
Data Centre Evolution

Where Business and IT Meets



Tony Lock
Freeform Dynamics Ltd

+44 7711 719113

tony@freeformdynamics.com
www.freeformdynamics.com

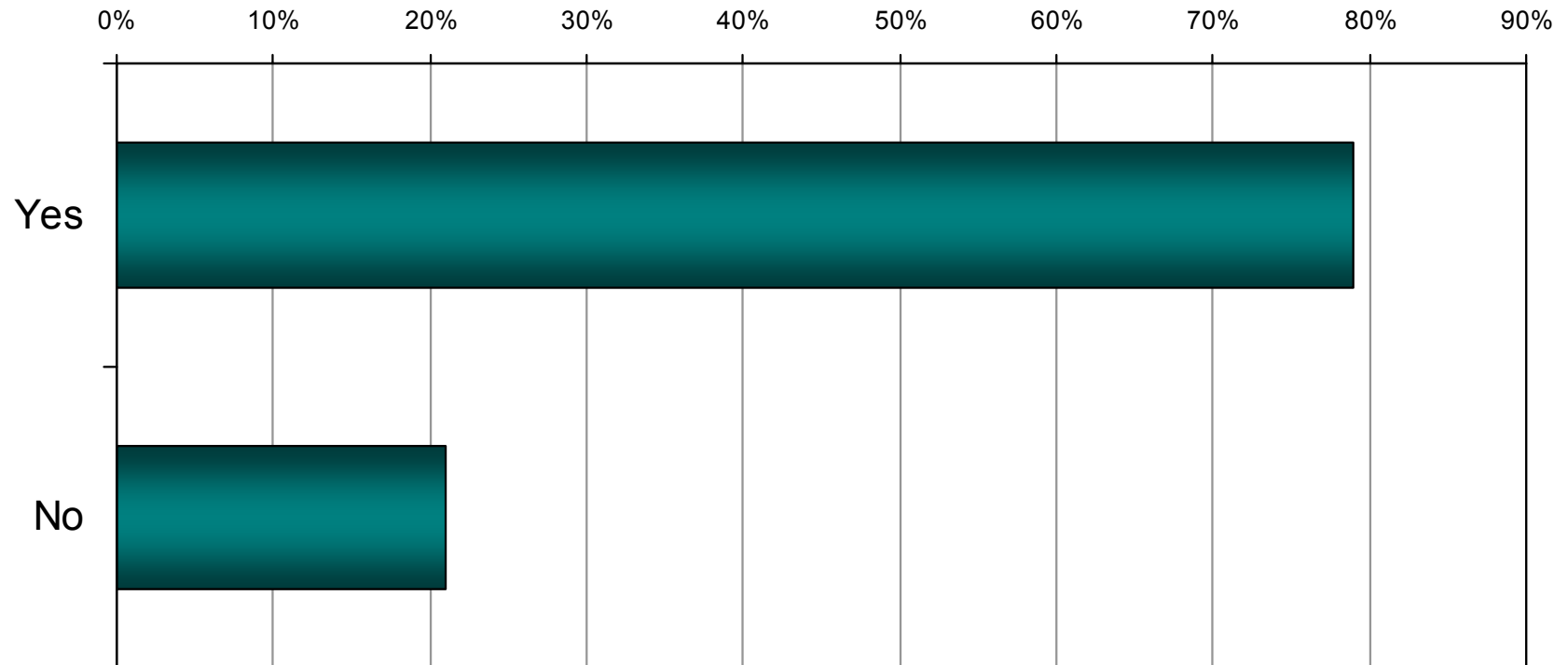
History



Discussion

- ▶ Data centre challenges
- ▶ What's initiating "change" in data centres today?
- ▶ Sustainable development
- ▶ Where next for the data centre?

Have concerns of risk exposure held you back from taking full advantage of [some of the latest technologies and business practices]?



Today, business wants to...

▶ Reduce costs

- Reduce time to market / Leverage existing investments
- Rationalise infrastructure / Reduce power consumption

▶ Increase agility

- Information on demand / Streamlining communications
- Support business initiatives quickly & effectively
- Proactive versus reactive

▶ Manage risk

- Legal & regulatory / Security and privacy
- Information & IT / Continuity / Resilience / Protect brand

▶ Be good corporate citizens

- Governance / External obligations / Internal improvement

Fears

- ▶ **Not knowing what is out there?**
 - What should be there / What is needed?
- ▶ **Not being “competitive” / efficient**
- ▶ **Keeping up with change**
- ▶ **Building IT systems that do NOT work**
- ▶ **Building IT systems that do NOT meet ‘customer’ perceptions**
- ▶ **Paying too much**
- ▶ **Vendor lock in**
- ▶ **Suppliers being acquired / disappearing**

Capitalisation v Technology Change

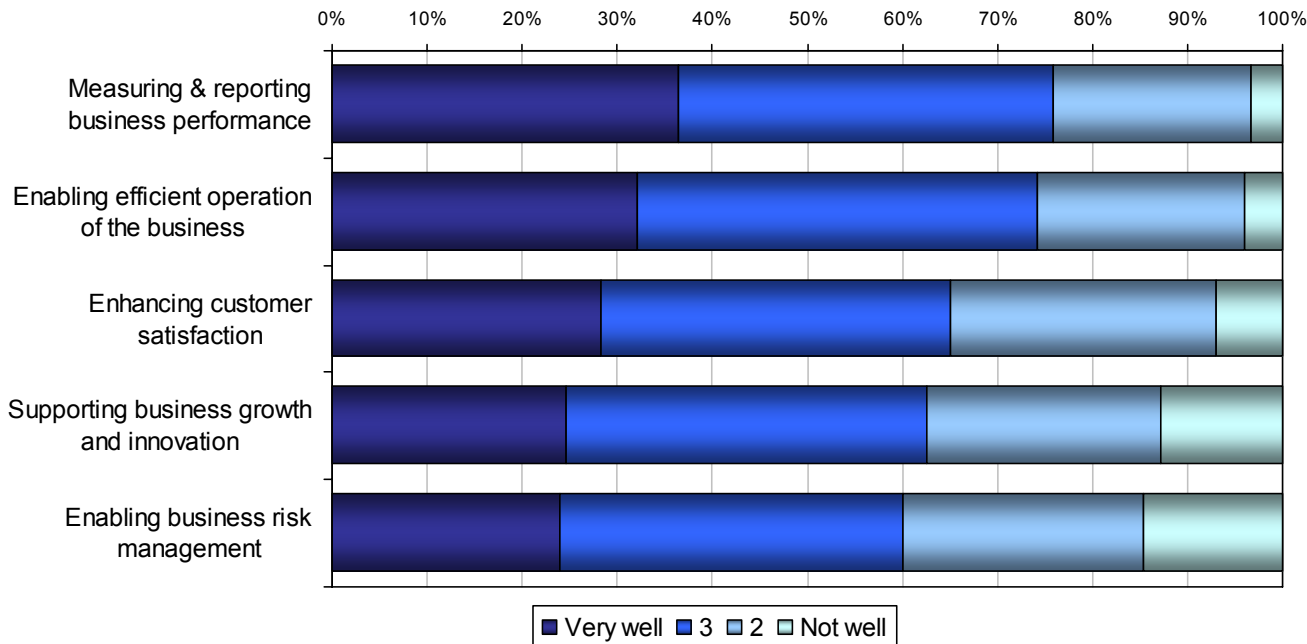
- ▶ **Technology develops quickly**
 - Customers cannot keep up / Understanding scarce
- ▶ **IT equipment still “capitalised” over 3 to 5 years**
- ▶ **Technology “refresh” languishes technology advances**
 - “How can I buy today and still use tomorrow?”
 - “I can’t afford to throw away tomorrow what I buy today!”

