMDB system, they are evaluating Managed Objects.

- A large retail manufacturer within the U.S. but with global outreach to twenty-six businesses is targeting their phase one CMDB system deployment to reduce downtime across their 143 critical business applications. Their implementation will combine Managed Objects with discovery from EMC nLayers, along with other vendor capabilities such as HP/Opware. The interviewee is 100%

behind the CMDB effort, but still worries about everyone “going off and trying to create their own approach.”

- A large U.S. financial institution targeted their phase one CMDB initiative around a “more cohesive approach to incident management.” Their CMDB system will combine BMC’s Atrium and Remedy with Managed Objects in a linked system for managing services in the context of change.
- EMA consulting (one of the eighteen interviews) reports that Managed Objects consistently appears in contention for CMDB systems when real-time requirements for managing services across multiple monitoring systems is a core requirement. In these environments, it is typically paired with other solutions such as those from BMC and HP for more process-centric approaches to documenting desired state and managing change.

EMA’s Perspective

Both EMA and ITIL have, in parallel, moved away from viewing CMDBs as single data repositories towards linked systems of capabilities that are designed to reconcile trusted sources of information into a single cohesive map. EMA believes that the technologies underlying CMDB systems therefore not only include database capabilities for data integration and reconciliation, but effective meta-data capabilities for finding trusted sources, as well as discovery, workflow, visualization, analytics and identity and access control.

Managed Objects’ rich set of adapters for third-party integration and real-time correlation capabilities combines with strong analytics and role-based dashboard visualization. These attributes have made Managed Objects very popular with CMDB system adopters, especially in those environments where real-time federation, reconciliation and CMDB data analysis are important requirements.