



# Cisco IT Service Management

Catalog, IT Business and Service Automation

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Delivering a full catalog with end to end fulfillment of business and IT services

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# What is Cisco IT Service Management?



# Agenda

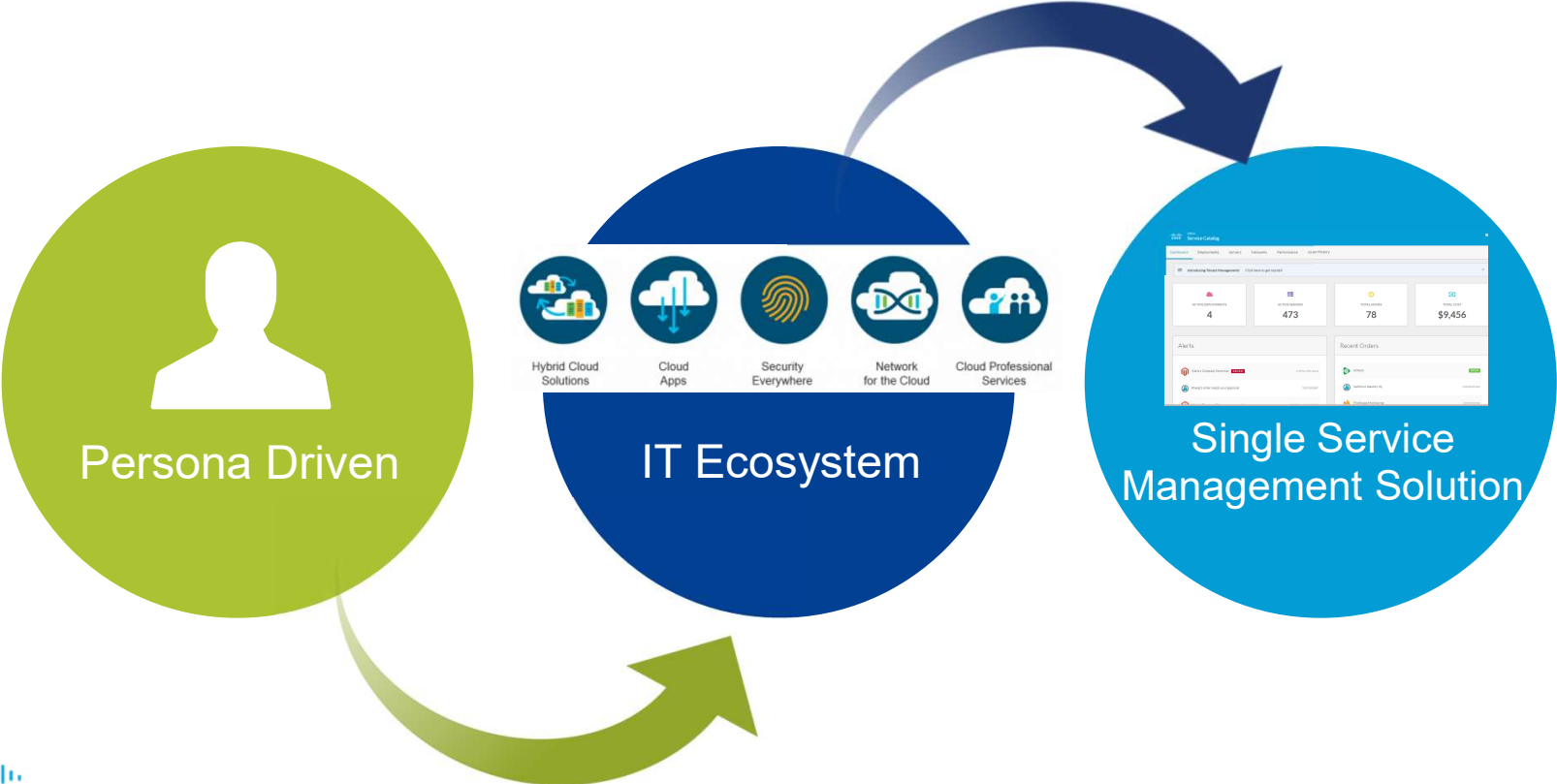
- Solution Commitment
- Persona Driven Solution
- Optimizing the IT Ecosystem
- Features and Functionality
- Architecture
- Roadmap
- Cisco Advantage
- Use Cases
- Wrap-up

# Solution Commitment

# Accelerated delivery of IT as a Service

1. Web-based self-service portal
2. Role-based and multi-tenant
3. Define and provision workloads based on ITIL-compliant IT and business policies
4. Integrate with many systems and define workflows between them
5. Self-service IT

