NonStop in the Enterprise

Includes - Standardization Strategy

- Business Insights

- Solutions Chart

... to expand NonStop opportunities

NonStop in the Enterprise

Preview

This article provides insights to position NonStop as a " strategic platform " that is integral in the organization and can meaningfully contribute to business success. This is needed to expand NonStop relevance and opportunity.

Why does this matter ? Because the agenda in many organizations is to reduce costs, better manage change and mitigate risk, while addressing new needs and supporting business innovation. As a result, there is a need by all of us in the HP community to be proactive at ensuring decision makers appreciate the NonStop value proposition - with supporting advantages and metrics (that matter to the business). And given NonStop systems typically operate in heterogeneous environments, there is a need to have an enterprise perspective that highlights NonStop supports Standards and can meaningfully contribute to achieving Corporate goals.

With HP, Partners and NonStop personnel in Customer organizations showing initiative (either themselves or with others in the community with business leadership skills), this is an opportunity to grow as an individual and contribute to increasing NonStop relevance in the business. And with the Solutions chart at the end of the article, there are multiple ways to demonstrate NonStop fits in.

Introduction

Why do we need to understand " strategy " and " business " ? Because Decision Makers think in these terms and want assurance everyone is on the same page to prudently move the business forward. It also helps to relate on these terms to leverage NonStop fundamentals to improve the probability of business success. Not surprisingly, effectively articulating a business case and value has a huge bearing on NonStop perception and adoption in the market. This is a requisite because for a platform to have a future it needs to make a contribution to the business and co-exist in heterogeneous system environments.

Recognizing all established systems (including NonStop) are proprietary, there are options to be part of a Corporate Standard pertaining to - information access, manageability, operations, security, development, etc. As an example, it is very beneficial to have information services that are seamless and address new business needs with more comprehensive displays, reports, better analytics, etc. - with data aggregated from a single or multiple sources.

Because of this, it is very important NonStop be integral in the business and part of a Corporate Standard as depicted below.

Further, it is required that IT and Solution Providers deliver important benefits to the business (ie: drive new revenue, profit, services, etc.) with the following implications -

High Business Value : Yes = A future No = No future

To extend on the technical orientation of people in the NonStop community, we help our cause by articulating business and strategic factors to expand opportunities by indicating NonStop -

- supports corporate strategies and business innovation
- adds value to the business (and improves the probability of success)
- better positions the business to move forward
- can be included in enterprise initiatives to produce results quickly, while reducing risk and cost

To confirm, there is a need to clearly demonstrate that IT is contributing to business success and meeting User expectations. And IT is better able to deliver with NonStop.

The need for Great Technology AND Business Acumen

Given the adherence to industry standards within NonStop and superior capabilities of the platform, there is a strong foundation to build on. While technical merit is relevant, success is more closely tied to delivering solutions and services that solve business problems. Further, from a financial and risk perspective, there is an increasing sharing of gains and losses between the Customer and Provider. Given shrinking business cycles, the need for business advantage, and appeal of distributing risk - it is important to adapt to respect the new landscape.

This leads us to the realization :

NonStop needs to adhere to Standards – " inside the Box " and " inside the Corporation "

Further, with a paradigm shift in the making (mainly because of mobile), there is a need to change from an " Application Out " to a " User Experience In " mind set.

In the way of insight, all platform groups in the enterprise (including NonStop) are feeling pressure to change, produce results, be responsive to new business demands, etc. – while minimizing cost and risk. Because of this, all platform groups have much in common. As a result, there is much to be gained by greater communications and collaboration between the various IT Groups as well as people in the business units to align IT and business interests - to improve the probability of successfully managing change and achieving corporate goals.

In this context, having NonStop integral in the Enterprise is strategically important – for Customers, HP and the Partners.

Further, if you had CIO, CTO, Architecture, or Business responsibilities - wouldn't you want :

A. All systems and information services integral in the enterprise ?
B. All information in the enterprise available to Users to address new requirements ?
C. To better position IT to perform for the business ?
D. To prioritize projects that improve the User experience and deliver business advantage ?

