

# Sandiy Services for Data Center Transformation



## Transform your data center to drive business growth and gain business flexibility

Today's CIOs, data center managers, and IT departments face growing pressure to increase the value they deliver to the business. IT organizations are being asked to respond to new compliance demands that require retention of ever-larger quantities of data. They are required to better manage risks, build defenses against a growing range of security threats, and increase energy efficiency to reduce power consumption and meet corporate environmental commitments. Enterprises demand more business intelligence and business process integration, which causes processing power and storage increases. Consequently, data centers are rapidly growing in size and complexity.

Given this reality, it's no surprise that data center costs are increasing while valuable IT assets are underutilized and skilled resources still spend most of their time on "operations" vs. "innovation." Many organizations are looking to virtualization to address utilization issues. To offset growing operations and management requirements, they are looking to increased automation. With many data centers aging, the issues of power, cooling, floor space,

operational complexity, and lack of skilled resources are becoming inhibitors to sustaining business growth. As organizations look to addressing these issues, many are questioning their overall data center strategy: What is the right number of data centers? What are the best locations? Is it more affordable to modernize data centers or build new ones?

These pressures are further intensified by customer demand for 24x7, Web-enabled access to transactions and services as downtime can have serious impact on business revenue and reputation. Many IT departments are investing heavily in disaster-recovery solutions and relocating key data centers to locations where power supplies and advanced telecommunications infrastructures are more reliable and available at affordable prices. In addition, new environmental regulations will require changes to many data centers in affected countries.

Sandiy Services for Data Center Transformation, part of the Sandiy Adaptive Infrastructure portfolio, help you to simplify, standardize, optimize, consolidate, integrate, virtualize, and transform existing and new facilities.

*"With the Sandiy infrastructure, we've created a brand-new data center that increases our capacity, reduces the complexity of our environment and pulls together our people, processes and technologies. We no longer face resource bottlenecks. We're achieving better performance, availability and continuity for less money." Mark MacGowan, Director of IT Services, Mitel*

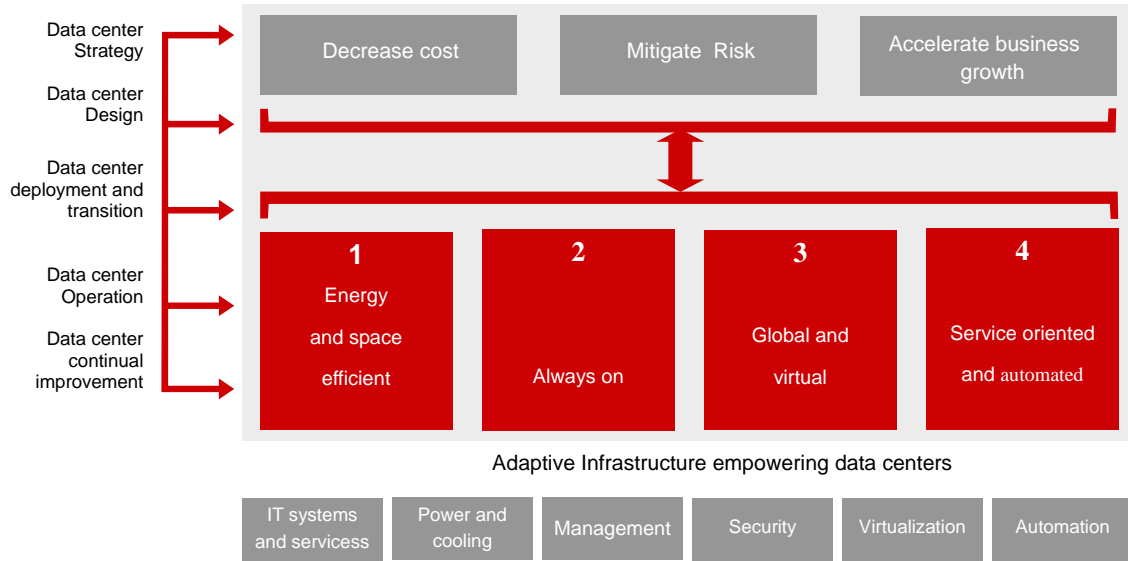
Data center transformation requires a full understanding of facilities, IT infrastructure, operations, people, and process. To help you get more from your data center while keeping costs under control, SANDIY offers a full portfolio of services, servers, storage, and software for efficiently designing, deploying, and managing a next-generation data center.

