

Pursuing New Business Opportunities

Every business experiences variable, yet often predictable, demands on its digital infrastructure. The traditional approach to this fluid demand has been to purchase enough resources to meet the peak requirements in all areas and then watch these resources lie dormant during those times when the demand is modest—an expensive waste of financial and environmental resources.

Customer Scenario

A day in the life of the Excelsior Widgets headquarters usually began with the hit on the e-mail system that lasted from about 8:15 a.m. until 9 a.m. People came in from home and went through their critical e-mail to start the day, consuming many cycles on the mail servers and loading up the network. Once the e-mail surge had abated, people moved into their productivity applications—creating documents, spreadsheets and presentations. The network traffic was steady, but the action moved to the file servers until lunch. After lunch, people would return to their desks and hit the e-mail system again. By mid-afternoon, the line-of-business applications were in high demand from the remote production sites. The day usually ended with another run at the mail servers and then people went home.

This business routine had been fairly predictable for a number of years, and the IT staff had provisioned the data center to take care of the loads and keep people reasonably happy. Unfortunately, a lot of the equipment sat unused during parts of the day and would then spring to life for a brief period during the day. It wasn't very efficient, but it was the only approach to delivering the needed services and keeping everyone relatively happy. Also, the sales team activity usually peaked during the last

three weeks of each quarter and really put demands on the equipment. The staff called it the "digital brownout" season. Somehow, it all worked well enough and as the company grew, more machines were added to host applications and storage. It wasn't efficient, but it was predictable and kept peace in the place, although the costs of the IT ecosystem were rising considerably to keep up with staff and customer growth.

The rising costs and the increasing number of complaints caused senior management to question the current approach to IT provisioning. Costs seemed to be growing out of control, yet the average utilization of the equipment was fairly low. The IT staff said that the "service silos" created to keep service levels high under uncertain conditions were at the root of the problem. It was simply the price to be paid to keep everything moving and fluid for the general staff and the customers.

Fossa Project Today

Fortunately, the company brought in a sales rep from Novell® to analyze the situation. She was able to tell the management team that while their situation had been fairly common in previous years, there was now a good solution available that would provide the service levels needed, cut down on the idle machine time and bring the budget back

Key Customer Benefits

- Remove the rigid service silos that waste valuable resources
- Enforce service-level agreements without breaking the budget
- Secure business confidence in the increasingly fluid use of data center hardware

The Fossa is the most agile animal on the planet. We're working to make IT just as agile. Join us on the journey. Together we can define a world where IT is truly agile and where people and technology work as one.

into line. The key for Excelsior was the Novell software that could virtualize computing hardware, dynamically load balance the services and created the fluid, responsive system that both employees and customers expected. It did this on less hardware than they were currently using. And it all worked with the legacy systems so that there would be no service interruption during the transition period.

Novell, working with hardware partners and some local VARs, was able to reuse much of the existing hardware and bring in a few new machines that were specifically designed for this type of operation. The foundation was the SUSE® Linux Enterprise environment with Xen* virtualization that abstracted the hardware into a virtual resource.

On top of that layer, Novell placed the applications in virtual machines that would operate within this virtualization environment. No longer was there a direct connection between an application and a specific piece of hardware. Other vendors had made similar claims, but somehow their solutions seemed incomplete—they were simply consolidations with little intelligence. Novell was different. Novell didn't stop at simple virtualization. Novell provided something called orchestration software that would monitor the now-virtualized services and reduce their resource consumption when they were less used and give them more resource when the demand increased. It no longer mattered where in the system the service was executing. It only mattered that the service was alive and being resourced at the right level for the time of day and day of the month.

The abstraction of the system reduced the management overhead because the silos are now gone and no longer require the individual attention of the IT staff. Needless to say, the budget is now going a lot further within the IT department. And end users and customers hardly noticed the Novell software, except that they thought they had been given more IT resources to do their jobs and things sure seemed to move smoother throughout the day. "Digital brownout" became a thing of the past.

Fossa Project Vision for 2012

The Fossa Project technology will erase the separate hardware silos for the various services, so each service can receive ample resources and those resources can be reused as they are recycled through the system and kept busy throughout the day. Through new system reporting software, Excelsior will be able to view the usage rates and times for the various services and the improved productivity of the hardware, which means senior management gets a much better idea of where the company spends its time and IT budget.

This technology will also allow Excelsior to create automated policies that ensure the company priorities are always reflected in the digital resource allocations, and that the newly created agility of the system does not mask the critical transactions that come under compliance regulations.

Finally, the Fossa Project is evolving to provide increased virtualization security through identity technology to better protect the various users that come together on a single machine throughout the workday.

Our technical vision for the future of enterprise IT is represented in the Fossa Project. The project is a key building block of our corporate positioning around Making IT Work As One™. It is also a key element in our strategy as an enterprise infrastructure software company. This strategy leverages the world's best-engineered Linux* and IT management software. Our Fossa Project is about computing and collaborating with agility.

Novell invites you to join us on this journey. We offer applied technology that provides real solutions for today while bracing for, and in fact helping shape, the inevitable changes that are coming. Whether you are a customer, partner, Novell employee, a member of the open source community or just an interested observer, we welcome your input. Together we can define a world where IT is truly agile and where people and technology work as one.