

**La sfida dei data center:  
una partita tra qualità dei servizi  
ed efficienza.**



**Sergio Eufemi**

Ridurre i costi IT con Modelli di Service Sourcing



**I CIO devono garantire l'allineamento dell'IT al Business, assicurare l'eccellenza del servizio e facilitare l'innovazione. Una equazione di difficile soluzione con budget sempre più limitati.**

**Increased connection<sup>1</sup>**

**700M**

Smartphones and tablets will ship in 2012, a jump of 34%

**Increased demand<sup>4</sup>**

**2.7ZB**

Of digital content in 2012, a 50% increase from 2011

**Budgetary constraints**

**68%**

of the average IT budget is dedicated to ongoing operations<sup>6</sup>.

**Increased opportunity<sup>2</sup>**

**60%**

Of CIOs view cloud computing as critical to their plans

**Increased risk<sup>5</sup>**

**40%**

Of Fortune 500 and popular websites contain a vulnerability

**Increased expectations<sup>3</sup>**

**68%**

Of senior management rank technology as critical to business success

<sup>1</sup>IDC Predictions 2012: Competing for 2020<sup>®</sup> by Frank Gens, December 2011, IDC #231720, Volume: 1

<sup>2</sup>The Essential CIO: Insights from the Global Chief Information Officer Study, May 2011

<sup>3</sup>IBM X-force Mid-year 2011 Trend & Risk Report, September 2011

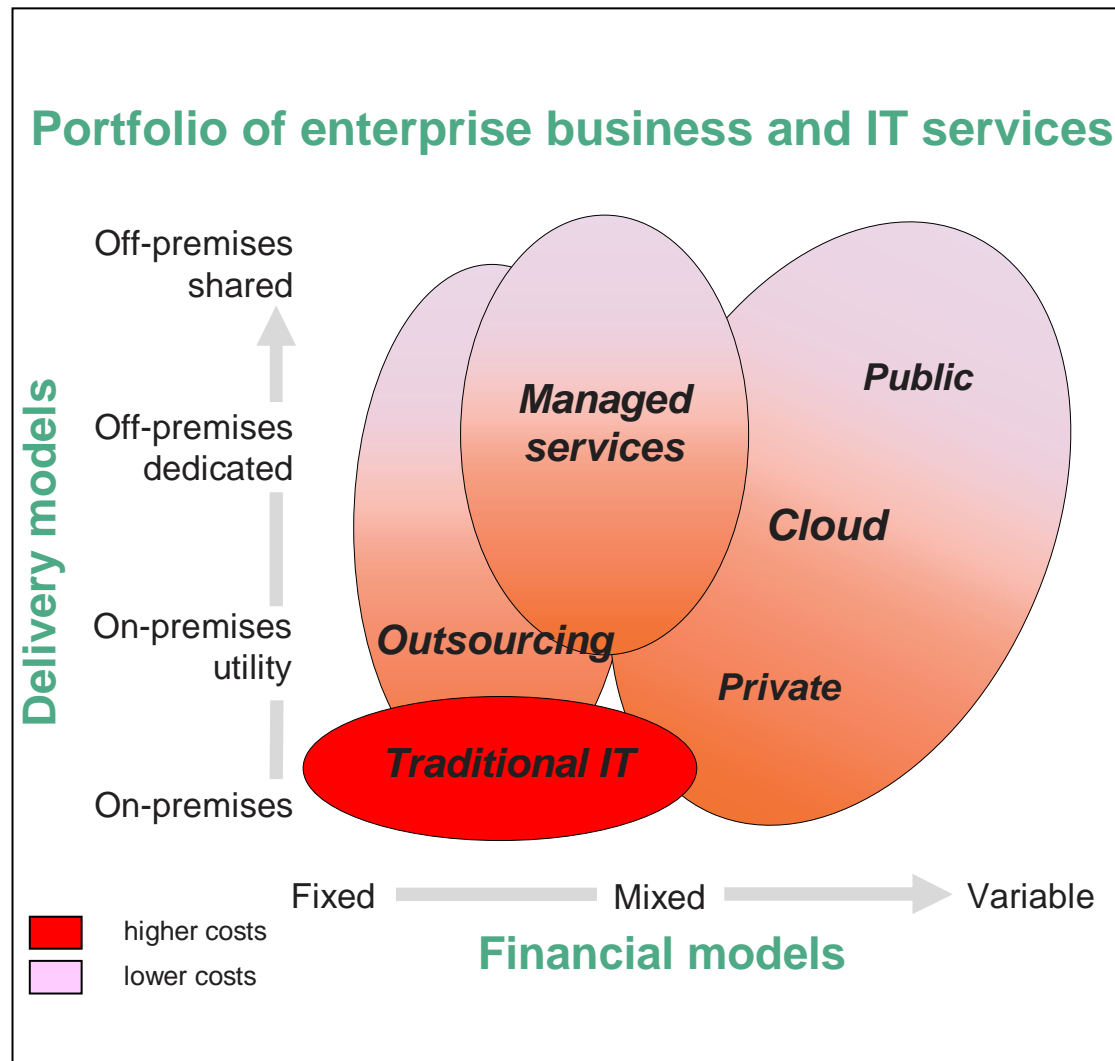
<sup>4</sup>IDC Predictions 2012: Competing for 2020<sup>®</sup> by Frank Gens December 2011, IDC #231720, Volume: 1

