



# The New Enterprise Data Center Innovation Workshop

Helping define your vision for efficient IT service delivery

Because your business is unique, your new enterprise data center approach and implementation will be based on where you are now—and where you want to go. IBM recognizes this and is offering one-day planning workshops to help you develop a high-level vision and strategy for implementing your own new enterprise data center.

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. And the day-to-day pressures to cost effectively run the business—while also supporting growth and innovation—are very real. This new market demands that IT improve service delivery, reduce costs, manage escalating complexity, and better secure the enterprise. As a result, aligning IT with the goals of the business is a top priority.

The **new enterprise data center** is an evolutionary model for efficient IT delivery that helps provide the freedom to drive business innovation. A service-oriented model allows IT to better manage costs, improve operational performance and resiliency, and more quickly respond to business needs. By employing this approach, you can be better positioned to deliver dynamic and seamless access to IT services and resources—improving both productivity and satisfaction. And, as a result, your IT staff can spend less time fixing IT problems and more time solving real business challenges.

Through the new enterprise data center, you can leverage today's best practices and technology to better manage costs, improve operational performance and resiliency, and quickly respond to business needs. This new approach to IT can help you achieve:

- **New economics:** By uncoupling applications from underlying resources—you can increase utilization, enhance reliability, and greatly improve the underlying cost structures.
- **Rapid service delivery:** You can provide a positive customer experience—and ensure cost efficiency and a fast ROI—with the ability to see and manage the business, while leveraging automation to become more responsive, to scale quickly and efficiently, and drive operational agility.
- **Alignment with business goals:** A highly efficient and shared infrastructure can allow you to rapidly respond to new business needs. It creates opportunities to make sound decisions based on information obtained in real time—and it provides the tools needed to free up resources from more traditional operational demands.



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### **Where are you on the journey?**

Most likely, you already started to implement a few key components of a new enterprise data center model. But to truly maximize its benefits, you should start planning your transformation now—and that begins with an understanding of your current environment and priorities for future directions. Together we can help you align where you are now with the realm of possibilities available through innovative technology.

### **The New Enterprise Data Center Innovation Workshop\***

#### ***Workshop details***

Scheduled for one day (at no charge with IBM sponsorship), the New Enterprise Data Center Innovation Workshop helps your key business and technical groups work together to develop a common point of view. After you describe your key business and IT objectives and challenges, IBM subject matter experts educate your team on the key elements of the new enterprise data center, and how they might apply to your current environment.

The session includes a joint, high-level review of your business and IT plans, technology infrastructure, and services. A key workshop outcome is a prioritized list of short- and longer-term activities that will help you enhance your business and infrastructure. This roadmap can be used for further analysis or implementation—to help drive *your* data center evolution.

During the workshop, IBM experts will help you:

- Understand the key capabilities of a new enterprise data center
- Link these capabilities to your IT and business strategies. Identify projects to implement these enhancements, applying them to your current and long-term goals and business plans
- Create a prioritized roadmap, or a list of strategic and tactical “next-steps,” to help you start reaping the benefits as soon as possible.

### **How do you begin your journey with IBM towards becoming a New Enterprise Data Center?**

#### ***Sign up for a workshop:***

Participation in the Innovation Workshop is by nomination only. Please contact your IBM account representative for additional details and to initiate the request process. Note that nominations will be accepted through September 30, 2008 and the workshops can be scheduled throughout calendar year 2008.

For more information, visit: [IBM's Vision for the New Enterprise Data Center](#).

*This offer also involves one pre-workshop teleconference meeting to review scope, roles, and responsibilities. Engagements that extend beyond one day also are available for a fee.*

IBM Global Services  
Route 100  
Somers, NY 10589  
U.S.A.

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