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...under what conditions?

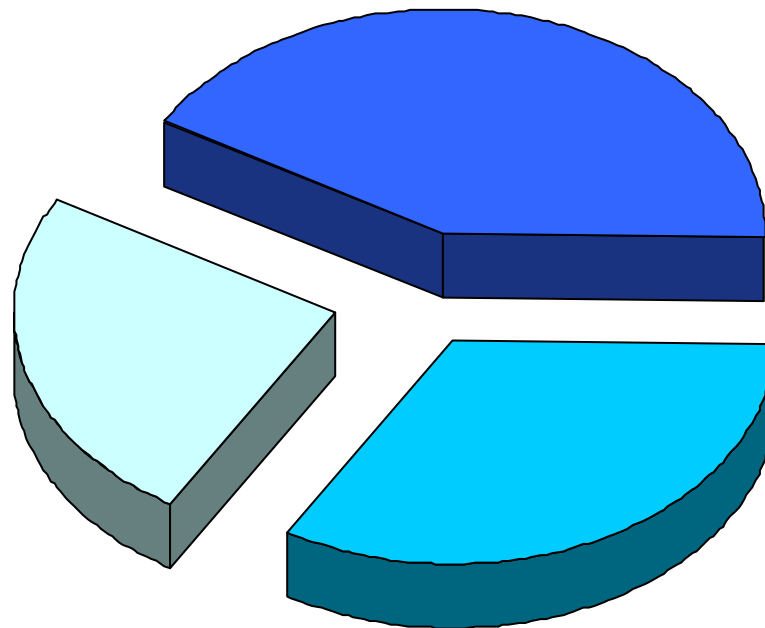
How well do you think IT helps the business achieve its strategic and operational goals in the following areas?



Contrary to some opinion, IT today does a pretty good job. That's not to say it can't do better, but in the main, things are 'ok'

Do you monitor the performance of IT in a formal manner?

We monitor on an ad hoc basis only or not at all
25%

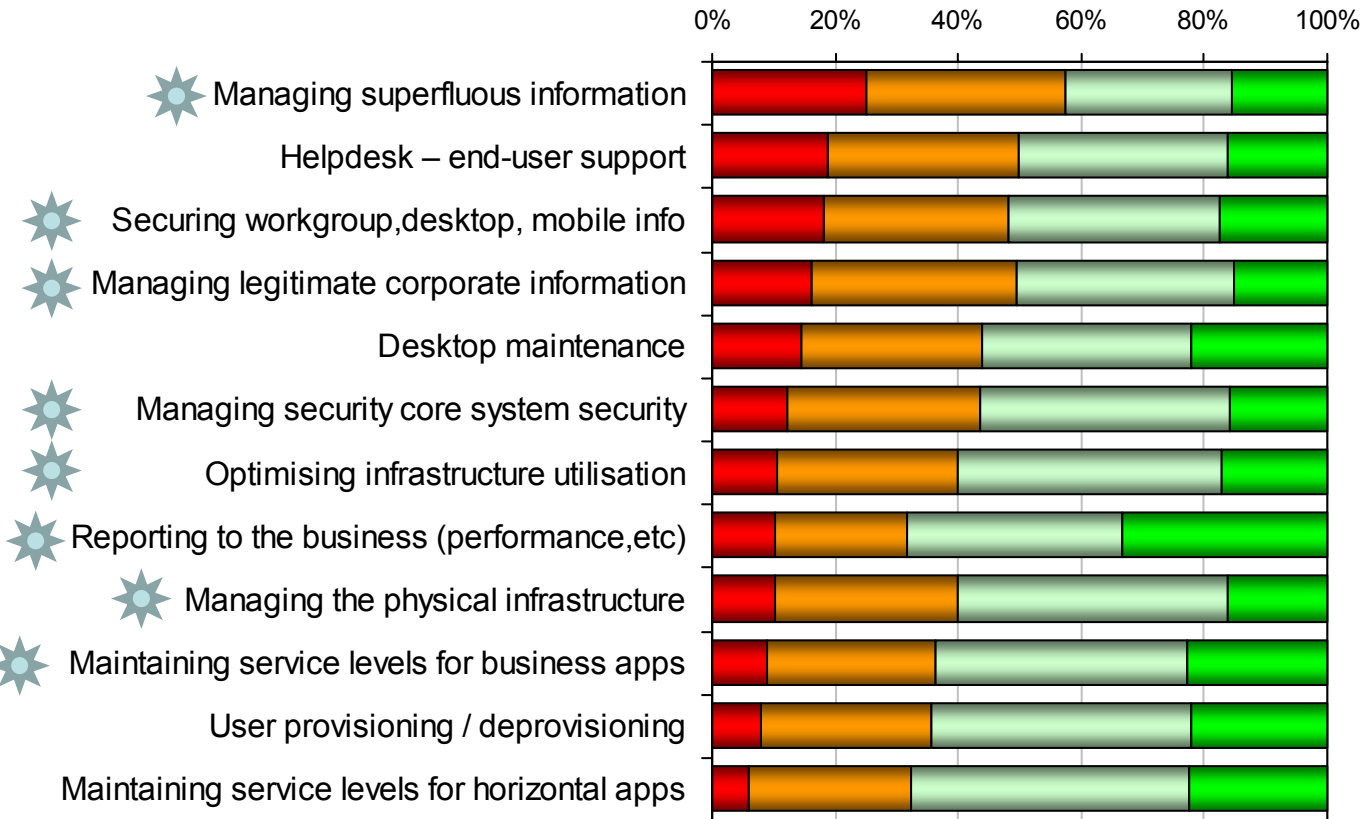


Yes, across the full scope of IT delivery
42%

Yes, in the more critical or sensitive areas
33%

Information management burden

To what degree are the following areas a burden to your IT department?



