Enterprise Needs, Mid-market Wallet

Cathy FitzGerald
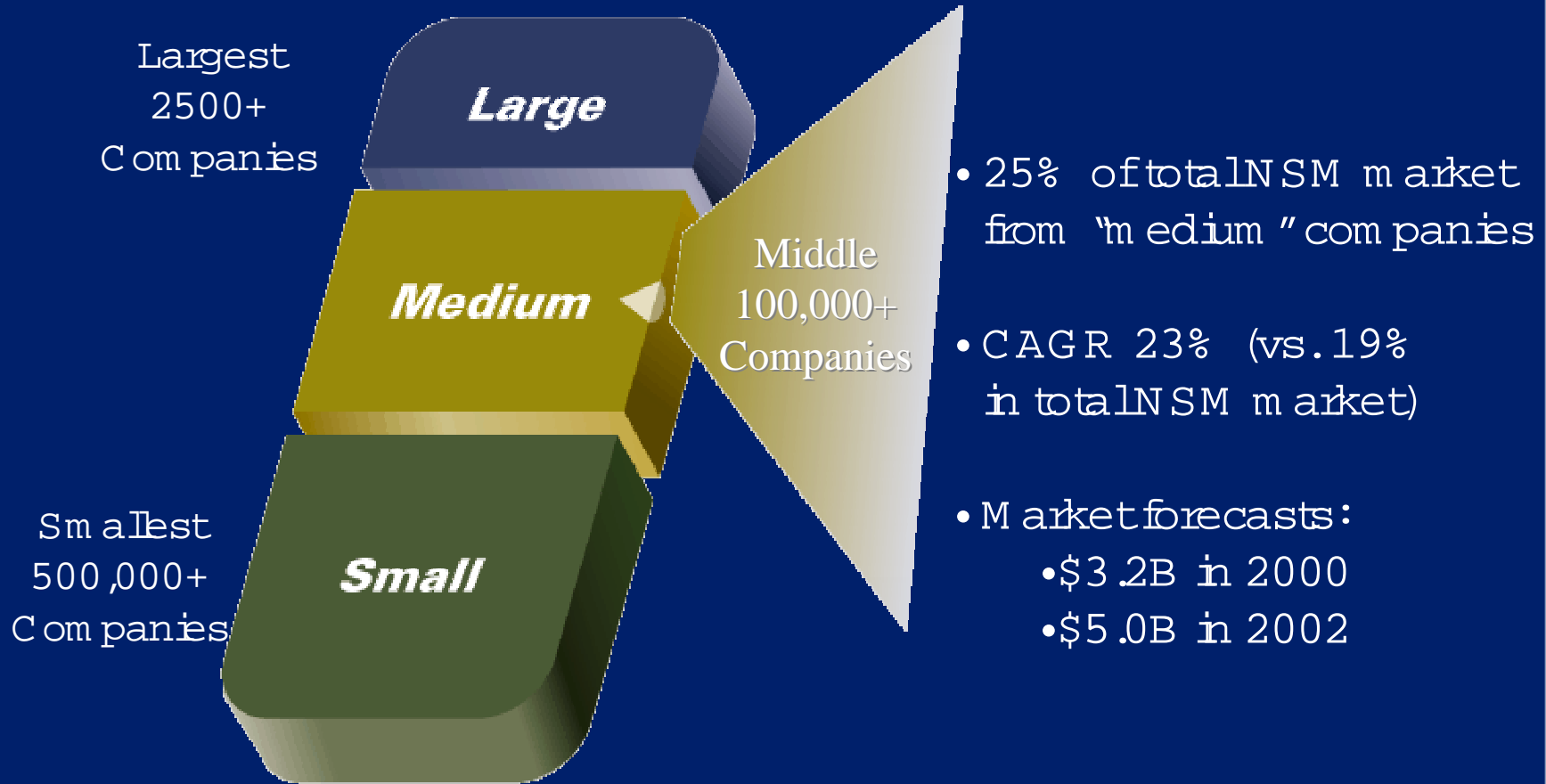
Hewlett-Packard OpenView
Software Business Unit

