SunGard Innovates in Managed Cloud Services with Cisco CloudVerse

Enterprise Cloud Services from SunGard leverage flexibility, security, resiliency, and manageability of Unified Data Center and Cloud Intelligent Network Architectures.

EXECUTIVE SUMMARY

Cisco Partner: SunGard Availability Services
Industry: IT Services
Headquarters: Wayne, Pennsylvania
Employees: 3,000
Revenue: $1.4 Billion

About SunGard

SunGard is one of the world's leading information availability services companies, serving more than 9000 customers globally. The company provides disaster recovery services, managed IT services, information availability consulting services, and business continuity management software. SunGard's Enterprise Cloud Services enable mid-sized enterprises to make successful transitions to and usage of cloud-based technologies through a combination of consulting, cloud infrastructure platforms, and managed services.

Educating Customers on Compliance in the Cloud

As more enterprise customers actively consider adopting cloud services, SunGard is positioned as a provider of managed cloud services that deliver the same levels of security, resiliency, and availability as those enjoyed in the most sophisticated enterprise and carrier-class data centers.

> "Our Enterprise Cloud Services are enterprise-grade, which is why we adopted a best-in-class, tested and validated cloud infrastructure from Cisco and its partners EMC and VMware."
> **— Janel Ryan, Director, Product Marketing for Managed Services**

"We then wrapped our value-added managed services around that infrastructure. Customers are very concerned about security and availability and, especially in certain industries, about how those impact regulatory compliance. We do a lot of educating to help them understand how we can address governance, risk, and compliance and what applications and use cases work well in our managed Enterprise Cloud Services environment and which others are better left in traditional, hosted environments."

Unique Cloud Services Infrastructure

SunGard's Enterprise Cloud Services, built atop a VCE Vblock infrastructure platform, provide Infrastructure as a Service (IaaS), with multiple layers of data protection for application availability. The service has become popular with enterprise customers that need high availability and are attracted to the economics of dynamically adjusting storage, compute, and networking resources as business requirements change, paying only for what they need.

Among the different types of customers drawn to Enterprise Cloud Services, SunGard's Ryan says some companies have a clear directive from management to create a strategy for services in the cloud. These customers want to move from an emphasis on capital expenditures to operational expenditures to reduce overall costs while increasing efficiencies and understand that outsourcing to a cloud service provider is an option. Other customers are approaching a technology refresh as infrastructure nears end of life. Still others, such as independent software vendors (ISVs), want to move to a need model for software delivery; instead of sending out shrink-wrapped CDs of their software, they are interested in an online subscription-based model, where the applications can be delivered directly from the cloud. This approach allows them faster speed to market as well as the ability to reach out to new markets, all while avoiding capital expense.

Another category of customer for SunGard's Enterprise Cloud Services is the user of large, mission-critical applications, ranging from enterprise resource planning (ERP) applications such as SAP to databases and other applications. For these customers, the cost of maintaining the hardware to support these applications is daunting. But with vendors such as SAP redesigning their software to be available from the cloud, enterprises are now very interested in offloading their infrastructures to cloud providers.

The Vblock infrastructure also makes it easy for customers to provision infrastructure for short periods to take advantage of business opportunities that require fast deployment or for seasonal periods of high demand.

History of Evolving Enterprise-Grade Services

In 2009, SunGard Availability Services turned to Cisco after evaluating high-availability cloud service architectures from three vendors. SunGard chose the Vblock architecture from VCE, a joint venture formed by Cisco, EMC, and VMware. The Vblock platform for cloud services includes a pre-integrated Cisco Unified Computing System™ (UCS™), Cisco Nexus® 1000V software switches, Cisco® Multilayer Director Switch (MDS) 9516, EMC CLARiiON storage with RSA security, and the VMware vSphere platform providing virtualization. Cisco Nexus 5000 and 7000 Series switches are also used in the cloud services environment.

> "With Vblock, we don't have to worry about the hardware infrastructure and design. Instead, we can focus on managing and optimizing our managed services. It significantly reduces our time-to-market."
> **— Carl Meadows, Director, Product Management for Managed Services, SunGard**

The pre-integration of all of the Vblock components was a major element in SunGard's decision.

