

The Big 4 vs. Systems Management 2.0

Odds and Ends

- Microsoft
 - Partners in heterogeneous
 - Great control in Microsoft world
 - PowerShell
 - local and remote
 - Jeffrey Snover architect is old school, Big 4 guy
 - finally, a command line for Windows
 - mandate for management
 - CCM could be their power
 - Softricity has some interesting virtualization/Citrix/SunRay like possibilities
 - Most 2.0 guys laugh at it
 - SNMP was last wide-spread one
 - Moving at a normal pace
 - Not super-fast
 - or "CCM"
 - Still not as easy in commercial as in Linux
 - never forget the command line
- [Industry] Standards
 - OMC
- Package management

Control the story of systems management

- My favorite Godin tool
 - "Every marketer tells a story. And, if they do it right, we believe them. We believe that wine tastes better in a \$20 glass than a \$1 glass. We believe that an \$80,000 Porsche Cayenne is cooler than a \$36,000 VW Touareg, which is virtually the same car. We believe that \$225 Pumas will make our feet feel better than \$20 no-names...and believing it makes it true."
- ITIL
 - monitoring
 - management
 - service desk
 - complete process coverage
 - a whole area in itself
 - IdM
- consolidation
 - portals
 - CMDB
- SOA
 - Not hearing as much as in other verticals
 - But, it's there
 - See SAP's Enterprise SOA book for compelling story
- roles
 - CIO sales
- this stuff is hard
 - requires our skill
- Big 4

2.0

- Centeris e.g.
- software can be simple
- Does your software require more/specialized people?
- install
- auto-discovery
- base-lining
- configure
- speed is king
- RSS
- lean workflows
- jump to problems
- base-lining
- Nagios
- Rails for dev margins
- SIGAR
- OSS
- Cost
- Hyperic story of more downloads
- marketing

Technology Innovation

- Hosted offerings
- Open sourcing
- Make yourself hip before too much attention is grabbed
- More frequent updates
- Figure out the industry standards problem
- pick up their slack
- If smaller guys fail
- Sell Scale as a Service
- There's always acquiring
- If this sounds absurd, something is wrong
- Everyone needs to install and run the app
- Dedicated reps
- Absurd Demand Management
- Make sure you know how to sell the enterprises
- Don't Loose Sight of Volume over Margin

2.0

- Take care of scale
- service desks
- formalize semantics
- the freedom to leave
- reporting
- integration with business

Technologies

- Hyperic
 - Saving time
 - Workflow streams
 - RSS
 - <enclosure/> for opaque delivery
- SOA
 - Existing in an SOA world
 - but with flexibility
 - but creating platform intended for component reuse
 - i.e. services
 - key here is not WS-*
 - devs will rebel against SOAP based Web Services
 - but will hope onto ATOM/REST

Meta

- This is brainstorming
- Sep. 18th, 2006

key ideas

- Big 4 Are Trouble
 - Costly
 - Not tools centric anymore
 - Caught up in big-bang visions
 - Too many product lines often that do the same thing
- Open Source
- Collaborative Systems Management
- Cross firewall
- Punk IT
- Linux
- Knowledge
 - A Microsoft term
- Simplified
 - Selected metrics
 - Management by exception
 - Base-lining
- Auto-discovery
- Hosted
- Mostly agents
- web apps
- frequent releases
- fast install

Tactics

- management functionality is spotty
- though some have it
- some good, some bad
- mainframes
- transaction monitoring
 - "physical"
 - synthetic
- "Heavy" process
 - e.g. ITIL
 - Groundworks seems like an exception
- Scale
 - most keep <30 days data
 - rarely raw at that
- application breadth
- "workbench"
 - e.g. building monitoring profiles from MIBs.
 - many have plugin-like architectures
 - but don't expose beyond code-level
- service desk

diff/missing

- FiveRuns
 - Sexy UI
 - Reporting DSL
 - Hosted
 - Selected metrics
- Splunk
 - Google of systems management
 - search focused on performance
 - SplunkBase
 - also SourceLabs
- Punk IT
 - Levanta
 - Qlusters
- FREE!
 - Spiceworks
 - extremely simple
 - but good simple
 - behind-the-firewall
 - Verseria
 - Hosted
 - or appliance
 - plugin

Example Companies

- FiveRuns
- Splunk
- Punk IT
- FREE!