8000 Foothills BLVD

RoseVille, CA 95747

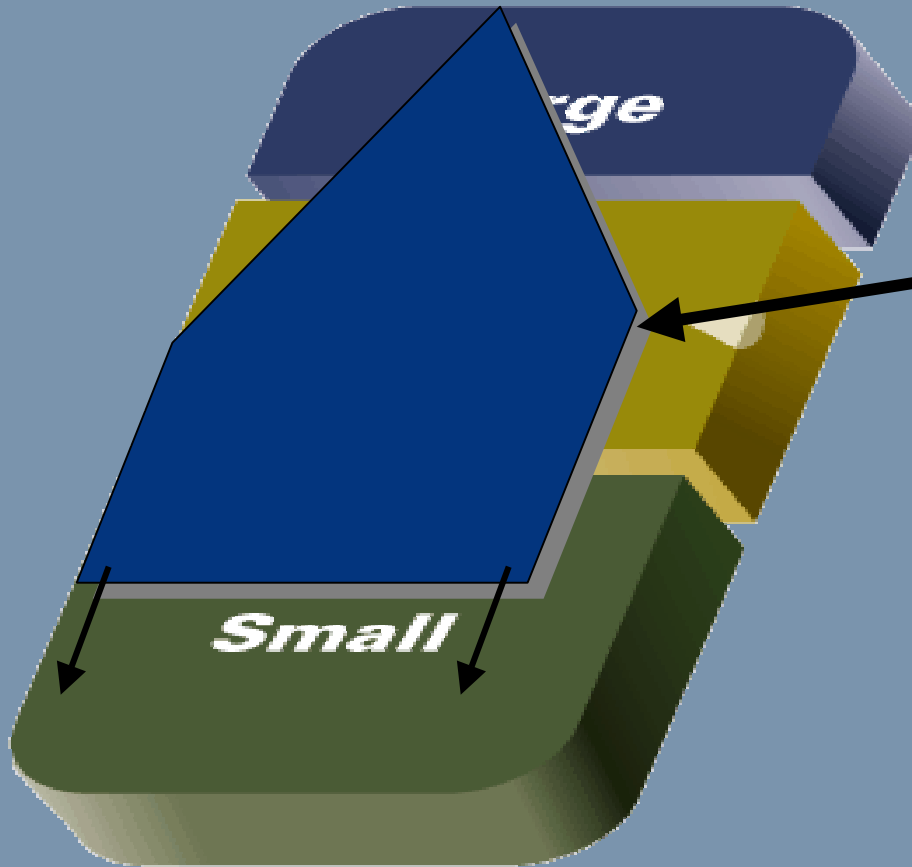# Network & System Mgmt. Market

(Source: Dataquest, Forecast Analysis, 7/99)

Largest
2500+
Companies

Large

Medium

Middle
100,000+
Companies

Smallest
500,000+
Companies

Small

- 25% of total NSM market from "medium" companies

- CAGR 23% (vs. 19% in total NSM market)

- Market forecasts:
  - $3.2B in 2000
  - $5.0B in 2002
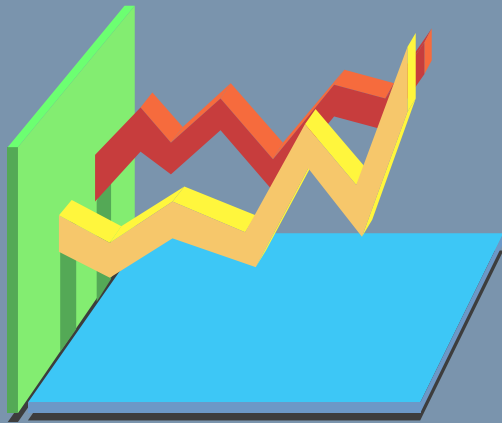
General Market Trends

- Windows NT/2000 has penetrated companies of all sizes, from largest to smallest

- Dependency on Windows NT/2000 for business-critical computing increases as size of company decreases

- Availability of specialized IT staff (e.g. Unix, ERP, complex IT mgmt. specialists) decreases as the size of company decreases

Operating System Assumptions

General market penetration of Windows NT/2000 as platform for business-critical applications

How is this Market Different?