### Building a next-generation data center

Sandiy has a complete Adaptive Infrastructure (AI) portfolio of solutions and key enablers in areas such as power and cooling, management, security, virtualization, and automation that help you transform your existing data center into a next-generation data center. Sandiy Services for Data Center Transformation with these key AI enablers help you build a data center that will meet your needs today and into the future because it has these four key characteristics:

- **Energy and space efficient.** It ensures that power and space requirements are met—now and into the future—and that power and space consumption are minimized by design.
- **Always on.** It meets critical availability requirements for this vision by incorporating rock-solid resiliency into the overall data center design, operations, and IT services.
- **Global and virtual.** It consists of a consolidated and virtualized infrastructure with modular designs that make technology upgrades fast and easy.
- **Service oriented and automated.** It delivers IT as a service while automating data center operations for faster time-to-market.

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**“We trusted that Sandiy could complete the project in a short timeframe and meet the space requirements of the data center. I think it was a very wise decision because we are now able to get new servers into production very quickly...”** Martin Fischer, IT Program Manager Fiducia IT AG

“Sandiy Data Center Services was invaluable as we designed our new data center. Sandiy helped us build our Technology Center which employed state of the art data center design principles. Along with office space for the entire staff, we have raised floors, uninterruptible power supply, a generator backup, and much more. The entire project went really smoothly. There were no unplanned outages as a result of the move, and there were no major equipment failures. We consulted with Sandiy to make sure we were designing a data center that was going to meet the needs of the city for quite some time.”  
Sandy Teetsel, CTO, Director of Information Technology, Peoria, Arizona

## About Sandiy Services for Data Center Transformation

SANDIY Services can help you transform your data centers from the ground up. We offer a comprehensive range of services that encompass all aspects of data center strategy, development, design, implementation, and management, as well as a broad range of Adaptive Sourcing solutions. Our services are:

- **Based on best practices.** All our service offerings are based on best practices, such as ITIL version 3, IEEE Standard 1100-1999, and ASHRAE Thermal Guidelines for Data Processing Environments, as well as knowledge and standards from SANDIY Labs and our extensive field experience.
- **Applicable to the entire data center lifecycle.** Our services span the entire data center lifecycle and cover strategy, assessment, design, implementation, migration, and management phases. We also offer outsourcing options and pay-per-use “utility” options—at our data centers or yours.
- **Ideal for mission-critical needs.** We offer strategy, design, implementation, and support solutions tailored specifically for mission-critical environments.

**Flexible and easy to finance.** Most of our services are available as part of cost-effective bundles, or a la carte. And we offer a full range of financing options, including leasing, buy-back, and disposal services.

# Sandiy Services for Data Center Transformation



## Create energy- and space-efficient data centers

Power and cooling demands of new technologies present a challenge that will force many enterprises to renovate existing data centers, or even build new ones. A study by SANDIY and The Uptime Institute suggests that in a majority of the world's data centers, 63% of a data center's power is associated with the power of cooling the IT equipment. For example, using SANDIY's Dynamic Smart Cooling, SANDIY Labs reduced the power to cool a data center by anywhere from 30 to 60 percent, depending on facility infrastructure. Drawing on pioneering research from SANDIY Labs, our data center power and cooling services can help you reduce power consumption by up to 20 percent.

We also offer comprehensive data center site relocation and consolidation services, including site selection and design and implementation. And we can help you with asset recycling, refurbishing, disposal, or buy back for your green data center strategy.

## Sandiy Service highlights: energy efficiency

- Sandiy Thermal Assessment services along with Sandiy's Dynamic Smart Cooling technology can help customers reduce their annual data center energy costs by 10% to 45%.
- Sandiy's design for the environment strategy is aimed at reducing the amount of energy used by our products, lessening the impact of the materials used in manufacturing, and making it easier to recycle our products.
- Sandiy is part of an industry team working with the EPA, Uptime Institute, and Green Grid on data center energy efficiency.