# End to End Comprehensive Fulfillment

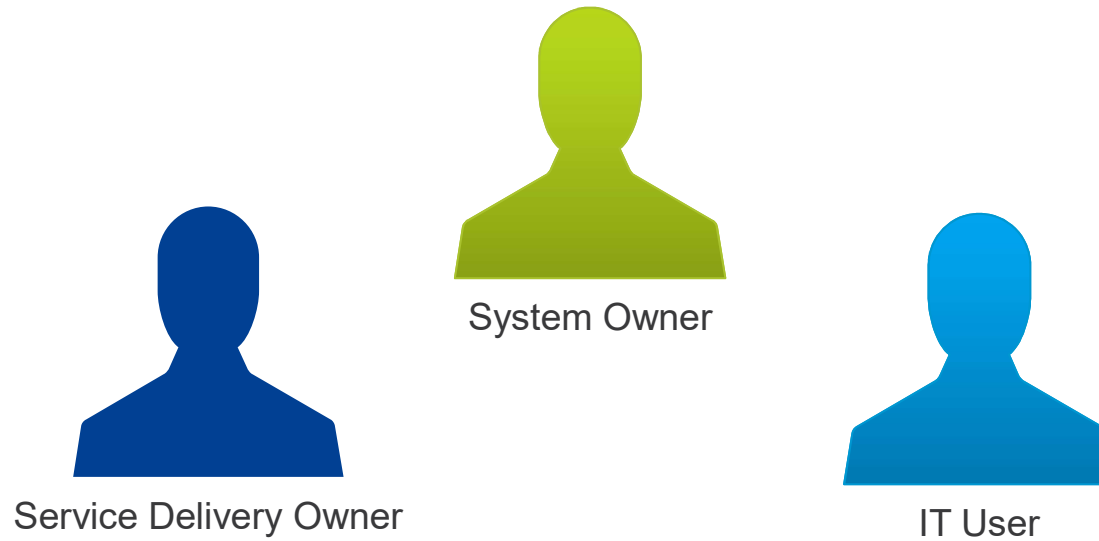


# Managing the users in your business

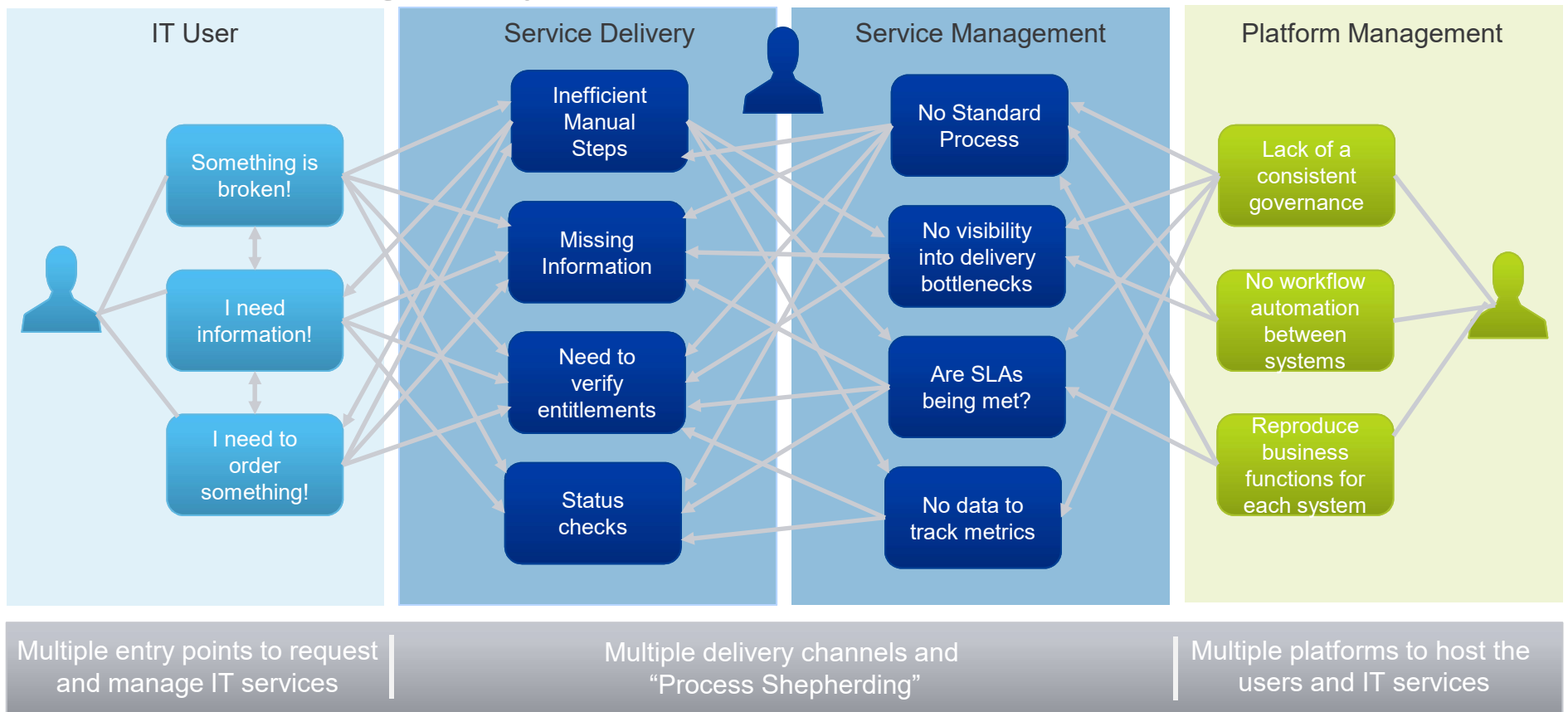




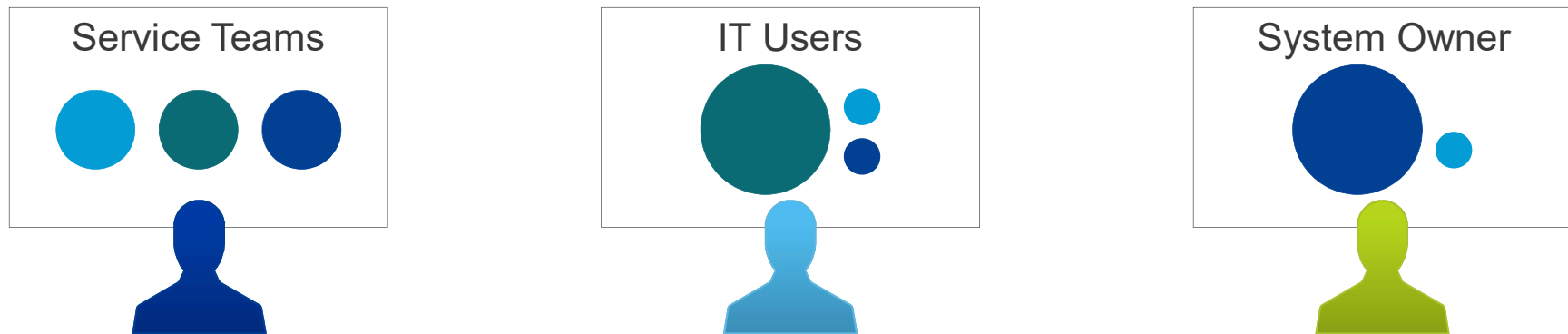
# Users of an IT Ecosystem



# The wrong way...



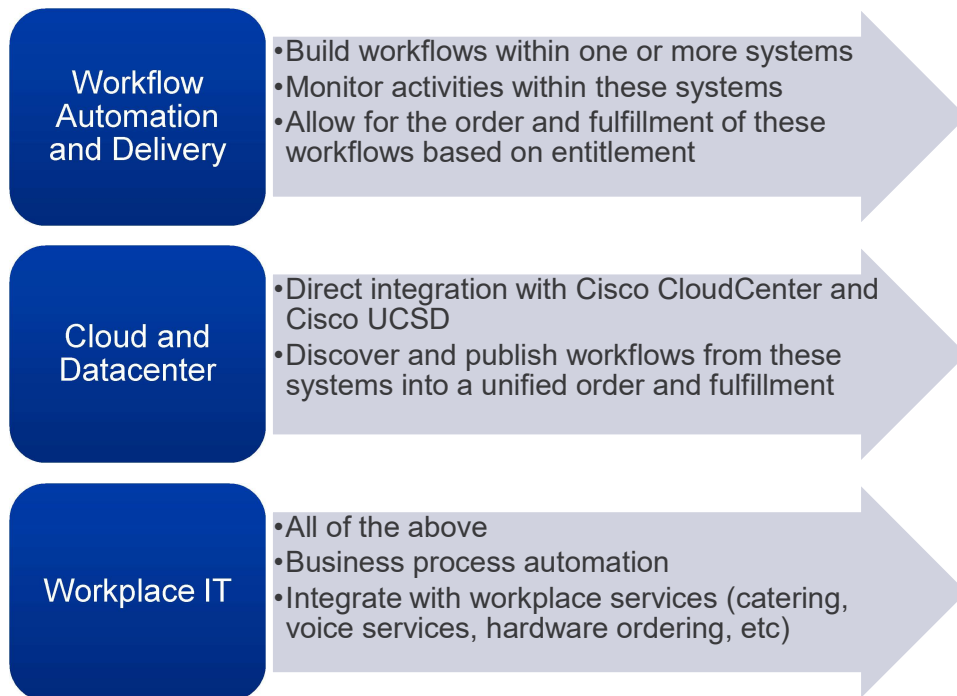
# The Cisco IT Service Management way...



- Role-based personas provide you with what you need when you need it
- All information and actions are part of a consistent, up-to-date ecosystem
- Autonomic systems power real-time & trending data

# Optimizing the IT Ecosystem

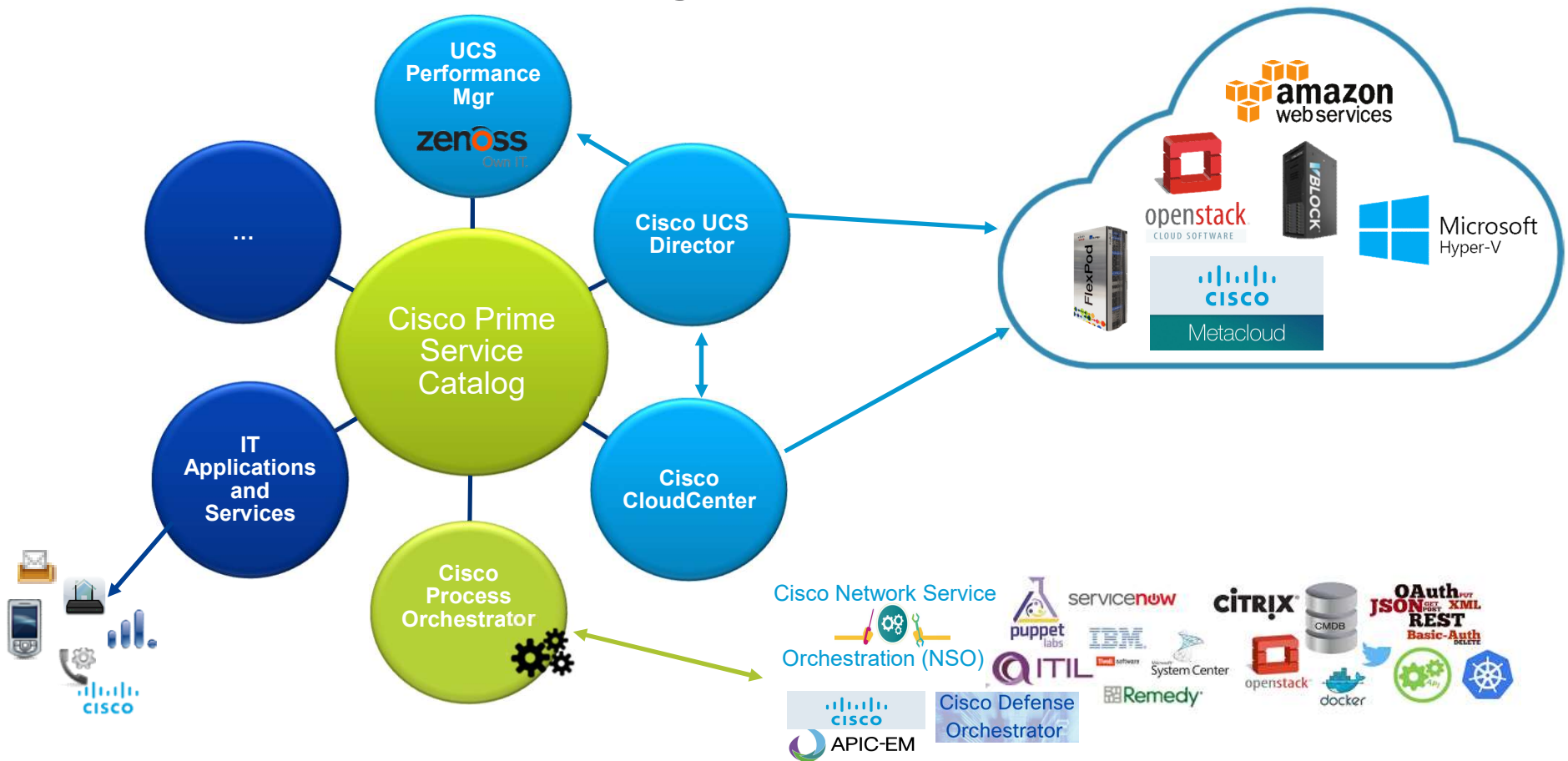
# Types of IT Ecosystems



# Top Requirements

- ✓ Unified Self Service Portal
- ✓ Order and Fulfillment
- ✓ Catalog of Apps and Services
- ✓ User Management
- ✓ Multi Tenancy
- ✓ RBAC and Entitlements
- ✓ Advanced Business Process Automation
- ✓ IT Service Modeling and publishing
- ✓ Multi System Orchestration
- ✓ Comprehensive Monitoring

# Unified Catalog and Orchestration for Multi-Domain Technologies



# Features and Functionality

# Prime Service Catalog



IT User



System Owner



Service  
Delivery Owner

- **Service Catalog:** enables customers to find services, create requisitions
- **Service Manager™:** enables service teams and their outsource providers to manage and track service requests and service level agreements.
- **Reporting:** provides a set of reports, metrics and Key Performance Indicators (KPIs) for monitoring service delivery operations.
- **Advanced Reporting:** provides ad hoc reporting and report authoring to enable root cause analysis and customized reporting for monitoring and managing service delivery operations. Uses IBM Cognos reporting and data management tools.
- **Service Portal™:** provides a customizable portal for PSC that can supplement (or replace) the Service Catalog home pages
- **Order Management:** enables customers to track service requests



# Prime Service Catalog

- **Service Designer™**: enables service delivery teams to design and package services as a product, and catalog their service offerings.
- **Organization Designer™**: to model & manage service delivery organizations & customers, including organizational units, people, queues, positions & roles.
- **Administration™**: feature for administering global settings, synchronizing with your directory, and customizing your implementation.
- **Service Item Manager™**: to design and manage service item classes, types, and instances; and to create, import and manage the supporting data (standards) to construct the forms through which users will request service items
- **Service Link™**: integration component, for interfaces between PSC with external systems, such as Cisco Process Orchestrator (CPO).



