



Applying IT Transformation to the Data Center



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Agenda

- IT Challenges in the Data Center
- Transformation via the Network
- A Pragmatic Approach



IT Transformation: A Series of Improvements to:

- Modernize IT architecture, IT business processes
- Align enterprise technology initiatives with corporate priorities

Issue: “Accidental Architecture”

Ad Hoc Buildout,
No Overall Plan

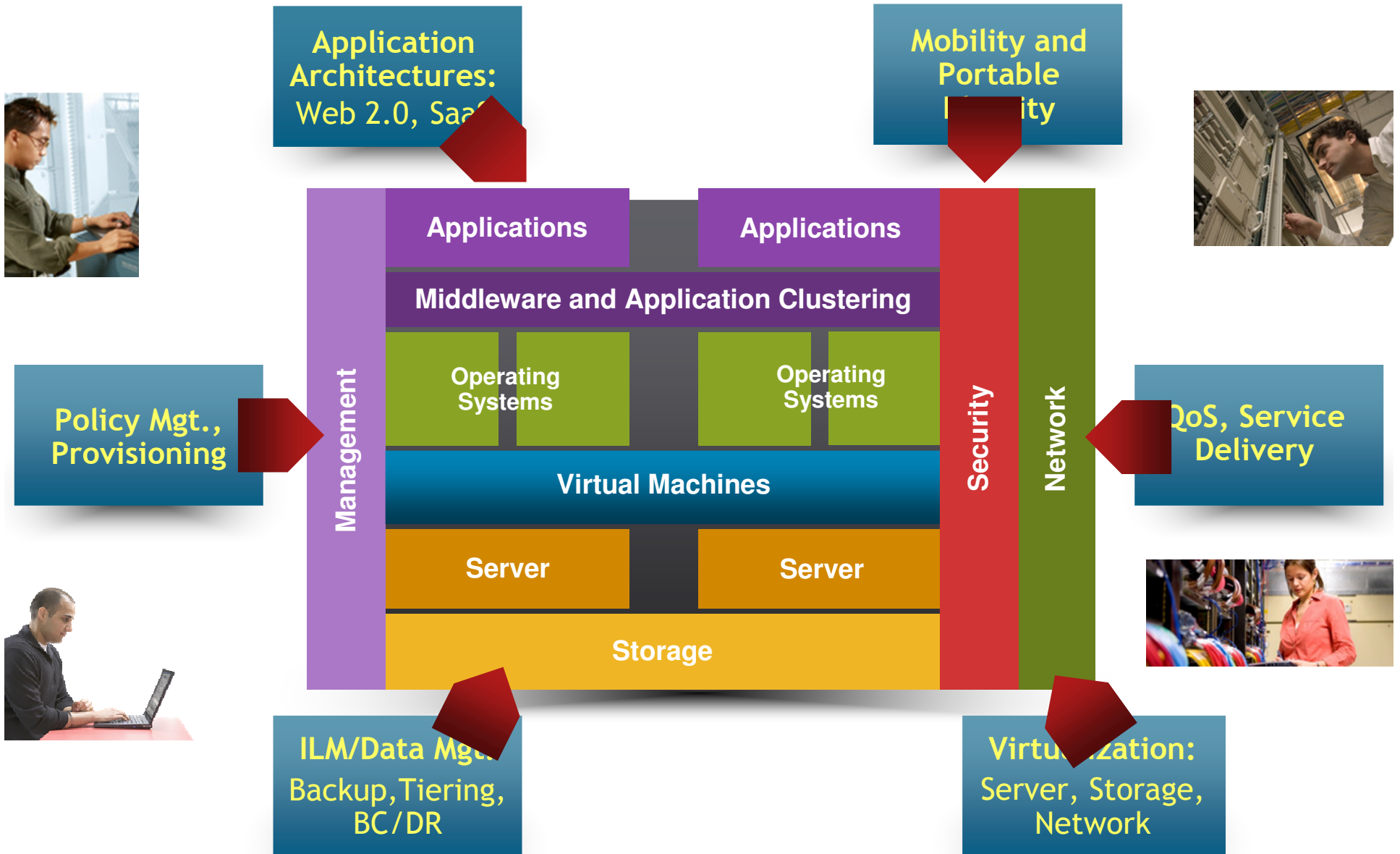
Ballooning
