

## SOLUTION BRIEF

# CenturyLink<sup>®</sup> Cloud Application Manager

## Reduce Complexity in a Multi-Cloud World

Most enterprises are finding or have found 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. You can better manage your IT environment, be more secure and productive, and operate on any cloud, anywhere, enabled by CenturyLink<sup>®</sup> Managed Services.

CenturyLink is making 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 restores the promise of cloud computing in a complex, multi-cloud world.

- Manage, scale, and optimize your growing cloud environment
- Save time, resources, and cost in cloud deployments
- Improve governance amid complexity
- Simplify management with one platform for all clouds—public, private, or VMs—across your environment
- Increase focus on your business, not your infrastructure

## Flexible, Multi-Cloud Management

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

Leverage the Cloud Application Manager via the cloud version (SaaS), or the data center version deployed as an appliance on-premises in your data center or any service provider facility. The metered usage-based platform allows flexible control to provision and consume only the services required, as needed (e.g., Platform Services, Managed Services, and Cloud Services from CenturyLink Cloud, Microsoft Azure, and Amazon Web Services). 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.

## Cloud Application Manager Features

### APPLICATION LIFECYCLE MANAGEMENT

This is a centralized platform service that offers:

- Full management of applications, compute, OS, network, and security functions, including audit trail across any infrastructure, virtually anywhere
- Self-service components and infrastructure consistent with production environments
- Automated deployment policies: reusable, on-demand provisioning and termination across any infrastructure, virtually anywhere
- Automate rolling updates of components with zero downtime and agile life cycle management

### CLOUD OPTIMIZATION

True hybrid cloud enablement allows customers to easily provision, migrate, and scale hybrid cloud instances, billing, and support via a single centralized 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 per the security, processing, geographic, and cost requirements

### MANAGED SERVICES ANYWHERE

Offers expert strategic guidance, as well as design, build, and run services automatically through the centralized platform on any hosted or cloud infrastructure environment.

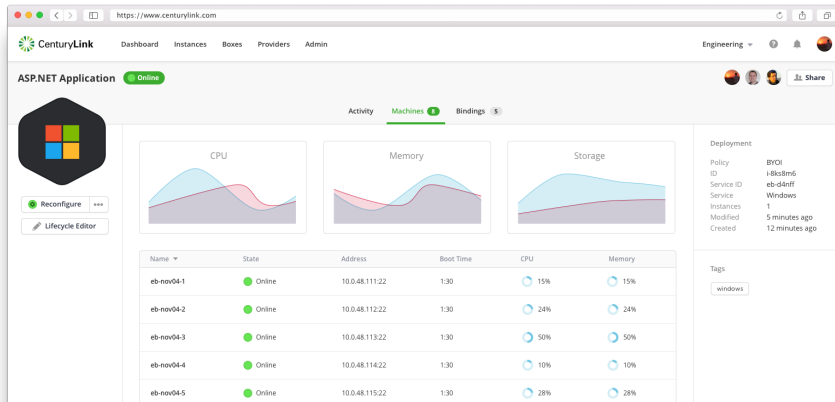
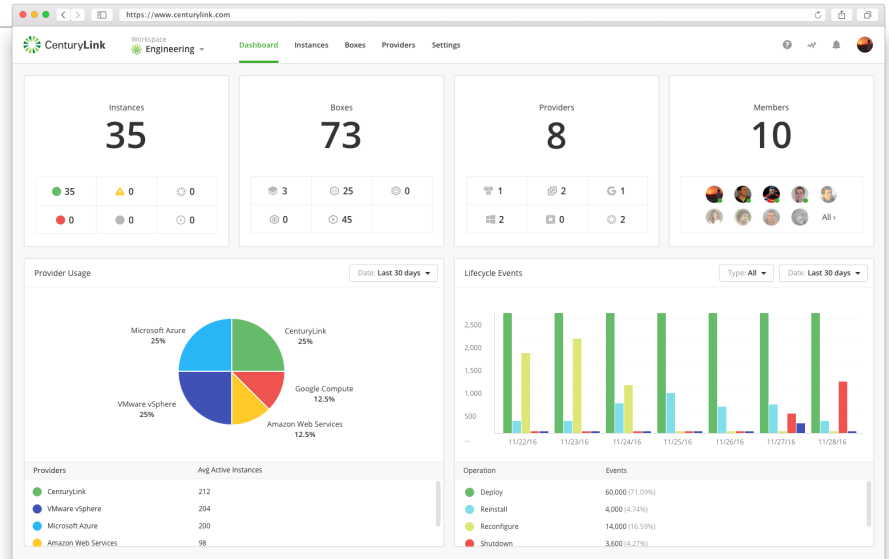
- Monitoring
- Remote administration
- Patching
- Backup



# Single Portal to Manage and Govern Cloud Applications and Infrastructure

## Workspace Dashboard

Provides a high level view of resources, their health, provider usage, and activity.