The Data Centre touches nearly all facets of the business

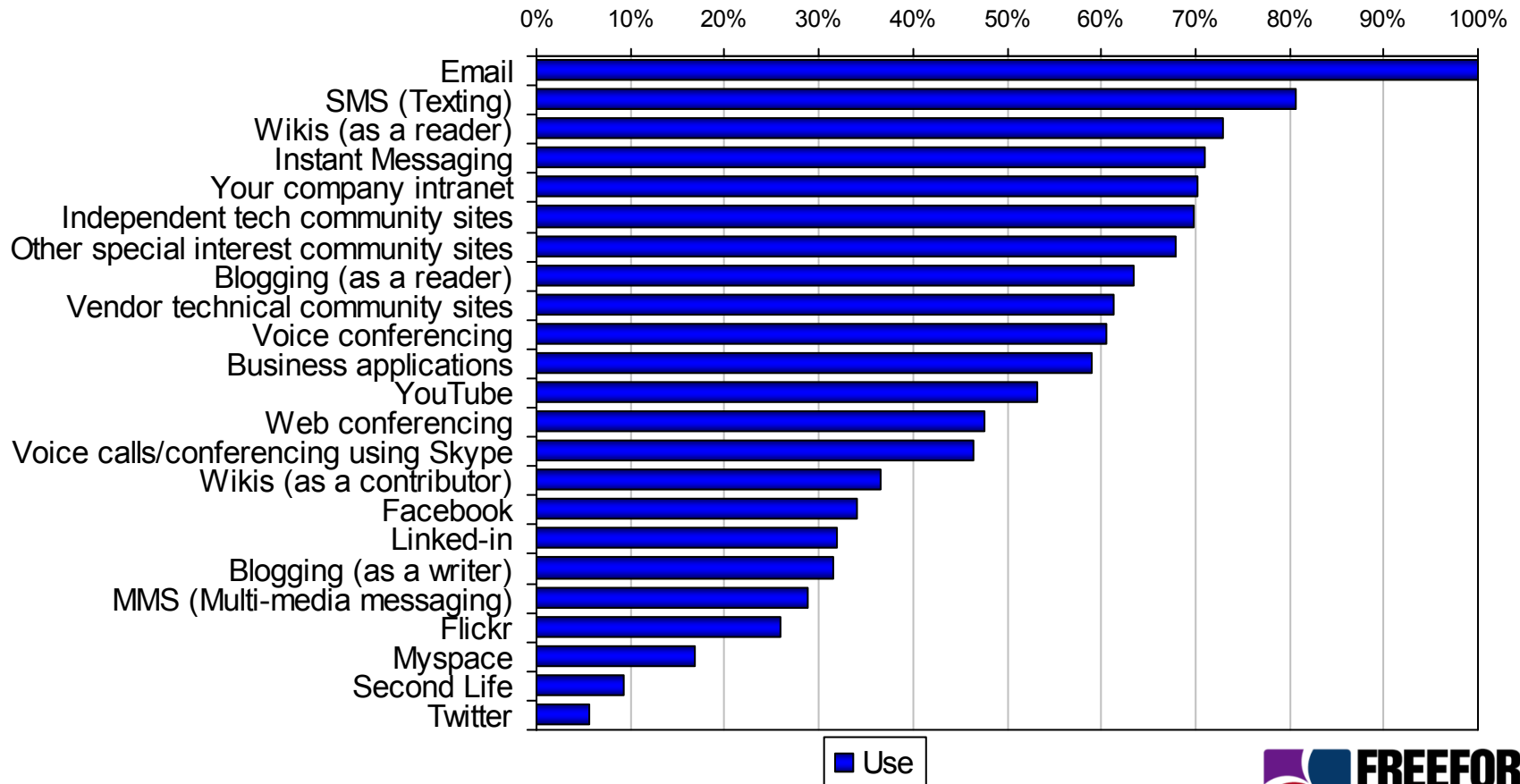
■ 4 (Major headache / drain on the IT dept) ■ 3 ■ 2 ■ 1 (Not an issue)

