

Services Delivered By



Modern management across on-premises, service provider, and Azure environments

System Center helps customers gain an unified datacenter management experience with out-of-the-box monitoring, provisioning, configuration, automation, protection and self-service capabilities. You can now extend System Center capabilities with Microsoft Operations Management Suite (OMS) to deliver a cloud-inspired, platform-agnostic solution to help you manage both traditional infrastructure and modern applications with ease.

Application focused

Deliver predictable line-of-business application SLAs by providing deep insight and diagnostics. Provision your workloads faster and repeatedly using consistent templates. Provide your application owners with a unified, self-service view across clouds.

Enterprise-class

Deliver best-in-class management for datacenter and cloud environments. Optimize performance and availability for first-party Microsoft workloads. Robust heterogeneous datacenter support includes comprehensive storage and network management, support for multiple hypervisors, and Linux support.

Simple and cost-effective

An entire management solution at your fingertips, fully integrated to ensure seamless operations. Optimize cost-performance for your business-critical workloads through deep infrastructure management. Extensible automation and integration to operate your datacenter in a cost-effective and predictable manner.

Cloud-connected

Seamlessly extend your System Center capability with the power of the cloud and get an integrated view of the entire infrastructure. Enable operations teams to effortlessly collect, store and analyze log data from virtually any Windows Server source. Protect and recover your applications with simplified disaster recovery and reliable cloud integrated backup.



Contents

System Center Virtual Machine Manager 2012	3
Manage Heterogeneous Virtual Environments	
System Center Confi guration Manager 2012	5
Manage, and Control User Experiences for Mobile, Physical and Virtual Environments	
System Center Operations Manager 2012	7
Server, Client, Network and Application Monitoring	
System Center Data Protection Manager 2012	9
Unified Data Protection	
System Center Service Manager 2012	11
Modern IT Help Desk for Incident, Problem, Asset, and Change Management	
System Center Orchestrator	13
Process and Datacenter Automation	
System Center App Controller 2012	14
Manage Business Applications Across Public and Private Cloud Environments	









Microsoft® System Center 2012 cloud and datacenter solutions provide a common management toolset for your private and public cloud applications and services, and help you deliver IT as a Service to your business.

A core component of this solution, Microsoft System Center Virtual Machine Manager 2012, helps you manage virtualized and cloud environments by:

- Enabling you to build flexible and cost-effective infrastructure solutions. It delivers Infrastructure as a Service by virtualizing your compute, network, and storage resources and allocating them to your business.
- Providing service-centric management for applications so you can manage them independently of the infrastructure.
- Leveraging your existing datacenter investments with support for multi-hypervisor environments, including Windows Server® Hyper-V™, VMware, and Citrix.
- Dynamically optimizing virtualized datacenter resources to maintain high availability for your business-critical workloads.

www.microsoft.com/systemcenter/ vmm2012 Like many companies today, yours may be looking to transition existing datacenter infrastructure (primarily physical and virtualized environments) to private cloud deployments and to deliver Infrastructure as a Service (laaS) to your business. While taking full advantage of the innovations that the cloud offers, you must continue to deliver applications reliably and optimize usage of your existing investments. System Center Virtual Machine Manager 2012 extends what you know and own today, and enables you to deliver flexible and cost-effective infrastructure solutions taking a service-centric approach.

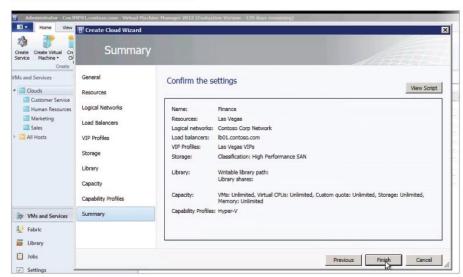
Enables flexible and cost-effective infrastructure

System Center Virtual Machine Manager 2012 helps you extend your existing datacenter investments and skill sets to deliver laaS today.

Pooling and dynamic allocation of datacenter resources. With System Center Virtual Machine Manager 2012, you can pool and virtualize your compute, network, and storage resources, thus setting up the datacenter fabric for allocation across business units. These resources can span multiple datacenters, infrastructures (such as Microsoft and VMware), and service providers. You can even provision bare metal servers to a Hyper-V cluster. This improves datacenter efficiencies, helping to increase the return on investment on existing assets while reducing the expense of managing isolated point-solutions.

Flexible delegation with control. You can use System Center Virtual Machine Manager 2012 to allocate pooled datacenter resources to logically distinct clouds that align with the IT goals of your business units. For example, business requirements might dictate that a marketing IT cloud have a different service level than a finance IT cloud. Business unit and central datacenter administrators can work together to define the characteristics, including SLAs and sizing which their application owners need.

Enable infrastructure self-service. System Center Virtual Machine Manager 2012 helps improve the agility of your business unit IT stakeholders by enabling role-based self-service access to datacenter resources.



Build a dynamic and flexible infrastructure



Offers a service-centric approach to application management

System Center Virtual Machine Manager 2012 helps you provision and manage your applications independently of the infrastructure through innovative capabilities for application provisioning from design to deployment.

