



A New World Order is happening in IT. Incremental upgrades to old point products stifle growth and innovation. RackWare helps Enterprises and large Organizations take advantage of the agility promised by cloud computing. Our Hybrid Cloud Management Platform eliminates the complexity of protecting, moving, and managing large scale applications, including critical business applications and their workloads.

RackWare provides an intelligent Cloud Management Platform that extends across physical and virtual environments. The Suite of Services provide a cost effective agile approach to protect, move, manage, and optimize applications in a multi-cloud environment. RackWare's RMM software platform delivers a suite of intuitive and automated services that provide IT resiliency and simplified management across the hybrid IT landscape. RackWare RMM is engineered to allow complex applications and IT infrastructures, used by large Enterprises and Institutions, take advantage of Cloud agility. RMM provides centralized management for IT and cloud resources, regardless of the cloud stack, physical, or virtual state. As a proprietary cloud management platform, it does not rely on other technologies for it to function, VMDK's or Hypervisor toolsets, leverages no agents, or inject disruptions to the origin environment and workloads.

## Benefit of Platform Versus Point Products

The RMM Platform simplifies IT. RackWare's suite of solutions are built on a common comprehensive platform that extends features and functionality across the suite. leverage RMM supports all compute environments and technologies providing a single platform for protecting, moving, and managing applications across the hybrid IT infrastructure. This eliminates the need for multiple point products, thus reducing learning curves, specialized resources, and cost overhead to manage and support. RMM Platform is automated and policy driven with intelligent learning and a self-service application management portal. These features reduce the need for IT resources to manage time consuming tasks, eliminate human error, and ensure development and cloud resources are governed and compliant.

## Benefits to the Business

**MORE RESPONSIVE IT SERVICES** IT Infrastructure and Operations teams can focus on modernizing and increasing the organization's competitive edge.

**IMPROVED BUSINESS AND IT RESILIENCY** Automation and policy engines reduce human intervention and error, policy driven ensures governance and compliance are met, data protection for all applications ensures "No Server is Left Behind".

**CAPITAL EXPENSE REDUCTION** Rightsizing application instances in the data center or cloud relives overprovisioned servers and storage. Cloud-based Disaster Recovery and Backup eliminated redundant physical resources for less expensive cloud resources.

**OPERATING EXPENSE REDUCTION** Variable provisioning, synchronization and cloud resource parking policies ensure performance and cost are balanced appropriate for each application. Cloud resource brokerage, metering, and cost management ensures departments stay in budget and are accountable.

**AUTOMATED TASKS** Free up IT resources, compresses setup and migration times speeding up time to market and ROI.

**TECHNOLOGY SIMPLIFICATION** Support for simple applications running in a VM to complex tiered database workload ensures all applications are treated and managed the same. Granular policy engines allow for highly customized applications to be managed and protected simply and consistently while meeting performance and availability requirement.

**FREEDOM FROM VENDOR LOCK-IN** Any to Any is the foundation of the technology. Support for physical and virtualize applications, virtually any operating system, any hypervisor, and any cloud stack. Cloud Brokerage features monitor Cloud Provider costs for each workload and provides effortless agility and migration to meet cost versus cloud performance.

- Fast
- Any to Any
- Simplified IT
- Policy Driven
- Cost Savings
- Cloud Governance

## Common Services



The underpin to RMM’s Platform is the proprietary replication technology. Replication starts with discovery of the source application including its compute, storage, and networking elements. Then monitoring and analysis occur, focusing on usage and performance. This data is used when optimizing and rightsizing the deployment. This also is used in the Infrastructure Dependency Enterprise Analysis service (IDEA), to help identify which applications can benefit for migration and rightsizing. Intelligent Learning provides depth of control to the Policy Engines and improves automation performance.

## Migration and Replication



**RMM MIGRATION** leverages RackWare’s unique replication technology. It delivers a solution that provides a push button, automated mechanism to move existing workloads between different data centers and Clouds. It is an easy and convenient process that has the advantage of creating an exact duplicate of a running image without the burden of rebuilding or recreating template images and applications. All Operating System and application settings are maintained in the process. Images can be moved with network configuration retained or removed, whatever is most convenient. Once the Image is pulled into the destination data center or Cloud, if desired, a new network and storage identity can be defined. The Image is then simply “assigned” to a System (Physical, Virtual Machine, or cloud entity). Image transfer can be via the WAN, or with an appliance that collects a large number of images and physically moved to a destination.

