



STORAGE DEVELOPER CONFERENCE

SNIA ■ SANTA CLARA, 2014

Gamification Approach for the Next Generation Storage and Infrastructure Management User Interface

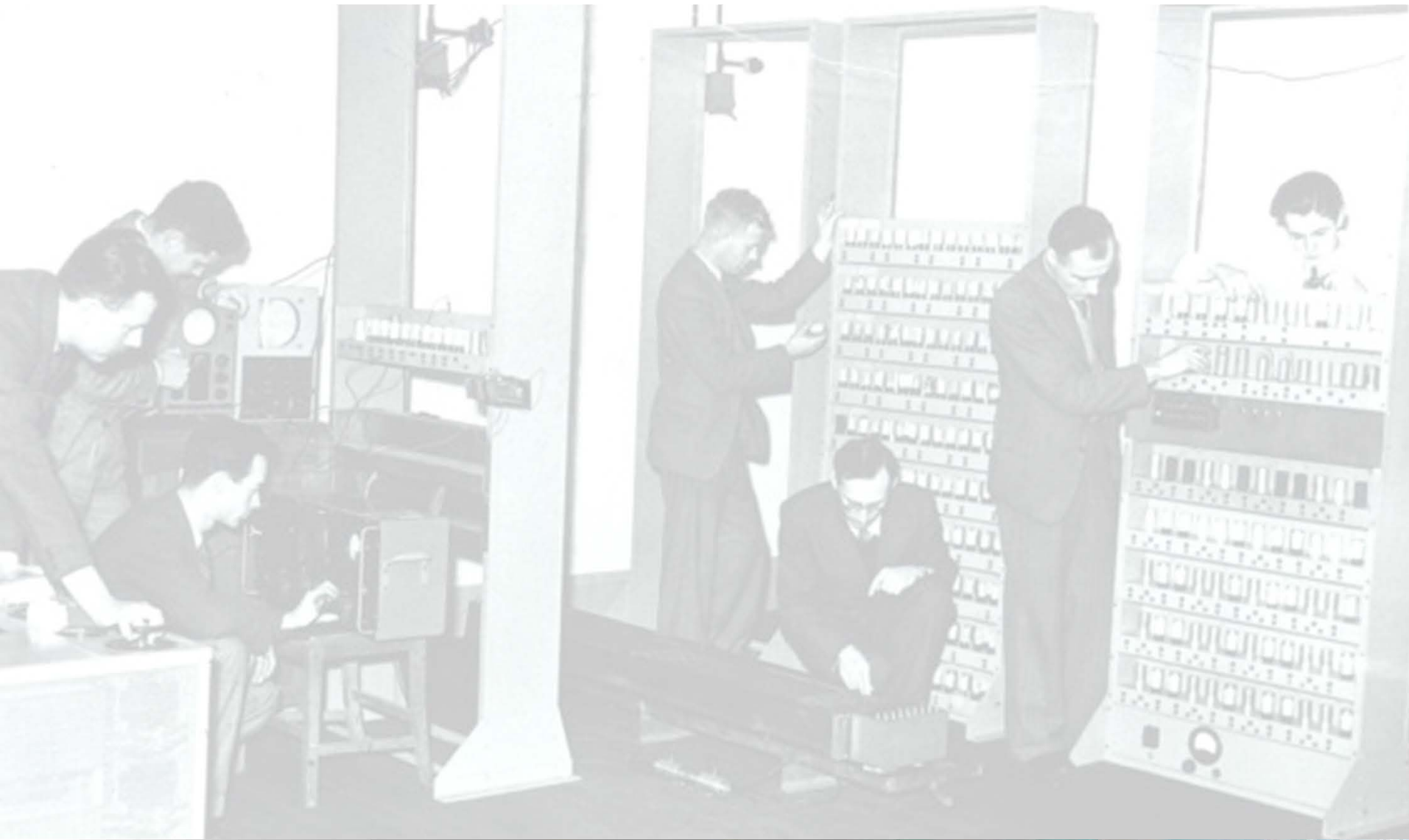
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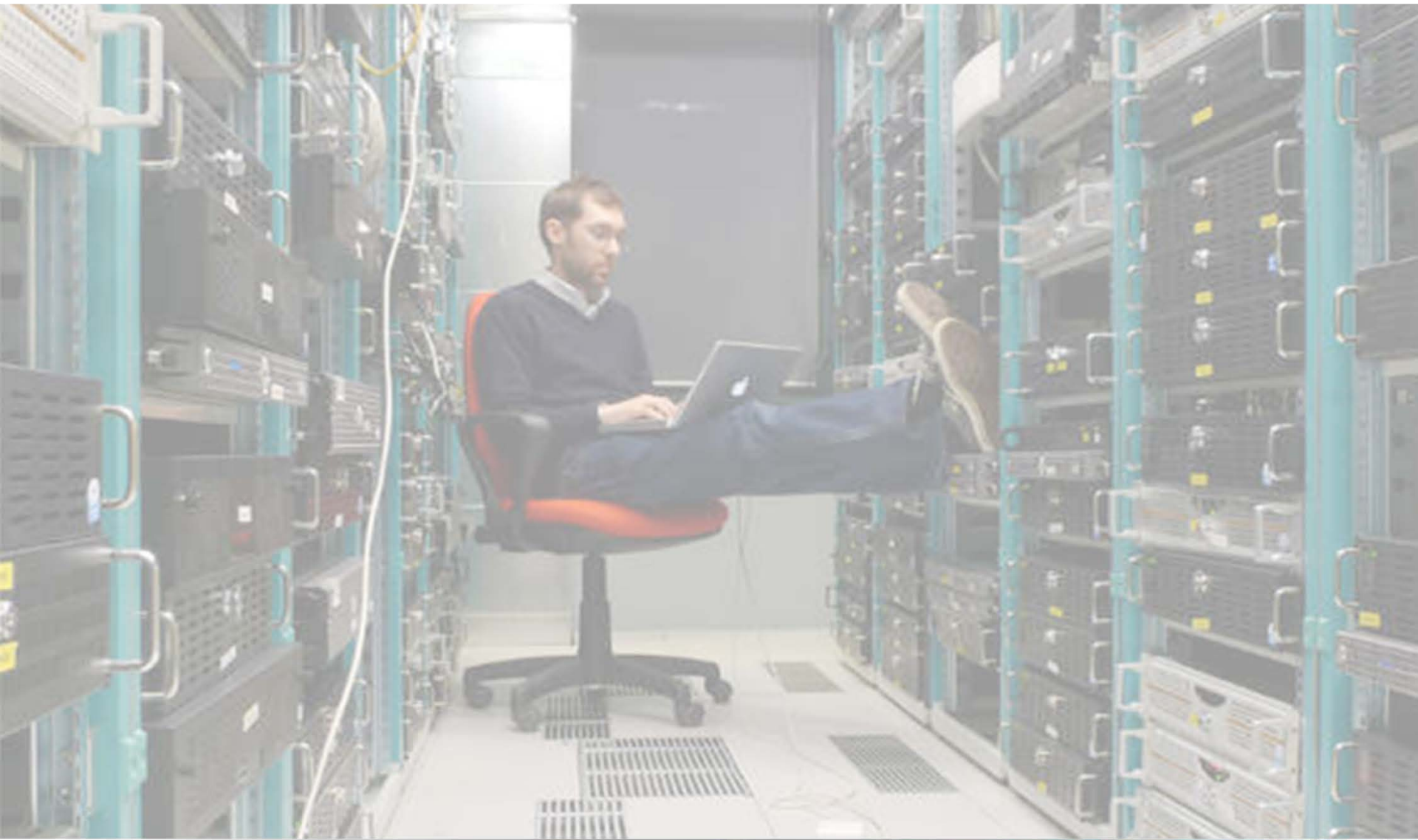
Who is using your software today?