System Owner



Service  
Delivery Owner



# Prime Service Catalog

- **Catalog Deployer™** is used for content deployment and configuration management to migrate application entities between development, test, and production sites.
- **Portal Designer™** is used to configure portlets and portal pages that can supplement (or replace) the Service Catalog home page providing a customizable entry point to the Catalog for end users.
- **Tenant Management** is a new feature used to establish isolation of groups of users, enabling shared or individual ownership of service items
- **Localization** is used to localize the product in various languages and also enable them.
- **Demand Management** is used to design billing rates and also configure accounts and agreements to establish estimated rates for services based

# Process Orchestrator

- **Complex Integrations** can be created between many different types of systems, using an SDK adapter, CLI or API connection
- **Automation** of IT and business processes as well as workflows can be created by a system domain expert using a drag and drop tool
- **Monitor** any system and/or workflow using custom PO activities and trigger event based notifications based on defined parameters



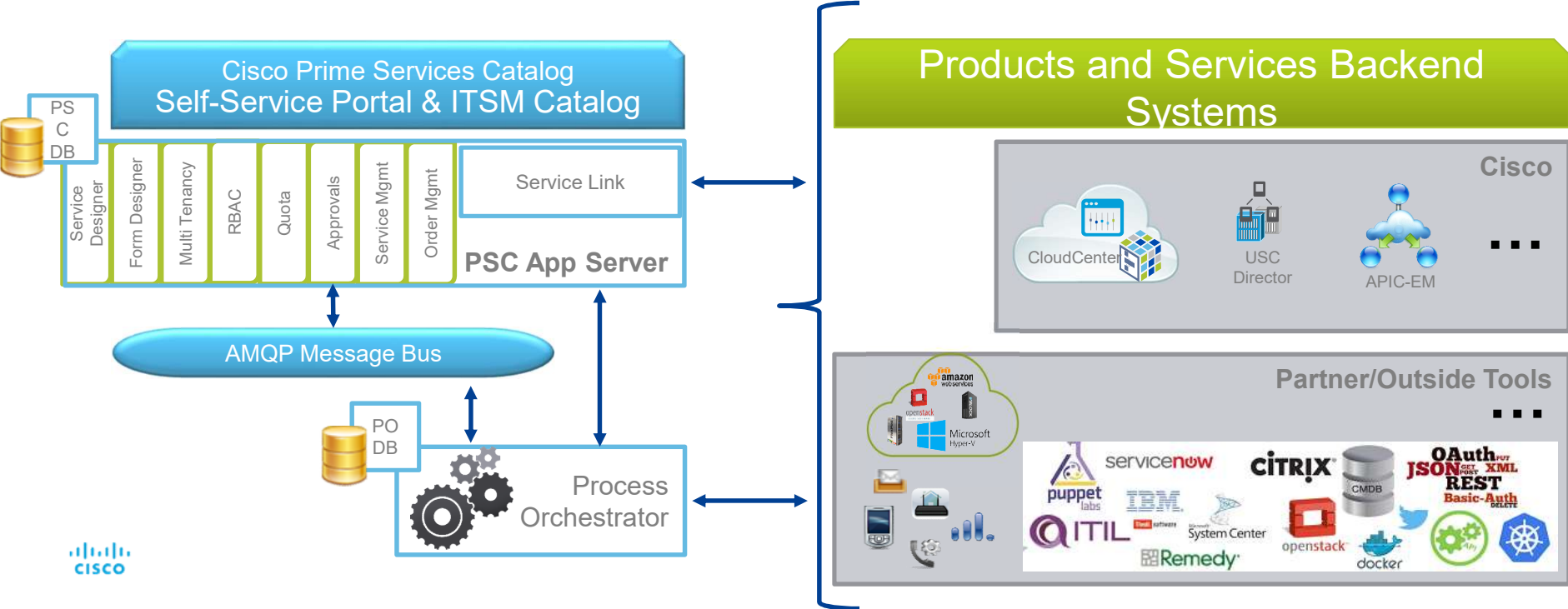
System Owner



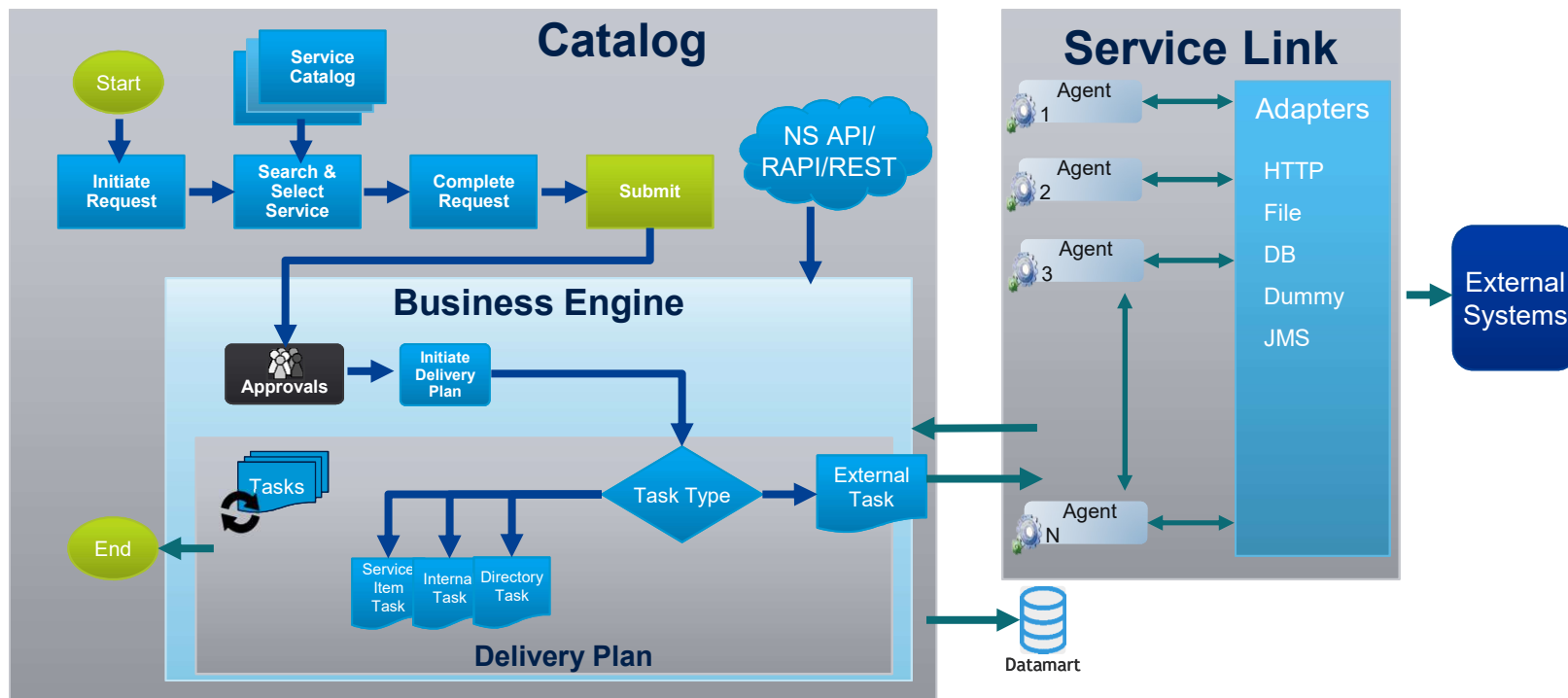
Service  
Delivery Owner

# Architecture

# Cisco IT Service Management Architecture



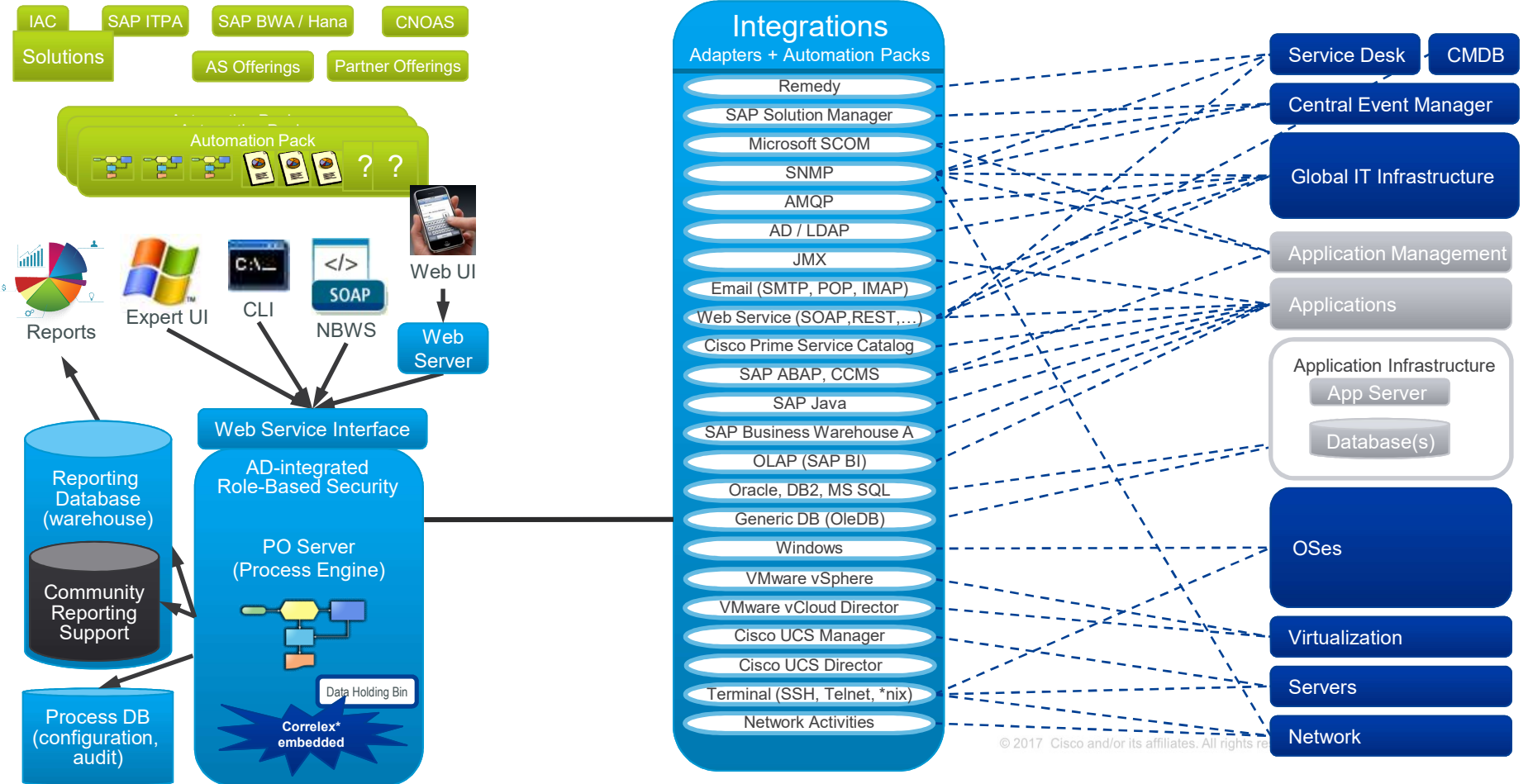
# Cisco Prime Service Catalog Architecture