<sup>5</sup>The Essential CIO: Insights from the Global Chief Information Officer Study, May 2011

<sup>6</sup>IDC; Converged Systems: End-User Survey Results presentation; September 2012; Doc #236966



**Occorre adottare una strategia IT in grado di sfruttare le caratteristiche dei diversi service sourcing & delivery model per ottimizzare i benefici, ridurre i rischi e fornire agilità all'azienda.**



**Una chiara definizione degli obiettivi, una sequenza di progetti di trasformazione della IT, un corretto sourcing mix e un processo di miglioramento continuo permettono di evolvere verso un servizio di eccellenza a costi competitivi.**

### Strategy and Design Consulting

Activating deep industry expertise and developing IT strategies that support the business strategy

### IT Transformation and Optimization

Evolving the live IT operational environment

### Continual Service Improvement

Measuring, monitoring and ensuring ongoing enhancements

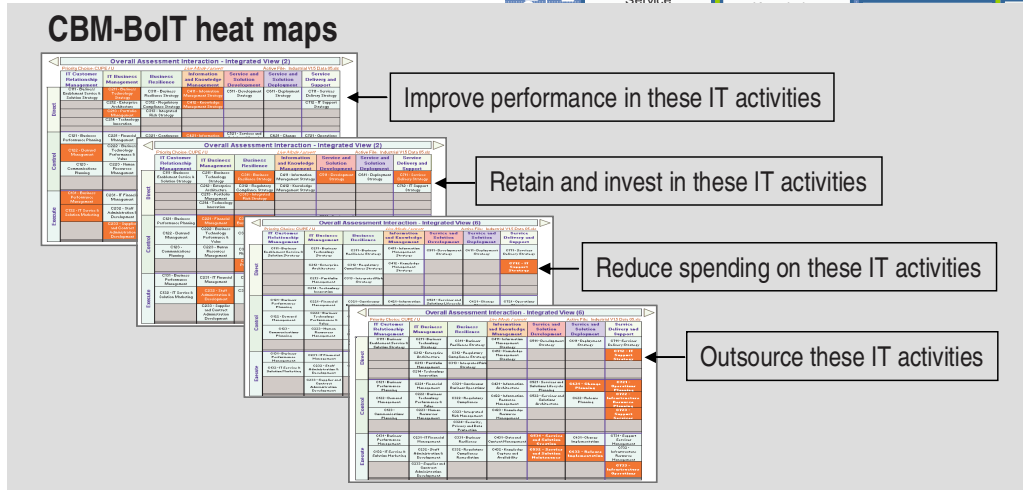
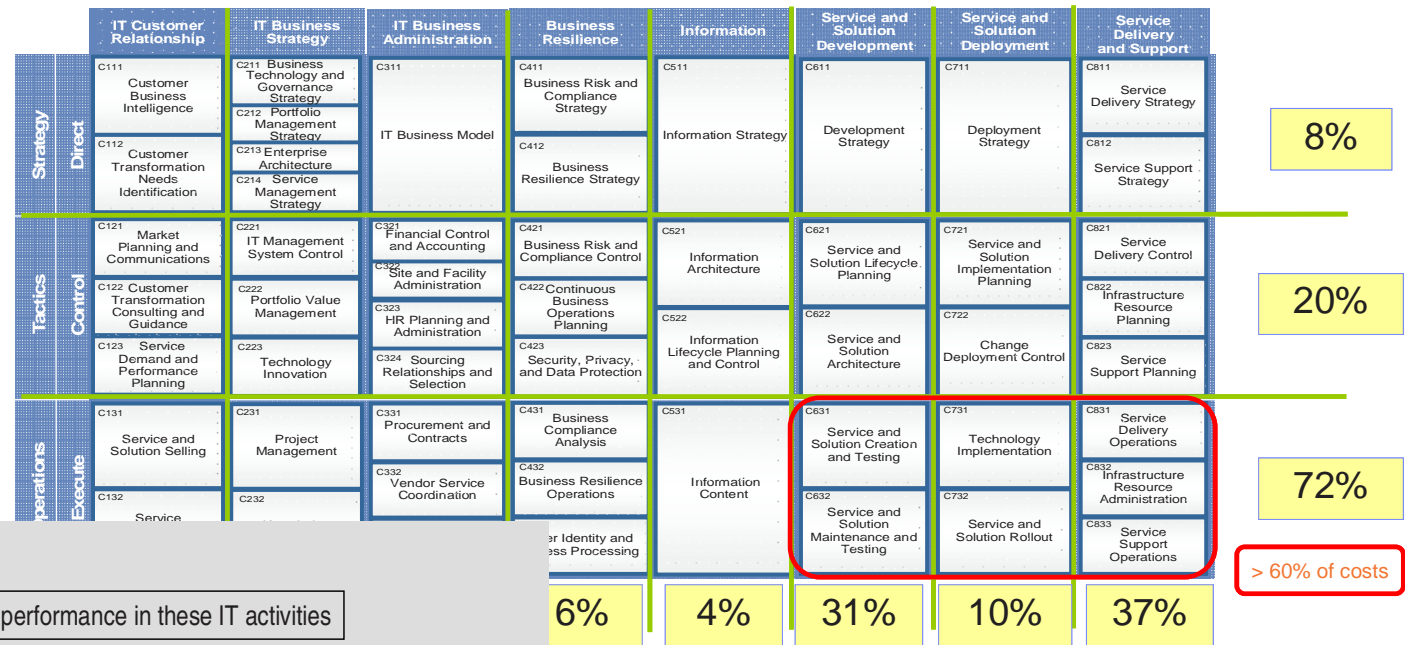
### Delivery Sourcing Mix

