OnTarget - A cohesive, end-to-end unified infrastructure management platform to manage the next-generation hybrid IT infrastructure

OnTarget is a new-age architectural model with automation, analytics, discover and provisioning capabilities, as well as cockpit visibility across services leveraging a variety of data types across various platforms.

Adapting to the demands of the new-age hybrid IT infrastructure

As businesses respond to fast-changing market dynamics and demand for innovation, as well as constant cost pressure, IT organizations are increasingly seeking new computing and delivery models, such as cloud, as-a-service and open-source, to quickly and cost-effectively enable new capabilities. An increasing number of companies are recognizing the benefits of adopting hybrid IT infrastructure models; however, many operations and application management tools and systems do not yet support this model. As a result, applications are slow to be provisioned, systems are unstable, and the benefits of adopting new-age transformation models - such as increased revenues and profitability - occur in months, not days. Further, IT resources and budgets are so burdened with day-to-day operational needs for “keeping the lights on” that they struggle to focus on growing the businesses.

Changing trends call for a new solution

The adoption of a hybrid IT infrastructure model is increasingly driving the need for a single, integrated automated framework to manage both cloud and on-premise IT systems that can speed application deployment, increase application availability, enhance consolidation/rationalization of skills, maintain process standardizations, improve IT productivity and boost cost savings - all without impacting the desired SLAs.

The Solution: Addressing complexity with simplicity

OnTarget is an end-to-end IT infrastructure monitoring and management platform that uses a cohesive automated framework to manage across all layers, from monitoring through governance.

The OnTarget architectural model offers:

- **Integrated tooling** for end-to-end infrastructure management needs.
- **Automated systems**, with more than 4,000 reusable assets that can be customized and deployed into the customer’s infrastructure to resolve INC and SR in a non-interventional fashion.
- **Proactive analytics (service intelligence)**, including an early warning system that deeply scans various vital parameters, such as performance and capacity data, service levels, service requests, incidents and other diagnostics data, in order to ensure optimal performance.
- **Discover and Provision**: Automates the job of deploying and provisioning services across the cloud, on-premises and as-a-service systems by leveraging proprietary and third-party tools. New applications can be automatically deployed to end-user devices, or users can download applications on their own.

The OnTarget architectural model offers four modules: discover and provision, monitor and manage, visualize and control, analyze and govern.
Monitor and Manage: Covers performance monitoring, workload management and policy compliance, all the way from the hardware to the business process layer by leveraging unified monitoring, application and network performance monitoring, and performance management technologies from third-party vendors. The system consolidates alerts and automatically measures their impact on business process performance. The "virtual engineer" capability taps into a service catalog of over 3,000 routines to respond to specific scenarios and issues, as well as automate requests for Windows and Linux platforms, databases, networks, middleware and commercial applications.

Visualize and Control: Provides the overall service performance views, service management automation and service availability views. This module also handles service management activities, such as incident management, problem management and change management. This ITIL V3-compliant capability leverages our own technology, as well as third-party tools, to correlate multiple data sources and provide insights into performance, availability and capacity via dashboards.

Analyze and Govern: Provides interactive user-friendly business value dashboards, operational analytics and different levels of end-user analytics. This module provides real-time end-user and operational analytics, using a wide variety of data, including machine data and user sentiment data (what we call “user-to-blade analytics”). Algorithms analyze events and logs to produce insights on infrastructure and application outages to which IT can proactively respond. Combining our proprietary and third-party technologies, the system enables visualization, predictive analytics and early warnings into IT issues to enable proactive resolution.

In addition to the above modules, the framework includes an additional module for Enterprise Integrations to a variety of operations management tools and another module for Presentation and Collaboration for end users.

The Six-Module Doctrine

OnTarget Solution Features:

- **End-to-end integrated service management** across applications, middleware and infrastructure stacks.
- **Virtualized and cloud-based environment**, highly automated for repetitive and low-end activities.
- **Seamless integration with ServiceNow** or any other existing ITSM technology or client-owned tools.
- **Fast deployment**, with the entire platform able to be activated (with all six modules) in less than four weeks for dedicated instances of an on-premise or virtual appliance in the cloud.
- **Highly flexible dynamic service provisioning and de-provisioning**.
- **Subscription-based approach**, reducing upfront investments.
- **Ability to run in the cloud**, on-premise dedicated, or on shared multi-tenant instances.
- **Modular design** that enables flexibility with existing toolsets.
- **Minimal cost and effort required** to integrate with other client-owned tools.
OnTarget Solution Philosophy:

- Integrated business-to-blade monitoring and management
- Integrated blade-to-service provisioning
- Integrated user-to-blade analytics

Client benefits

Businesses that have used the OnTarget framework have realized a range of benefits that include:

- **15% to 30% reduction** in operational costs.
- **25% to 40% increase** in productivity gains, driving efficiency and standardization.
- **15% to 20% increase** in availability.
- De-coupling of human capital and increase in automation: Free your resources to contribute more value toward your core business by creating more IPs.

Looking forward – the way ahead

IT infrastructure will only grow more complex in the coming years, and as organizations increasingly rely on technology to grow the business, it will need to minimize the amount of time it dedicates to operations management.

The answer lies in investing in a new approach to infrastructure management that integrates data from diverse systems and tools, automates common workflows, offers self-service to end users, and uses proactive analytics to optimize performance.

For more information

To learn more about the OnTarget Platform from Cognizant, contact your Cognizant representative at CISAutomationBD@cognizant.com

About Cognizant

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