As well, organizations want the significant benefits associated with Standardization that include –

1. Simplifying systems
2. Have consistency in operations and manageability across platforms
3. Leveraging all information in the enterprise to support business innovation
   .... ie: expanding revenues, improving efficiencies, deliver new services, etc.
4. Producing results quickly, while mitigating risk and cost
5. Improving business agility
6. Reducing Support demands
7. Making it easier to address new requirements / evolve information services
8. Saving money / reducing costs

And finally, since it takes a lot of money to run a business, it is important all platform groups in the organization be able to articulate how they are contributing to business success, better serving Customers, adding value, etc.

Extending on this, successfully positioning NonStop in the future of the business includes engaging with those who set and drive the agenda. From a corporate perspective, being the largest computer company on the planet, HP is a highly credible supplier of IT products and services. And with NonStop being part of the HP family, there is an opportunity for HP and Partners to be uniquely positioned in the enterprise since NonStop is the backbone for very demanding, mission critical, online real time systems that support the business. Interestingly, this has been achieved primarily in a point solution context, versus being part of a corporate strategy or realizing a vision associated with the Customer's business. Addressing this is important since HP's largest competitor, IBM, is talented at nurturing senior level relationships and driving top down business initiatives. Because of this, it's a different agenda ! As such, there is a huge need for extensive collaboration between HP, Partners, Customers and industry experts to ensure we are able to articulate a compelling value proposition and that we can successfully drive change to improve the Customer's business. Basically, we need to demonstrate " you're better off with us than without us " in business speak, with corporate strategies, metrics, etc. to instill confidence in the vision forward because we're business people too. Otherwise the business goes elsewhere – to the Vendor who relates to Executives on business terms and demonstrates industry expertise to improve financial performance and provide competitive advantage.

This is a long way from Guardian, OSS, TAL, Pathway, iTP WebServer, SafeGuard, SCF, SeeView, etc!

While NonStop is a superior tool, expanding NonStop opportunities is about meaningfully contributing to business success. This is analogous to builders going from hand tools to power tools when constructing a new house - to deliver better value, reduce construction time, give better warranties, facilitate customization, make more money, etc.

In this context, what more can be done to articulate how Customers are better positioned with NonStop to move their business forward ? For example – How can we make NonStop more vital in the Enterprise, be included in a Corporate Standard, and a strategic platform – to be part of the future of the business ?

Suggestions to expand NonStop opportunities –

A. Ensure teams engaging on business opportunities include people knowledgeable in :

- the business of the Customer
- the industry the business is in
- Technology Strategy
- System Architecture

B. Highly effective marketing / messaging focused on :

- Highlighting the business advantages with NonStop
- Providing important metrics associated with increasing relevance to Customers, financial gains, ROI, deployment milestones, etc.
- Vision forward for the business to be an industry leader and increasing corporate valuation
- Managing / mitigating risk
  - while moving the business forward
  - with proven technology and methodologies
- Strategy to leverage current systems and incorporate new services for business advantage

C. Increase NonStop profile

Learning from Intel, indicating : " ***NonStop Inside*** "

- relating to Financial Services, Telecom, Retail, etc.
- to increase awareness NonStop is relevant because the system is central to many services people are familiar with

D. Think strategically

- Make NonStop integral in the enterprise
- Make NonStop part of a Corporate Standard

  .... in conjunction with credible cross-platform solutions

E. Produce results - in the short term (ie: in hours or days) as well as the longer term

F. Build Strong Relationships - To respect that enterprise solutions are important to the Customer's business and are typically a long term commitment - that recognizes this is a marriage, for mutual gain, to expand business capabilities.

Basically, the need is to highlight NonStop fits in. And enables the business to run better.

As we all know, being proactive is needed to better assure a future for any platform, technology or service - including NonStop. This is even more important in the enterprise environment when the competition is accomplished at articulating business value, driving the agenda and sun setting other products. Further, when you're not part of a Corporate Standard, you're vulnerable and a target for replacement.

To confirm, it's about fitting into the business, adding value, and demonstrating sustainable advantage. In this context, the above suggestions are intended to be helpful in improving the optics to expand NonStop opportunities.