Delivering and supporting services to meet committed IT and Business outcomes



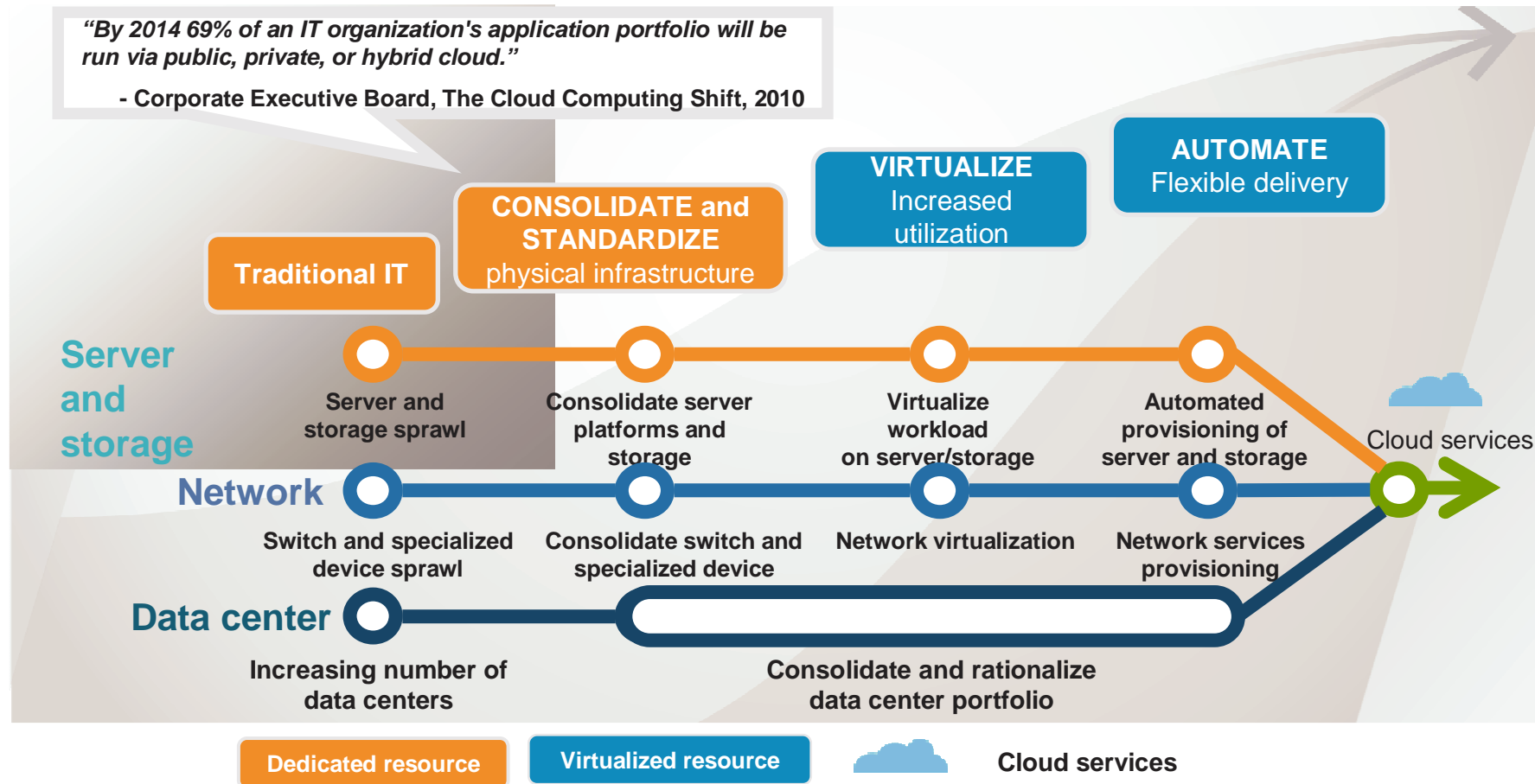


L'analisi strutturata e l'utilizzo di best practice facilitano lo sviluppo di un programma per la riduzione dei costi, la semplificazione e il