Business Continuity Means Business

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Agenda

- Setting the Stage: Business Continuity is About Business
- A Review of History: Starting with Storage
- Business Continuity Technologies Today
- Today’s Business Continuity IT Issues
- Getting Back to Business: How it All Maps to the Bottom Line
- Looking to the Future of Business Continuity: Partnering with CA for Success
Setting the Stage

- What is “Business Continuity”?
  - Backup and Recovery?
  - DR?
  - Nothing to do with IT?
  - Exclusively IT?
Setting the Stage

- From an ITIL perspective
  - Business Continuity Management (BCM) means:
    - Risk analysis and management
    - Keeping risks acceptable
    - Ensuring reliable minimum capacity for production or service provision
    - Planning to restore business activities if interrupted by a disaster
  - IT Service Continuity Management (ITSCM) means:
    - Dealing with disasters affecting IT services
    - Maintaining services to allow the business to continue to operate
Concepts

■ Taking Ownership
  – “By design, not default”

■ Balance
  – “Better” > “Perfect”
Business Continuity

- Many Disciplines

- High Availability
- Continuous Operations
- Disaster Recovery
What is Business Continuity

- High Availability
  - Providing for fault tolerant, failure resistant infrastructures and clustering technologies enabling continuous transaction processing accounting for the events of planned and unplanned disruption of transaction processing.

- Continuous Operations
  - Providing for system maintenance and backups without impacting the availability of the business applications.

- Disaster Recovery
  - Providing for protection against unplanned outages such as natural disasters or man made disasters.
Business Drivers

■ Rising Costs of Downtime
■ Available Technology
■ Heightened Risk Awareness
Continuity Driving Events

- Natural disasters — fire, floods, hurricanes, earthquakes
- Hardware breakdowns
- Software crashes
- Human error
- Terror attacks
Disaster Weather Map

Billion Dollar Climate and Weather Disasters
1980 - 2004
Across IBM and Gartner surveys looking at downtime for critical or tier one applications planned downtime was 253 minutes versus 41 minutes of unplanned downtime weekly.
Downtime Impacts

- Productivity
  - Cost of idle workers

- Damaged Reputation
  - Customers
  - Business Partners
  - Competitors

- Revenue
  - Direct Loss
  - Service Level Payments
  - Future Revenue
  - Billing Losses
## Cost of Downtime

<table>
<thead>
<tr>
<th><strong>Type of Business</strong></th>
<th><strong>Average Hourly Impact</strong></th>
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<tbody>
<tr>
<td>Retail Brokerage</td>
<td>$6,450,000</td>
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<tr>
<td>Credit Card Sales Authorization</td>
<td>$2,600,000</td>
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<tr>
<td>Home Shopping Channel</td>
<td>$113,750</td>
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<tr>
<td>Catalog Sales Centers</td>
<td>$90,000</td>
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<tr>
<td>Airline Reservations Centers</td>
<td>$89,500</td>
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<tr>
<td>Cellular Service Activation</td>
<td>$41,000</td>
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<tr>
<td>Package Shipping Service</td>
<td>$28,250</td>
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<tr>
<td>On-line Network Connect Fees</td>
<td>$25,250</td>
</tr>
<tr>
<td>ATM Service Fees</td>
<td>$14,500</td>
</tr>
</tbody>
</table>
Miscellaneous Terms

- Tiers of Disaster Recovery
  - Tier 0 (no recovery capability, no plan, no hot-site)
  - Tier 1 (data is backed up, no hot-site in plan)
  - Tier 2, 3 (tape intensive recovery methods, hot-site)
  - Tier 4 (disk mirroring or disk point-in-time facilities)
  - Tier 5 (software/database specific recovery – two sites)
  - Tier 6 (near zero or zero data loss disk mirroring)
  - Tier 7, which is a completely automated self-managed failover of servers, storage, application & system software, and networks.
Starting With Storage

- Backup and Recovery
- HSM
- Tape Management
- Storage Management
- Mainframe and Distributed
Business Continuity Technologies Today

- Resilience:
  - Enterprise-wide Automation
  - Performance
  - Network Management
- Database integrity, availability
- Security to guard data integrity, confidentiality
- Tools to examine OS configuration for loopholes
- Cleaning up legacy
Traditional Recovery Process

- Vital Records
- Initial Response
- Functional Restore
- Application Restore
- Data Restore
- Resume Business
- Interim Site
- Site Migration
- Restore System
  - Network
  - Voice
  - Data
- Relocate Business Function
- Restore Non-DP Support
- Process Backlog
-SYNCHRONIZATION
- RTO
- RPO
- Backlogged Transactions

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Business Continuity Process

- Vital Records
- Event Response
- Functional Failover
- Application Failover
- Data Failover
- Failover System
  - Network
  - Voice
  - Data
- Resume Business
- Secondary Site
- Site Fail back
- Process Backlog
- Restore Non-DP Support
- Relocate Business Function
- Failover Processing
- Processing Essentials
- Lost Data

- RTO
- Backlogged Transactions
- RPO
Today’s Business Continuity IT Issues

- Beyond “Downtime”
- Reputation
- “Capricious Malice”
- Global Infrastructure
- New generations:
  - Mainframe
  - “Distributed” Platforms
  - “The Network is the Computer”
  - Ubiquitous Computing Devices
  - Technologists
How it all Maps to the Bottom Line

- IT’s still about business
- ROI (Return On Investment) vs RON (Return On Negligence)
- 99.999% vs 100%
- Choose your consequences
Looking to the Future of Business Continuity: Partnering with CA for Success