Making NonStop Integral in the Enterprise

To facilitate having NonStop more integral in the enterprise, it is important NonStop be included in the following Enterprise initiatives or Corporate Standards –

A. System Management

B. Storage / Backup

C. System Development - Environment
- Tools

D. Security

E. Modernizing Information Services

F. Host Access

G. Mobile

H. Big Data

I. Business Continuity / Replication

J. Applications

K. Professional Services

An example of making NonStop Integral in the Enterprise is indicated in the following display -

This is a Single Pane of Glass with Multiple Sessions that includes NonStop information.

Question – Can you tell the NonStop Session ?

Answer – Unless you know the NonStop application, the answer is NO

….which clearly shows NonStop fits in

For more insights on improving the User experience and a Single Pane of Glass, please visit -
www.cail.com/spog

" Standards " Solutions Chart

Examples of products that enable NonStop to be included in Enterprise initiatives and a Corporate Standard are –

Company	Category	Product	Function
1. ACI Worldwide	Application Connectivity	BASE24 - eps ICE - XS	Multi - Platform Retail Banking Payments, Authentication and Switching Solution Multi - Platform Host-to-Host Communications, SOA, and Mobile Enterprise Services Bus www.aciworldwide.com
2. CAIL	Connectivity / Modernization / Single Pane of Glass	Reflection	" Enterprise Client Solution " for - Host Access, Security and System Modernization A single icon on the screen to access - HP (including NonStop), Mainframe, Midrange, UNIX / Linux and Unisys systems. Reflection is integrated Attachmate / CAIL software with extensive Communications, Encryption and Interfacing capabilities for an Enterprise Standard in multi-platform environments. www.cail.com/adapt www.attachmate.com
3. Gravic	Replication	Shadowbase	Data Replication for Business Continuity, Data Integration, Application Integration, and Zero Downtime Migrations that supports popular system interfaces and data bases for a seamless solution across platforms (including NonStop). www.gravic.com www.gravic.com/shadowbase/partners/
4. Integrated Research	System Manageability	Prognosis	Real time performance management solutions to ensure the highest availability and performance of cross-platform technologies including HP NonStop, Windows, Unix and Linux in a single solution. http://www.prognosis.com/infrastructure

5. Tributary Systems	Backup / Restore,etc.	ViTAL® ANDROMEDA,Storage Director® LTO4, LTO5 Tape Automation StoreOnce D2D Data De-duplication	Unified Data Backup, Restore, De-duplication, Archiving, Replication and DR for - 1. All HP platforms (including NonStop) 2. IBM - AS/400, Power Systems (i/OS, AIX, Linux), Pureflex, Mainframe (Q4 2012) 3.All open platforms www.tributary.com http://www.tributary.com/solutions/platform/hp-nonstop-tandem http://www.tributary.com/solutions/platform/ibmi
6. ETI-NET	Backup / Restore, etc.	BCOM BackHome/TSM BackBox	File transfer between Tandem and IBM Mainframe. TSM client for NonStop Virtual Tape controller that uses TSM, Netbackup, Data Domain, NAS, SAN or any open system storage for the NonStop www.etinet.com
7. Oracle	Replication	GoldenGate	Real time data replication across heterogeneous platforms for the purposes of query offloading, high availability, disaster recovery, zero downtime migrations, active active replication and data warehousing. www.oracle.com/goldengate
8. Nexbridge	Development Environment	Eclipse / NonStop Product Suite with Plug-ins for : A. RMS B. Control-CS C. Safeguard D. Pathway Management E. Workstation - based DDLcompiler	Cross Platform Development and Management Environment with extensions for Eclipse and NonStop integration. + Professional services to further integrate NonStop and Eclipse www.nexbridge.com www.eclipse.org

9. XYPRO	Security	IdentityForge	Cross Platform Security Solution to enable NonStop systems to be included in enterprise initiatives for Identity Management, integration with OIM, Microsoft Forefront, etc. www.xypro.com www.identityforge.com
10. HP	Database	SQL/MX SQL/MP	NonStop SQL Databases - contact HP for details
11. HP	Security	SSL SSH	Support of Industry Standard encryption on NonStop - contact HP for details
12. HP	O/S	OSS	NonStop UNIX O/S - contact HP for details
13. HP	Development Environment	Eclipse	Cross-platform Development Environment - contact HP for details
14. HP	System Manageability	HP Systems Insight Manager (SIM), HP Insight Control Power Management, HP Insight Remote Support Advanced NonStop Cluster Essentials, NonStop Performance Essentials ASAP TimeSync Nagios	Cross-platform infrastructure, hardware, firmware , power, thermal and remote support management Health, event, alert monitoring, system provisioning, configuration, control and performance monitoring across NonStop and Linux Availability, statistics and performance monitoring across NonStop and Linux Time synchronization across NonStop, Linux and Windows Cross-platform system management using open-source tool