Specifically, Virtual Machine Manager 2012 offers service templates to help you design and compose n-tier .Net applications from a template library. It includes support for multiple package types, such as Microsoft Web Deployment Tool (MS Deploy) for IIS or the web tier, Server Application Virtualization (SAV) for the business tier, and SQL Data-tier Applications (DAC) for the database tier.

Through built-in SAV technology, you can deploy a set of defined application types in private cloud environments without having to re-architect or rewrite them, setting them up for mobility across clouds. SAV also simplifies application servicing with image-based configuration and management techniques that reduce administrative effort and expense.

administrative effort and expense. Add Logical Network Fit to Window 1 1.5 Add Load Balancer Actual Size Create VM Template Add Application Host Template Order Processing App Tier BSL App Tier VM Templates StockTrader IIS Web Application Order Virtual Application BSL Virtual Application StockTraderDB DAC BusinessServiceReposito Sal08R2 Deployment THR SOL Database Template Gold 2/... NIC 1 NIC 1 Sales App Server Template Gold 2/.. I Sales SQL2k8R2 Template Gold 2/2... I ST BSL Template 2/22/2011 ST Data Template 2/22/2011 IST Order Template 2/22/2011 I ST Web Template 2/22/2011 Data Tier - Machine Tier | Default instance: 1 | Maximum instance: 1 | Minimum instance: 1 Data Tier This machine tier can be scaled out.

Predictable application delivery with a service-centric approach

Preferred deployment order:

Preferred servicing order:

Prevent this machine from being automatically migrated

, .

Manages heterogeneous virtual environments

System Center Virtual Machine Manager 2012 uses a single pane of glass to manage multi-hypervisor virtualized environments such as Windows Server Hyper-V, Citrix XenServer, and VMware vSphere 4.1. This enables you to extend existing investments while you build your private cloud.

Optimizes datacenter service delivery

System Center Virtual Machine Manager 2012 offers a set of core infrastructure enhancements that streamline upgrade and deployment, and help you operate your laaS environments more efficiently:

- Dynamic optimization of workloads uses live migration and enhanced placement techniques for cluster-level re-balancing.
- Intelligent power management enables you to define power management policies that reduce operational expense by optimizing power consumption during times of peak and low datacenter use without service disruptions.
 - Enhanced Windows PowerShell™ support. System Center Virtual Machine Manager 2012 has deep support for PowerShell, an administrator-focused command shell and scripting language with more than 170 standard command-line tools and consistent syntax and utilities.
 - Patch automation for Hyper-V clusters improves operational efficiency without additional risk to your laaS environments.
 - Highly available (HA) Virtual Machine Manager server scales across datacenter resource clusters to reliably support your laaS environments.

For more information about System Center Virtual Machine Manager 2012, visit: www.microsoft.com/systemcenter/ vmm2012.

Let us help you with your virtualization project!

Default instance count:

Minimum instance count:

Number of upgrade domains:

1 0

Call Us Today: 1-888-704-8870





Microsoft® System Center Configuration Manager 2012 release makes it easier to empower users to be productive. It provides a unified infrastructure that delivers and manages physical and virtual operating systems and applications across both corporate and consumer devices.

www.microsoft.com/ systemcenter/ configurationmanager

Empower Users, Unify Infrastructure, and Simplify Administration

As consumerization becomes a reality, IT organizations face the challenge of keeping workers productive as they adopt the latest mobile technologies. Employees are demanding that they be able to conduct business on both corporate-owned and personal devices, and also expect their application experiences to remain consistent as they move between these devices. How can you accommodate these new demands while also ensuring that corporate compliance, security, and budget requirements are met?

System Center Configuration Manager 2012 provides a unified infrastructure that enables you to provision, manage, and control user experiences for mobile, physical, and virtual environments. Configuration Manager 2012 allows IT to deliver and manage user experiences based on the user's corporate identity, network connectivity, and device type. It increases your efficiency and effectiveness with simplified administrative tools and through improved compliance enforcement capabilities.

Building on the established strengths of previous versions, Configuration Manager 2012 extends its core capabilities of client assessment, operating system deployment, inventory tracking, update management, and setting enforcement with new features. These empower people to be productive from anywhere on whatever device they choose, unify the IT management infrastructure to reduce costs, and simplify administration to improve IT effectiveness and efficiency.

Empower users

Configuration Manager 2012 gives you the power to make users more productive by giving them an optimal working experience wherever they are, on whatever device they are using.

Enables device freedom. Configuration Manager 2012 gives workers the freedom to use whatever devices they need to be productive, while helping to keep your environment secure and compliant. It manages a wide range of mobile devices that connect to Exchange ActiveSync®, including Windows® Phone 7, Symbian, iOS, and Android-based devices, and provides comprehensive asset and compliance reporting through a single administrative console.

Delivers optimized, personalized application experiences. Configuration Manager 2012 enables users to be productive from anywhere. It evaluates device and network capabilities to determine the optimal mechanism for delivering an application to a specific user. This could be a local installation, streaming through application virtualization, or use of a presentation server. Through integration with Citrix XenApp, even users with non-Windows devices are assured access to any Configuration Manager–compatible business application.