# Prime Service Catalog Integration Matrix

Product	OS/Product Version
Cognos Data Manager	Cognos 10.2.1 (on Windows Server 2012 R2)
UCS Performance Manager	UCSPM 2.0.2
UCS Director	UCSD 5.5.0.1 / 6.0
VACS	VACS 3.1
CloudCenter	Cloud Center 4.6
Cisco Process Orchestrator	PO 3.4
AMQP (RabbitMQ)	RabbitMQ 3.3.5
Solr	Solr 6.1.0

# Cisco Process Orchestrator Architecture





# Process Orchestrator Integration Matrix

Product	OS/Product Version
Advance Message Queueing Protocol (AMQP)	1.0
Advance Message Queueing Protocol (AMQP)	0-9-1
BMC Remedy	Remedy Client 8.1
Cisco Cloud Center	Cloud Center 4.6
Cisco Prime Service Catalog	12
Cisco UCS Director	6.0
Cisco UCS Software	UCS Manager 3.0
Generic Microsoft OLEDB	
JDBC	
Microsoft Active Directory	2012
Microsoft SQL Server	2016
Microsoft System Center Operations Manager	2012 R2
Microsoft Windows	Windows PowerShell 4.0
OpenStack	Liberty
Oracle Database	Oracle 12C (Including RAC)
SNMP	SNMPv3
Terminal Adapter	Terminal Activities   Unix/Linux and SFTP activities
VMWare vCloud Director	v5.1
VMware vSphere	Virtual Center 6   ESX/ESXi Server   Power CLI

# Product Roadmaps

# Cisco Prime Service Catalog Roadmap

## High Level – Major Releases



### 12.0

New UX to “MyStuff”

Mini Service Design for  
CloudCenter and UCSD

Enhanced Virtual Appliance Installer  
for Platform and Database

SAML2.0

Feature Packs:

- CloudCenter Integration
- Tenant Mgmt (phase 1)  
Dashboard



### 12.1

Feature Packs:

- Service Integrations
- Tenant Mgmt (phase 2)
- RBAC
- Service Management (phase 1)
- User Management
- Order Management (improved UX)
- Service Management (phase 1)

Shared Repot for CoDev

Themes for: Cloud and Infra,  
Workplace IT

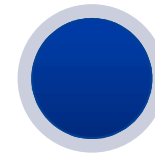
Convert Website model to ReactJS

WebLogic12

VA Enhancements: Docker Repo  
and Host support for VA

PO Integration

Automate workflow onboarding from  
PO into PSC



### 12.2

Feature Packs:

- Service Management (phase 2)
  - Service Design - Automated  
Service Onboarding
  - Quota
  - Pricing
  - Showback/Billing
  - Approval/Policy Management
- Service Design Versioning

Search w/ Solr

OPensource GW

Enhanced Logging (Service  
Provider required feature)

Error Remediation (PO – Joint)

OS updates, Database update and  
App Server update

IPV6

Address localization gaps

#### Release Commitment Status

12.0 – Nov 30, 2016 - Completed

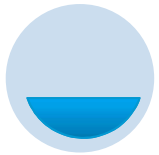
12.1 – Aug, 2017 - Committed

12.2 – Feb, 2018 - Not Committed yet (targeting to scope commit by Oct 10<sup>th</sup>)



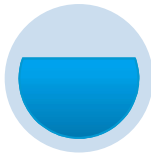
# Cisco Process Orchestrator Roadmap

## High Level – Major Releases



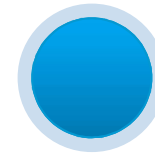
### 3.4

- Cloud Center Adapter
- Remove license enforcement for adapters
- Performance improvements
- Silent Patch Installation (Continuous deployment)
- Azure Adapter



### 3.5

- FPSC Integration
- Correlation ID at process level that can be used for PSC integration
- GitHub Integration
- APIC-EM Adapter
- APIC-EM Content
- AMQP Integration
- Performance and Scalability
- DevNet Support
- Silent Upgrade Support
- Use Dynamic Runtime User for Activity Execution
- NSO Adapter (may not hit in 3.5)
- CDO Adapter (may not hit in 3.5)



### 3.6

- Linux integration
- Error Remediation (PSC – Joint)
- Support Import Custom Tasks
- Token based Support for PO web services
- Code highlighting for scripts built in PowerShell, Python, etc...
- Adapter Development Kit
- Job Scheduler

#### Release Commitment Status

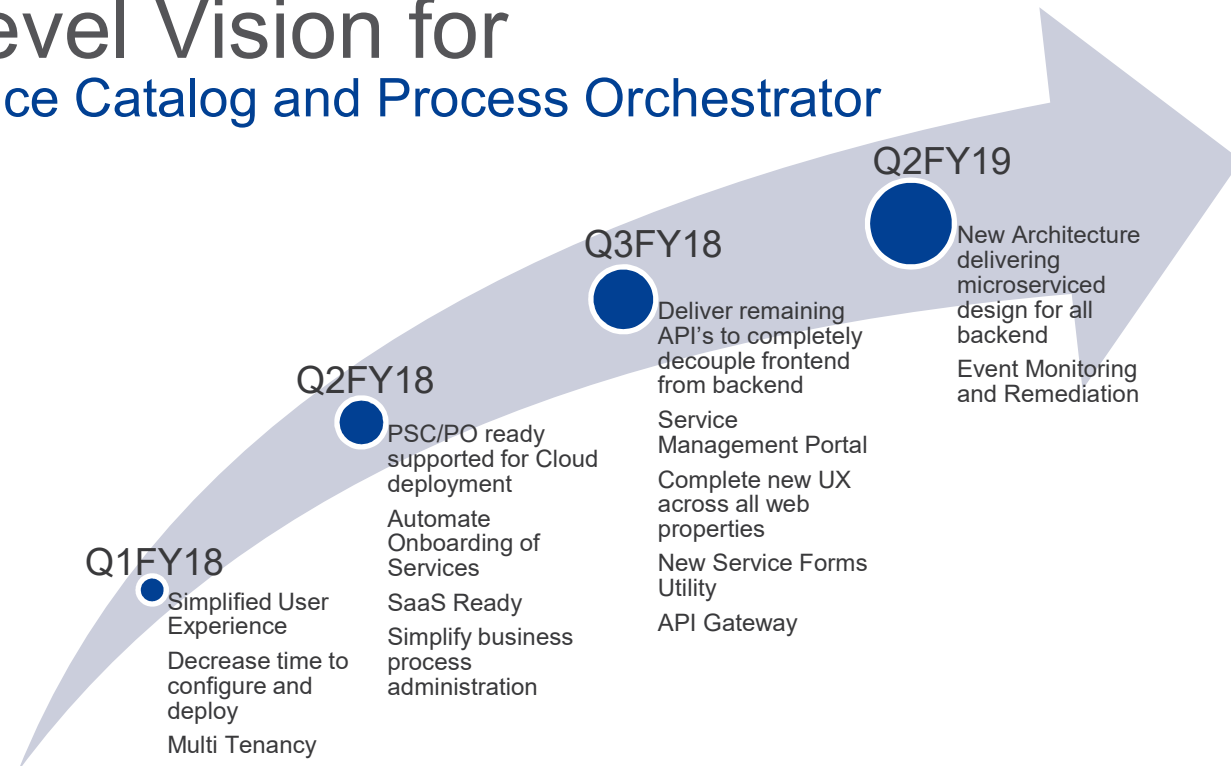
3.4 – Nov 30, 2016 - Completed

3.5 – Aug, 2017 - Committed

3.6 – Feb, 2018 - Not Committed yet (targeting to scope commit by Oct 10<sup>th</sup>)



