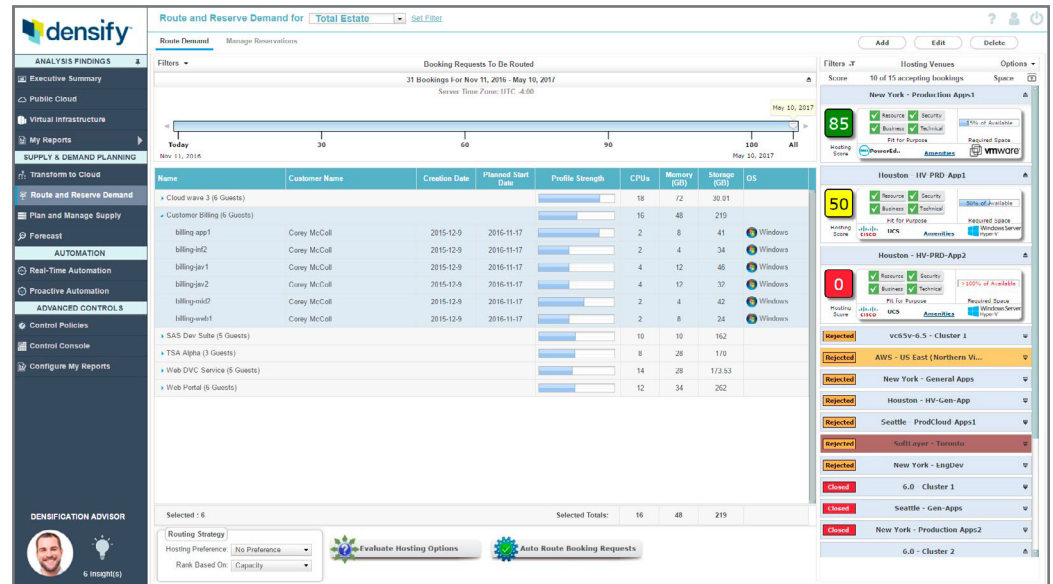




# Demand Management for Real-Time, Automated Workload Routing

IT organizations are faced with a new challenge – they need to be able to determine where to host new workloads. However, most rely on spreadsheets and are ill-equipped to determine which environment is suitable. Some look to cloud management platforms that have rudimentary routing logic, like round-robin placement options. None of these approaches can ensure that workloads get access to the resources they need or that placements comply with policies. The challenge is exacerbated in hybrid cloud environments as organizations want to ensure workloads get access to the required resources at the right price without compromising on compliance, security and performance.

Densify™ makes choosing the right host environment for workloads and reserving capacity as easy as booking a hotel online. Densify is unique in its ability to find the optimal host environment and server placement in real-time based on critical criteria including utilization, technical, operational and business requirements, and relative cost in order to meet service levels, balance demand and guarantee resource availability.



*Densify automatically routes workloads to the best hosting environment based on detailed workload requirements. For workloads not requiring immediate placement, it reserves capacity to ensure its available when required.*

## A complete view of demand to accurately model requirements

The decision as to where to host workloads starts with having an accurate picture of its requirements. Densify enables organizations to gain a complete view of new demand, whether capturing new requests through integrations to a third-party self-service portal, analyzing the transformation, or providing representative workload profiles where data is unavailable. This visibility enables organizations to accurately understand what resources are required.

Through the Reservation Console, Densify tracks and manages all new VM placement requests from self-service portals, cloud management platforms, migration projects, and release management, capturing details such as:

- Requested resources, utilization, and business, technical, and software requirements
- Packaged integrations to capture demand directly from cloud management platforms to intelligently route workloads

## Integrations available for:



## Automated routing to the best environment for your workloads

Densify is the only solution offering real-time, automated selection of the best hosting environment for workloads. Automated placements are based on ranking target environments by matching the detailed requirements of a workload against the suitability of target environments considering:

- Occupancy
- Relative Cost
- Fit for purpose criteria such as:
  - Software Licensing
  - Storage
  - Security
  - OS
  - HA

## Guarantee resource availability with capacity reservations

Most requests for new workload placements do not require immediate fulfillment. For these requests, users don't need rapid access to capacity, but instead benefit from a reservation that holds the required resources in the targeted host environment until they are required. Capacity reservations not only ensure availability of the resources, but they also are a key input to enable accurate forecasting. This requires a reservation system that not only determines the optimal environment for a workload (see above), but also takes a forward looking view and holds the capacity for that specific workload in the target time frame. Densify:

1. Profiles all inbound workload placement requests to all the detailed requirements
2. Determines where the workload should go and whether there is capacity available to fulfill the request on the planned deployment date
3. Reserves the capacity for that workload
4. If there isn't enough capacity available, determines what action is required to fulfill the request, such as adding a new host, increasing memory or CPU

### Host environments available for analysis through Densify:

vmware® PowerVM IBM aws Google Cloud Platform Microsoft Azure

The screenshot displays a web interface for selecting hosting venues. At the top, there are tabs for 'Filters', 'Hosting Venues', and 'Options'. Below this, a summary shows 'Score 22 of 25 accepting bookings' and 'Space'. The main content is a list of venues, each with a 'Hosting Score' and a 'Fit for Purpose' status. The venues are:

- Internal - on-prem**: Score 100, 22 of 25 accepting bookings. Status: Accepting.
- Toronto - ProdCloud-Apps1**: Score 83, 7% of Available. Status: Accepting.
- Toronto - Infra-App1**: Score 80. Status: Accepting.
- Toronto - Infra-App2**: Score 1. Status: Accepting.
- AWS2 - us-east1a**: Score 100, 0% of Available. Status: Accepting.
- New York - General Apps**: Score 0, >100% of Available. Status: Accepting.
- London - BC-Apps**: Rejected. Status: Rejected.
- London - Internal-Apps**: Rejected. Status: Rejected.
- New York - Production Apps1**: Rejected. Status: Rejected.

Each venue card shows a 'Fit for Purpose' status with a score and a 'Required Space' indicator. The 'Fit for Purpose' status is determined by four criteria: Resource, Security, Business, and Technical. For example, the 'Internal - on-prem' venue has a score of 100 and is marked as 'Fit for Purpose' with all four criteria checked. The 'London - BC-Apps' venue is marked as 'Rejected' because it fails on Resource, Security, and Technical criteria.

Start Your Densify Experience – Free for 14 Days!  
[www.densify.com/try](http://www.densify.com/try)