FUJITSU Software
Enterprise Service Catalog Manager V18
Introduction

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Fujitsu Enabling Software Technology GmbH
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Challenges in the Cloud
Today, companies face the following challenges:

- How to offer an easy-to-use self-service portal for IT services?
- How to guarantee IT governance?
- How to control the purchase and usage of services?
- How to control the costs for IT services and software?
Needs of Service Providers and CIOs

Service Provider’s Challenges

- How to achieve visibility and market positioning for my offering?
- How to provide simplest possible service booking and provisioning?
- How to ensure interoperability and compatibility of my offering with other solutions?

CIO’s Challenges

- How to make offerings fit together and fit the process of my corporation?
- How to efficiently manage access rights to all services used within my corporation?
- How to allow new offerings to be tested in a controlled environment?
Product Overview
Deliver Cloud Services With This Product

IT DC & OPERATIONS

“Let me supply services with low effort”

CIO

“Let me keep transparency and enable business user with new cloud services”

Business User

“Let me easily find, consume and control cloud service offerings”

Standardize IT offering and automate its delivery

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Fujitsu Enterprise Store (ESS)

BUSINESS USER

„Let me easily find, consume and control cloud service offerings“

CIO

„Let me keep transparency and enable business with new cloud services“

External & Legacy Apps

„Let me supply services with low effort“

Private & Public Infrastructure

IT DEVELOPMENT

PaaS

Link Business and IT
Open Source Since Oct. 2015

■ Customer can download and use the software for free

■ Support, maintenance and professional services can be purchased at Fujitsu
  ■ Subscription from Q1’2016
  ■ Classic license and support model until then
  ■ Existing customer will be migrated

http://openservicecatalogmanager.org
Key Features and Benefits
Key Features

1. **Service portal**
   - Single, flexible solution store experience to business users
   - Offer cloud services within an interactive service catalog
   - Create and manage service catalogs
   - Customizable view for subscriptions to display additional service information

2. **Supplier portal**
   - Build, govern and support a hybrid cloud service-based ecosystem
   - Define service offerings including flexible price models
   - Provide customization features to brand service catalogs

3. **Account and subscription management**
   - Manage individual users, accounts, roles, and logins
   - Provide account management capabilities for departments

4. **Metering and auditing**
   - Collect data based on usage of services as a basis for billing and reporting
   - Support invoicing and create reports for service users
Components

**USER PORTALS**
Customer & administration portals

**BRAND MANAGEMENT**
Layout customization for the own branded customer portal

**IDENTITY MANAGEMENT**
User management, single sign-on & access control

**ACCOUNT MANAGEMENT**
Handling individual users, accounts, roles, and logins

**PROCESS CONTROL**
Integrate organization-specific processes

**TENANT PROVISIONING**
Provisioning service tenants

**REPORTING**
Offer comprehensive reports for providers & service users

**SERVICE PROVISIONING**
Creating service users

**PAYMENT**
Invoice creation & reporting for service users

**BILLING**
Collect billing data for the creation of customer invoices

**EVENT MANAGEMENT**
Record events to support metering and auditing

**ACCOUNT MANAGEMENT**
Managing service subscriptions
Consumer View – Using Services

1. Manage market offerings
2. Subscribe to and use services
3. Pay Services
4. Terminate Services
5. Manage users and accounts

ACCOUNT MANAGEMENT
SUBSCRIPTION MANAGEMENT
BILLING AND PAYMENT
REPORTING

SOLUTION STORE PORTAL

SERVICE PROVIDER

SERVICE CONSUMER
Key Benefits

1. **Platform for Various Solution Stores**
   - Service Provider Store (public cloud service portal)
   - Enterprise Store (a company’s solution store in the private cloud)
   - Fujitsu Cloud Integration Platform (Fujitsu’s IT solution store)

2. **Transparency of IT Solution Landscape**
   - Perfect, yet flexible, cost transparency of IT usage
   - Transparent, yet flexible, authorization processes for new service portal users

3. **Cost Savings**
   - Rapid deployment to new users, no lengthy provisioning
   - Easy right-sizing and de-provisioning of production resources
   - Immediate reaction to shifts in usage patterns (e.g. re-org)

4. **Company-wide Standardization of Application Layer**
   - One-stop self-service portal for subscribing to IT services
   - Easy deployment of new applications as services
Use Cases / References
Use Case - Private Services

- Allows CIOs to easily integrate, manage and offer distributed internal services
- Enables CIOs to ensure IT governance and control usage and costs for IT services
Allows CIOs to easily integrate, manage and offer distributed external services.

Enables CIOs to ensure IT governance and control usage and costs for IT services.
Integrations

Part of CT-MG
- OpenStack (RedHat, SUSE)
- Amazon Web Services
- VMware ESXi / vSphere 4.x, 5.x, 6x
- MS Azure

Project-Specific on Request
- VMware vCloud Hybrid Service
- Microsoft Hyper-V
- IBM Pureflex
- HP CloudSystem Matrix
- Oracle VM Manager
- Citrix XenApp
- Microsoft Exchange
- Oracle Glassfish
- PostgreSQL
- VMware Desktop
- Salesforce.com
- Symantec end-user-protect
- Any Linux Shell scripts based service
- Any virtualized App (via Citrix, VMware, PCS)
- Any mobile App (via Mobile Device Management, e.g. Good, Citrix)
- Any Web-based App
Reference Case - Private Services

IaaS Services

Challenge
- Need to manage a number of distributed and independent VMware islands
- Lack of standardization
- Need to have short-term delivery and self-service

Solution
- Enterprise Store, installed on premise
- Provisioning of virtual machines, e.g. VMware
- Provisioning of applications, e.g. LAMP stack
- Integrated multiple distributed VMware ESX cluster
- Extensions for automated customer-compliant server name generation, IP address pooling, existing VM import, MS AD login, MS AD domain handling, approval
**Reference Case - Public Services**

**Rapid Service Delivery**

**Challenge**
- Huge time effort of manual service delivery
- Requirement for cost control
- No consistent user management

**Solution**
- Rapid and automated provisioning
- Transparent cloud service usage
- Flexible models for cost calculation
- Secure role-based access model
- Improved user experience
Reference Case – University

Fujitsu Private Cloud Stack

Challenge

- Lifecycle management (booking, prolongation, termination) of > 300 VMs per year for research & education with no extra system admins
- Keeping track of IaaS usage and costs

Solution

- Enterprise Solution Store, installed on top of Fujitsu private cloud (Fujitsu Server, NetApp, VMware vCenter)
- Automated provisioning of standardized virtual machines (Windows, Linux)
- Automated lifecycle management (prolongation, termination)
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