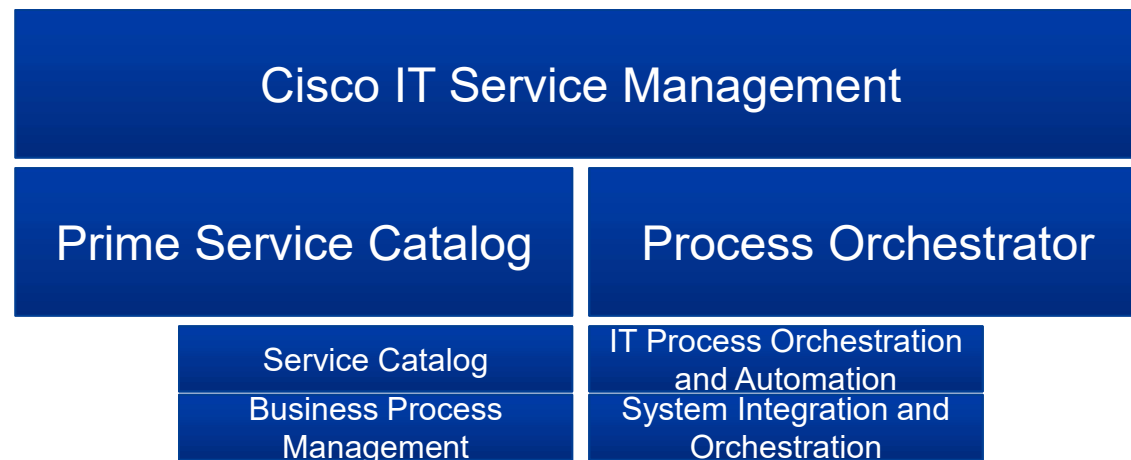
# High Level Vision for Prime Service Catalog and Process Orchestrator



*A single solution that can provide business process, service delivery and orchestration, enabling other products to scale faster with less overhead and complexity and deliver their products to market.*

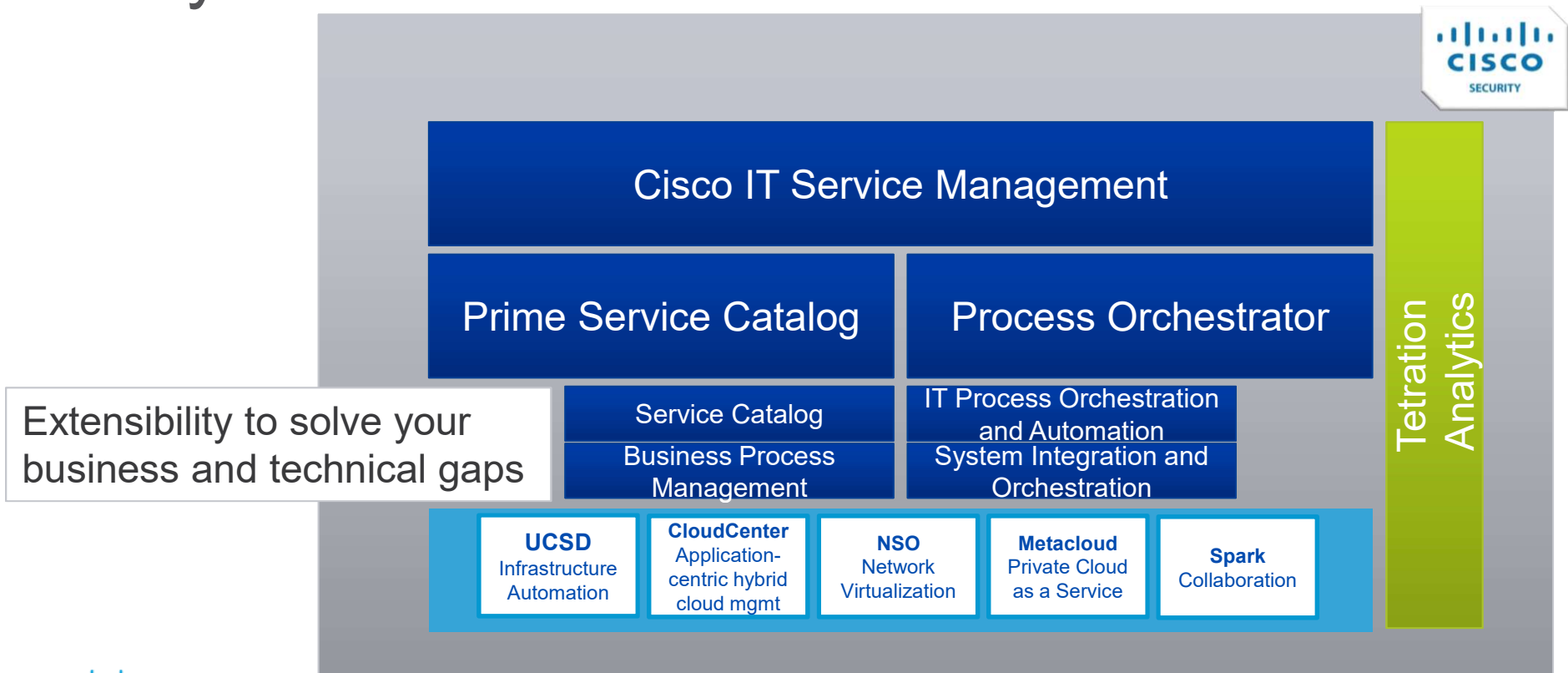
# The Cisco Advantage

# Why Cisco?



Use the solution stand-alone for workflow and business automation, publishing to the catalog for order and fulfillment/provisioning

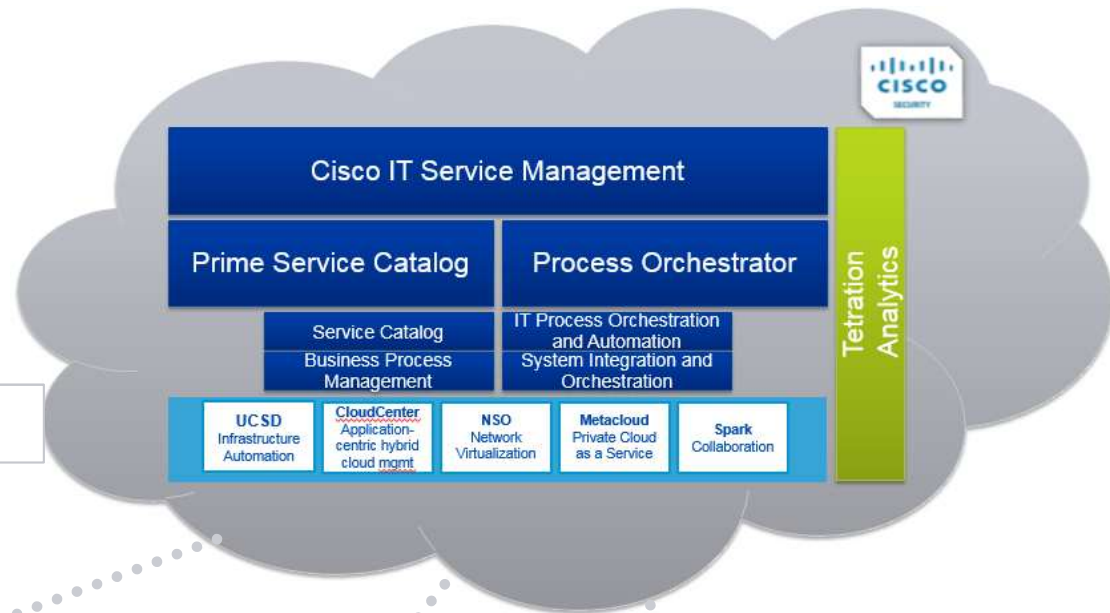
# Why Cisco?





# Why Cisco?

Accessing a single solution



Service Delivery Owner



System Owner

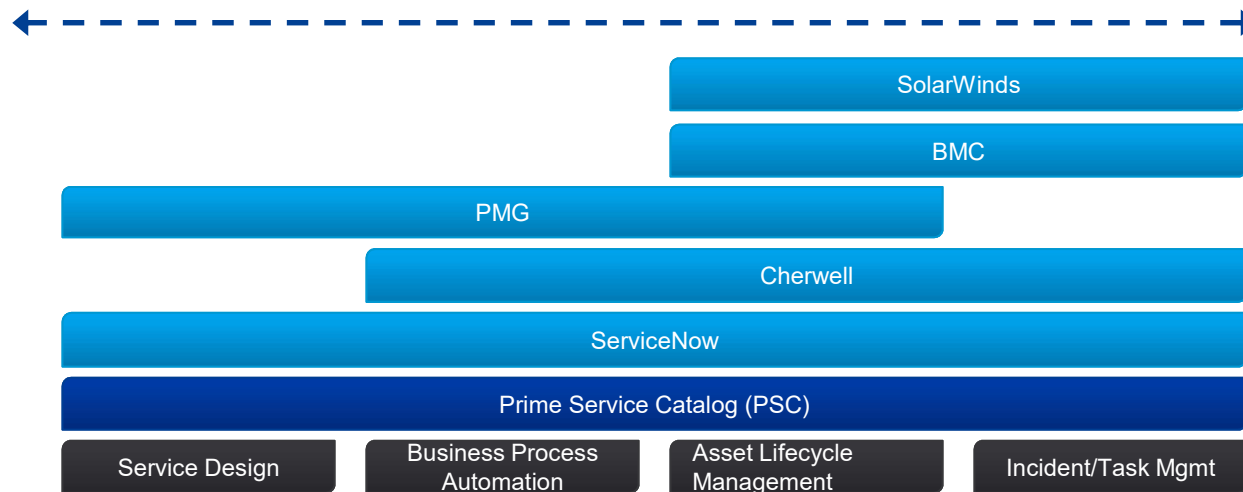


IT User



# Market Comparison and Differentiators

# Service Catalog - Technology Verticals



**Note:** There are additional products in each category defined above. This technology map is for quick representation purpose only.

# Service Design and Business Process Automation

## Key Capabilities:

### Service Catalog

- ✓ Unified Self Service Portal
- ✓ Service Blueprint
- ✓ Custom Service Forms
- ✓ Service end point definition
- ✓ Pricing Plans
- ✓ Develop services for system integration or business process automation

Prime Service  
Catalog (PSC)

PMG

Cherwell

ServiceNow

## In Summary:

This type of catalog vertical covers the creation and management of automating the service delivery components.