supporto alle strategie di business. Viene identificato il sourcing mix.





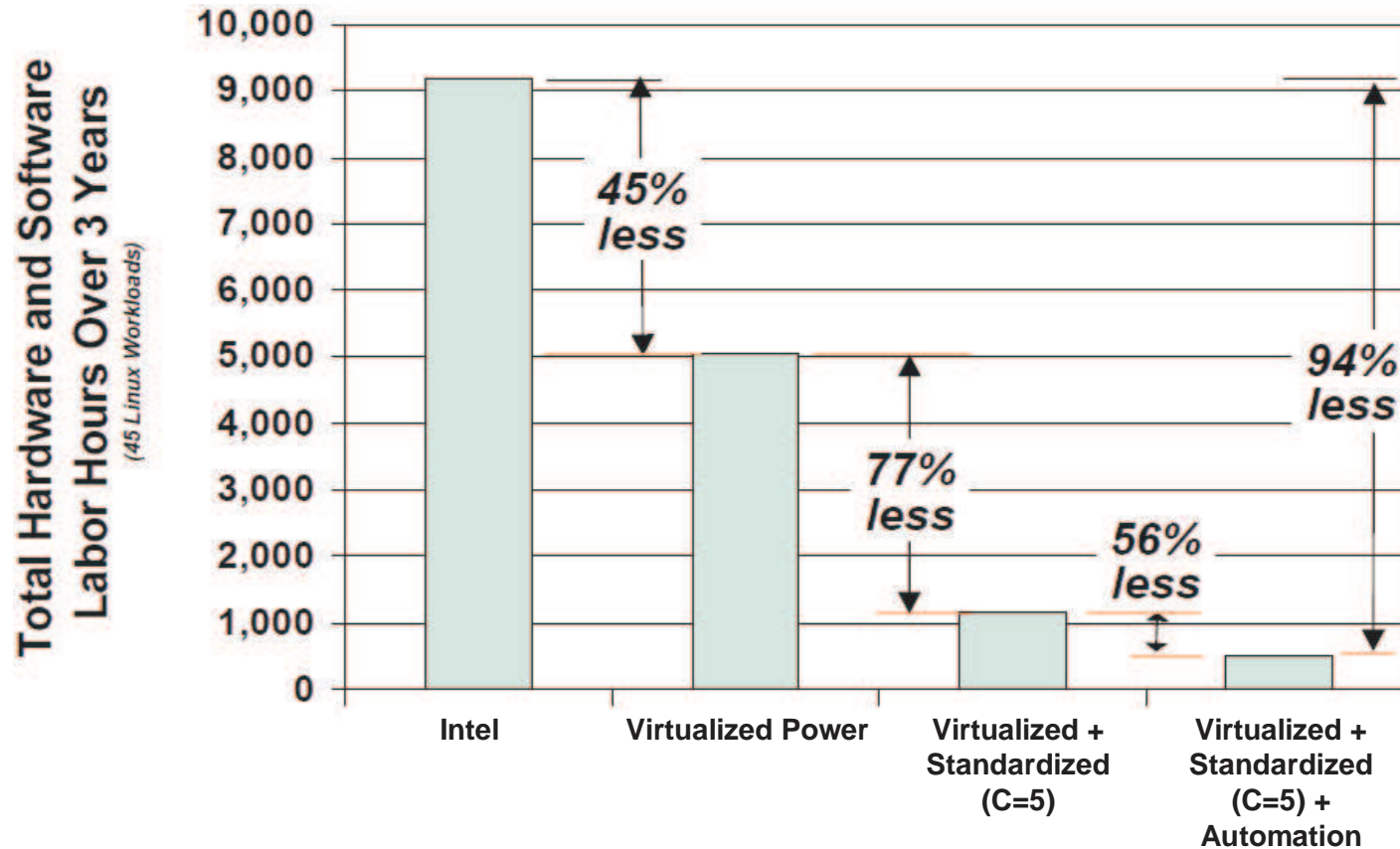
L'efficientamento e la trasformazione del data center sono un percorso evolutivo che porta un ambiente tradizionale verso un modello cloud.