Some of “hottest” short term action

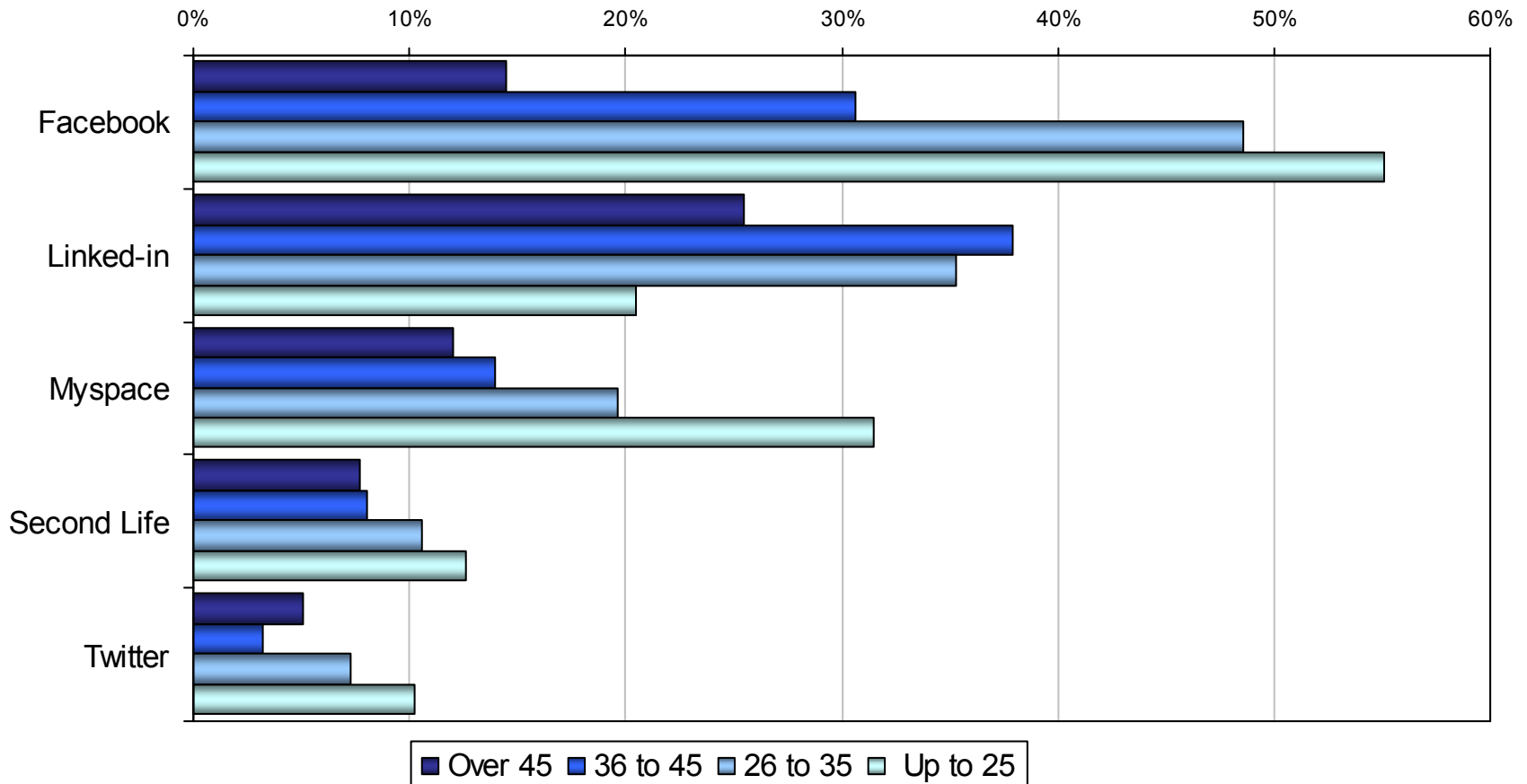
- ▶ General infrastructure expansion/modernisation
 - Adding more/bigger boxes, plus introduction of blades
 - **Virtualisation – both server and storage**
 - Advanced security – NAC, SSO, IDM, MF auth
- ▶ Development and integration
 - SOA on the rise, driving middleware activity
 - **Information management, driven by compliance, etc**
 - **Power Usage / Green becoming a “factor”**
- ▶ Communication and access
 - IP Telephony and mobile access, leading to unified comms
- ▶ IT service management
 - ITIL, service desk, asset management, CMDB, etc
 - **Systems monitoring, management, backup, recovery**

Social Networking

Do you regularly use any of the following for personal or work/education purposes?



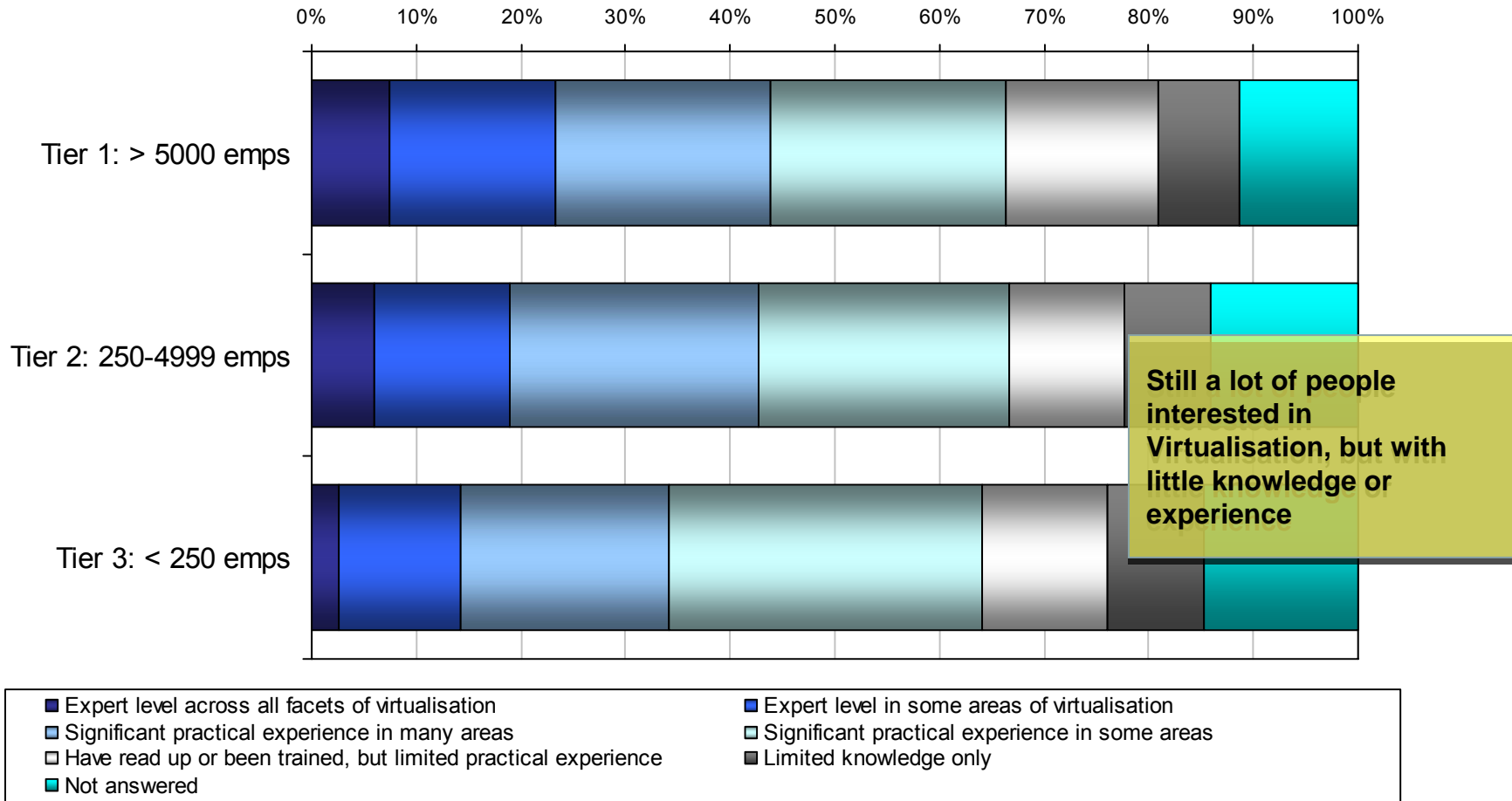
Do you regularly use any of the following for personal or work/education purposes? (Social Networking)



Areas Demanding Attention

- ▶ Collaboration tools and process
 - Generate new business value
 - Reduce costs and carbon footprint
- ▶ Communication and access
 - IP Telephony and mobile access, leading to unified communications
- ▶ IT service management
 - Focus on service delivery rather than only looking at infrastructure management
 - Communicate “transparently” with business clients / BSM
- ▶ Reduce complexity
 - Of the IT infrastructure
 - Of Applications deployed
 - Of IT / Business relationships

What is your current level of knowledge and experience of Virtualisation?



