The Jamcracker Platform

Cloud Services Governance and Management for the Enterprise
Cloud computing: An enterprise IT game-changer

Enterprise cloud computing has transformed IT. Cloud computing decreases time-to-market, improves agility by allowing businesses to adapt quickly to changing market demands, and, ultimately, drives down costs.

The ease of deploying and scaling cloud services, along with their relatively low cost of acquisition, has resulted in increasingly decentralized IT, or what is referred to as “shadow IT.” This helps organizations become more agile, but it also increases security threats due to absence of governance, uniform information security, and adherence to regulatory compliance requirements.

Enterprise IT is striving to reassert itself in its domain, acting as a cloud broker to the enterprise. Moreover, citing security and budget issues, most organizations increasingly require their departments to go through central IT to gain access to cloud services. Given the additional expert staff required to manage cloud services, many departments are happy to cede control and service-management responsibilities to IT.

Ad-hoc adoption of clouds by departments, lines of business, and individual employees leads to “shadow IT” and is putting pressure on enterprise IT administrators and CIOs.

According to Gartner, 42% of IT-related spending is now funded outside the standard IT budget. For many CIOs/CISOs, this raises significant concerns regarding governance:

- **Compliance**: IT’s visibility as to the location of corporate data and its ability to control access policies
- **Auditability**: policy enforcement traceability and optimization of license management
- **Accountability**: the ability to track and control cloud spend by implementing enterprise-wide licensing and departmental chargeback capabilities across all external and internal services used by the organization
• **Supportability:** enabling provisioning, administration and support for external services that are procured directly from external providers without IT involvement

• **Accessibility:** implementing roles-based access control and enabling automated provisioning via services catalogs

• **Security:** enforcing corporate password policies and limiting the proliferation of passwords by employees (and ex-employees) for the use of public cloud services purchased by departmental users

The need for cloud services governance and management

Today’s cloud-enabled CIO understands that taking advantage of cloud services is a matter of serving the business effectively, not working around IT. By leveraging cloud services, firms can help ensure that business operations are not impeded by CIOs and central IT. Moreover, central IT should be promoting business agility, not standing in its way.

As IT organizations evolve to a centralized IT-as-a-service provider model, they will need a common framework for delivering and managing distributed cloud services across the enterprise, including:

- Implementing consistent governance frameworks
- Tracking and monitoring cloud spend management.
- Monitor & track cloud operations services SLA’s cloud operations management.

The Jamcracker Platform for Governance, Spend and Operations Management

Fragmented IT poses a challenge for achieving end-to-end visibility and control, especially as, many enterprises transition from a traditional IT as a service environment and to a cloud-based IT as a service environment.
A New Model: IT as a Service

In the next phase of the transformation to cloud-enabled IT, the lines between cloud and conventional IT services are beginning to blur. As businesses encounter increasing demand for cloud-based services, they need to be clear about roles within the IT cloud model, as well as where and with whom they will partner. IT organizations are becoming internal service providers, deploying, managing, and delivering their own cloud services alongside external cloud offerings.
The Jamcracker Platform: Unifying cloud services management, delivery and governance

The Jamcracker Platform is a comprehensive cloud services brokerage (CSB), cloud management, and governance enablement solution that allows IT to aggregate, manage, and deliver public and private cloud services across the enterprise.

Key benefits of the Jamcracker Platform include:

Governance

- Improve cloud governance via centralized dashboards.
- Reduce risk and protect sensitive data by enforcing corporate policies.
- Improve financial governance by automating billing, metering & chargebacks.
- Streamline security policies across disparate clouds.
- Ensure adherence to compliance standards (audit tracking/license management).

Spend Management

- Improve visibility to financial controls & track/monitor critical cloud spend via Centralized dashboards.
- Improve tracking/auditing of cloud spend.
- Consolidate billing across hybrid cloud platforms
- Automate billing, metering & chargebacks for cloud stacks & application services.

Operations Management

- Improve visibility to cloud operations & monitor/manage SLAs.
- Ensure conformance to IT best practices such as ITIL.
- Improve agility and time to market by automating user & service provisioning.
- Automate change management across hybrid cloud services

The Jamcracker Platform unifies all aspects of cloud services lifecycle management and delivery within the enterprise.
Jamcracker Platform highlights

The Jamcracker Platform is built according to industry standards and technologies:

- Integrates with both public and private clouds, such as AWS, Azure, Softlayer, vSphere/vCD, and OpenStack
- Integrates with hybrid cloud frameworks, including SaaS, IaaS, and PaaS
- Works with multiple devices and platforms, including Web, mobile, etc.
- Configurable workflow engine provides roles-based access control
- Scalable N-tiered architecture
The Jamcracker Platform’s architecture is designed to support an enterprise’s tiered organizational hierarchy.

- Multi-cloud sourcing, usage, and support
- Anywhere, anytime, any device user access
- New IT business model: IT as a Service (ITaaS)

For IaaS services, Jamcracker’s integration framework includes:

- Native support for OpenStack cloud management APIs
- Pre-integrated adapters for Amazon Web Services, Rackspace, VMware, IBM Softlayer, Azure, and other IaaS and PaaS providers
- A multi-cloud abstraction layer that normalizes management tasks across disparate IaaS providers, API services, and other types of private and public cloud providers
Licensed software and hosted service deployment options

The Jamcracker Platform is available to enterprises as a licensed software platform that can be installed and run on companies’ existing infrastructure. Alternatively, Jamcracker or an authorized third-party hosting provider can host, manage, and operate the platform as a managed service on behalf of the enterprise.

Cloud Service management features

The Jamcracker Platform enables key cloud services management features for enterprises, including:

- Establishing consistent and enforceable cloud governance framework via automated provisioning, role based access control, single sign on (SSO), user/policy enforcement, license/asset tracking & compliance reporting.
- Cloud cost monitoring and management via metering, consolidated billing, and chargeback reporting
- Improving visibility by providing a unified management platform for and monitoring & tracking cloud services SLA, user provisioning, change management & composite services offerings
- Proactive capacity planning using features such as auto-scaling, load balancing, and utilization monitoring and reporting

SaaS Service on-boarding with Jamcracker Connect

The Jamcracker Platform includes a self-service on-ramp that enables internal and external cloud providers (or IT organizations on their behalf) to publish their SaaS and virtualized application services to enterprise services catalogs.

Jamcracker Connect has three sections that internal and external cloud providers need to complete: catalog view, order flow, and service provisioning:

1. **Catalog view:** Configure how the provider’s services are displayed within the catalog. This includes the service description; various offers (packages) related to each service; and their descriptions, pricing options, collateral, and service logos.

2. **Order flow:** Define the ordering parameters, i.e., the data fields required to provision an organization and users into their services, along with the billing parameters.

3. **Service provisioning:** Define the provisioning and SSO events.
Summary

As IT organizations grapple with the complexity of shadow IT services, they face the challenges of governance and service delivery associated with public and private cloud services, including service onboarding, cataloging, provisioning, access control, security, auditing, monitoring, reporting, metering, billing, administration, and user support.

The Jamcracker Platform addresses these needs by providing centralized management and delivery of private and public cloud services, thereby enabling enterprises to maintain control and achieve end-to-end visibility over their hybrid cloud-computing infrastructures.

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