Supplies application self-service. Configuration Manager 2012 authorizes workers to self-provision applications securely from anywhere with an easy-to-use web catalog. Users are shown only the software they have permission to request.



Deliver and manage rich user experiences across corporate and consumer devices

Unify IT management infrastructure

Configuration Manager enables you to streamline operations by consolidating all client management and security in a single infrastructure.

Integrates mobile, physical, and virtual management.

Configuration Manager 2012 reduces the complexity of implementing virtual environments with a single, unified tool that helps you manage all your client desktops, thin clients, and hosted virtual desktops. It also helps you orchestrate the delivery of applications across multiple desktop virtualization platforms.

Improves security and compliance. Configuration Manager 2012 reduces your management and operating costs through a single, integrated platform for managing desktop security and compliance. As the management infrastructure for Forefront® Endpoint Protection 2010, it provides a single solution for malware protection, vulnerability remediation, and update management, while giving visibility into noncompliant systems.

Expands service management capabilities. Configuration Manager 2012 helps improve user satisfaction and free up helpdesk resources by connecting to System Center Service Manager. Shared inventory information and self-service tools help shorten the time to resolve problems.

Simplify IT administration

Configuration Manager 2012 makes it easier and faster for you to manage systems well and keep them compliant.

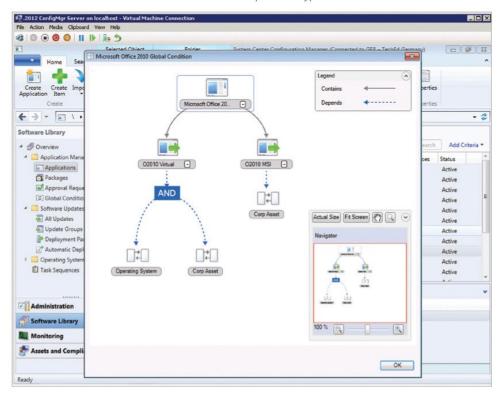
Provides comprehensive client management. Configuration Manager 2012 continues to deliver the world-class inventory tracking, operating system deployment, update management, client assessment, and settings enforcement that you have come to expect, including exceptional support for Windows.

Increases administrator effectiveness. Configuration Manager 2012 makes it easier and faster for IT administrators to perform day-to-day tasks. An improved user interface enables you to organize administrative tasks by business role, ensuring that only relevant features are visible to any given role. A new application model allows you to define an application once and deliver it across multiple devices. For compliance management, continuous settings enforcement automatically identifies and remediates noncompliant physical and virtual desktops, minimizing downtime.

Enhances infrastructure efficiency. Configuration Manager 2012 helps increase your efficiency through minimal infrastructure requirements, server role consolidation, reduced data latency, and improved scale.

With Configuration Manager 2012, administrators can deploy applications more efficiently. Applications can be defined once and then delivered to multiple device types.

For more information about System Center Configuration Manager 2012, visit www.microsoft.com/ systemcenter/ configurationmanager.







Microsoft System Center 2012 cloud and datacenter solutions provide a common management toolset for your private and public cloud applications and services to help you deliver IT as a Service to your business.

System Center Operations
Manager 2012 provides the
monitoring component of this
solution, to help you manage
your datacenter and cloud
environments by:

- Delivering flexible and costeffective enterprise-class monitoring and diagnostics while reducing the total cost of ownership by leveraging commodity hardware, configurations, and heterogeneous environments.
- Helping to ensure the availability of business-critical applications and services through market-leading .NET and JEE application performance monitoring and diagnostics.
- Providing a comprehensive view of datacenters, and private and public clouds.

www.microsoft.com/systemcenter/ operationsmanager Like most companies today, you rely on your IT infrastructure to keep your business running. You need to find out about and fix IT problems before they lead to any downtime or loss of productivity and revenue. Providing this Infrastructure as a Service (laaS) can be daunting when you depend on physical, virtual, and cloud resources to run a diverse mix of operating systems (Windows, Linux, and Unix) that support any number of critical business applications. This complexity can make it difficult to get an integrated, consistent, and reliable view of what's happening so you can respond proactively.

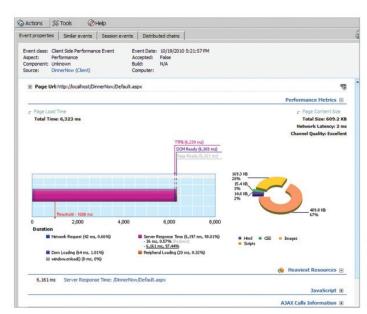
To address these concerns, Operations Manager 2012 provides infrastructure monitoring that's flexible and cost-effective, helps ensure the predictable performance and availability of vital applications, and offers comprehensive monitoring for your datacenter and cloud, both private and public.

Predictable performance and availability of critical applications

By integrating recently acquired AVIcode technology for monitoring .NET applications, plus new JEE support, Operations Manager 2012 delivers .NET and JEE application performance monitoring and diagnostics to help ensure the availability of business-critical applications and services.