# Asset Lifecycle Management and Incident/Task Management

## Key Capabilities:

### Service Catalog

- ✓ Catalog of applications and services
- ✓ Order and Fulfillment
- ✓ SLA
- ✓ Approvals and Policy
- ✓ Asset Tracking with Lifecycle Operations

Prime Service  
Catalog (PSC)

BMC

PMG

Cherwell

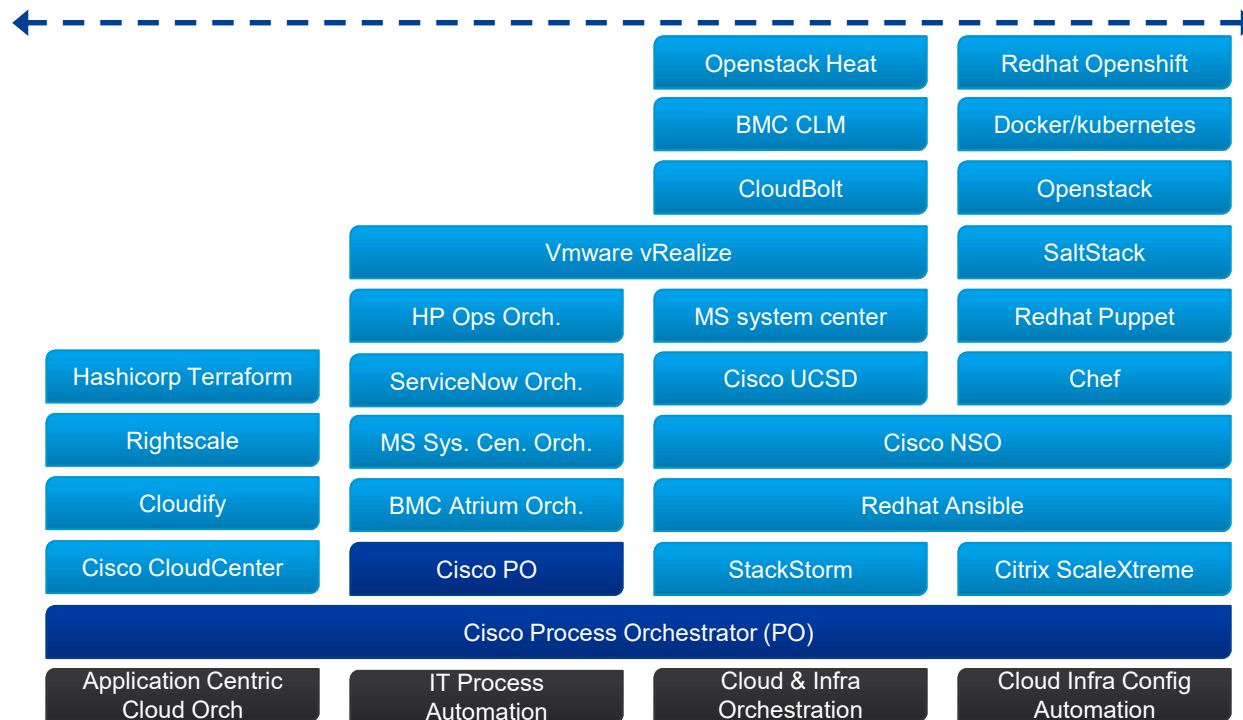
ServiceNow

SolarWinds

## In Summary:

This type of catalog vertical covers the request and task flows supported

# Orchestration - Technology Verticals



**Note:** There are 10s and 100s of products in each category defined above. This technology map is for quick representation purpose only.

# IT Process Automation and Services Orchestration (ITPA)

## Key Capabilities:

- ✓ Automation Platform for IT processes or services automation
- ✓ Workflow Management & Activities/task automation
- ✓ Integration Framework
- ✓ Integration Connectors/Adaptors Library
- ✓ Built-in Integration with ITSM suite (Catalog, CMDB)
- ✓ Developer GUI (studio) for new automation workflows

Cisco Process  
Orchestrator

Vmware vRealize

HP Ops Orch.

ServiceNow Orch.

MS Sys. Gen. Orch.

BMC Atrium Orch.

## In Summary:

This type of orchestration vertical is used as general purpose technology platform because most IT customers develop new automation packs to support their own IT processes and services definitions.

# System Integration and Orchestration

## Key Capabilities:

- ✓ Orchestration of multiple technology orchestrators
- ✓ Automation platform enabling workflow creation for monitoring/operational state checks
- ✓ All of the ITPA Capabilities

Cisco Process  
Orchestrator

## In Summary:

This type of orchestration spans the vertical stacks, supporting it's position to orchestrate the activities between other orchestrators, resulting in establishing system integration that can easily be managed.



# Cisco IT Service Management Differentiators

## Prime Service Catalog

- Highly Customizable
- Out of the box integration with Cisco CloudCenter
- Out of the box integration with Cisco UCSD
- Publish system integration workflows from Process Orchestrator

## Process Orchestrator

- Orchestrator of Orchestrators
- Custom Comprehensive Monitoring
- 25+System/ Protocol Adapters
- 600+ OOTB Workflows
- Graphical 'no coding' Design Tools

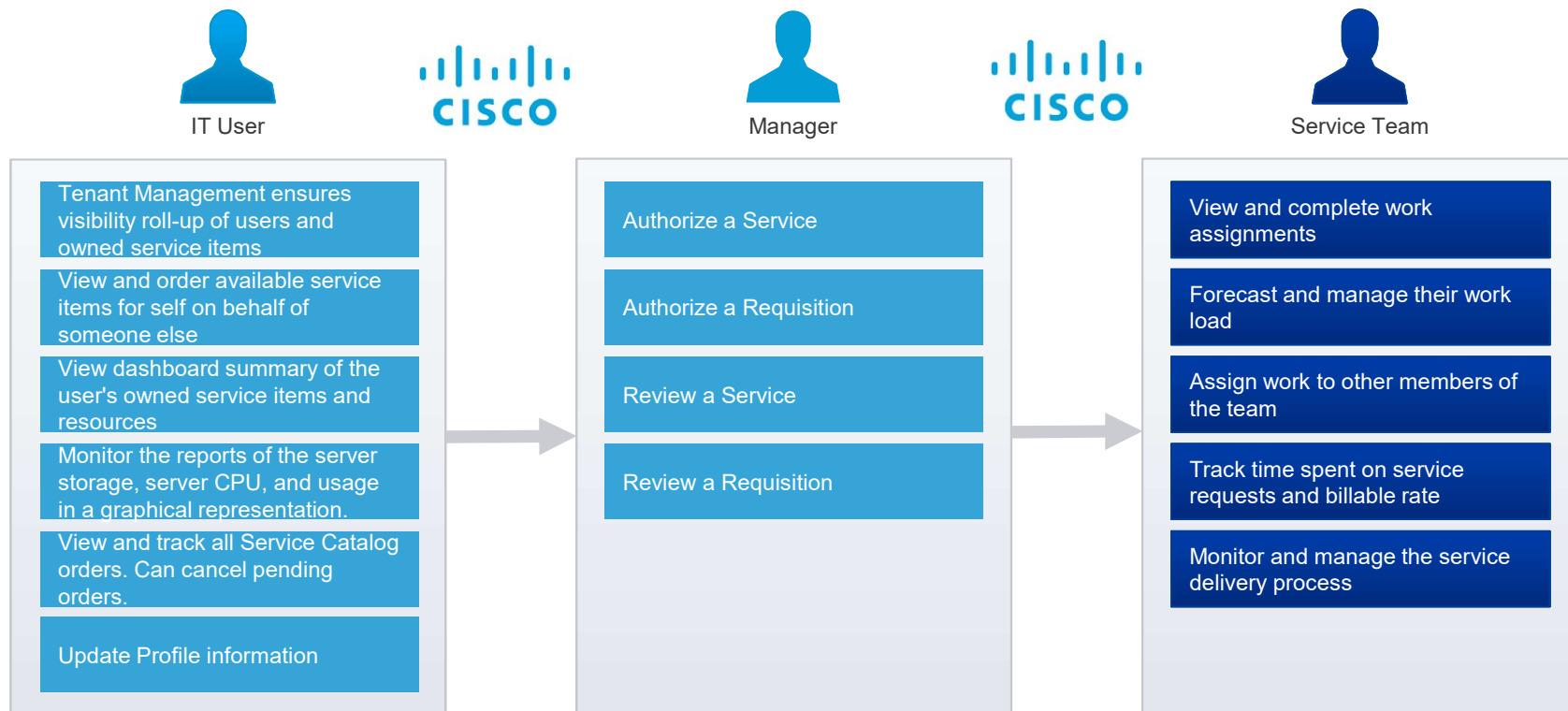
# IT Service Management Use Cases

# User Journey – use case

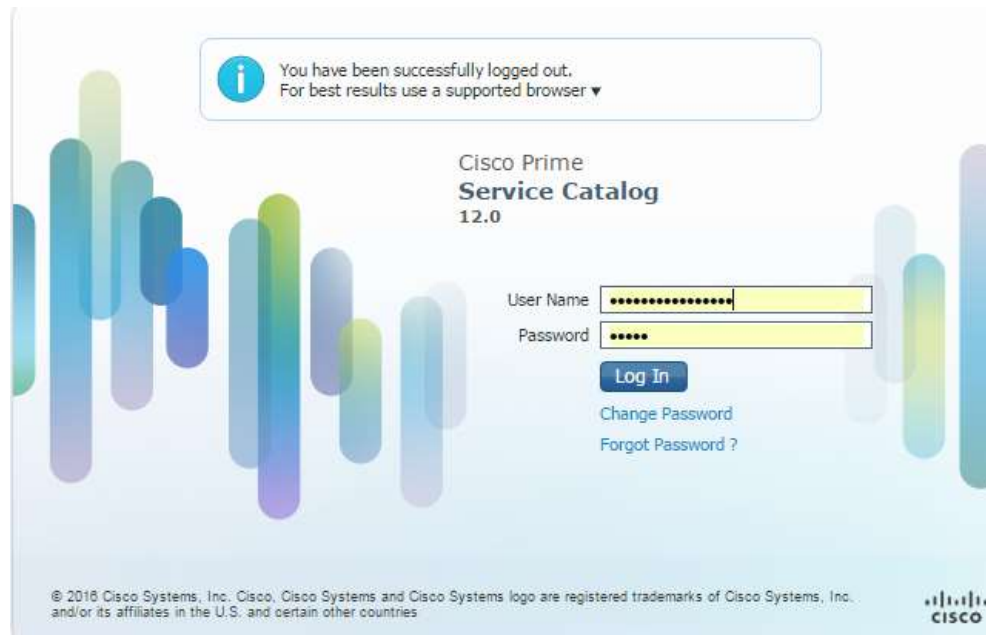
1. User Experience on Login
2. Out of the Box Integrations
  - I. Cisco Cloud Center
  - II. Cisco UCS Director
  - III. Process Orchestrator (pending v12.1)
3. Process Orchestrator Workflow Creation