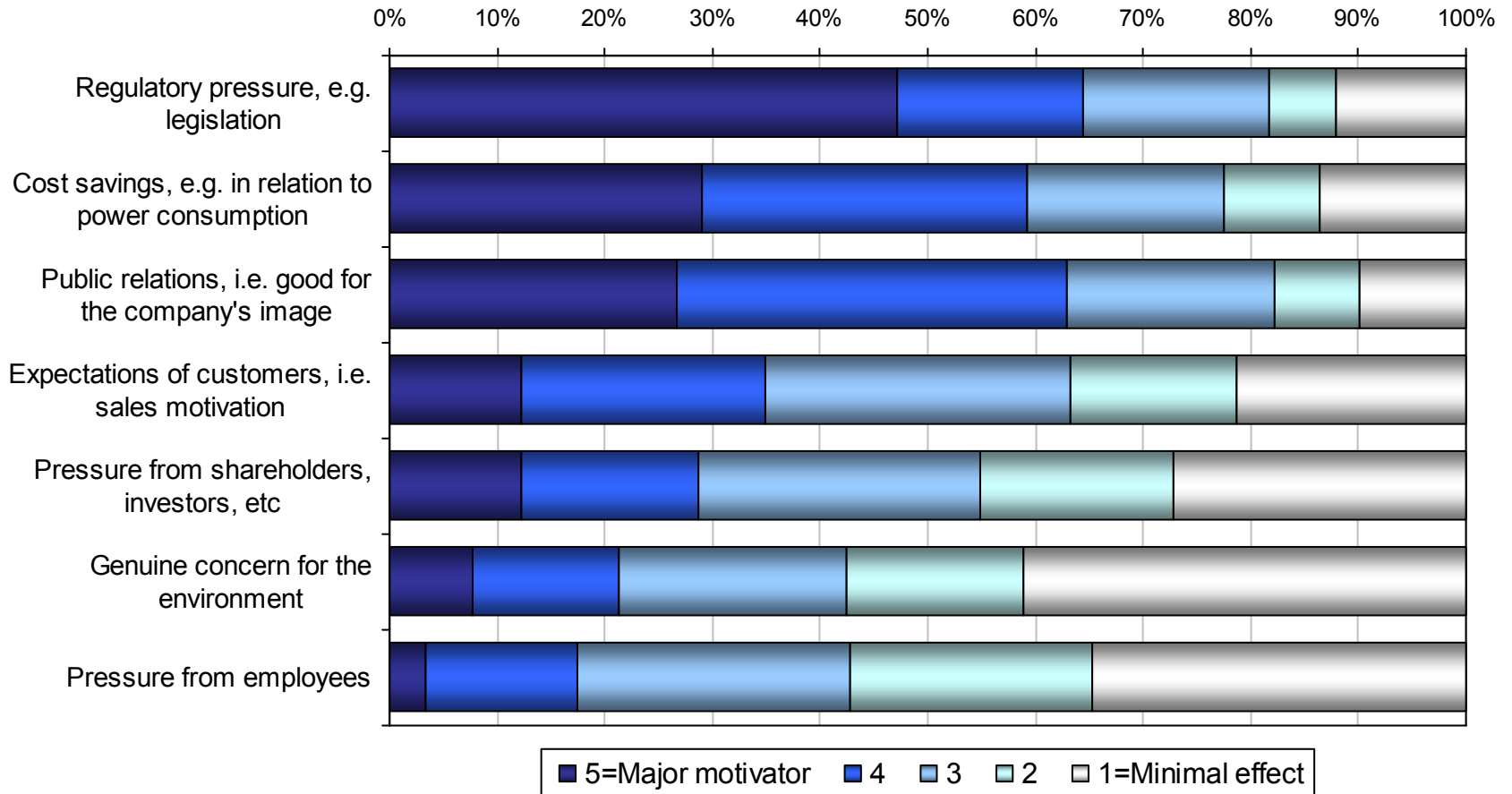
2008 – Priorities are Changing

- ▶ Infrastructure modernisation is still a major concern
- ▶ Consolidation and infrastructure virtualisation are still taking place
- ▶ Challenges such as compliance, regulation and “governance” are major drivers
- ▶ Power usage / management and conservation now initiating investments
- ▶ “Green” initiatives appearing