End-to-end views of application health and topology. Many essential business applications today are built from distributed components that operate both within and outside corporate firewalls. To help you keep these applications running, Operations Manager 2012:

- Monitors the application user's experience and alerts you if it degrades so you can quickly diagnose and fix the problem.
- Uses built-in intelligence to monitor applications so you can discover dependencies automatically and get an end-to-end picture of all components.



Operations
Manager 2012
can show application performance
from the enduser's perspective.



- Provides a graphical view of application topology that displays the various dependencies among the distributed components.
- Monitors applications running on Windows Azure through the recently released Management Pack for Operations Manager. This gives you insight into the performance of business-critical applications in the public cloud as well as in your physical datacenter.
- Monitors custom line-of-business applications without the need for extensive management pack authoring.

Establishment of application service-level delivery (SLAs). When you deliver laaS to your business, it's important to establish and meet certain levels of application availability. Operations Manager 2012 helps you set enterprise-wide standards for managing custom and disparate applications, and then monitor and measure that service-level delivery.

Precise identification of application errors. It's not unusual for businesses to spend quite a bit of time trying to reproduce application errors to establish the cause before they can fix them. Operations Manager 2012 helps minimize the time to resolve application errors by providing detailed diagnostic information, including code errors, enabling application developers to fix specific issues.

Flexible and cost-effective infrastructure monitoring

Operations Manager 2012 helps you monitor your existing datacenter and cloud resources to deliver laaS today.

In-depth monitoring, diagnostics, and reporting for heterogeneous environments. If you run a variety of operating systems—Windows, Linux, and UNIX servers and their workloads—Operations Manager 2012 provides a single console to monitor this heterogeneous environment. This can help you track datacenter investments and quickly troubleshoot and fix any problems that arise, through alerts and expert diagnostics.

Integrated network device monitoring and alerts. Along with server, client, service, and application monitoring, Operations Manager 2012 now includes network monitoring. Instead of simply monitoring each server, it is now possible to look at the underlying network topology that connects the servers. You get a single end-to-end view to help you understand how your server and network infrastructure is working as a whole—from node to network to servers to applications and services.

As with all alerts in Operations Manager 2012, you can choose how to get network device alerts, whether through email, instant message, SMS, or pager.

Simplified management infrastructure. Operations Manager 2012 enables you to lower your costs in hardware and maintenance by simplifying setup and leveraging common hardware and configurations. The use of management servers and server pools enables a highly available monitoring infrastructure

without expensive hardware or complicated configurations. And with one-step setup for high availability, you get support for automatic failover.

Comprehensive monitoring for your datacenter and cloud—on your terms

As more businesses begin to embrace the cloud, complexities will arise from the need to manage hybrid IT environments of physical, virtual, and cloud resources. This mix makes it even more imperative that customers be able to view and manage these resources in an integrated way.

Integrated physical, virtual, and cloud management.

Operations Manager 2012 not only provides a view of your business applications, but a comprehensive view of the environment in which those applications run, whether it's based on physical, virtual, or cloud resources. Furthermore, Windows Azure Management Pack enables an integrated view into applications running in your public cloud environment.

Additionally, PRO-enabled management packs provide an automated or advised response to incidents within virtualized environments—for example, live migration of workloads among servers in response to a hardware issue on the virtualization host.

Common console across datacenter and clouds. Instead of using disparate consoles with different views of monitoring information, Operations Manager 2012 provides a simple, consistent view of your entire IT environment, shortening your time to value. In other words, you get a consistent view across the Operations Manager 2012 console, web console, and SharePoint, with the information you need to keep IT services running across datacenter and cloud resources. In addition, you can use dashboard templates to create custom views tailored to your specific needs.

Rich reporting. Reporting begins with baseline monitoring of the health and performance of such core operating system functionalities as processor, logical and physical disks, memory, and network interfaces.

Operations Manager 2012 delivers detailed reports on performance, availability, and other metrics for historical and troubleshooting analysis of monitored resources. These include server and client operating systems, applications, services, and network hardware devices. For example, you can choose to show the server that's most used to help you better balance loads.

You can also surface rich reporting information through dashboards that enable you to consume and act upon the information in the way that best suits your business needs.

For more information about System Center Operations Manager 2012:

www.microsoft.com/systemcenter/operationsmanager.





Microsoft System Center 2012 cloud and datacenter management solutions provide a common toolset for your private and public cloud applications and services to help you deliver IT as a Service to your business.

Microsoft System Center Data Protection Manager 2012 unifies data protection for Windows servers and clients as a best-of-breed backup and recovery solution for Windows environments. It provides data protection for disk, tape, and cloud scenarios that's scalable, manageable, and cost-effective.

