

Zyrion Releases Traverse - Business Service Management for the Mid-Market

Abstract

Large enterprises often build Business Service Management (BSM) solutions by purchasing and integrating a set of related products. Mid-size enterprises are also now demanding the capability to monitor and manage business services. They want affordable, full-featured, easy-to-use solutions that work out of the box. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) Impact Brief addresses the introduction of a BSM solution from Zyrion Inc., a new vendor focused on the mid-market.

Event

Zyrion, a provider of BSM and IT infrastructure monitoring software for mid-market enterprises, has announced the availability of Zyrion Traverse™ which provides end-to-end correlated monitoring capabilities for IT and business services. Traverse provides both a BSM and network management system that includes integrated fault and performance monitoring for networks, servers, applications, databases, storage, power and more. It provides real-time visibility into the performance of services, and facilitates proactive and preventive monitoring of services and infrastructure. The solution also includes technology for defining and monitoring service level agreements (SLAs).

Background

BSM solutions monitor and correlate the overall health of services with measures of business performance, and expose the business user only to the level of detail appropriate for their use. The information from a BSM product, combined with data from other IT service management (ITSM) tools, allows decisions to be made with a solid understanding of impacts to the business. While BSM solutions provide the capability to understand IT at a level that makes sense to the business, they also require knowledge of the infrastructure components that support the services. Many BSM solutions fully rely on integrations with external monitoring tools to gain that knowledge.

Just like large enterprises, mid-market companies are dependent on complex IT systems and services. Yet they have been largely neglected when it comes to BSM solutions tuned to their specific requirements. For example, these customers prefer a single solution for server, network, and application monitoring, not one for each. But without the resources of large corporations, the mid-market is often left to decide between two extremes. At one extreme, there are low cost point products which may be “stripped down” and lack functionality. At the other extreme, there are expensive enterprise solutions tuned to the large enterprise that require significant ongoing administrative support, resulting in even higher total cost of ownership (TCO). Zyrion’s mission is to unravel the complexity of managing the IT infrastructure by offering a BSM solution that is robust, easy-to-use and affordable for the mid-market enterprise segment.

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The IT Infrastructure Library (ITIL) provides a framework of best practice guidance for the management of IT. Now in its third version, ITIL has become the most widely used approach to ITSM throughout the world. Each version of ITIL has improved over its predecessor, and a substantial improvement in ITIL v3 is the recognition of BSM.

Key Ramifications

Mid-market enterprises now have access to another BSM solution tuned specifically to their needs. Zyrion's founders have the experience and proven results that confirm they know how to deliver solutions for this segment. In fact, they developed the first integrated fault and performance management product for mid-market enterprises. Zyrion Traverse customers will benefit from:

- Clear understanding of business service impact through business-oriented views of the IT infrastructure
- Mapping of services to infrastructure, including applications, service levels and network components
- Monitoring of infrastructure components, including integrated fault and performance monitoring capabilities for networks, servers, applications, databases, storage and power
- Federation capability with leading monitoring systems
- Real-time dashboards that provide a comprehensive picture of the health of the services
- Support for large distributed data centers, capacity planning, trend analysis and multi-tenant applications
- Rapid installation and quick time to value along with low TCO

EMA Perspective

The push is on, throughout IT, to focus on services rather than just technology: define services, manage services, provide committed levels of service, and – of course – provide comprehensive BSM. However, until 2008, most BSM vendors had focused their energy on large enterprises. Some of the thinking seemed to be that the mid-market was simply not ready for the capabilities provided by BSM solutions. Yet, by stepping forward with a tightly integrated product mix, companies like Zyrion are demonstrating success with customers in the mid-market.

While this new approach includes pricing in line with organizational size and budget, there is also a clear effort to retain the features and capabilities of BSM solutions that have been targeted to the larger enterprises. Mid-market IT organizations don't simply want a watered-down version of BSM at a lower license price. They require the same robust BSM capabilities as the Fortune 500, but at an affordable TCO, including a reduced need for services and lower ongoing administrative costs. They also want ease of use, speed of installation, minimal training requirements, and pre-packaged integration capabilities.

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The mid-market segment of BSM is no longer without competition. At the same time, Zyrion carries with it a powerful differentiator in its integrated network monitoring capabilities. This is particularly intriguing for Zyrion's target market which tends to prefer products that can address multiple needs. By including business service monitoring, network and server monitoring, and service level management, Traverse helps customers address multiple ITIL best practices.

The combination of Business Containers, service level management technologies, ease-of-use and affordability provides an offering that EMA expects to meet with additional success in the mid-market.

Through Zyrion's unique Business Service Container technology, Traverse links infrastructure components to services, enabling the much sought after end-to-end dashboard capability. In fact, a recent EMA survey validated this need. When checking for the critical components of service management, 85% of respondents selected "Support for Reporting/Dashboard." Zyrion's flexible, business-oriented view of the IT network and service-related components provides real-time visibility into the health of IT services and the impact of the individual components on these services. Different views of the infrastructure are also provided to align with varying business roles.

Zyrion brings to market a strong set of BSM features, built on top of a comprehensive underlying network and server monitoring platform. The combination of Business Containers, service level management technologies, ease-of-use and affordability provides an offering that EMA expects to meet with additional success in the mid-market.