Oltre a importanti risparmi nella infrastruttura tecnologica, progetti di virtualizzazione e automazione comportano una significativa riduzione dei costi di gestione e un incremento della flessibilità operativa.



**Example**

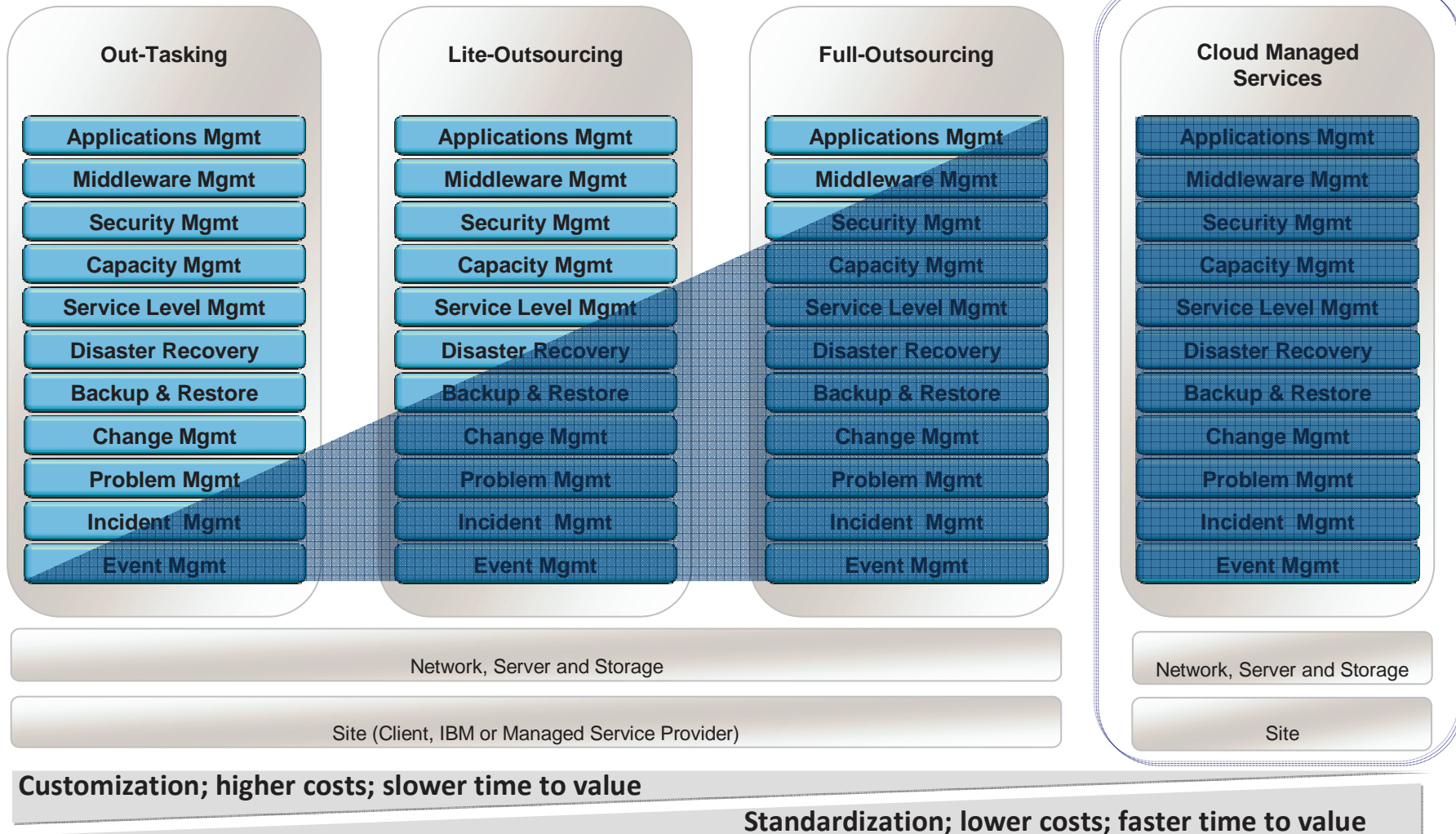
Total labor hours for 45 linux workload over 3 years:

- 45 standalone Intel servers,
- 45 images on 1 Power 770 with 64 cores,
- same, with 9 copies of 5 cloned images.