New in Data Protection Manager 2012:

PROVIDES CENTRALIZED MANAGEMENT

- Centralizes management of your DPM servers
- Integrates with System Center
- Provides role-based access

FITS YOUR EXISTING IT ENVIRONMENT

- Integrates into existing ticketing systems, workflows, and team structures
- Supplies enterprise scale, fault tolerance, and reliability
- Protects generic data sources
- Enables certificate-based authentication

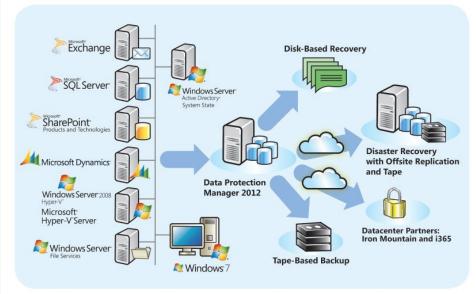
HELPS REDUCE MANAGEMENT COSTS

- Provides remote administration, corrective actions, and recovery
- Prioritizes issues with SLA-based alerting
- Supports item-level recovery even with DPM 2012 in a virtual machine
- Can co-locate tape backup media by protection group

Unified Data Protection for Windows Servers and Clients

Corporations collectively spend billions of dollars annually on recovering lost data. Perhaps you, too, are looking for a reliable, cost-effective way to protect critical services and data so that you can quickly restore them if something goes wrong. Backup and recovery processes generally involve multiple administrators, each having unique expertise, which adds to the fragmentation and lack of standardized processes. The result? The total data management cost of ownership is higher than it needs to be.

To address this concern, Data Protection Manager 2012 unifies data protection for Windows servers such as SQL Server, Microsoft Exchange Server, Microsoft Office SharePoint Server, and virtualization and file servers, as well as Windows desktops and laptops. New is a centralized console integrated with System Center that protects the data of physical and virtual resources in enterprise deployments.



Data Protection Manager 2012 provides flexible data protection for critical business applications.

Centralizes management

Built on Operations Manager technology, a new console provides centralized monitoring, management, and troubleshooting of up to 100 DPM 2010 and DPM 2012 servers, or 50,000 protected data sources. From this one console, you can perform the same protection, infrastructure management, troubleshooting, and reporting tasks as you did for a single Data Protection Manager server using the administrator console.

For greater security of console users, DPM 2012 enables you to modify their roles and permissions so users see only those tasks in the console that they have permission to perform. These permissions also extend to commandlets and to the Troubleshoot option, which launches a scoped console.



Also, DPM 2012 is now integrated into System Center with support from:

- Operations Manager through a Management Pack
- Orchestrator through an Integration Pack
- Center Configuration Manager for agent deployment
- Virtual Machine Manager through disaster recovery and site staging
- Service Manager through ticketing

Fits your existing environment

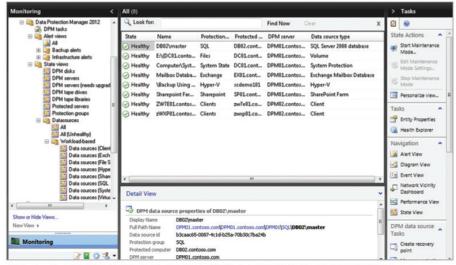
Database administrators, email managers, and other IT implementers and developers are always on the lookout for ways to better protect and recover data from such key business applications as:

- Windows file shares, client data, and system state
- Hyper-V technology
- SQL Server
- SharePoint products and technologies
- Microsoft Exchange Server

Built for enterprise scale, Data Protection Manager 2012 enables continuous data protection of Microsoft application, virtualization, and file servers to seamlessly integrated secondary disk, tape, and cloud. In fact, DPM 2012 has been tested in our own demanding production environment, and has been protecting our enterprise servers beginning early in the beta process.

New functionality in DPM 2012 improves support in diverse IT environments.

- If you're running virtualized servers, DPM 2012 now enables Hyper-V Item Level Recovery even when it's running inside a virtual machine.
- DPM 2012 integrates into existing ticketing systems, workflows, and team structures.
- While already best-in-class for Windows protection, DPM 2012 now protects generic data sources, providing:
 - Basic protection and recovery of any referential data source



The new console makes it easy to manage all of your DPM 2010 and DPM 2012 servers from one place.

- Full backup (express, full, delta replication, and consistency check) for any application
- Use of XML for applications that do not have a Volume Shadow Copy Service (VSS) writer
- Original location recovery and restore as files to a network location

Helps reduce management costs

Data Protection Manager 2012 is designed for application stakeholders, SQL Server or Exchange Server administrators, IT generalists, and others. It relies on wizards and workflows to help you protect your company's data without requiring an advanced degree, training, or certification in storage and backup technologies. Further underlining a move to simplification, DPM 2012 provides a new Push to Resume function. This makes it quick and easy to remotely resume a paused backup or restore task.

With unmatched Exchange Server, SQL Server, and SharePoint Server functionality, DPM 2012 integrates support for advanced Exchange Server and SQL Server cluster configurations, shorter SQL Server backup windows without the need for compression, and advanced SharePoint Server data protection options. With SharePoint

Optimized Item-Level Restore functionality, DPM 2012 can restore a 1 MB document in less than 20 seconds.

Sometimes, managing critical data protection involves more than simply resuming a backup or performing a recommended action. DPM 2012 provides a Troubleshoot option that launches a scoped console showing only the particular object you're working with. This view also shows all related alerts so you can check for patterns and more quickly find a solution.