- **Windows NT/2000 Dominant** (with some vertical apps on AS400/Solaris/HP-UX/Linux)
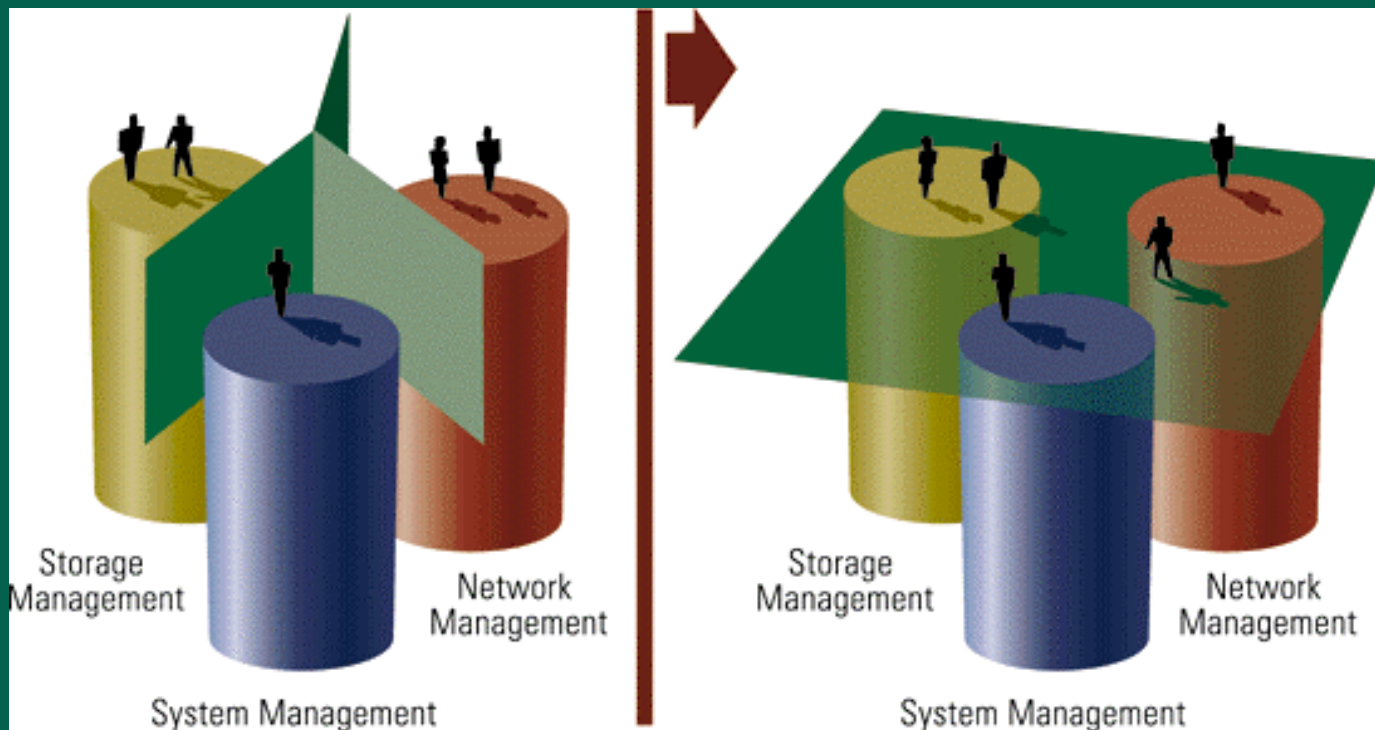
- **Health Monitoring Like Self-actualization** (everyone wants application-level health monitoring, but most are stuck taking care of basic food and shelter with vertical tools for various subsystems)

- **Resource Constrained** (IT staff lacks the time/ability/budget to deploy sophisticated health-monitoring solutions)

Cross-discipline Management

Mid-market organizations want to move from "silo" management to proactive, cooperative management of their Windows NT/2000 environment.