2



Who is using your software today?

3



We all LOVE games!!!

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Fame
Happiness
Social & Community
Competition & Goal oriented

Gaming vs. Work!

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	Game	Work
Tasks	Repetitive but fun	Repetitive and dull
Feedback	Constantly	Once a year (twice if your lucky)
Goals	Clear	Most times contradictory and vague
Paths to mastery	Clear	So what do you want to do 10 years from now?
Information	Right amount at the right time	Ummmm!!!
Failure	Expected, encouraged, spectacular, share and brag	What would happen to our customer, revenue? You dare not!!!
Status of other players	Transparent, timely and clear progressive reporting	Usually built based on discussions around the water cooler or coffee table
Promotion	Purely based on merit	Lets not get there
Collaboration	Yes	Sure, whatever
Speed/Risk	High	Low
Narrative	Yes	If your really really lucky
Lastly	ITS FUN!!!	ITS WORK!!!

Basic principles, how do games work?

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Game Centric Design

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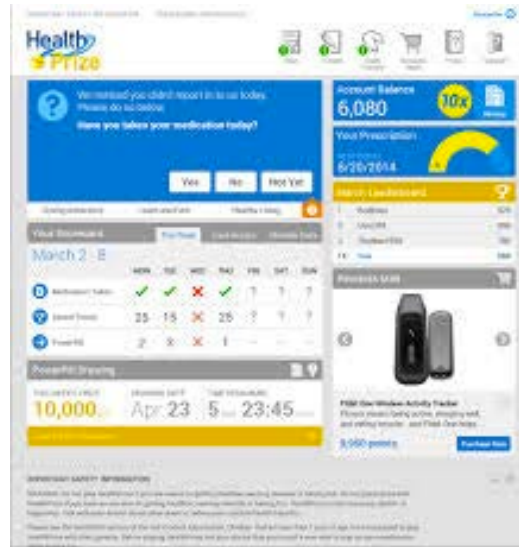


Where does this work?