If you deploy DPM 2012 on a smaller scale (up to 10 servers), you can manage them using Remote Administration, which installs the administrator console on your local computer. The Remote Administration screen enables you to connect to and work on any DPM 2012 server. Using the Remote console, administrators can more quickly discover and fix problems when they arise.

For more information about System Center Data Protection Manager 2012, visit www.microsoft.com/systemcenter/Data ProtectionManager2012.





Microsoft System Center 2012 cloud and datacenter management solutions provide a common toolset for your private and public cloud applications and services to help you deliver IT-as-a Service to your business.

Microsoft System Center Service Manager 2012 helps standardize service delivery across your organization by:

- Enabling IT to deliver flexible selfservice experiences so application owners can request private cloud capacity to deploy their services.
- Integrating people, processes, and knowledge across enterprise infrastructure and applications.
- Standardizing datacenter processes using workflows built around industry best practices.

www.microsoft.com/systemcenter/ servicemanager

Standardized Service Delivery

Like many companies today, yours may be looking to evolve your datacenter environments to a private cloud model so you can realize the associated agility and economic benefits. At the same time, you want to continue to provide reliable datacenter services and maintain tight control of corporate resources.

Microsoft System Center Service Manager 2012 can help by integrating people, processes, and knowledge so you can standardize your service offerings in self-service mode to application owners and end users.

Enables self-service for application owners and end users

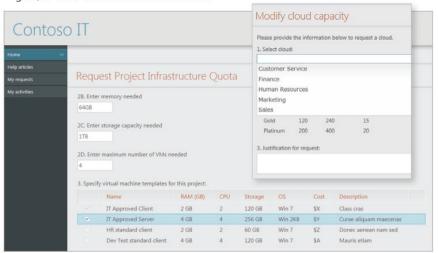
Publish and consume standardized IT service offerings

- Service Manager 2012 offers a Service Catalog that gives application owners and end users access to standardized service offerings spanning applications and infrastructure. You can also set up appropriate role-based access policies so they can make their requests, which Service Manager 2012 then fulfills automatically. Requests could range from straightforward ones for access to relatively complex datacenter service deployments.
- Templates and workflows help you more easily author and publish service offerings that align with your organization's business processes.

Enables self-service requests for private cloud infrastructure

Using Service Manager 2012, you can accommodate the private cloud infrastructure requirements of your line-of-business application owners:

- Provision and allocate pooled infrastructure resources to your internal business unit IT (BUIT) organizations based on their requirements submitted through the Service Manager 2012 portal.
- Specify service-level agreements (SLAs) with different tiers of availability such as platinum, gold, or silver for infrastructure resources.



Request private cloud infrastructure capacity taking a flexible self-service approach.



- Track and charge specific unit costs for storage, network, and compute resources to the BUIT cost center.
- Set access and resource quota levels on a per-user or per-BUIT basis.

This empowers BUIT application owners and end users to request datacenter capacity to host their applications in self-service mode—including the flexibility to request additional capacity as business demands increase.

Delivers self-service business intelligence

To help you stay on top of your business be it operational SLAs or business intelligence—Service Manager 2012:

- Makes self-service reporting simple through easy-to-use dashboards.
- Offers a comprehensive view of IT from the data warehouse by pulling data from multiple enterprise data sources, including from other System Center components, Active Directory, and SAP.
- Integrates with Microsoft Office to enhance your ability to customize operational and business service reports.

Integrates people, processes, and knowledge

Enables compliance and standardization

- The Service Manager 2012 Configuration Management Database (CMDB) standardizes the capture of relationships across infrastructure and applications, which facilitates continued organizational compliance through any changes to these.
- Service Manager 2012 makes it easy to set up your CMDB so it can import data automatically from such sources as Active Directory and System Center 2012 Configuration Manager.
- If you are managing a private cloud, the CMDB can track various configuration items such as virtual machine templates, application service templates, virtual machines, physical hosts, and application services.



Service Manager 2012 integrates people, processes, and knowledge.

Offers deep integration with System Center components

Service Manager 2012 builds in two new connectors for System Center 2012 components, Orchestrator and Virtual Machine Manager.

- The Orchestrator Connector supports the fulfillment of service requests through process automation capabilities such as runbook execution.
- The Virtual Machine Manager Connector imports library data such as virtual machine and service templates into the Service Manager 2012 CMDB, so end users can request service offerings in selfservice mode.

Facilitates IT GRC commitments

The System Center Governance/Risk/Compliance (GRC) Process Management Pack:

- Enables Service Manager 2012 to translate complex regulations and standards into authoritative control objectives for your compliance program.
- Defines the manual and automated control activities that need to be in place for such Microsoft technologies as Windows Server and key workloads like Microsoft Exchange Server.
- Automates ongoing validation of those activities and demonstrates proof of compliance through reporting and audit trails.

Standardizes datacenter processes with best practice workflows

Provides process workflows built on industry best practices

Service Manager 2012 builds in automated workflows around incident management, problem management, SLA management, and service request fulfillment. These help you deliver predictable operational SLAs for your datacenter application and infrastructure services.