What they really want is ...

File   Edit   View   Favorites   Tools   Help

Back   Forward   Stop   Refresh   Home   Search   Favorites   History   Mail   Print   Edit

Address   T:\Larissa_Miller\~EXTRANET-DEMO\mx-demo\alien.htm   Go   Links »

hostname - health status

click on alien ships for program navigation

50%   100%   1%

CPU
23%

50%   100%   1%

DISK
87%

memory usage

cpu history

network traffic

Done   Local intranet

Comprehensive IT Mgmt.
in the Mid-market

- **The customer doesn't care until ...**
  Operational health management of Windows NT/2000 becomes a priority the <u>moment the company places business-critical applications</u> on those systems/networks.

- **It better be quick ...**
  The lack of specialized IT staff increases a company's desire for <u>quick-time-to-value</u>, operational health-mgmt. solutions. It's typically a tactical deployment without long training and planning cycles.

- **Match the solution to IT staff skills ...**
  Companies dominated by a Windows-knowledgeable staff increasingly <u>demand a Windows-centric</u> operational health-mgmt. solution.

Key Market Drivers

"A scenario that needs emphasis in a Win2K migration discussion is Win2K and NT 4.0 mixed environment. . . A mixed environment is difficult to support because a troubleshooting scenario can involve several distinct interactions . . ."

Sean Deuby
Windows 2000 Magazine
February 2000

"More and more companies of all sizes are quickly implementing e-business project utilizing Windows technologies. Web servers are vital to business operations and the corporate images."

Corey Ferengul
Program Director
META Group's Service
Management Strategies

- **Windows 2000 systems being added to existing environments**
  Mixed-environment Mgmt.