14. HP (cont'd)	System Manageability	HP IT Performance Suite Tivoli	Cross-platform strategy, planning, governance, application lifecycle management, operations management, security intelligence, information management and business analytics. Includes Fortify SCA, Fortify RTA, LoadRunner, Performance Center, Quality Center, UCMDB, DDMA, OO, Storage Essentials, Service Manager, NNMi, OM, SiteScope, ArcSight ESM, TippingPoint NGIPS, etc. Includes NonStop in an IBM Enterprise System Management Solution http://www.hp.com/go/nonstop/operationsmanagement - contact HP for details
15. HP	Development Tools	iTP WebServer NonStop Server for Java NonStop SOAP 4 NSJP Open Source Java Frameworks (MyFaces, Axis2, Spring, Hibernate) NSDEE	Web HTTP gateway to NonStop applications Certified JVM & JDK Web Services interface for SOA integration (SOAP, XML, WSDL) Apache Tomcat based Java servlets and server pages container User Interface development Web Services interface for SOA Enterprise Java applications development Java persistence for database integration An integrated development environment based on the open source Eclipse platform - contact HP for details

Notes :

To be included in the Solutions chart, the Product / brand needs to be credible in multi-platform environments and recognized by those in Customer organizations having responsibilities at the enterprise level for –

A. System Architecture / Planning / Standards / Strategy
B. Mainframe, Midrange, UNIX/Linux, Windows, etc. systems
C. Management – in IT and/or the Business units

Summary

As the Solutions chart above shows, there are multiple ways for NonStop to be integral in the enterprise - by supporting corporate standards and strategies. Further, having an enterprise perspective, an objective to deliver business value, and a strategic approach - is needed to enable NonStop contribute to delivering important benefits in Customer organizations - including cutting costs, making it easier to address new requirements, better enabling IT to support business innovation, etc.

Extending on this, with a strategy to evolve information services, this means organizations improve the probability of successfully managing change by leveraging all IT infrastructure and the investment in current systems - with known and trusted products to minimize change for Users while mitigating risk and cost to the business.

As well, this is about enabling NonStop and NonStop information services to be included in projects to align business and IT goals - to further demonstrate " NonStop fits in ".

With this in place, there is more interest in exploring how NonStop fundamentals enable the organization to raise the bar on service delivery, availability and performance - to meet increasingly demanding business needs. As such, NonStop is not only more central in the organization, but a platform to further enable the business to better perform for Customers.

This is core to why NonStop matters. And why there is a need to expand awareness of the NonStop value proposition. Doing so increases opportunities since NonStop based solutions deliver unmatched business advantages.

Respecting the technical orientation of the community, hopefully the insights provided here indicate having an Enterprise Perspective and a Business Orientation are critically important to expanding opportunities. And that a better understanding of strategy is relevant - for NonStop and all platforms to be part of the future.

The good news is many organizations already have products that enable NonStop to be more integral in the enterprise as indicated in the Solutions chart above.

Extending on this, it is now important we leverage NonStop capabilities and the associated NonStop ecosystem to -

A. Further improve information services by better collaboration with others interested in moving the business forward

B. Include NonStop in new business initiatives, IT planning as well as new deployments pertaining to - System Management, Security, Connectivity / Host Access, Modernization, Mobile, Storage, Business Continuity, System Development, etc.

C. Show NonStop supports a Corporate Standardization Strategy

D. Have projects funded since NonStop is included in enterprise initiatives

Next Step : If you want more for NonStop and yourself, please contact CAIL or any of the Companies indicated in the Solutions chart.

Author : Ron Thompson rthompson@cail.com 905-940-9000 800-668-5769