Offers closed-loop change and release management

With the adoption of virtualization and cloud computing models, it's increasingly important to set up rigorous change controls so you maintain the availability, performance, and reliability of your applications and infrastructure. Service Manager 2012 offers closed-loop change and release management that is integrated into the service request fulfillment process. This helps mitigate risks arising from high impact changes that could span multiple application and infrastructure components.

For more information about Service Manager 2012, visit www.microsoft. com/systemcenter/servicemanager.





Microsoft System Center 2012 cloud and datacenter management solutions provide a common management toolset for your private and public cloud applications and services to help you deliver IT as a Service to your business.

Microsoft System Center Orchestrator 2012 provides the process automation component of this solution, enabling you to build a cost-effective and flexible infrastructure using what you already know and own. System Center Orchestrator 2012:

- Optimizes existing datacenter investments by integrating, extending, and interoperating with heterogeneous tools and systems.
- Helps you deliver flexible and reliable datacenter services by orchestrating process workflows across multidisciplinary process silos.
- Lowers costs and improves predictability by automating your private cloud scenarios to reduce error-prone manual activities.

www.microsoft.com/ systemcenter/orchestrator

Process Automation That Simplifies Datacenter Management

Like many companies today, yours may be looking to move your datacenter environments to a private cloud model so you can realize the associated agility and economic benefits. At the same time, you want to continue to deliver reliable datacenter services while still maintaining tight control of corporate resources.

Process automation is essential to meeting these objectives, and the flexible automation platform of System Center Orchestrator 2012 can help. It can help simplify and standardize your datacenter processes, thereby increasing potential returns when you adopt a private cloud computing model. Additionally, it integrates your heterogeneous environments so you can carry forward your existing investments as your datacenter evolves.

Optimize and extend existing investments through integration

Optimize heterogeneous environments with integrated management

System Center Orchestrator 2012 helps you unlock a greater return on your existing investments through:

- Integration packs that provide pre-built, reusable activities to help you effectively integrate existing management toolsets and such System Center capabilities as monitoring, provisioning, and service management. These integration packs also furnish out-of-the-box interoperability with major vendors including HP, IBM, EMC, BMC, CA, and VMware, plugging seamlessly into System Center Orchestrator 2012.
- Interoperability and integration between System Center and third-party solutions through the standardized ODATA REST-based web service interfaces and extended PowerShell support.



Deliver flexible and reliable services with orchestrated process automation for your private cloud.



Productive Infrastructure

Easy-to-extend platform for building custom integration packs

Use the easily extensible platform of System Center Orchestrator 2012 to develop custom integration packs that implement datacenter workflows and processes specific to your business. The Quick Integration Kit offers a simple wizard-driven environment that allows you to repurpose existing scripts and commands into your own integration packs. You can then deploy these with change control over what previously have been unmanaged actions.

Deliver flexible and reliable datacenter services through orchestrated workflows

Accelerate your time to value with flexible process workflows

To help you quickly realize the value from process automation, System Center Orchestrator 2012 provides a number of built-in workflow objects. These enable you to build out rich and complex runbooks using a visual easy-to-use authoring and testing interface.

These built-in workflows can be used conditionally with intelligent rule-based branching so they're easy to adapt to your unique private cloud requirements. They can be used as is or easily modified without the need for extensive scripting.

Improve service reliability across multiple tools, systems, and department silos

Your IT organization may use systems and tools from a variety of vendors under different IT department silos. For private

cloud environments, you will need core capabilities (such as provisioning) and processes (such as incident and change management) that cross organizational boundaries. System Center Orchestrator 2012 can orchestrate workflows across such disconnected silos and multidisciplinary processes to help you deliver reliable datacenter services and meet your SLA commitments.

Lower costs and improve predictability through automation

Enable IT resources to focus on work that adds business value

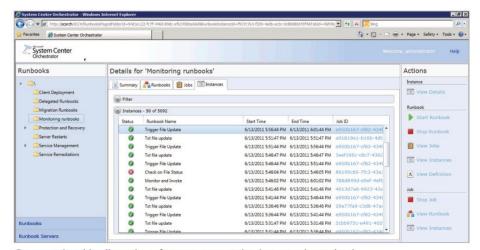
System Center Orchestrator 2012 triggers automated runbook execution using a sophisticated data bus capability for bidirectional information exchange between runbook activities. By automating

repetitive high-volume tasks, System Center Orchestrator 2012 saves your staff valuable time, freeing them for higher impact tasks while lowering your operational costs.

Improve process predictability by reducing error-prone manual activities

System Center Orchestrator 2012 enhances your readiness to transition to a private cloud computing model by simplifying and standardizing processes through its automation capabilities. This organizes processes for more predictable automated execution and reduces the latency and errors that manual approaches introduce.

Through the Microsoft Silverlight console built into System Center Orchestrator 2012, operators can start and stop runbooks, monitor their progress, and troubleshoot inaccurate execution.



Get an actionable all-up view of process automation in your private cloud through the Silverlight console built into System Center Orchestrator 2012.