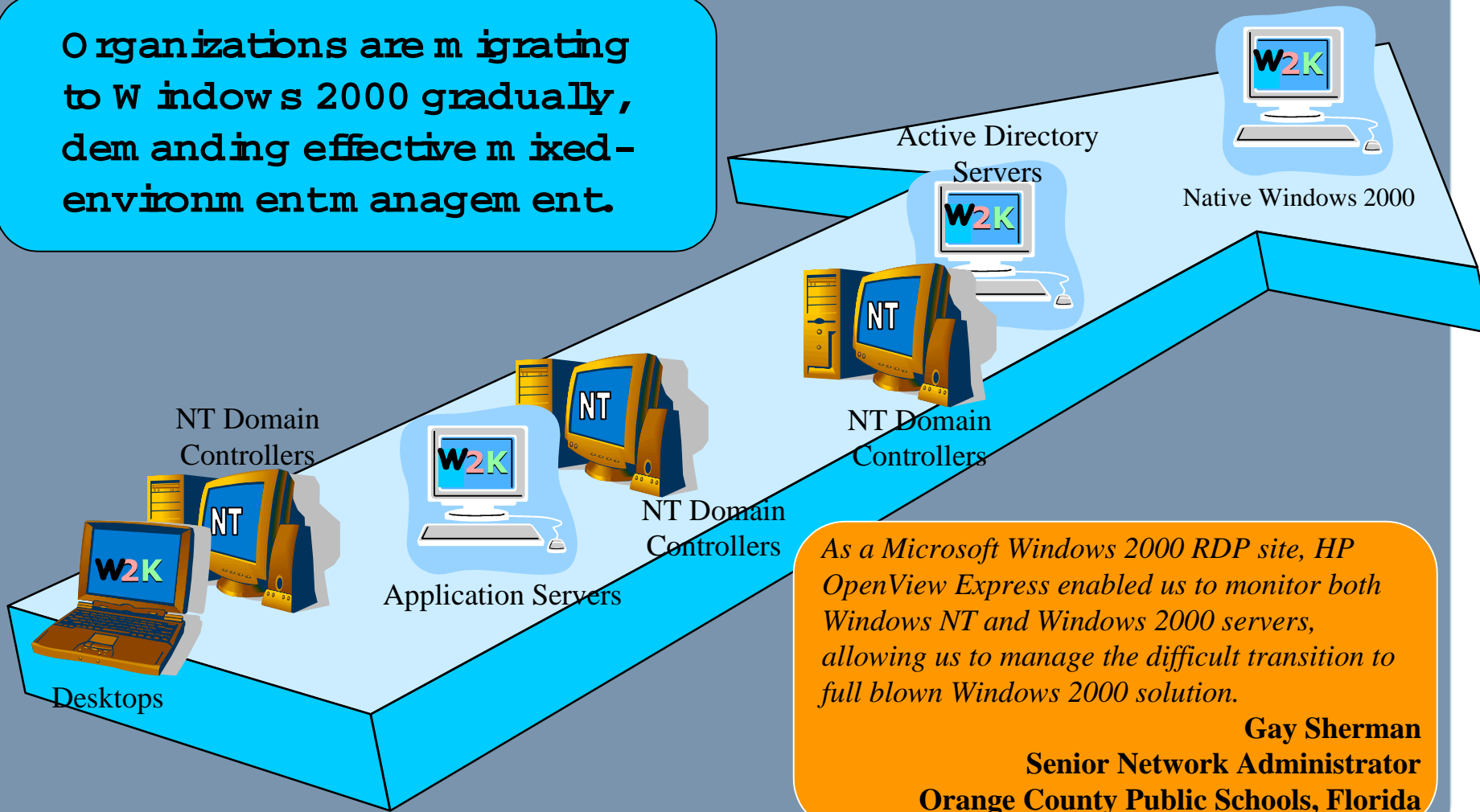- **Windows-based business-critical applications extremely prominent**
  Exchange, SQL, IIS