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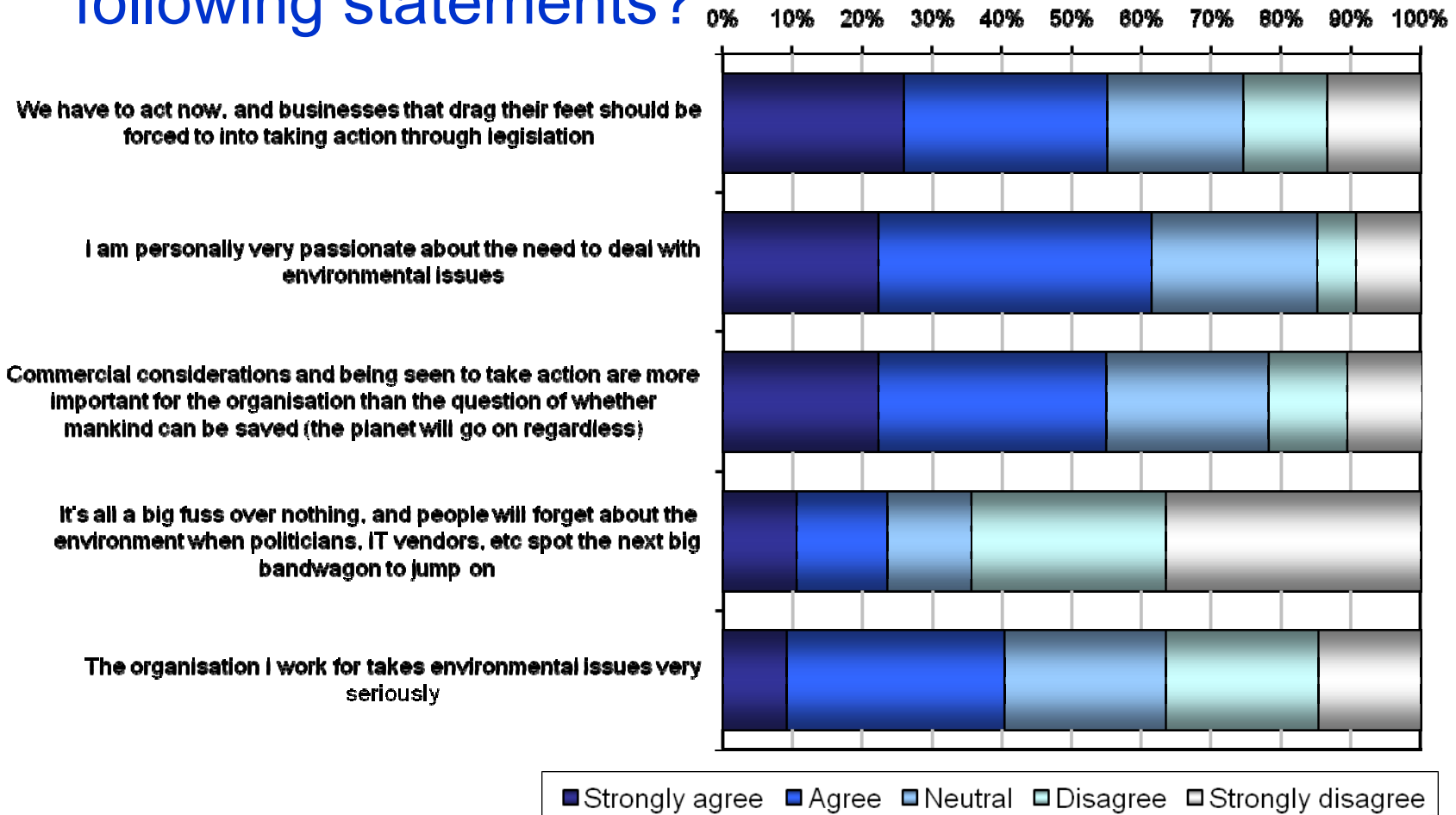
To what degree are the following motivating, or likely to motivate, action on environmental issues?



