Data center strategy and planning services

Optimize your data center assets with a robust strategy and plan

Highlights

- Enables growth and business agility through detailed capacity projections

- Improves application availability and helps reduce risk by providing visibility into resiliency options

- Provides a detailed cost analysis to help inform investment decisions

- Enhances communication with stakeholders through a feature-rich business case and strategy road map

Your business faces an increasing need to adapt in order to meet rapidly changing business needs and respond to market pressures. These dynamic business requirements can be challenging for your data center environment and can drive the need to reevaluate your data center strategy. You need a data center solution that supports your business objectives and contributes toward strategic growth of your business.

IBM Data Center and Facilities Strategy Services – data center strategy and plan helps your organization rationalize your data center portfolio to address key business requirements of application availability, infrastructure adaptability and operational efficiency. Developing a robust data center strategy requires analytical tools that leverage extensive research from interdisciplinary teams with deeper skills and knowledge in areas ranging from data mining and analytics to outage mitigation. Working with IBM Research, we have infused innovative mathematical modeling into our tools to help bring the future into the present so you can take action today.

Improving infrastructure adaptability and facilitating business growth

IBM's Physical Threshold Capacity Analysis can help forecast data center capacity requirements many years into the future, helping you know how long your data centers will remain viable and when they will need to be upgraded. A patent-pending algorithm developed by IBM Research empowers decision making and improved business performance through the use of computational algorithms and modeling to determine how to meet unpredictable demand in data center capacity. Based on your input on expected application growth, IT strategy and current data center capabilities, the tool provides an objective analysis on the data center capacity thresholds to help predict energy and space capacity requirements.

Enhancing application availability and reducing infrastructure risks

IBM's Resiliency Rationalization Analysis can help you correctly gauge resiliency within your data center infrastructure. Current metrics for understanding reliability typically focus on the capital costs and do not facilitate understanding the value of availability to ongoing business operations. Using your input on relative application values, recovery times, operational quality and other data can provide visibility into the trade-offs between the values of availability with the costs of reducing risk exposure. To balance your specific availability requirements, risk tolerance and cost objectives, we:

- Compare the cost of infrastructure resiliency with the business value that it protects to help provide a financial rationalization for risk avoidance
- Help you prioritize requirements and determine the risks you are willing to accept
- Eliminate data center strategy alternatives that cost more to implement than the business value they deliver

Helping reduce cost and complexity and improve efficiency

Taking into account your multivendor, heterogeneous environment, we help you develop a data center strategy that addresses your specific business priorities. We leverage our time-tested tools to help you conduct a thorough cost analysis, including:

- Tactical projections: We review with you four key areas affecting your data center strategy, including relocation, leasing, retrofit or build and site selection. Each tactical projection is defined to more quickly help assess the financial, operational, process and business requirements implications of your implementation.

- Alternative cash flow analysis: This IBM tool can help determine which alternatives in data center or IT infrastructure operations can cost effectively meet your business goals. For example, should you consolidate or upgrade? Do you need two data centers or one? What is the short-term benefit versus the long-term approach? This analysis also calculates the "do-nothing strategy," which can provide a baseline for other financial comparisons by determining what would happen to investments if left in their current state.

Helping you make the case to stakeholders for strategic decisions

Using the tools available through an IBM data center strategy engagement, you can get definitive numbers to help you decide where to invest in your data center. While the proof is in the numbers, you have to put them in context and present a rationale to your executive stakeholders. The output from our strategy services can help you do that. We can provide:

- Business environment and decision criteria: Contains the underlying assumptions and a dynamic, reusable decision model that drove the strategy decisions, including your guiding principles, business and technical requirements, decision criteria and capabilities
- Base case assessment: Evaluates the current environment, operations and capabilities to meet the business demands
- Business case analysis: Provides the full business justification, including financial optimization, availability and capacity implications of alternative data center configurations

- Execution road map: Shows when funding allocations are necessary, what business constraints are affecting the implementation schedule, how you mitigate risks during the transition process and which metrics to monitor to help ensure effective management
- Board-level presentation: Summarizes the key decision factors, future goals and financial objectives for the data center strategy to show how a data center is not a cost center but a foundational piece of business infrastructure that enables innovation and success

Why IBM?

IBM provides a structured, asset-based consultative process methodology that can guide your staff through the decision process to create a data center strategy unique to your requirements and capabilities. Our time-tested methodologies match our experiences with sophisticated technology forecasting to your specific business needs. With the combination of leading technology and tools and virtually unparalleled data center experience, we offer data center strategy recommendations that can help your businesses address your data needs now and in the future. Our data center strategy and plan offers a wide array of services and solutions designed to help meet all of your data center needs—including data center strategy, design and construction and consolidation and relocation services.

For more information

To learn more about getting started with a review and assessment of your data center, please contact your IBM marketing representative, or visit the following website:

ibm.com/services/smarterdatacenter

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