“The architecture is a series of pre-integrated pods,” says Carl Meadows, SunGard’s director of Managed Services product management. “The compute and storage pods are separate, so they can scale independently.

Vblock is a pre-configured element utilized in Cisco CloudVerse, which combines the power of Cloud Intelligent Network with the power of service provider data center virtualization and unified computing to link users with applications in optimal ways. With Cisco CloudVerse, services are no longer tied to specialized, dedicated hardware that is only deployed for a fixed use. Instead, service providers and enterprises can leverage pooled resources across the network and data center. This arrangement enables a highly flexible environment with the ability to rapidly provision individual services for a range of customers. Providers such as SunGard can mix and evolve both cloud and traditional, hosted services and introduce both single- and multi-tenancy for different customer requirements.

Pushing Compliance in the Cloud

With a scalable cloud infrastructure in place, SunGard has made a concerted effort to address the compliance concerns of companies in financial services, healthcare, the public sector, and retail. This includes certifying SunGard’s service management systems in the ISO 20000-1 standard, the first international standard for IT service management. ISO 20000-1 promotes the adoption of an integrated process approach to effectively deliver managed services to meet business and customer requirements. Other standards SunGard has strived to address include:

- Standard to Standards Attestation Engagements (SSAE) 16 Type II SOC, a widely recognized auditing standard developed by the American Institute of Certified Public Accountants, requiring service providers to demonstrate adequate controls and safeguards when they host or process customer data.
- The European Union’s Directive on Data Protection, which prohibits the transfer of personal data to non-European Union nations that fail to meet an adequacy standard for privacy protection, via the EU Safe Harbor self-certification.
- Information Technology Infrastructure Library (ITIL) version 3, a cohesive set of best practices for IT service management.
- Health Insurance Portability and Accountability Act (HIPPA) and Health Information Technology for Economic and Clinical Health (HITECH) Act, with provisions governing the privacy and security of electronic medical records.
- National Institute of Standards and Technology (NIST) Special Publication 800-53, a set of guidelines to assist federal agencies in compliance with the Federal Information Security Management Act (FISMA).

For compliance with the Payment Card Industry Data Security Standards (PCI DSS) for customer credit card transactions, SunGard does not have a cardholder environment, so compliance is a joint endeavor. SunGard performs a PCI DSS review of the SunGard management network within the PCI-compliant Enterprise Cloud Services data center. Once the customer performs its own Report on Compliance (ROC) review, the environment may be deemed compliant by an outside auditor.

Additional Cloud Services for Diverse Needs

Further bolstering its security, resiliency, and reliability credentials as part of compliance requirements, SunGard has introduced services that allow customers to see who has logged into their cloud environment. SunGard also employs a threat manager that looks at any attempted attacks.

Another new service will provide private cloud services for test/dev environments. These dedicated, rather than multitenant, cloud environments will be designed with a higher density to lower costs. Here scalability and stability are not as important, and monitoring and management are not required. Other new private cloud solutions will provide dedicated server and storage environments. Still other cloud services from SunGard will feature a low-cost cloud model for customers who just need the infrastructure resources and wish to manage the environment themselves.

Economics in the Cloud: Comparing Operational Value and Savings

"Before Vblock, we didn't have a multitenant virtualized service," says Meadows. "We were providing traditional managed services or small private clouds. Today, customers don't have to lease their own equipment. They can use the cloud as they need it or scale as necessary. No need to overprovision in anticipation of growth. With Vblock, scaling up requires a one-day turnaround."

SunGard engaged Cisco Services to provide planning, design, and implementation services, as well as Vblock staging and testing when the infrastructure was first deployed. The first customer began using SunGard's Enterprise Cloud Service just 10 weeks after the Vblock infrastructure platforms were delivered.

Aside from the many network, compute, storage, virtualization, and management features, Vblock infrastructure platforms have used 25 to 35 percent less power for customer workloads than comparable cloud platforms, according to SunGard's estimates. The infrastructure has also resulted in much faster training and management.

"Cisco has been an invaluable partner for us," says Ryan. "They introduced us to a highly resilient cloud architecture on which we can easily layer on our value-added services. Vblock has freed us to be creative in developing new markets that will be receptive to the many benefits we can pass on through the delivery of our Enterprise Cloud Services."

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