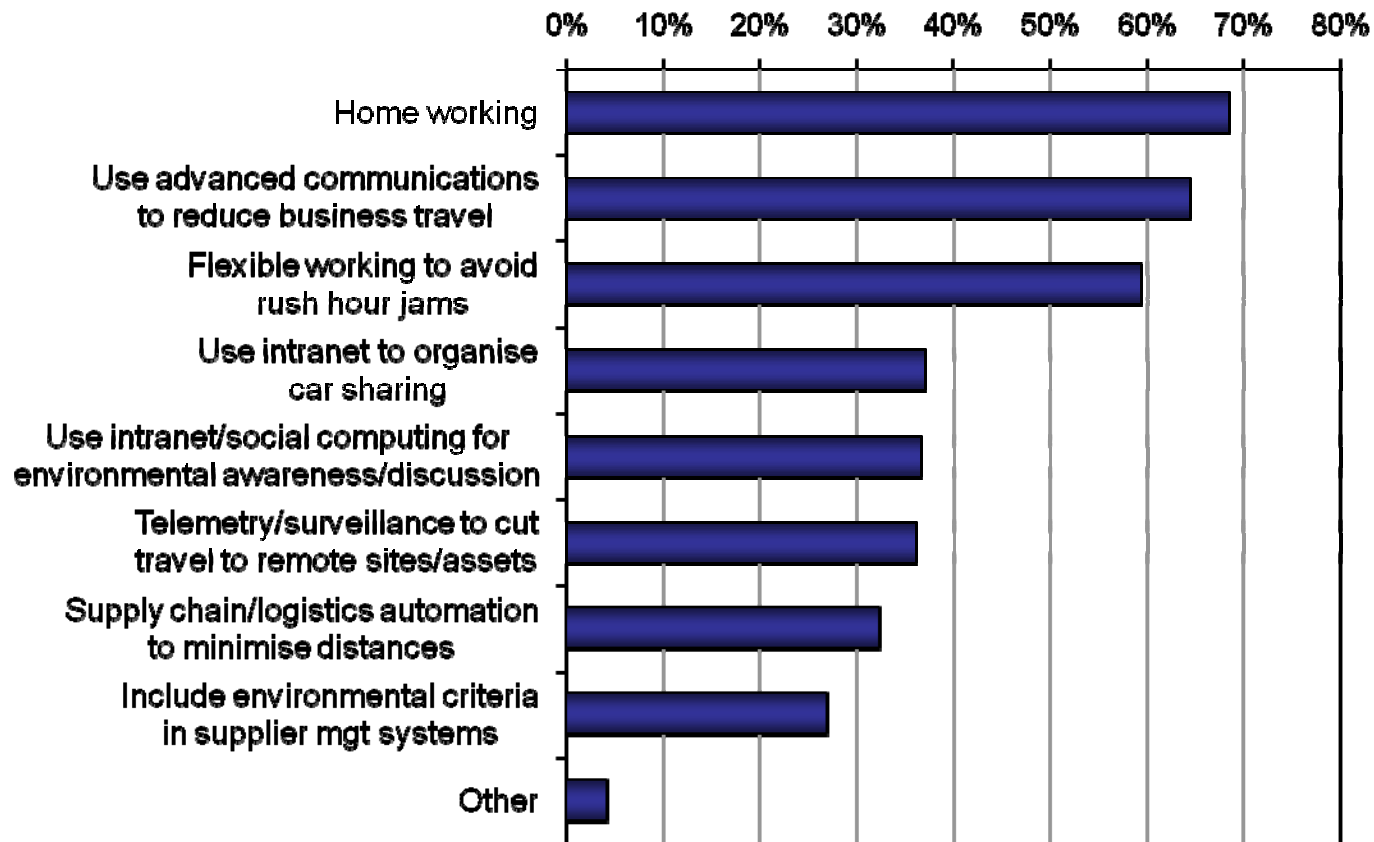
>5000 employees

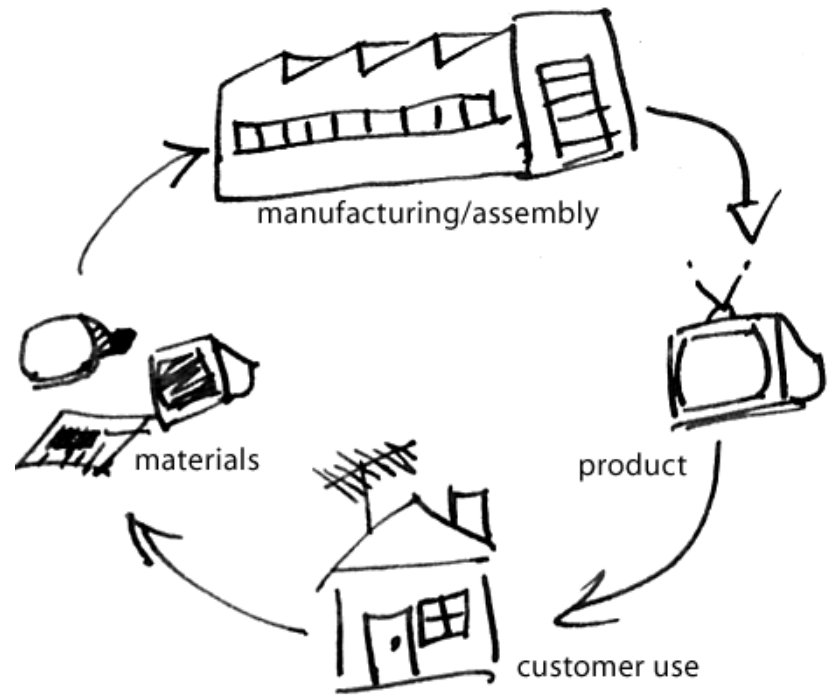
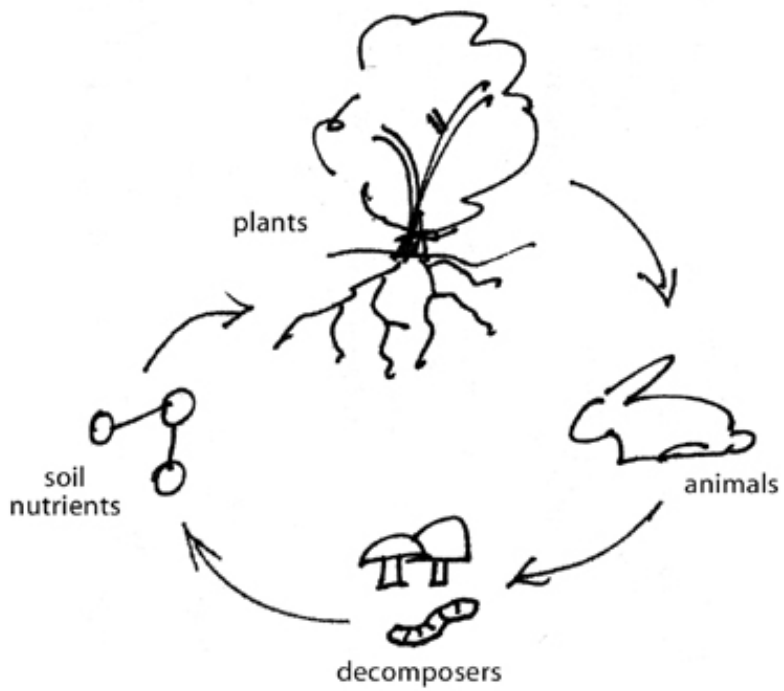
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How much would you agree or disagree with the following statements?