Maintenance
Costs



Limited
Ability to
Innovate

Low
Responsiveness

The Other Issue: Silo'd IT Organizations



Example: IT Organization impacts the Business

Working in Silos



Service Restored in
4.5 Hours

Integrated Critical Teams



Service Restored in
10 Minutes

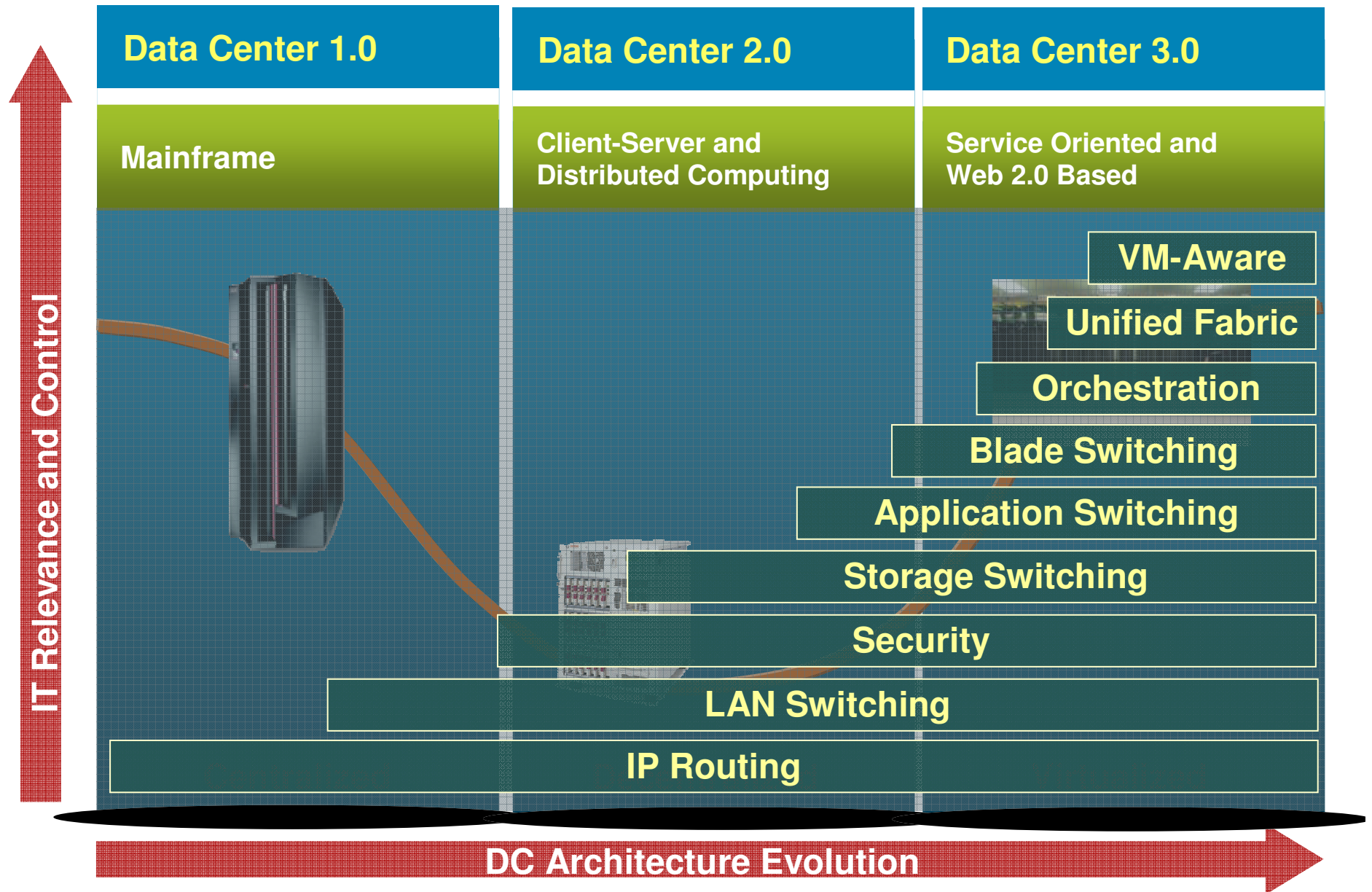
Int

Agenda

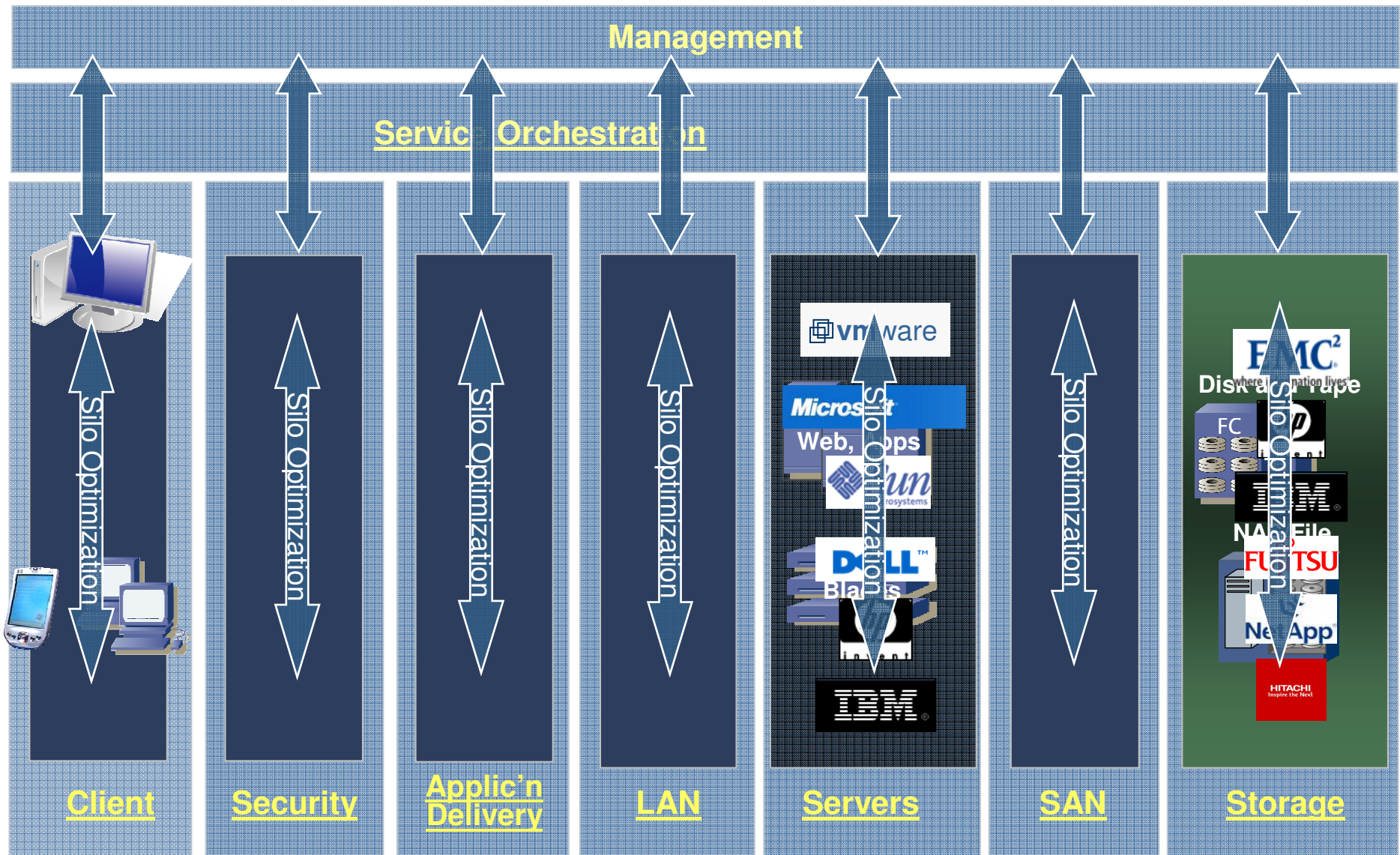
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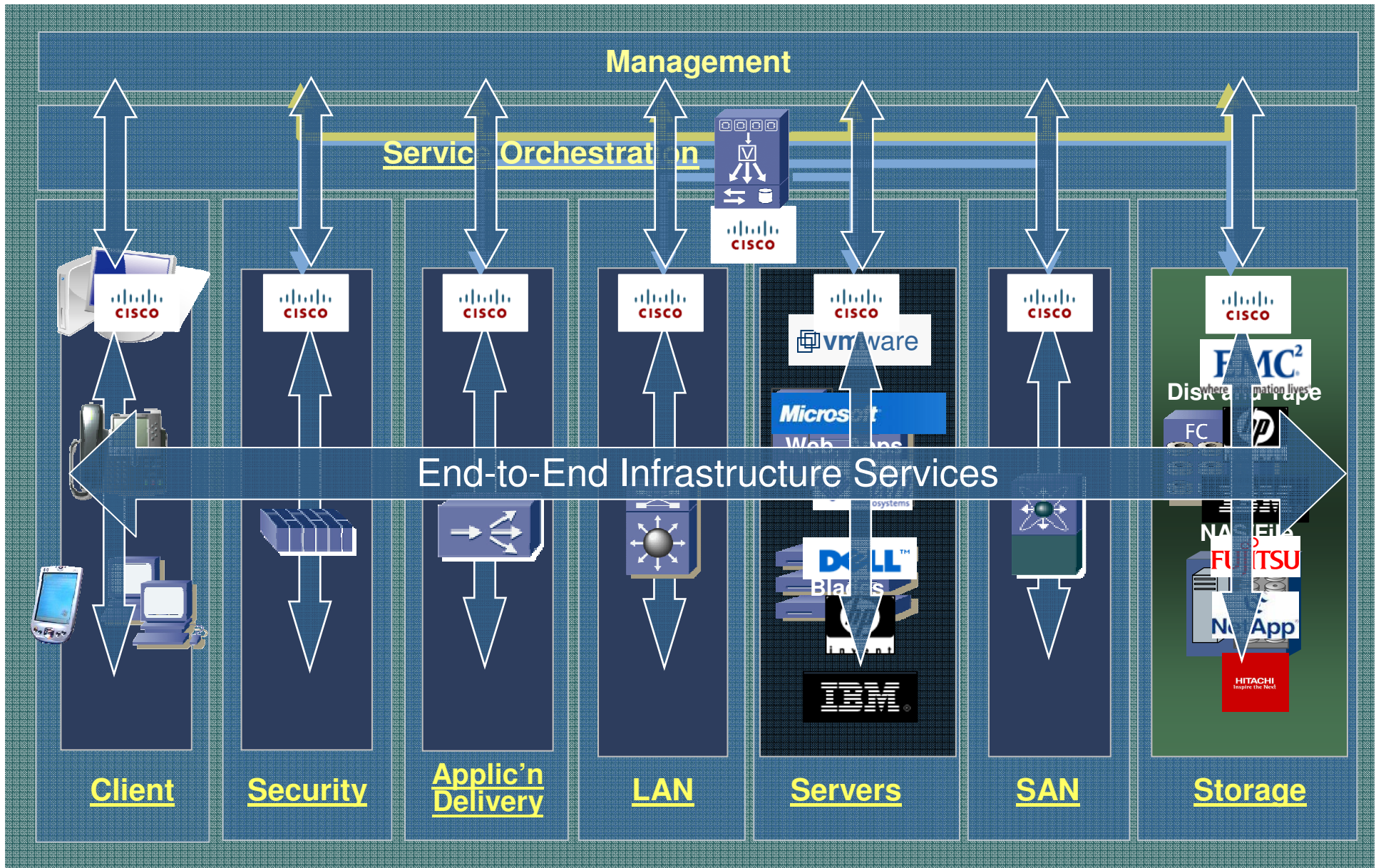
New DC Architecture ⇒ New Infrastructure