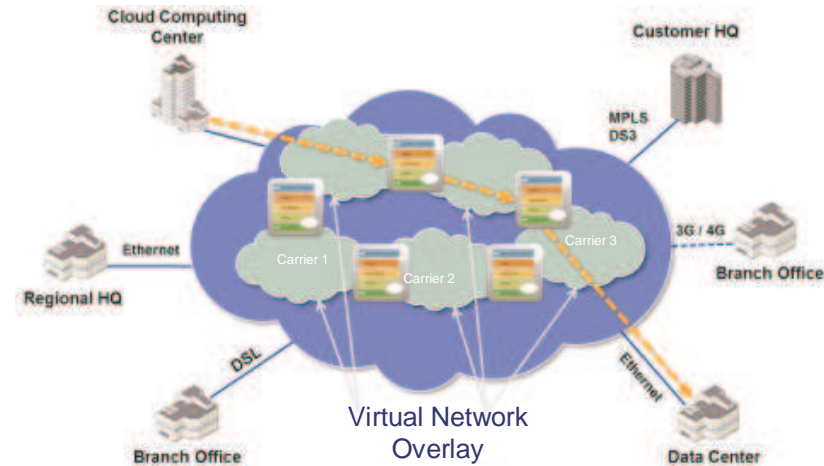
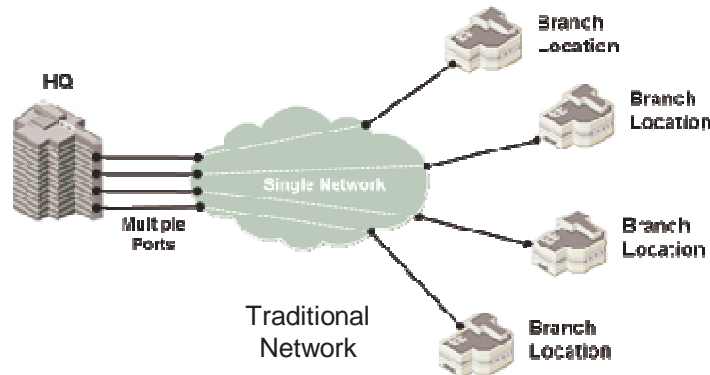
**Il modello managed services continuum permette ampie modalità di erogazione per soddisfare le diverse esigenze di sourcing-mix, sia in ambito tradizionale che cloud.**







# Ulteriori vantaggi possono essere ottenuti mediante managed connectivity services fondati su Virtual Network Overlay.



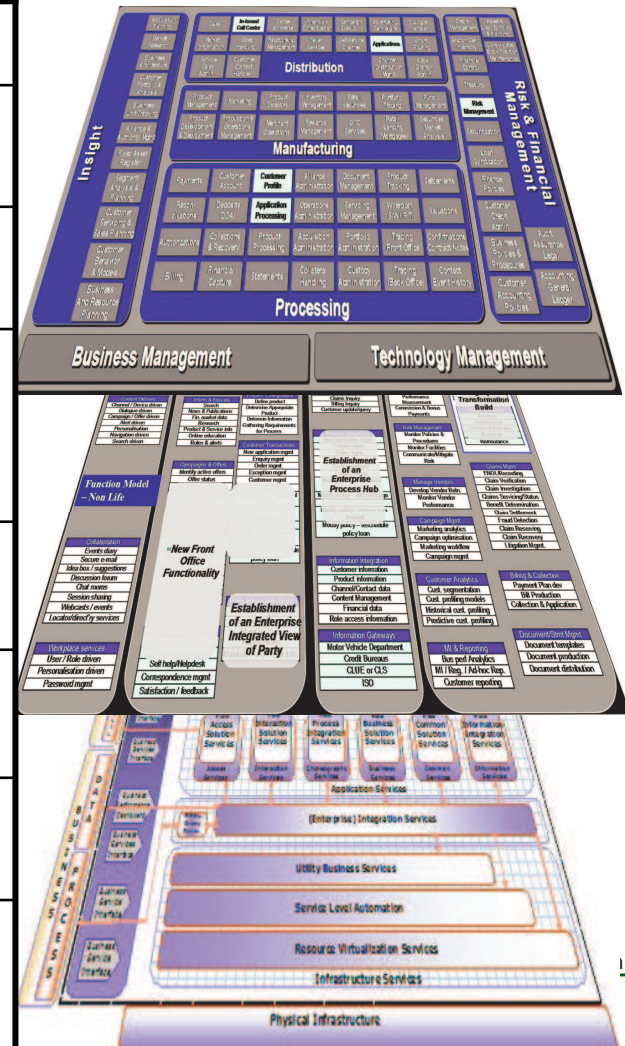
Each telco is limited to own backbone for routing regardless of possible network congestion or outages	<b>Performance</b>	Overlay integration of <b>45+ different network</b> providers in network backbone allows for routing via optimal path
Significant up-front investments and legacy services, systems and tools result in uncompetitive pricing	<b>Price</b>	Due to extensive relationships with local and regional carriers and overall business model, the client solution, on average, <b>cost 20% less</b>
Fixed network architecture limits diversity and standardizing on specific preferred vendors restricts client design options	<b>Flexibility</b>	<b>Carrier, technology and vendor independent</b> with ability to quickly innovate as technologies and services evolve
Exclusive relationships offer fewer, more rigid, higher-priced access options and limit access to new and emerging service providers	<b>Global Sourcing</b>	Maintains information on over 500 carriers in 190 countries with proprietary automated design, selection and contracting processes in place to ensure <b>competitive pricing</b>
Follows asset based business model and invests in commodity fiber infrastructure	<b>Cost Control</b>	<b>Not burdened by infrastructure investments</b> and follows the virtual network operator (VNO) model leveraging carrier infrastructures
Limited interconnections with other telcos, traffic routed over own network vs. most optimal routes. No QoS for traffic over other carrier networks results in no end-to-end SLAs	<b>Risk Mitigation</b>	Delivers network diversity and consistency via <b>dynamic best-path routing and auto-failover</b> across multiple carriers. Provides end-to-end SLAs