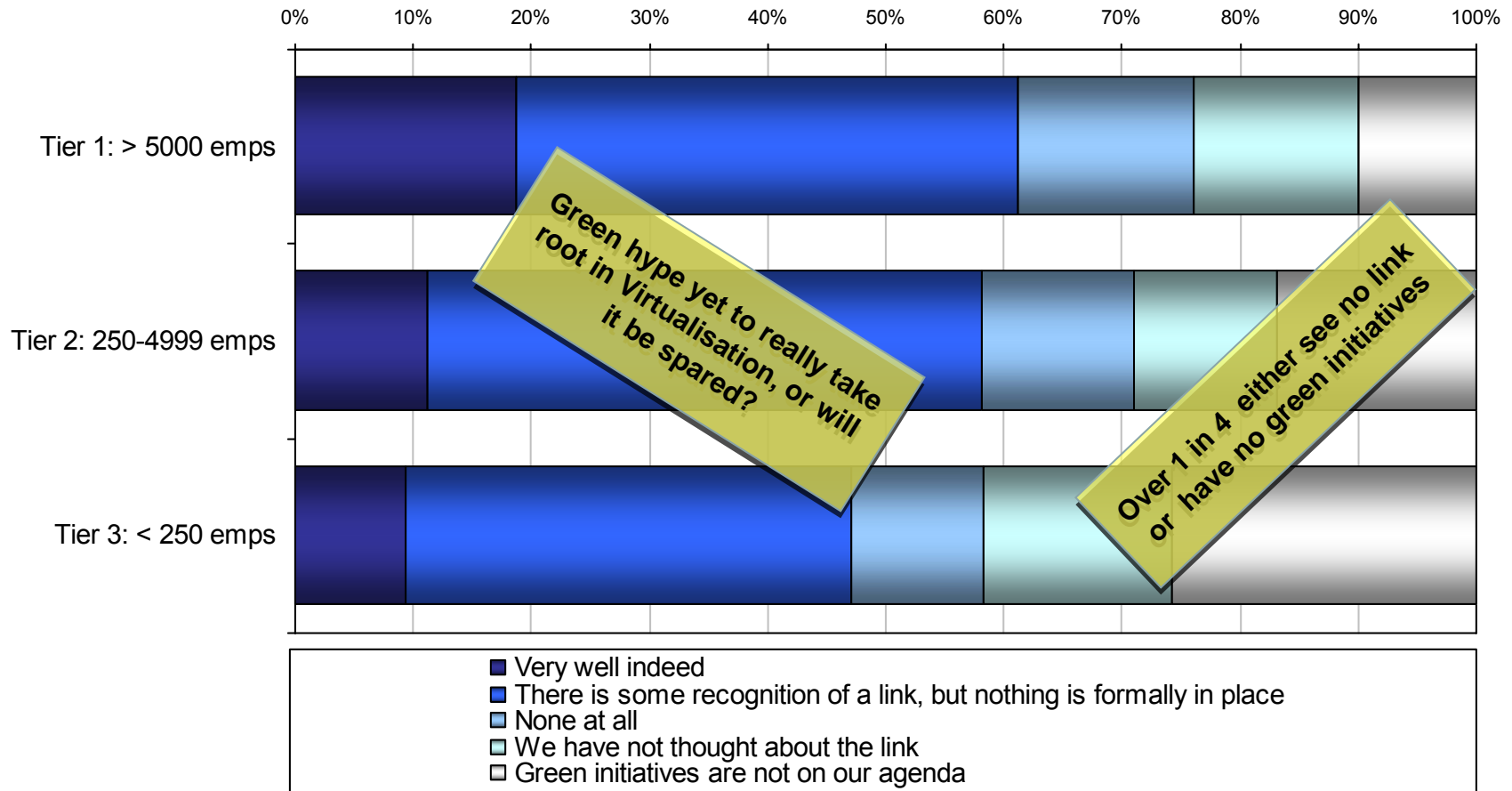


Do you see IT helping the broader environmental agenda of the business with any of the following?





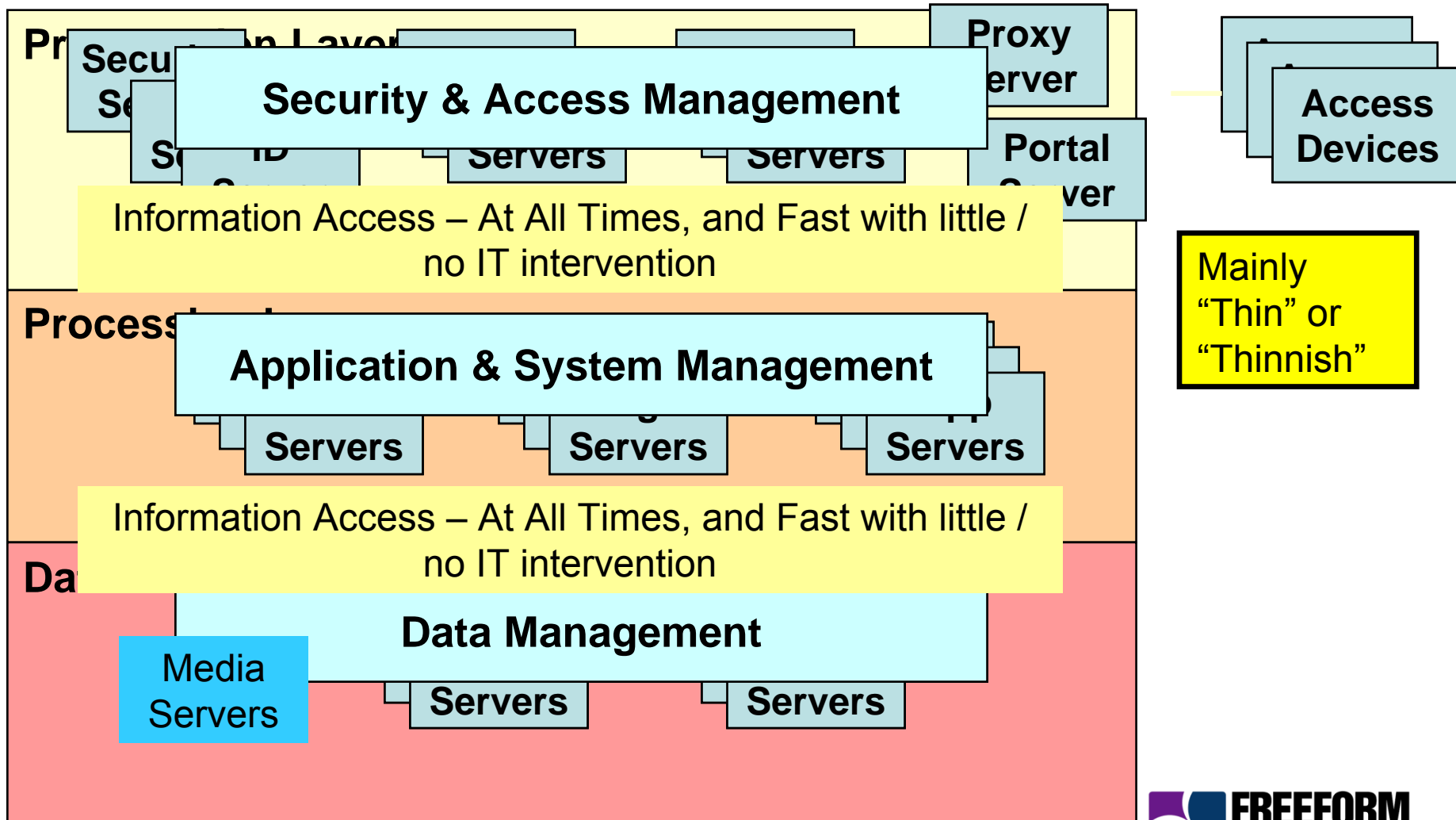
How aligned is Virtualisation with Green Initiatives in your Organisation?



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Virtualised Computing – Back to Future?



Future Infrastructure

- ▶ Service Management / Charge Back is the future
- ▶ Virtualisation = Flexibility
 - Networks, Storage, Servers
 - Applications – Web Services / OOA
 - Users – Access Infrastructure / Thin Clients / Browsers / Portals
- ▶ But Virtualisation is a management and process challenge
- ▶ Grid Computing / Utility Computing / IT As a Service / SaaS
 - Are having an impact in specific scenarios
- ▶ All costs will become highly visible
 - Power, People, Media, Access
- ▶ Tiered Service will become the norm
- ▶ Access to information at all times, from all locations, from the entire history of the organisation

Things to do in the data centre

- ▶ Adopt a service management approach to IT delivery
 - Communicate with the business
- ▶ Consolidate
- ▶ Virtualise where you can
- ▶ Be Pragmatic
- ▶ Address deperimeterisation security issues
- ▶ Green:
 - Support travel substitution
 - Triage applications, systems and storage for potential cloud services