IBM

What IBM's vision for a Dynamic Infrastructure means for Chief Information Officers (CIOs)

The CIO's role in creating the Enterprise of the Future

Most CIOs know the operational and financial challenges that come with growing infrastructure complexity and rising energy costs. IBM's vision for a dynamic infrastructure offers an evolutionary model for efficient IT delivery – so CIOs can drive real business innovation. It lets CIOs act as agents of change, breaking down barriers to global integration and leading by example on energy-saving and green initiatives.

Facing escalating costs, strained budgets and a multitude of business processes now dependent on applications like instant messaging, it's easy to see why many CIOs view their current data centre models – and their futures – with concern. Sharing those concerns about the future, 1,130 Chief Executive Officers (CEOs) recently told IBM that they see a future characterised by accelerating, wide-ranging and uncertain change.[1]

But as the IBM Global CEO Study reports, these CEOs are setting a new enterprise agenda centred around change that encompasses innovation, global integration, evolving business models and a new focus on corporate social responsibility (CSR). And they're looking to their IT organisations to help drive this change. That gives CIOs a unique opportunity to help create the Enterprise of the Future – by transforming their data centres to a business-driven IT service model. This new model is a dynamic infrastructure.

What is IBM's vision for a Dynamic Infrastructure?

A dynamic infrastructure allows for an evolutionary approach to efficient IT delivery, helping to provide the flexibility that can enable business transformation and drive business innovation. This new approach to IT service delivery lets CIOs better manage costs, improve operational performance and resiliency and respond more quickly to business needs.

The goal of a dynamic infrastructure is to help companies facilitate change more easily. Economic improvements can be brought about by leveraging virtualisation with optimised systems and networks. An integrated service management strategy can leverage automation and help speed service deployment. And an efficient, shared infrastructure lets organisations respond rapidly to new business needs.

Hunger for change creates an opportunity

By moving toward a dynamic infrastructure model, CIOs can help decrease costs and increase flexibility with a strategy integrating the following key elements:

- *Highly virtualised resources,* which remove the linkage between applications and data, so the underlying physical resources can better adapt to changing business needs
- *Efficient, green and optimised infrastructures and facilities,* which balance workloads and align power consumption with business processing requirements

- *Business-driven service management,* which reduces complexities by making the entire environment more responsive and efficient
- *Business resilience and security* approaches that become increasingly important with the consolidation of data centres and recentralisation of systems and data
- *Information infrastructure,* which allows for managing information growth while increasing service levels, meeting compliance requirements and reducing total costs.

Plus, by employing common standards, a dynamic infrastructure can make it easier for CIOs to enable a globally integrated enterprise – to help ensure that information flows seamlessly around the world.

Making a genuine effort, not just generous gestures

A new generation of socially minded stakeholders is placing greater emphasis on corporate social and environmental responsibility. The dynamic infrastruture model allows CIOs to reduce the environmental impact of IT and generate significant energy savings.

Getting there from here

IBM has identified three stages of adoption for making the transformation to a dynamic infrastructure. The simplified stage involves consolidating data centres and the physical infrastructure, allowing the data centre to become more resilient and secure. The shared stage focuses on creating a shared IT infrastructure that can scale rapidly and efficiently without being limited by facilities or energy. And the dynamic stage removes the physical tie between services and the underlying infrastructure, so new services can be brought online rapidly, without concern over where they're going to execute.

For more information

For more information on developing a dynamic infrastructure, contact your IBM representative, or visit:

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