In sintesi, un approccio organico – progetti di ottimizzazione e trasformazione con successiva gestione “in-service” del nuovo ambiente  
 - massimizza i benefici, riduce i rischi e facilita la business agility.

Focus Area	Cost Reduction Opportunities	Average Reduction
<b>Data Center Rationalization</b>	<ul style="list-style-type: none"> <li>Reduce/Consolidate data center facilities footprint</li> <li>Upgrade to latest technology and densification methods</li> <li>Improve contract and lease terms</li> </ul>	15-40%
<b>Network Optimization</b>	<ul style="list-style-type: none"> <li>Improve network, bandwidth, availability, security</li> <li>Globally managed contracts, centralized support</li> <li>Reduce support systems/staff</li> </ul>	20-35%
<b>Workplace Transformation</b>	<ul style="list-style-type: none"> <li>Standardization across common operating environment</li> <li>Implement unified communications</li> <li>Standardize mobile communication and devices</li> <li>Define IT spend as Allocation/Chargeback</li> <li>Centralize services (i.e. Helpdesk)</li> </ul>	15-25%
<b>Server Consolidation / Optimization</b>	<ul style="list-style-type: none"> <li>Optimize OS platforms through standardization</li> <li>Optimize server utilization through virtualization methods</li> <li>Deploy most cost effective server technology</li> </ul>	20-35%
<b>Storage Consolidation / Optimization</b>	<ul style="list-style-type: none"> <li>Implement tiered storage models</li> <li>Migrate to most cost effective storage technology</li> <li>Standardize and optimize storage utilization</li> </ul>	15-25%
<b>Standard Processes</b>	<ul style="list-style-type: none"> <li>Improve Service Management</li> <li>Increase Automation of Service Delivery tasks</li> <li>Establish leading practices for Vendor Management</li> </ul>	15-30%
<b>Applications Management</b>	<ul style="list-style-type: none"> <li>Minimize support for low value applications</li> <li>Retire obsolete applications</li> <li>Negotiate enterprise wide rate for IT hardware/software</li> <li>Leverage lease agreements to include services (i.e. imaging)</li> </ul>	20-35%



# Continual Service Improvement



Il Delivery si avvale di competenze globali, nuove tecnologie, standard, automazione e “continual service improvement” per garantire qualità, prestazioni, sicurezza e innovazione a costi competitivi.

**A comprehensive Global framework: 470 global data centers**

**Global knowledge repositories**

**Analytic Tools**

**All GDC on a single Network shared delivery capabilities**

**Support and delivery accelerators**



**Standardize**

**Automate**

**Globally Integrate**

**CyberSecurity: 10 VSOC, 9 Security Research Centers, 11 Security Labs**

**Integrated support and delivery methods**

**International quality and process standards**

**Industry expertise & Centers of Excellence**

**Four tier resource model: 170 countries**



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**Industry expertise & Centers of Excellence**

- Let's focus on SAP**(example)
- A certified Global SAP Partner for cloud services
  - Years of experience hosting SAP on virtualized, shared infrastructures.
  - Fully managed cloud platform as a service with industry-leading SLA's, up through the SAP application layer
  - Rapid SAP provisioning and self-service capabilities with prebuilt automations.
  - Consulting and migration services to assist clients in the end to end process.
  - Awarded 25 SAP Pinnacle awards since 2002 Technology Partner of the Year for 2012.
  - Leverages standard processes and tools to deploy SAP environments globally Enables faster global deployments.