For more information about System Center Orchestrator 2012:

www.microsoft.com/systemcenter/orchestrator.

Looking to get automated and efficient?

Call Us Today: 1-888-704-8870





Microsoft System Center 2012 cloud and datacenter management solutions provide a common management toolset for your private and public cloud applications and services to help you deliver IT as a Service to your business.

Microsoft System Center App Controller 2012 provides the selfservice component of this solution by empowering application owners to:

- Easily configure, deploy, and manage services through a highly intuitive service-centric interface, while using a library of standard templates.
- Create, manage, and move services using a web-based interface that presents a customized view of resources based on your role in the organization, and enables you to focus on managing services rather than servers.
- View private and public cloud services and virtual machines and get granular control of components at each layer, along with the ability to track jobs and maintain a detailed history of changes.

www.microsoft.com/systemcenter/appcontroller

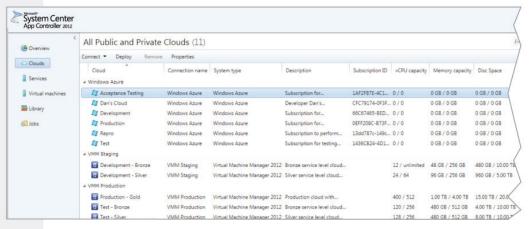
Empowering the Application Owner

As the IT landscape evolves, two distinct roles are emerging in the enterprise: the service provider (usually a datacenter administrator) and the service consumer (the application owner).

Service providers build the infrastructure for service consumers, allocating compute, storage, and cloud capacity. In that capacity, they are concerned about compliance, security, process controls, and availability. Given the growth of cloud computing, expectations for this role are growing, yet service providers still must work within the constraints of their IT budget.

Service consumers have different needs. They want applications to be simple to build and change, and easy to scale up or down as their users require it. Yet today, datacenter administrators control capacity, so application owners often face a bottleneck when they need to build new applications or make changes. Frustration may lead them to consider a public cloud service so that they can manage capacity on their own, rather than be limited by their internal service provider.

Enter System Center App Controller 2012. It creates a simple way for the datacenter administrator to delegate to application owners control of their applications and virtual machines. It offers a simple, self-service experience for building applications, giving application owners greater visibility into their services, virtual machines, and the clouds they run on. This frees datacenter administrators to concentrate on managing the infrastructure and enables application owners to focus on running their services rather than servers.



System Center App Controller 2012 provides a comprehensive view of all services and virtual machines.

Call Us Today: 1-888-704-8870

Offers intuitive and servicecentric access

System Center App Controller 2012 enables application owners to easily manage System Center Virtual Machine Manager and Windows Azure services through a highly intuitive visual interface that gives an integrated view of both.

Application owners can design, build, configure, and deploy a service using a library of delegated templates with predefined configuration values. This enables datacenter administrators to delegate authority to application owners, confident that the predefined templates ensure compliance with company IT standards and policies.

In addition, application owners can easily customize all components of the service, including virtual machines, network resources, and load balancing. You can also scale System Center Virtual Machine Manager and Windows Azure services

up or down according to application demands, efficiently using capacity from multiple subscriptions.

Empowers application owners through self-service

Using System Center App Controller 2012, datacenter administrators can create for application owners a customized, role-based view of private and public cloud services, as

well as consumed and available resources. Application owners can then manage virtual machines, System Center Virtual Machine Manager, and Windows Azure services themselves.

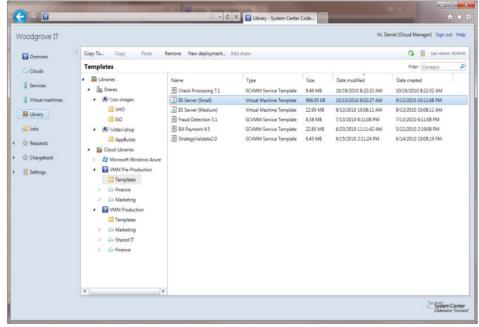
System Center App Controller 2012 also enables application owners to move applications and components fluidly within public and private cloud environments. You can copy Windows Azure configuration, package files, and VHDs among Windows Azure subscriptions, as well as copy service templates and resources from one System Center Virtual Machine Manager server to another.

Increases visibility and control

System Center App Controller 2012 uses a web-based console to give application owners a comprehensive view of all of their services and virtual machines. Specifically, you will be able to view System Center Virtual Machine Manager services, Windows Azure services, and virtual machines through a single pane of glass across private, public, and virtual environments.

Through this interface, you can control and manage the state of a service or virtual machine with granular control of components at each layer. In addition, you can easily track the progress of jobs and maintain a detailed history for tracking changes and troubleshooting issues.

Additionally, the product enables IT pros to retain centralized control across private and public cloud environments. This is not only important for maintaining enterprise security and satisfying compliance requirements, but also helps ensure that IT pros have a key role even as your organization adopts cloud computing models.



Templates make it easy to create services compliant with company IT standards and policies.

For more about System Center App Controller 2012, visit www.microsoft.com/systemcenter/ appcontroller.