# User Experience

## Access is role based



# User Experience



Secure Web Based Login



# User Experience

The screenshot shows a 'Team Browser' on the left with a list of teams: DCIndustries, Marketing, IT, HR, and Engineering. The main area displays details for 'DCIndustries', including its status (ACTIVE), team admin, 2 members, and creation date (11/13/2016 4:18 PM). Below this is a table of subteams:

SUBTEAM	STATUS	MEMBERS	CREATED ON
Marketing	ACTIVE	2 Members	11/13/2016 4:24 PM
IT	ACTIVE	2 Members	11/13/2016 4:26 PM

Tenant Management Console

The dashboard provides a high-level overview with the following metrics:

- ACTIVE DEPLOYMENTS: 8
- ACTIVE SERVERS: 9
- TOTAL HOURS: 7988
- TOTAL COST: \$0

Additional sections include Alerts and Recent Orders.

Dashboard

The Deployments page features a search bar and a 'NEW DEPLOYMENT' button. It lists several service items with their details:

Item Name	Status	App PR...	Cloud	Owner	URL
GEICO_1	ACTIVE	CentOS 6.x (V1...	DMZ_DEMO-Ba...	Ororo Monroe	http://10.88.39...
Capital_...	ACTIVE	CentOS 6.x (V1...	DMZ_DEMO-Ba...	Ororo Monroe	http://10.88.39...
Jack	ACTIVE	CentOS 6.x (V1...	DMZ_DEMO-Ba...	Gaylon Cox	http://10.88.39...
Dreadnoug..	ACTIVE	CentOS 6.x (V2.0)	MTCLD_DEMO-S...	Ororo Monroe	http://192.168.10...

Detail, manage and order new Service Items



# User Experience

The screenshot displays two main sections of the Cisco Service Management interface:

- Authorizations - My Authorizations, All:** A table listing authorization requests.
 

Requisition	Total Price	Due On	Task Name	Customer	Performer	Status	Priority
52	0.00	10/26/2016	Create Tenant Team A	adminA cisco : CloudCenterOU	admin admin	Approved	Normal
53	0.00	10/26/2016	Create Tenant Team A	adminA cisco : CloudCenterOU	admin admin	Rejected	Normal
54	0.00	10/26/2016	Create Tenant Team A	adminA cisco : CloudCenterOU	admin admin	Approved	Normal
63	0.00	10/28/2016	Create Tenant RuslanTen	usc:duser1 uscd:UCSD::UD5::RuslanTen	admin admin	Approved	Normal
- Available Work:** A section for managing work items.
 

Requisition	Due Date	Task Name	Service Name	Initiator
76	03/22/2017	Monitor plan for Order Hub Service	Order Hub Service	admin admin
76	03/22/2017	My Queue	Order Hub Service	admin admin

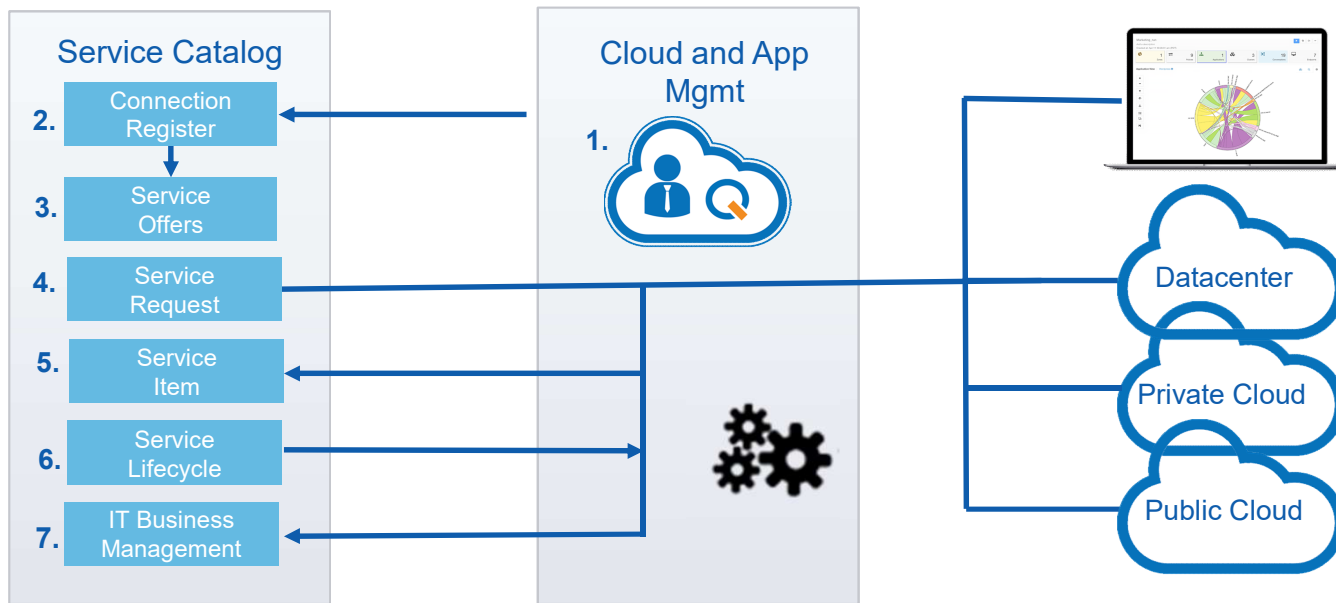
Annotations:

- A blue arrow labeled "Approvals" points to the 'Authorizations' table.
- A blue arrow labeled "Service Management" points to the 'Available Work' table.