- **E-business, E-business, E-business**
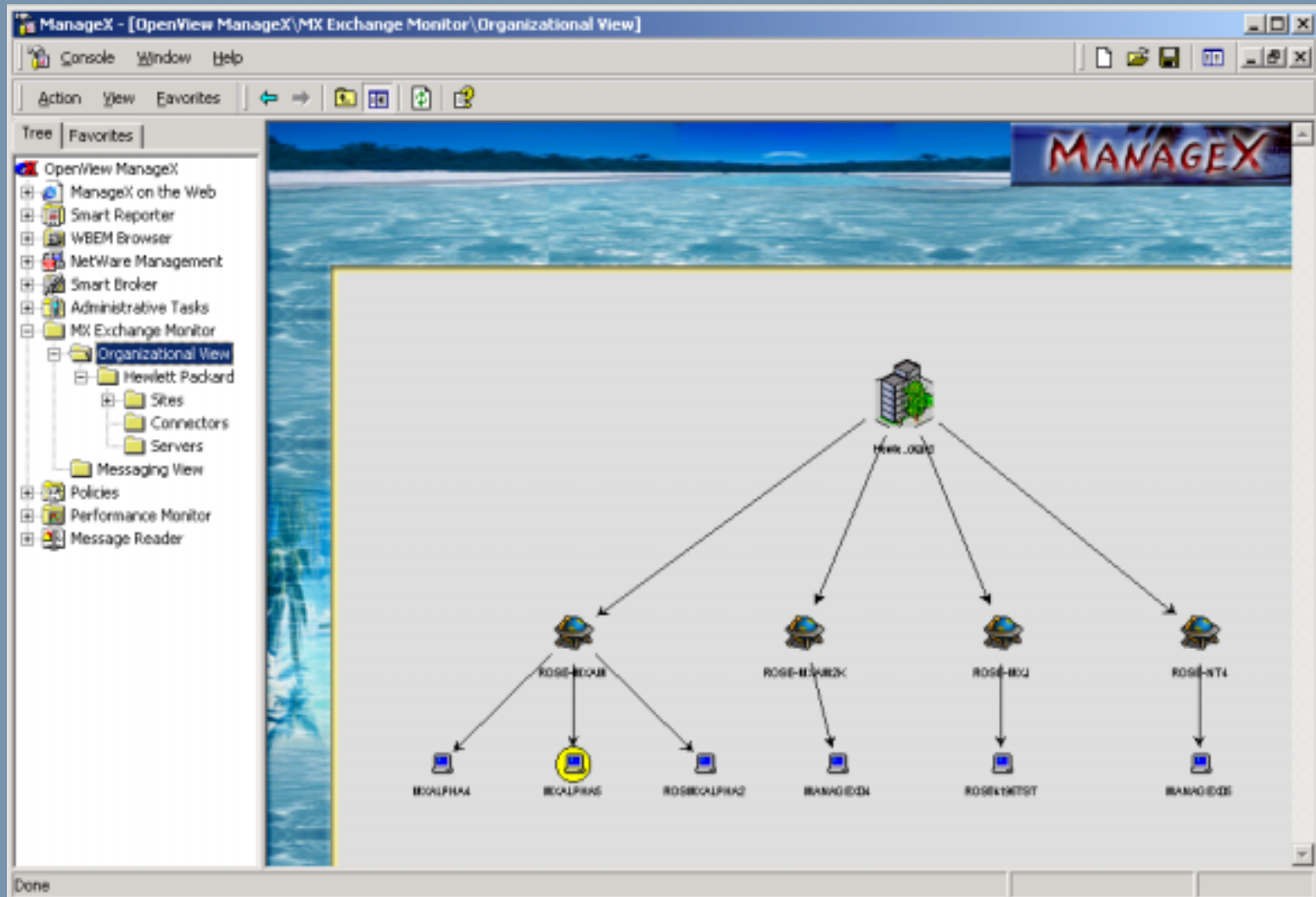 *Effective Web-server Mgmt.*

Mixed-environment Management

Organizations are migrating to Windows 2000 gradually, demanding effective mixed-environment management.

Native Windows 2000

Active Directory Servers

NT Domain Controllers

NT Domain Controllers

NT Domain Controllers

Application Servers

Desktops

As a Microsoft Windows 2000 RDP site, HP OpenView Express enabled us to monitor both Windows NT and Windows 2000 servers, allowing us to manage the difficult transition to full blown Windows 2000 solution.
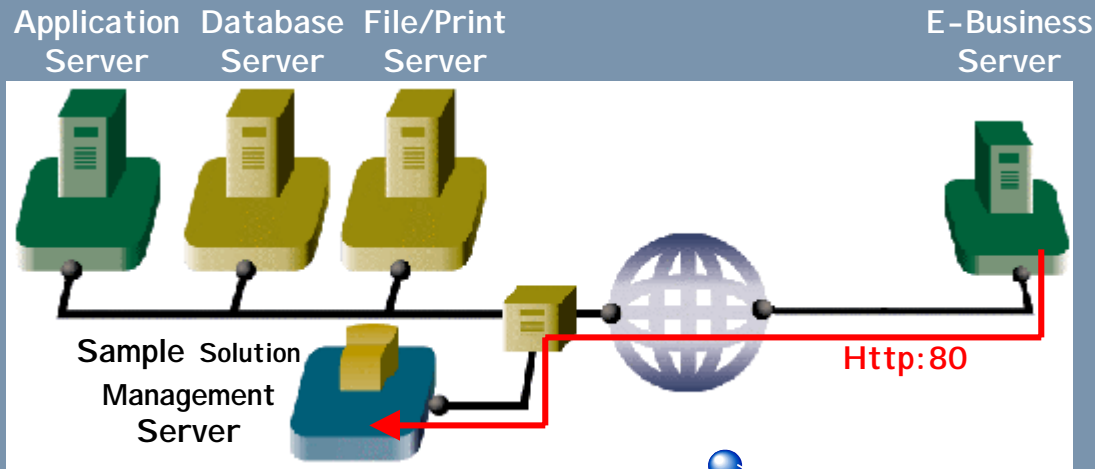
Gay Sherman
Senior Network Administrator
Orange County Public Schools, Florida