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Travel & Hospitality



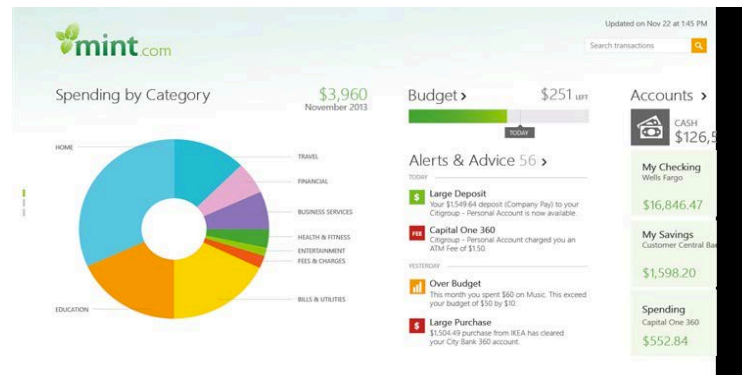
Health care



Driver Aid



Social Networking



Banking and Financial Info



Fitness

Storage and Infrastructure - Players

CIO



We need to charge back the departments. What are my operating costs? Is IT making money or losing money? How can we increase use of public cloud?

End User



I need storage to test my new release of enterprise app. My app is running slow, I think storage is the issue. Is anybody looking into it? I need faster storage.

System Administrator



Will I ever get anything done here?

Legal



Are we meeting Compliances? We need to collect all the evidence related to the new litigation. Can I identify the custodians of the evidence?



Start with the Boss - CIO

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Monitor



Costs (Capex, Opex)



Public Cloud vs. Local Infrastructure Usage



Usage of different storage tiers



Chargeback per department



Utilization



Tasks/Actions



Set policies and chargeback rates to departments to incentivize use of lower cost (possibly public cloud) infrastructure



Use collaborative mechanism to communicate with end users



Goals



Reduced costs per unit storage



Increased use of public cloud



Rewards

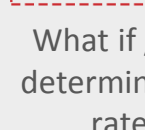


Bonus directly tied to the reduced cost per unit storage

Management software functionality



Dashboard to track resources and corresponding costs



What if / predictive analysis tools to determine how changing chargeback rates will affect usage as well as make just in time purchase decisions



UI with configurable dashboards to set goals and track progress



Social communication mechanism to inform end users



Monitor



Performance and SLAs (real vs. perceived performance)



Utilization



Chargeback



Tasks/Actions



Self service provisioning of appropriate tier of storage and move applications across tiers



Use collaborative mechanism to communicate with other end users and administrators



Goals



Applications running at SLA Performance



Reduced chargeback costs



Rewards



Reduced cost



Create a hall of fame for users and departments with most efficient cost per unit storage

Management software functionality



Dashboard to track resources, SLAs, performance and utilization

Self service portals



Admin configured dashboards to enforce policy

Social communication mechanism to collaborate with other end users





Monitor



Regulation compliances



Information ownership and audit logs



Suspicious activity



Tasks/Actions



Set policies for different tiers of storage



Use collaborative mechanism to communicate with other end users and administrators



Goals



Regulation Compliance goals



Rewards



Increased compliance, reduced legal costs

Management software functionality



Dashboard to regulation compliance, information ownerships and audit logs

Analytics to track logs and detect suspicious activity



Policy engine

Social communication mechanism to collaborate with other end users





System Administrator

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Monitor



All physical, virtual resources for their operating health



SLA compliance



Incidents per system/user/department



Utilization



Costs



Tasks/Actions



Proactive maintenance



Just in time purchases / upgrades



Use collaborative mechanism to communicate with end users and other administrators



Goals



SLA compliance



Cost reduction



Rewards



Bonus tied to reduced cost per unit storage

Management software functionality



Dashboards to monitor physical, virtual resources

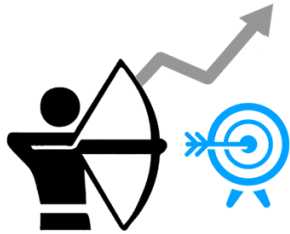
Connectivity to incident management systems



Predictive analytics to determine just in time purchasing decisions and proactive maintenance

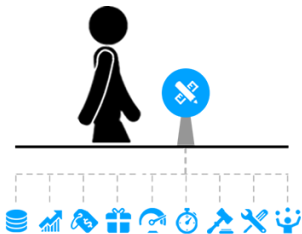
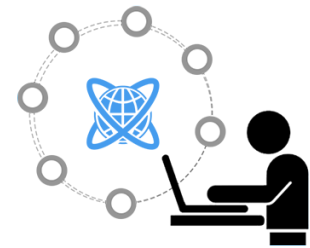
Social communication mechanism to collaborate with other end users





Gamification approach ensures that the user stays involved and intuitively knows the actions to take in order to make progress towards achieving goals

Gamification is applicable to several different domains including storage and infrastructure management



Gamification is not just about UI but needs a paradigm shift in infrastructure or storage management software functionality

Thank you!

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