

Nominee: CenturyLink

Nomination title: CenturyLink Cloud Application Manager

Most enterprises are finding that they need to manage multiple cloud environments as they match applications and workloads to the right cloud platform. So while application performance improves IT, management becomes more complex.

CenturyLink Cloud Application Manager is a flexible, multi-cloud management solution that unifies applications across a multi-cloud environment. Clients can better manage their IT environments, be more secure and productive, and operate on any cloud, anywhere, enabled by CenturyLink Managed Services.

CenturyLink has made its suite of managed services available on any cloud. Different public and private cloud offerings from various vendors can be managed, secured, governed, and provisioned through one pane of glass.

CenturyLink Cloud Application Manager is a cloud-agnostic application and infrastructure management platform that is integrated with CenturyLink Managed Services. This solution provides three main components essential to managing and governing cloud applications and infrastructure. From a single portal, clients can access three services: Application Lifecycle Management, Managed Services Anywhere, and Cloud Optimisation. Users can develop, deploy, and manage applications, VMs, and other workloads on any infrastructure or cloud to meet business and technical needs.

Two commercial models are available for utilising the service. Clients can use a software as a service cloud hosted solution. Alternatively the data centre option can be deployed as an appliance on-premises in a client data centre, or in any service provider facility. Costs for all services are consolidated onto one monthly bill, and in-depth reporting provides the transparency to administer charge-back to the lines of business consuming the services.

CenturyLink's distinguishing features and USPs in this space are demonstrated by combining 3 key cloud management functions into one solution:

APPLICATION LIFECYCLE MANAGEMENT: Cloud Application Manager is a centralised platform service that offers full management of all elements of cloud deployments, including applications, compute, operating systems, network, and security functions. Audit trails are provided across any infrastructure, virtually anywhere. Automated deployment policies provide reusable, on-demand provisioning and termination across any infrastructure. Rolling updates of components can be automated with zero downtime and agile life cycle management.

CLOUD OPTIMISATION: True hybrid cloud enablement allows customers to easily provision, migrate, and scale hybrid cloud instances, billing, and support via a single centralised platform. Customers can bring their own provider or provision resources from CenturyLink Cloud, Microsoft Azure, and Amazon Web Services. Recommendation engines help customers determine the resources required to support their particular applications based on security, processing, geographic, and cost requirements.

MANAGED SERVICES ANYWHERE: This element of the service offers expert strategic guidance, as well as design, build, and run services automatically through the centralised platform on any hosted or cloud infrastructure environment. Monitoring, remote administration, patching, and backup are supported.

CenturyLink Cloud Application Manager allows clients to benefit from flexibility, efficiency, governance and resilience:

FLEXIBILITY AND EFFICIENCY: Cloud Application Manager empowers IT teams to focus on driving innovation for their business by simplifying the complex task of managing applications and their supporting infrastructures. Clients save time, resources, and costs with simplified management of the entire environment across any hosting or cloud environment. Time-to-market of new applications can be expedited into production to meet business demands for continuous delivery. Users can easily scale, update, and migrate environments as needed in response to business and application needs.

GOVERNANCE: Clients benefit from cost control and capacity utilisation with application development conformity and automation policies. Transparency of environments across multiple environments and providers is increased.

Users can align support of business objectives and simplified vendor management with CenturyLink as their strategic provider of application, infrastructure and network management, managed services, and support.

RESILIENCE: Clients avoid vendor lock-in with the flexibility to move applications and workloads from one environment to another, based on application, compliance, cost requirements, and innovation advancements. This allows users to optimise costs and free up opex and capex for reinvestment enabled by transparency of costs and flexibility of services. Charge-back capabilities allow costs to be allocated to the line of business consuming particular services.

A case study on our Swiss client Leonteq is available at <https://www.ctl.io/cloud-application-manager/success-stories-leonteq/>

Further details on CenturyLink Cloud Application Manager are available at <https://www.ctl.io/cloud-application-manager/>

Why nominee should win

- CenturyLink Cloud Application Manager is a flexible, multi-cloud management solution that allows clients to unify applications across a multi-cloud environment.
- Two deployment options: Software as a service hosted in the cloud, or data centre appliance.
- Provides a single pane of glass to manage multiple cloud providers.
- Cloud Optimisation features helps clients avoid over-spending by “right-sizing” their cloud environments.
- Access to CenturyLink Managed Services running on third party cloud infrastructure.