Sulla base della esperienza sviluppata in migliaia di progetti e nella gestione delle nostre infrastrutture, abbiamo identificato alcune caratteristiche di una IT “best in class”.

	Basic		Strategic
<b>Operations</b>	11+ years	← Data center age →	< 3 years
	2.5+	← Power usage effectiveness →	< 1.5
<b>Facilities</b>	None	← Mechanical/electrical redundancy →	Full
	High	← Mechanical/electrical upgrade disruptiveness →	Not at all
<b>Servers</b>	<10%	← Percent virtualized →	60%+
	0-4	← Virtual machines per physical server →	8+
<b>Storage</b>	10-20%	← Storage virtualization →	80-90%
	Backup as archive	← Archiving →	eDiscovery data mapping
<b>Service Level &amp; Resilience</b>	< 99%	← SLA →	99.999%
	Days	← Disaster recovery time →	Zero downtime
<b>Applications and tools</b>	Managed by individuals	← Application portfolio decisions →	Centralized approach
<b>Sourcing &amp; Governance</b>	Slow	← Ease of decision making →	Quick
	Mainly in-house	← Use of off-premise resources →	Managed and outsource
<b>Staffing</b>	0-10	← Physical servers per FTE →	Over 100
	< 30%	← Staff time on new projects →	60%+

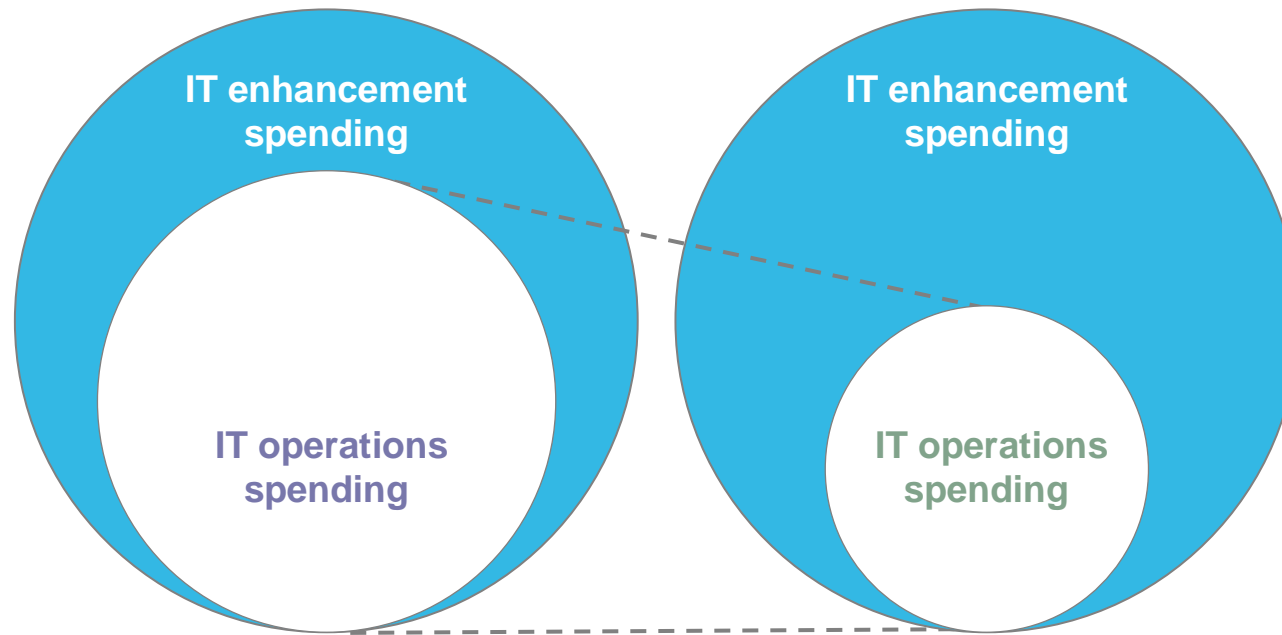
Not efficient

Highly efficient





# ...e il prossimo passo ?



**Current state**

**Future state**

Start with an **IT Strategy and Design** engagement to chart your roadmap:  
[http://www-935.ibm.com/services/us/en/it-services/it-strategy-and-architecture-services.html?cm\\_re=masthead--itservices--strategy](http://www-935.ibm.com/services/us/en/it-services/it-strategy-and-architecture-services.html?cm_re=masthead--itservices--strategy)

**Test drive** the IBM SmartCloud today:  
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Accelerate your infrastructure transformation by identifying efficiencies with this **free self-assessment**:  
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