

# EMA™ Cross-Domain Value

## IT Automation

EMA defines IT Automation logically into three different areas: *people-to-people*, *people-to-machine*, and *machine-to-machine*. However, this “logical” definition is somewhat orthogonal to the way historically siloed markets evolved. The coverage areas below reflect the need for balance in looking at how logic and market clusters are beginning to balance themselves out as automation becomes an increasing needed and transformative force in supporting the business of IT.

## IT Service and Asset Management Vision

### Steve's Vision

IT is all about the workloads that run on critical systems across the infrastructure. The most efficient, robust and secure traditional or Cloud infrastructures are useless to a business without effective applications and services to run on them. The role of systems management and data center automation is to provide optimal and reliable platforms to meet workload requirements. This is not always a straightforward process as constantly changing business needs often require rapid provisioning of new services and configuration changes within established budget constraints. Achieving this careful balance of agility, performance and cost-effectiveness requires strategic planning for the introduction of proactive processes and dynamic automation.



**Steve Brasen**  
Research Director

### Dennis' Vision

Cross-domain requirements for automation span all of operations and bridge into service desk workflows. If CMDB/CMS systems are beginning to deconstruct and reconstruct management solutions from siloed tools into reconciled “trusted sources,” service-driven automation becomes the necessary and active arm of those initiatives, bringing a wide range of benefits across all of IT. As they mature, technologies such as IT process automation are reshaping IT into a dynamic resource for provisioning, delivering, assuring, accounting for, and retiring a wide range of IT services in Cloud, hybrid and traditional environments.



**Dennis Drogseth**  
Vice President of Research

### Charlie's vision

The service desk represents the front door for IT. It is the critical coordination point for people-based workflow, and IT work planning and resource management starts here. Service catalog, service request management, ticketing, and work orders of all kinds are routed here, and collaborative social media approaches are increasingly seen. As IT management continues on its journey towards greater integration and transparency of work management, service desk automation will continue to be at the forefront.



**Charles Betz**  
Research Director

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## Coverage Areas

### Data Center Automation

#### Steve Brasen ~ Overall Coverage Area Lead

- Systems Configuration and Patch Management: *Steve Brasen*
- Client Lifecycle Management: *Steve Brasen*
- Desktop Security: *Scott Cranford – lead*, Steve Brasen
- Workload Automation and Job Scheduling: *Steve Brasen – lead*, Dennis Drogseth, Charlie Betz
- Systems Load Balancing: *Steve Brasen*
- Virtualized Systems Configuration and Performance Optimization: *Steve Brasen*
- Automated Backup and Recovery: *Steve Brasen*
- Storage Automation: *Steve Brasen*
- Database Automation/ Optimization: *Steve Brasen*
- Automated Systems Performance and Availability Management: *Steve Brasen*
- Mobile Device Management: *Steve Brasen – lead*, Scott Crawford
- Data Center Infrastructure Management/Green IT: *Steve Brasen – lead*, Dennis Drogseth

### Infrastructure and Service Automation

#### Dennis Drogseth ~ Overall Coverage Area Lead

- IT Process Automation: *Dennis Drogseth*
- Cross-Domain Configuration Management and CMDB: *Dennis Drogseth*
- Automated Discovery and Inventory: *Dennis Drogseth – lead*, Jim Frey, Charlie Betz
- Application Dependency Mapping: *Dennis Drogseth, Julie Craig (joint leads)*
- Automated Infrastructure Optimization and Capacity Management: *Dennis Drogseth – lead*, Jim Frey, Steve Brasen
- Network Configuration and Patch Management: *Jim Frey*
- Network Configuration and Optimization for Virtualized Environments: *Jim Frey*
- Network/Application Acceleration: *Jim Frey*
- Automated Diagnostics and SLM: *Dennis Drogseth – lead*, Julie Craig, Jim Frey
- Application Development-Related Automation: *Julie Craig*
- Security-Related Automation: *Scott Cranford*

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## Service Desk Automation

Charlie Betz ~ Overall Coverage Area Lead

- **Workflow-Driven Process Automation:** *Charlie Betz – lead*, Dennis Drogseth
- **Trouble-ticketing:** *Charlie Betz – lead*, Dennis Drogseth
- **Service Catalog-Driven Automation:** *Charlie Betz – lead*, Dennis Drogseth
- **Remote Control – Out of Band for Desktop:** *Steve Brasen, Charlie Betz (joint leads)*
- **Automated Chargeback, Demand Profiling, and Service Accounting:** *Charlie Betz, Dennis Drogseth (joint leads)*
- **Unified IT Demand Management:** *Charlie Betz*

## Supporting EMA Analysts

- Julie Craig – Applications Management
- Jim Frey – Network Management
- Shawn Rogers – Business Intelligence

## About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at [www.enterprisemanagement.com](http://www.enterprisemanagement.com) or [blogs.enterprisemanagement.com](http://blogs.enterprisemanagement.com). You can also follow EMA on [Twitter](#) or [Facebook](#).