



# IBM's Strategy for the New Enterprise Data Center

A breakthrough approach for efficient IT service delivery

The pace of business is rapidly accelerating. Globalization and knowledge-based economies are forcing companies to embrace new business models and emerging technologies to stay competitive in a dynamic market. This new market demands that IT improve service delivery, reduce costs, manage escalating complexity and better secure the enterprise. As a result, managing the explosion of information across the enterprise and aligning IT with the goals of the business are top priorities.

The **new enterprise data center** is an evolutionary model for efficient IT service delivery that helps provide the freedom to drive business innovation. With a shared, integrated approach, IT will be able to better manage costs, improve operational performance and resiliency and more quickly respond to business needs. Through a highly resilient and secure infrastructure, this model can deliver dynamic and seamless access to IT services, resources, and information.

By employing this vision, organizations can be better positioned to adopt and integrate new technologies, like Web 2.0 and cloud computing, to deliver dynamic and seamless access to IT services and resources. And, as a result, IT departments spend more time solving real business challenges and driving innovation.

With the new enterprise data center, organizations can realize **new economics** through the implementation of energy efficient systems and services, as well as virtualization and optimized networks across all resources. This approach can help enterprises **achieve rapid levels of service delivery** by utilizing automation to drive efficiency and operational agility—while reducing management burden and enabling

efficient provisioning, security and resiliency. And this highly efficient and shared infrastructure **aligns with business goals** to allow for rapid responses to changing needs. As such, it creates opportunities to make sound decisions based on real-time information, while providing the tools needed to free up resources from traditional operational demands.

## IBM's Strategy for the New Enterprise Data Center

What makes IBM's strategy for efficient IT service delivery so unique? We capture an end-to-end view of an organization's IT data center and its key components. And then we work with you to develop an individualized strategy for a new enterprise data center that integrates the elements of:

- **Highly virtualized resources.** Remove the bind between applications and data to better adjust to changing business needs and deliver responsive provisioning and efficient resource utilization.
- **Business-driven service management.** Reduce complexities by raising management tasks from the monitoring of individual resources to the orchestration of the entire environment.
- **Business resiliency and security.** Implement the right level of availability and security to meet increasing 24/7 recovery and uptime demands.
- **Efficient, green and optimized infrastructures and facilities.** Balance workloads across a virtualized infrastructure and align power consumption with business requirements.
- **Information infrastructure.** Provide a comprehensive approach to a resilient infrastructure for securely storing information and mitigating business risks- while providing a foundation for IT to help unlock the business value of information.



By making use of this holistic, integrated model, some of our clients—and IBM's own data center transformation—have shown the ability to:

- Triple asset utilization<sup>1</sup>
- Provision new resources in minutes<sup>2</sup>
- Reduce heat by up to 60 percent<sup>3</sup>
- Reduce floor space by as much as 80 percent<sup>4</sup>
- Reduce energy consumption by up to 40 percent<sup>5</sup>
- Cut back on system outages by 58%<sup>6</sup>
- Stay on track to save \$15 million over 3 years<sup>7</sup>

### **The New Enterprise Data Center: the journey evolves**

To truly maximize the benefits of this new strategy, an organization must plan its transformation—or journey—and to that end, IBM has identified three stages of adoption along the way.

**Simplified:** This stage is about reducing costs and maintaining control of information assets and the physical infrastructure. Breaking down individual silos of similar resources and deploying end-to-end systems and network tools, organizations can help simplify the management of the data center and improve utilization, resiliency and security. Most enterprises start their journey here.

**Shared:** By shifting the focus from operational management to service management, this stage helps provide rapid service delivery through a shared and highly integrated IT infrastructure that can scale quickly and efficiently without being limited by facilities or energy. Here, the monitoring and management of application, system and transaction performance is automated and IT can better support collaboration and information sharing while delivering IT in a more fluid and secure way.

**Dynamic:** At this stage, an organization can achieve true flexibility. The physical tie between services delivered and the underlying infrastructure is removed, and the organization can now bring new services online rapidly, without concern over where they are going to execute. Information can be accessed, discussed and better utilized- in real time, and new business models can be created by leveraging improved information management. Plus, companies gain efficiency through standardization and the automation of policies and processes through service management.

### **IBM's commitment to evolving IT service delivery**

IBM's vision for the new enterprise data center is built on real-world experience, embraces open standards, and is supported by an ecosystem of technology partners. IBM continues to invest in open communities to speed the process and acceptance of new technologies. Our approach is based years of on-site customer experience and a proven track record of harnessing new, disruptive innovations.

From technology to consulting and strategy services to the implementation of business processes, IBM's strategy for the New Enterprise Data Center can help enable innovation.

### **What can it do for your business?**

To learn more, visit [ibm.com/datacenter](http://ibm.com/datacenter).

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1 UPMC

2 IBM Research Compute Cloud (RCC)

3 PG&E

4 Nationwide

5 Report to Congress on Server and Data Center Energy Efficiency Public Law 109-431 -U.S. Environmental Protection Agency ENERGY STAR Program - August 2, 2007

6 Japan Airlines

7 Nationwide Insurance