Intelligent, (Quick & Easy) Management of Business-critical Applications

Effective Web-server Management

Healthy "E" Requires a Healthy Infrastructure

Application Server **Database Server** **File/Print Server** **E-Business Server**

Sample Solution Management Server
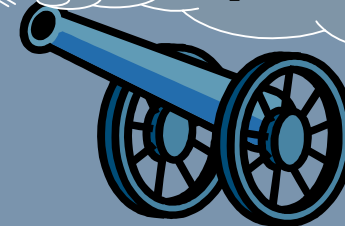
Http:80

DCOM

SNMP

UDP

TCP

IT challenges:

- E-Business servers are added outside company firewalls

- Separated from NT file/print management servers

- IT does not have immediate view into HW, OS, or E-Business service availability
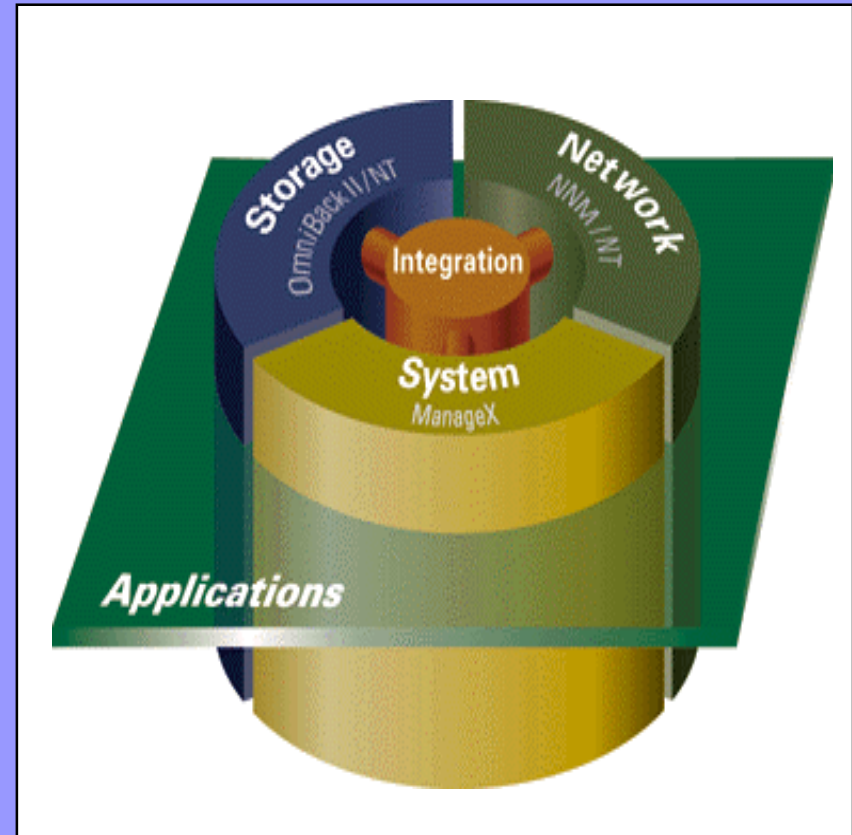
What to look for in a solution:

- Plug E-Services management into existing management infrastructure

- Easy, affordable, quick

- Bring server intelligence in house

- Assist IT services in supporting "E" Business model

Most management solutions shoot holes into your company's firewall

Baseline Requirements for Managing the Mid-market

- Visible value in a day
- Ability to deploy in a week
- Significant return-on-investment in two weeks
- Easily extensible in depth and breadth

Q & A