Welcome to the podcast on Dynamic Infrastructure. The interview with Walter Carmignani, leader of Dynamic Infrastructure, IBM Northeast Europe, was conducted by Christian Achermann.

Christian Achermann: „Mr Carmignani, could you provide us with some information about yourself and your function at IBM?"

Walter Carmignani: „Of course. I was born in Italy and have lived in Switzerland since my early childhood. I am a family man and have 4 children. I started my professional career in the Swiss machine industry and was employed as an engineer for 5 years. I joined IBM 21 years ago, where I started as an industry consultant. During my time at IBM, I have always worked on comprehensive solution offerings for our customers. Amongst other things, I have defined the architecture for SAP infrastructure for well-known Swiss customers of all sizes. For the past 3 years, I have been responsible for the Dynamic Infrastructure sector in northern Europe, i.e. UK, Scandinavia and the German-speaking region. IBM's dynamic infrastructure is its response to today's continuously changing demands on IT due to the necessity for flexible, cost-efficient and secure management. My top priority is to support our customers, business partners and sales to sensibly realize this formidable potential."

Christian Achermann: „To what extent can a company overcome the challenges of today's market environment with the help of dynamic infrastructures?"

Walter Carmignani: „First a few remarks about this. Companies are currently faced with the challenge of providing ever better services at continuously lower costs with calculable risks. Or in other words: innovation through real-time services is called for! At first glance, this objective seems to present an insurmountable dilemma, if you consider the various factors that need to be taken into account. It is not just internal challenges, but rather ecological ones, i.e. climate, energy and CO_2 emissions that

need to be allowed for at the same time. It is thereby not possible to achieve this goal just with increased capacity, more space and additional power.

The holistic approach of dynamic infrastructures opens up enormous benefits for companies thanks to the marked improvement in availability and quality. With an infrastructure tailored to your company, you can ensure a better service for the business. The aim must be to optimize the existing environment and build flexible infrastructures on top of it."

Christian Achermann: „Today, it is an obligatory prerequisite to achieve a rapid ROI. Which opportunities does a dynamic infrastructure offer for reaching this target?"

Walter Carmignani: „Two classical starting points still contain great potential even today. One is energy efficiency. IBM has developed technologies for realizing the energy efficiency target sustainably and cost efficiently. We have defined a special service initiative for our customers for this purpose. We offer solutions that are designed to provide the operational sites with efficient infrastructures to optimize the power supply and the cooling, and at the same time to actively manage energy consumption. This active form of energy management creates the opportunity for our customers to achieve a reduction in energy costs of 40 percent and more.

The second approach is the virtualization and consolidation of infrastructures. Intelligent virtualization technologies and services allow for an optimal utilization of servers, storage and networks. Through this, existing server landscapes and available complex IT structures can be streamlined in a first step, which reduces IT costs immediately. In a further step, the application availability can be improved by a scalable backup environment. The required storage capacity can thus be reduced as data redundancies are eliminated. Moreover, the recovery of data and applications in emergency situations is accelerated. Other measures such as e.g. the introduction of a Service Management for integrating the management of resources, processes, technologies and information contribute significantly to the provision of cost-efficient IT services tailored to the demands of the business."

Christian Achermann: „How can IBM support companies in the implementation of a dynamic infrastructure?"

Walter Carmignani: „Many companies' IT landscapes are based on projects from previous years. We first review the existing IT landscape and define which services

the IT needs to deliver to the business and analyze the affected fulfillment rates with respect to efficiency and completeness. From experience, we know that there are numerous unused capacities as well as non-integrated and partially no longer used applications in most IT landscapes. Such environments are often cumbersome, administratively time-consuming and cost-intensive. IBM's Service and Asset Management offers an overview of a company's complete IT landscape. With the Maximo software, you can follow and comprehensively manage the system performance. On this basis and supported by the relevant tools, the customer can progressively organize his IT more efficiently in three steps - 1 visualize, 2 control and 3 automate. The result is a reliable and efficient dynamic infrastructure."

Christian Achermann: „Could you illustrate this through an example in practice?"

Walter Carmignani: „I would like to illustrate this with the example of IBM. Thanks to innovative technologies, IBM has successfully been on its way to shifting to an optimized, dynamic infrastructure over the past several years. The results of this change are impressive: of the 128 CIOs worldwide in 1997, there is only one there today; 155 data centers were consolidated into 7; of the 80 Web-hosting centers, only five remain. Furthermore, 31 networks were combined into a single one and the number of applications has been reduced from 15,000 to 4,700 over the years. The virtualization and consolidation of thousands of servers to just 30 mainframes reduced power consumption by 80 percent. At the same time, the space required was reduced by 85 percent. IBM is planning to double its service performance in the coming year using the existing IT landscape."