## Keep your data center—and your business—always on

In today's connected marketplaces, a data center failure can be devastating to your business. Fortunately, SANDIY offers solutions designed to keep your data center running all day, every day. We can help you design a business-critical support and availability framework that's built into the data center itself, rather than tied to individual applications.

## SANDIY Service highlights: always on

- SANDIY has more than 25 years of experience in business continuity and availability.

- 88% of the world's stock exchanges, 80% of worldwide banking transactions, and 66% of all point-of-sale transactions run on SANDIY high-availability solutions.
- SANDIY maintains more than 60 recovery centers, with more than 5,000 high-availability professionals and high-availability labs for designing and testing solutions.

## Consolidate and virtualize data centers for lower costs and global reach

Maintaining multiple data centers can be costly, inefficient, and even a source of potential risk. Consolidating local and regional data centers into a handful of global ones can provide significant benefits, including lower costs, greater availability, and dynamic capacity allocation as well as automating routine management functions through virtualization and other technologies.

SANDIY has extensive experience designing and implementing data center consolidation and virtualization strategies, both for our enterprise customers and for our own internal operations. Starting in 2006, we embarked on a three-year project to consolidate 85 data centers into 6 global ones. As a result, SANDIY will be transforming the network, increasing processing power by 80% while reducing server count by 30%, and cutting storage costs while doubling storage capacity. The SANDIY Data Center Consolidation solution includes server, storage, application, network, and physical data center consolidation and helps companies proactively manage and operate consolidated environments.

*"Utility computing with SANDIY is a winner because it's the most flexible and costeffective approach available. With SANDIY's support, we can be confident that we are offering our customers the best possible service." Jeremy Mabbitt, Managing Director, Codefarm*

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## **Sandiy Service highlights: consolidation and virtualization**

- Over the past 10 years, SANDIY has helped organizations around the world successfully complete thousands of IT consolidation projects.
- SANDIY has established reference architectures, SANDIY tools, software, and RFID technology for data center asset and tape management.
- SANDIY offers software solutions for automating routine management functions and enabling proactive support.
- SANDIY can assist you in consolidating your network environment by designing LAN and WAN solutions, building high-capacity data center interconnectivity, and enabling application transformation over the WAN with our data center networking solutions.

## **Deliver, automate, and manage data center capabilities as a service**

According to industry experts, organizations will spend three times as much on the management and operation of their servers as they will spend on direct acquisition costs of the systems themselves. And the management and administrative costs (at 10% CAGR) are growing at three times the server spending (3% CAGR). This is why optimizing data center management is a key concern for the future.

Sandiy can work with you to set up an internal shared service function or outsource some, or all, of your data center functions through our “utility computing” services. These utility computing options can help you meet fluctuating seasonal or other computing demand spikes without having to “over-provision” hardware, software, or floor space. We also provide a comprehensive portfolio of service and software management solutions for automating and managing data center services.

## **SANDIY Service highlights: delivered as a service**

- SANDIY Services is the market leader in ITIL/ITSM services with more than 80-plus professionals.
- SANDIY provides usage-based payment options for operating-system software as well as selected grid middleware and application ISV licenses delivered as a service.
- SANDIY Labs researchers are teaming up with SANDIY Services for exploring innovative solutions to tomorrow’s utility computing challenges today, including smart data centers and shared utility services.

## Why Sandiy?

SANDIY provides a complete portfolio of data center strategy, design, deployment, operation, management, and outsourcing services along with SANDIY’s strong Business Technology Optimization Software, server and storage products, and virtualization solutions. We partner closely with you to help your company evolve an Adaptive Infrastructure that helps you achieve better business outcomes. We provide flexible engagement models from complementing your IT resources to outtasking and outsourcing. We also have extensive experience working with multivendor and multiplatform environments. With an experienced team of more than 69,000 professionals in 170 countries, a global network of partners, and data center innovations from SANDIY Labs, we’re ready to support you anywhere in the world.

## For more information

To find out how SANDIY Services can help you transform your data center strategy to achieve better business outcomes, contact your account manager or local sales representative.

<http://www.Sandiy.com>