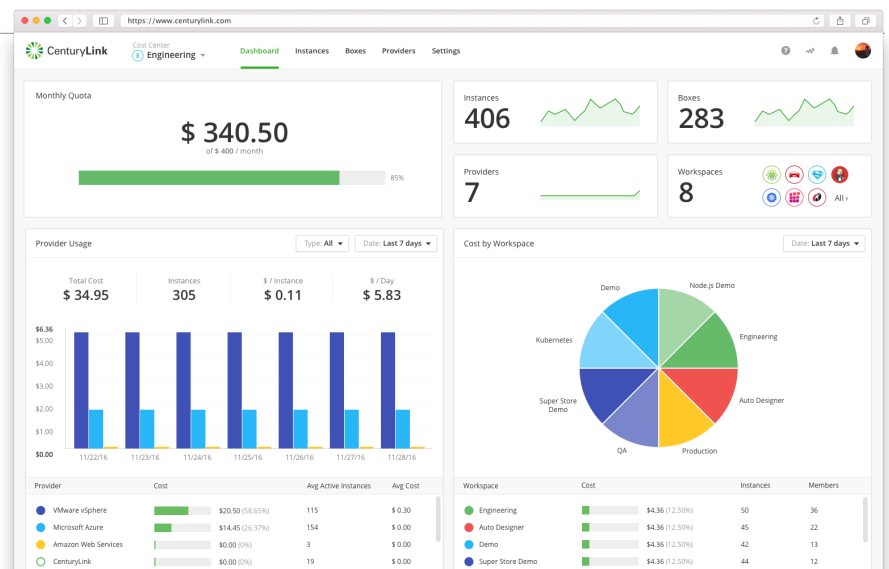


## Monitoring Dashboard

Monitoring, Patching, and Remote Administration facilitate the delivery of expert strategic guidance, design, build, and run services.

## Cost Center Dashboard

Provides a high level view of resource usage by quota, by provider, and cost details with the ability to drill down into details.



# The Benefits of CenturyLink Cloud Application Manager

## FLEXIBILITY AND EFFICIENCY

- Empower IT teams to focus on driving innovation for your business by simplifying the complex task of managing applications and their supporting infrastructures
- Save time, resources, and costs with simplified management of entire environment across any hosting or cloud environment located virtually anywhere
- Expedite time-to-market of new applications into production to meet business demands for continuous delivery
- Easily scale, update, and migrate environments as needed in response to business and application needs

## GOVERNANCE

- Control cost and capacity utilization with application development conformity and automation policies
- Increase transparency of environments across multiple environments and providers
- Align support of business objectives and simplified vendor management with CenturyLink as your strategic provider of application, infrastructure and network management, managed services, and support

## RESILIENCE

- 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
- Optimize costs and free up OpEx and CapEx for reinvestment enabled by transparency of costs and flexibility of services
- Recapture costs with charge-back capabilities to the line of business consuming particular services

**Refocus vital resources to improve business outcomes and key strategies by leveraging CenturyLink Managed Services. Get managed services and support from a single, trusted IT provider who combines design, installation, equipment, maintenance, and ongoing monitoring and management at a predictable cost.**

## About CenturyLink

CenturyLink Inc. is a global communications, hosting, cloud and IT services company enabling millions of customers to transform their businesses and their lives through innovative technology solutions. CenturyLink offers network and data systems management, Big Data analytics, and IT consulting, and operates more than 55 data centers in North America, Europe, and Asia. The company provides broadband, voice, video, data, and managed services over a robust 250,000-route-mile U.S. fiber network and a 300,000-route-mile international transport network.

For more information about CenturyLink Business visit [www.centurylink.com/enterprise](http://www.centurylink.com/enterprise).

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