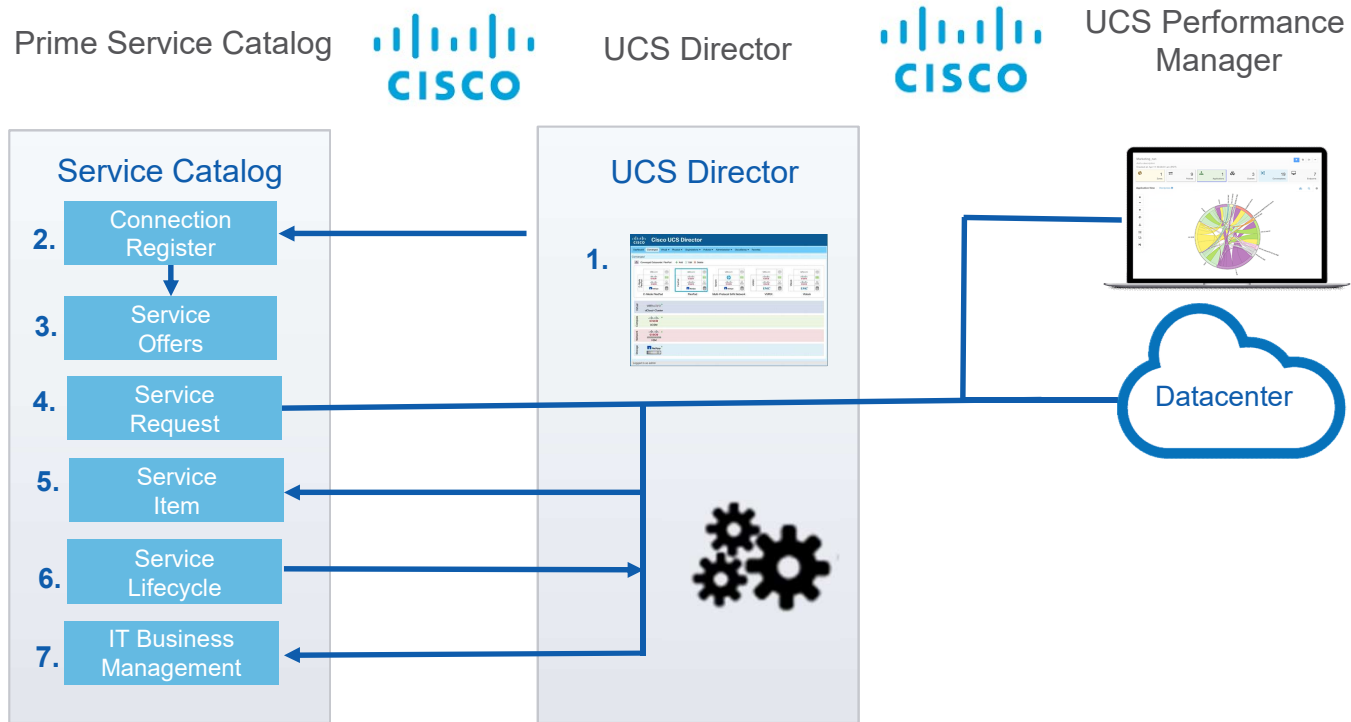
# CloudCenter Integration

Prime Service Catalog    Tetration Analytics™

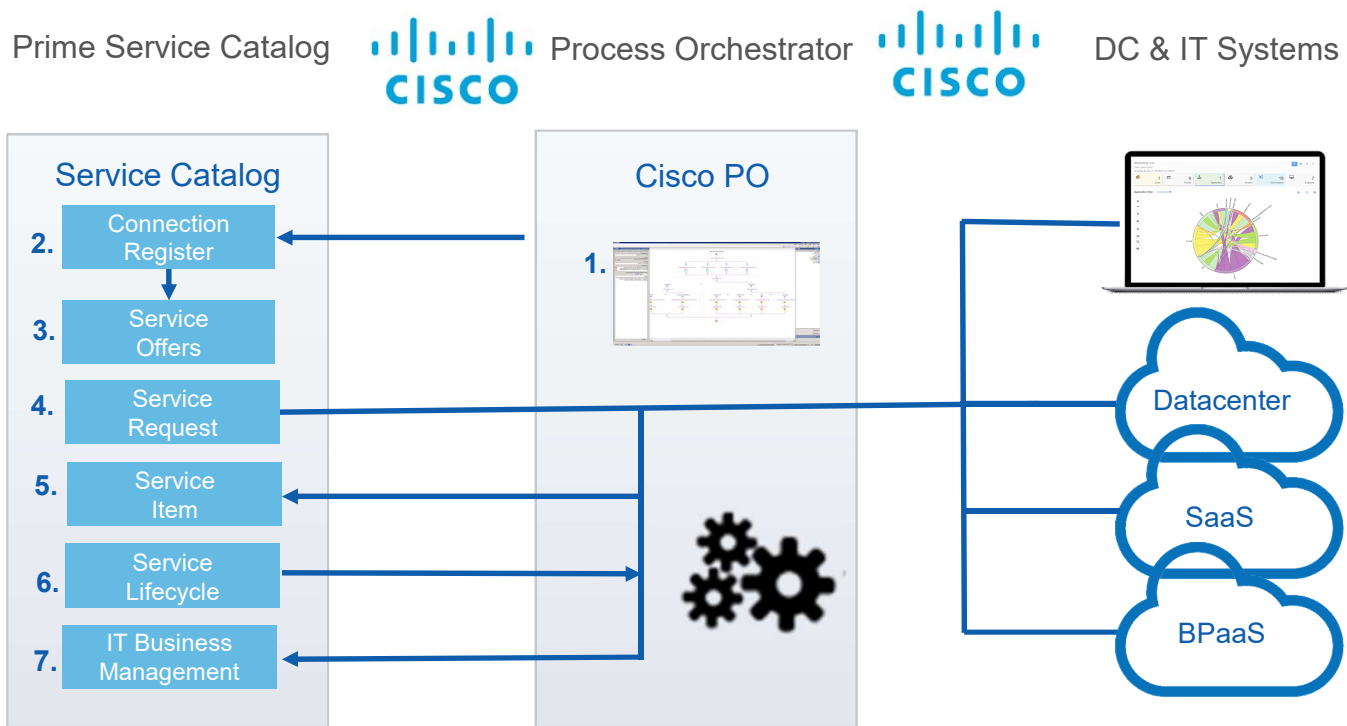




# UCS Director Integration






# Process Orchestrator Integration



# Out of the Box Integrations


Integrations NEW INTEGRATION


SHORT NAME	NAME	SYSTEM	CREATED BY	URL
 upm	UCSPM	Cisco UCS Performance Manager	admin	https://10.88.39.27:443/zport/acl_users/cookieAuthHelper/login
 cc1	Cloud Center	Cisco CloudCenter	cliqradmin	https://10.88.39.24:443/v1/users
 ud1	UCS Director	Cisco UCS Director		


See and manage existing integrations


## Select an integration type


Integrations / Integration Types

**Cisco CloudCenter**  
Securely integrate with CloudCenter to deploy a...

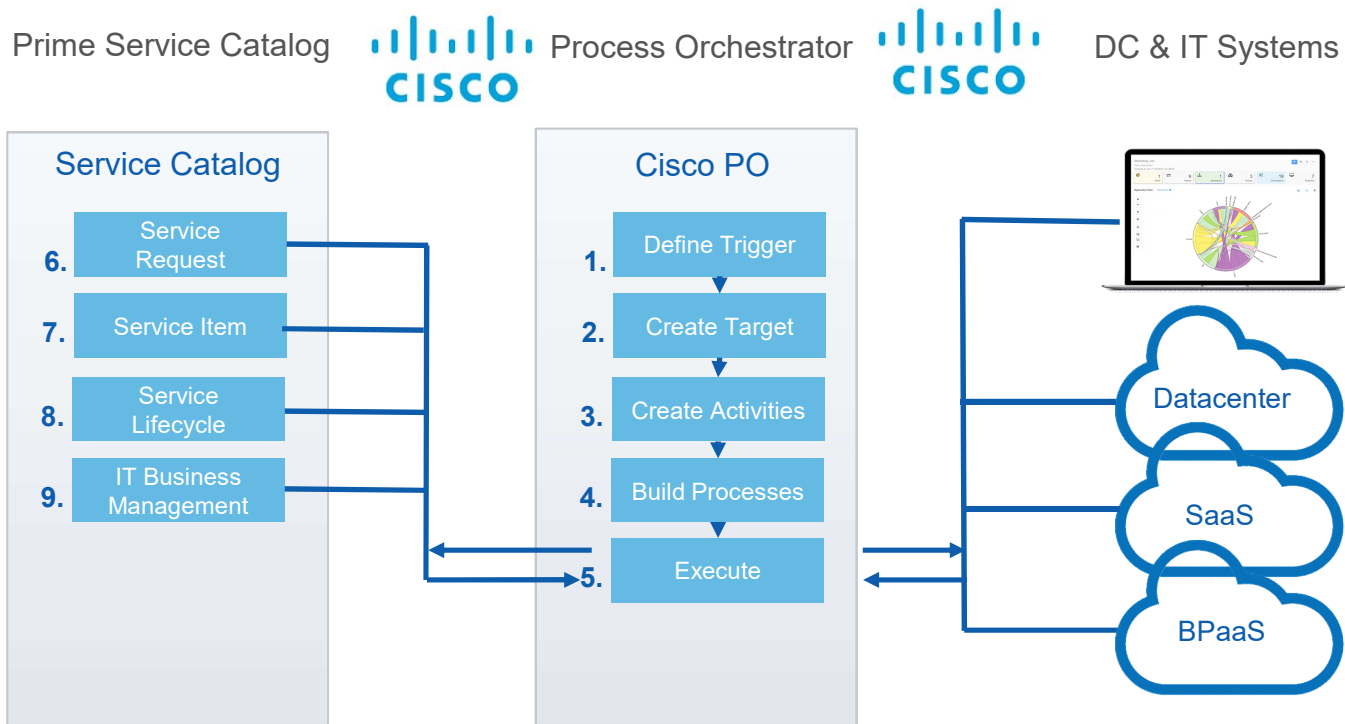
**Cisco UCS Director**  
Replace manual data center provisioning with...

**Cisco UCS Performance**  
Replace manual data center provisioning with...

**Cisco Process Orchestrator**  
Securely deploy networks with Cisco Process Orchestrator, APIC...

 Create a new integration

# Process Orchestrator Workflow Creation



# Process Orchestrator Workflow Creation

The screenshot displays the Process Orchestrator interface. On the left is a 'Toolbox' with a filter by name and a list of activities categorized by type: AMQP, BMC Remedy, Cisco Prime Service Catalog, and Logic. The main workspace shows a workflow diagram titled 'Create Availability Dashboard - mkhavank'. The workflow starts with a 'Web HTTP Request' activity, followed by 'Read Table from XML', 'Set Table Variable', and 'Remove Row from Table'. A 'While Block' contains 'Select from Table', 'Set Variable', and 'Remove Row from Table (2)'. A 'Properties - Web HTTP Request' window is open on the right, showing the 'If Execution Fails' section with 'Add', 'Remove', 'Move Up', and 'Move Down' buttons. A blue arrow points from the 'Toolbox' to the workflow, and another blue arrow points from the text 'Drag and drop activities are used to build the processes' to the 'Set Variable' activity in the workflow.

Many built-in adapters and workflows ready to use

Drag and drop activities are used to build the processes

Activate Windows

ntial 53

# Bringing it all together

# Cisco Prime Service Catalog and Cisco Process Orchestrator

## Use Cases & Outcomes

### Use Cases:

- Unified self-service Catalog and Configuration Management for Cloud, Application and Infrastructure services
- Out of the box integration with Cisco UCSD, Cloud Center, and Process Orchestrator
- Auto Import of automation tasks, workflows, application profiles and publish them into the unified catalog
- Solution can be extended to Workplace services and Business Process automation

### Business Outcomes:

- Consolidate multiple portals into one portal
- Automate integration with backend systems
- Deliver unified digital experience to LoB, DevOps, and ITOps user segments



# Cisco IT Service Management

Prime Service Catalog

Process Orchestrator

Service Catalog

Business Process Management

IT Process Orchestration and Automation

System Integration and Orchestration

Tetration Analytics

**UCSD**  
Infrastructure Automation

**CloudCenter**  
Application-centric hybrid cloud mgmt

**NSO**  
Network Virtualization

**Metacloud**  
Private Cloud as a Service

**Spark**  
Collaboration





# Cisco Prime Service Catalog

Consistent self-service UI across multiple IT silos—from desktop to data center

Unified Portal



Easy-to-use catalog of standardized options for repeatable IT service delivery

Standard Offerings



Integrate with other Cisco and 3rd party systems for automated provisioning

Flexibility



Proven solution, deployed by Cisco IT and other industry leaders

Cisco on Cisco