We’re here to enable you with:

– Software
– Services
– Education
– Vendor Consolidation
– Comprehensive Business-Enabling Solutions (EITM)
CA Software Solutions

- Storage
  - Backup, Recovery and HSM
    - CA-Disk
    - BrightStor ArcServe Backup
    - BrightStor HSM
  - Tape Management
    - CA-1, Dynam/TLMS and Copycat
  - Storage Management
    - BrightStor CA-Vantage
    - BrightStor SRM
  - Other Resilience-Enabling Technologies
    - VTape
    - BrightStor High Availability
CA Software Solutions

- Database Management
  - Datacom
  - IDMS
  - DB2/UDB tools
  - IMS tools
  - Tools for RDBMS including Oracle
  - Unicenter DBA
CA Software Solutions

- Resilience: Automation & Performance
  - OPS/MVS
  - Sysview
  - MIM
  - Automation Point
  - Unicenter NSM and options
CA Software Solutions

- Resilience: Network Health
  - NetSpy
  - NetMaster (IP and SNA)
  - Unicenter NSM options
  - eHealth and Spectrum solutions
CA Software Solutions

- Security
  - ACF2 and Top Secret
  - DB2 Options
  - Cleanup
  - Examine
  - eTrust Access Control
  - eTrust Policy Compliance
  - eTrust Security Command Center
CA Technology Services

- Experienced consultants and partners
- Legacy Renewal service to evolve COBOL and Natural applications into business rules
- Pre-defined services including Healthchecks
- CAMPUS, PROWL to add consistency and simplicity to MF software maintenance
- Assessments, upgrades, consolidations
CA Education

- Properly trained staff can better prevent and deal with contingencies
- Mainframe basics CBT’s
- CA Product beginner to advanced courses
- CA World
Vendor Consolidation

- Fewer Vendors =
  - Fewer fingers pointing
  - Fewer necks
  - Integration
  - Solid future

- Optimal number is two (one is a monopoly, more is a pain)

- Services and utilities to convert to leading-edge, integrated solutions
EITM

- CA’s Enterprise IT Management vision
- How it works
- Its role in Business Continuity
Imperatives For IT

BUSINESS DRIVERS
- Regulatory Compliance
- Responsiveness
- Investment ROI
- Business Dependence
- Outsourcing
- Change in business process

TECHNOLOGY DRIVERS
- Growth in numbers: users, storage, security threats, etc.
- Proliferation of devices
- Distributed enterprise
- Infrastructure change & complexity

Manage Risk
Manage Cost
Improve Service
Align IT Investments
Goals for IT

MANAGE RISK
- Corporate Asset Protection
- Compliance
- Service Continuity

IMPROVE SERVICE
- Service Availability
- Service Management

MANAGE COSTS
- Optimize IT Resources
- Automate Processes

ALIGN IT INVESTMENTS
- IT Portfolio Management
- Value Management
- Business Process Management

BOTTOM LINE:
Unify and simplify to improve the service IT offers and add value to your business.
Building Blocks of IT Services

- Users
  - Casual
  - Professional
  - ‘Headless’
  - External
Building Blocks of IT Services

- **Assets**
  - Desktops / Laptops
  - Servers
  - Databases
  - Networks
  - Storage
  - And all the software that runs on them
Building Blocks of IT Services

- Application Environments
  - Applications:
    - SAP & Oracle
  - eMail:
    - Exchange & Notes
  - Middleware:
    - WebSphere, BEA, JBoss, NetWeaver
  - Databases
    - IDMS, Datacom, DB2, Oracle, SQL Server
  - Custom applications
    - .NET, J2EE
  - Web services
    - As available
Example – eMail service at CA:
- Exchange
- Blackberry
- WebMail
- 100+ servers
- 15000+ internal users
- SMTP gateways
- VPN servers and clients
- Outlook
Business Processes Supported by IT Services

- Business Processes
  - Order to cash
  - Procure to retire
  - Return to refund
  - Insurance claim to pay
CA’s Vision

Enterprise IT Management (EITM) to **unify** and **simplify** the management of enterprise-wide IT.
EITM – Unify and Simplify It All
CA’s EITM Advantage

YOU BENEFIT WITH SOLUTIONS THAT ARE:

- Comprehensive
- Open And Integrated
- Modular
- Real-time
The CA Integration Platform

CA Integration Platform

SDK

Business Service Optimization
Enterprise Systems Management
Security Management
Storage Management

Customer
Partner
3rd Party
The CA Integration Platform

Management Functions
- Business Service Optimization
- Enterprise Systems Management
- Security Management
- Storage Management

Service Oriented Architecture (SOA)
- WSDM
- WS-Man
- SAML
- SMI-S
- OMA-DM
- WS-CIM
- ...

Management Standards

Management Services
- MDB
- Event
- Identity & Access
- Discovery
- Agents
- Schedule
- ...

Core Services
- Workflow
- Rules & Policy
- Messaging
- App Server
- Modeling
- UI Services
- ...

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EITM and Business Continuity

- Simplicity = Manageability

- Greater visibility
  - Achievable plans
  - Awareness at all stages of “discontinuity events”

- Integrated functionality
  - Interoperability
  - Single point of control
Bringing IT All Together

- You can’t stop the future
- You can’t even predict it
- But you can choose it
- Get the business perspective
- Think it through carefully
- Choose your consequences
Conclusion

- Business Continuity is About Business
- It Goes Beyond Storage
- Enterprise Resilience
- Dealing with Today’s Issues
- Partner with CA for Success