- Highly secure and efficient data transfer
- Agentless and non-disruptive to source environment
- 20:1 reduction in time and resources reducing cost by 50% or more
- Complicated Apps - Physical, Oracle RAC, Clusters, Shared storage, etc. can move to the Cloud

## Disaster Recovery and Backup



**RMM DISASTER RECOVERY** combined with **BACKUP** provides CIOs the confidence and auditability of IT resiliency, risk mitigation, and application availability while reducing the number of tools and solutions to manage. Flexible options for RPO/RTO and storage, like network attached, block, and Object Store, provide greater options balancing cost and TCO.

- Multiple provisioning options to meet real world RTO requirements
- Failover Test/Drill mode non-disruptive to production environment
- Selective Sync for improved RPO and WAN bandwidth
- Easy and flexible network identification, optimization and encryption

## Hybrid Cloud Management Suite



**RMM ADVANCED HYBRID CLOUD MANAGEMENT** enables economical cloud computing for enterprises by providing administrative oversight and governance, including policy based usage limits, auditing, metering, billing, and reporting. For cloud users, it delivers a self-service portal for managing, testing, developing, and distributing golden templates, enabling organizations to manage applications efficiently and flexibly in the hybrid cloud.

### Users Benefits

No waiting on IT

Work space autonomy

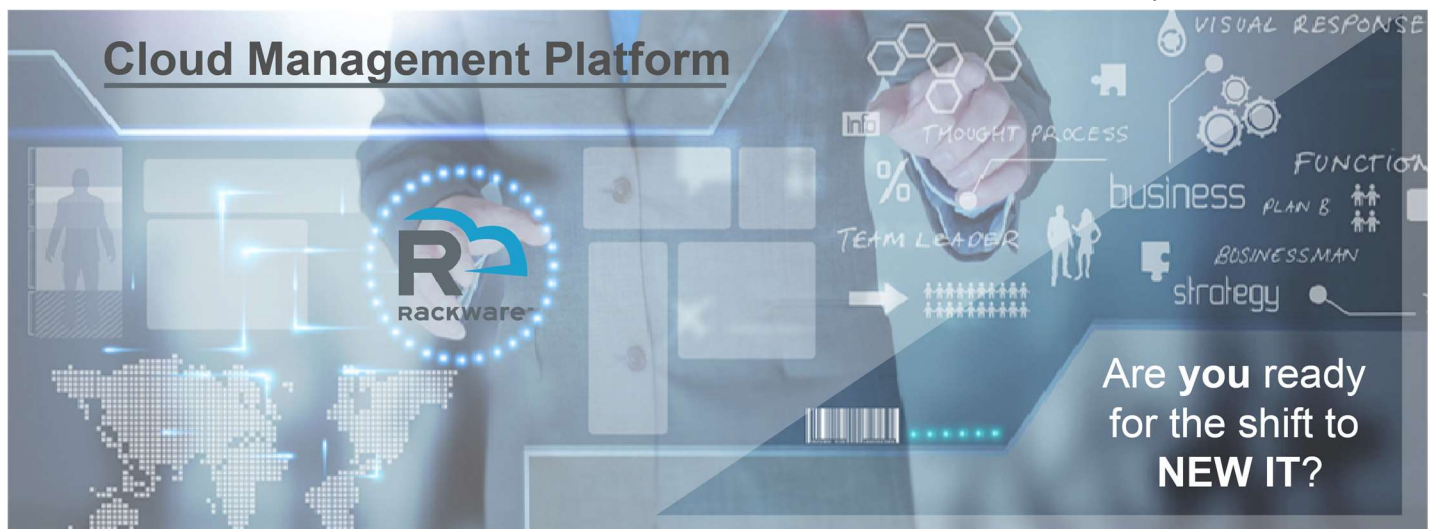
Accelerated test & dev

### IT Benefits

Reduce IT dependencies

Control & reduce cloud costs

Business security & resilience



Are you ready  
for the shift to  
**NEW IT?**

### About RackWare

RackWare brings intelligence and automation to the cloud, providing greater availability for enterprises, greater flexibility for enterprise IT users, and reduced costs for enterprise IT providers. Computing resources—physical, virtual, and cloud machines—can be easily and automatically scaled up or down as demand fluctuates. On average, RackWare customers realize a cost savings of 40 to 50 percent, while getting the highest performance and availability out of their cloud.

**Rackware**

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