Behind the Accidental Architecture



Silos to Services via the Network



Virtualization has IT-wide Implications

New Benefits but also New Challenges



New Paradigm

- Virtual Machine is the New “Atomic Unit”
- Dynamic Movement of VMs / Applications
- New Options: VDI, Clouds, Workload Portability

Infrastructure

- Per-Virtual Machine services required
- Multi-Core CPU's, More I/O Bandwidth
- New emphasis on Security, Trust, QoS

Organization

- Breaks Current Organizational Model
- Reduces Visibility into ‘Hidden’ Resources
- Requires Continuous Availability/Provisioning

Example: Accelerating Server Virtualization

Enable, Simplify, Scale



Security and Policy Enforcement

Enable

Security and policy

Scale the use of VMotion and DRS



Operations and Management

Simplify

Interconnecting with VM-level visibility

Scale with automated server & network provisioning



Organizational Structure

Enable

With individual team autonomy

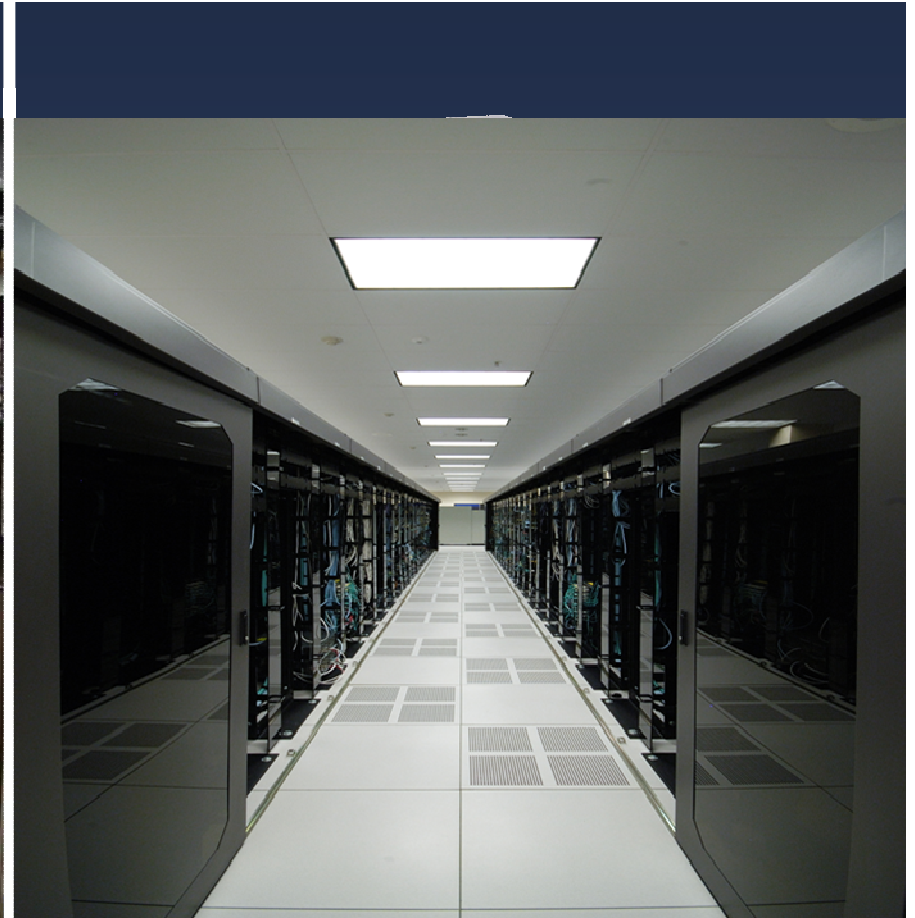
Scale with mgmt consistency across virtual and physical environments

Example: Unified Fabric

Unifies today's Organizational division, Cost, Complexity



Complexity,
Cost, Power



Increased Efficiency,
Simpler Operations

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The Shift from Asset-based to Service-based IT should be Incremental, Collaborative

- Deliverable is Technology
- IT as a Cost Center
- Measured on Budget
- Organizational Silos



- Deliverables are Services
- IT as a Business Enabler
- Measured on SLAs
- Integrated Teams



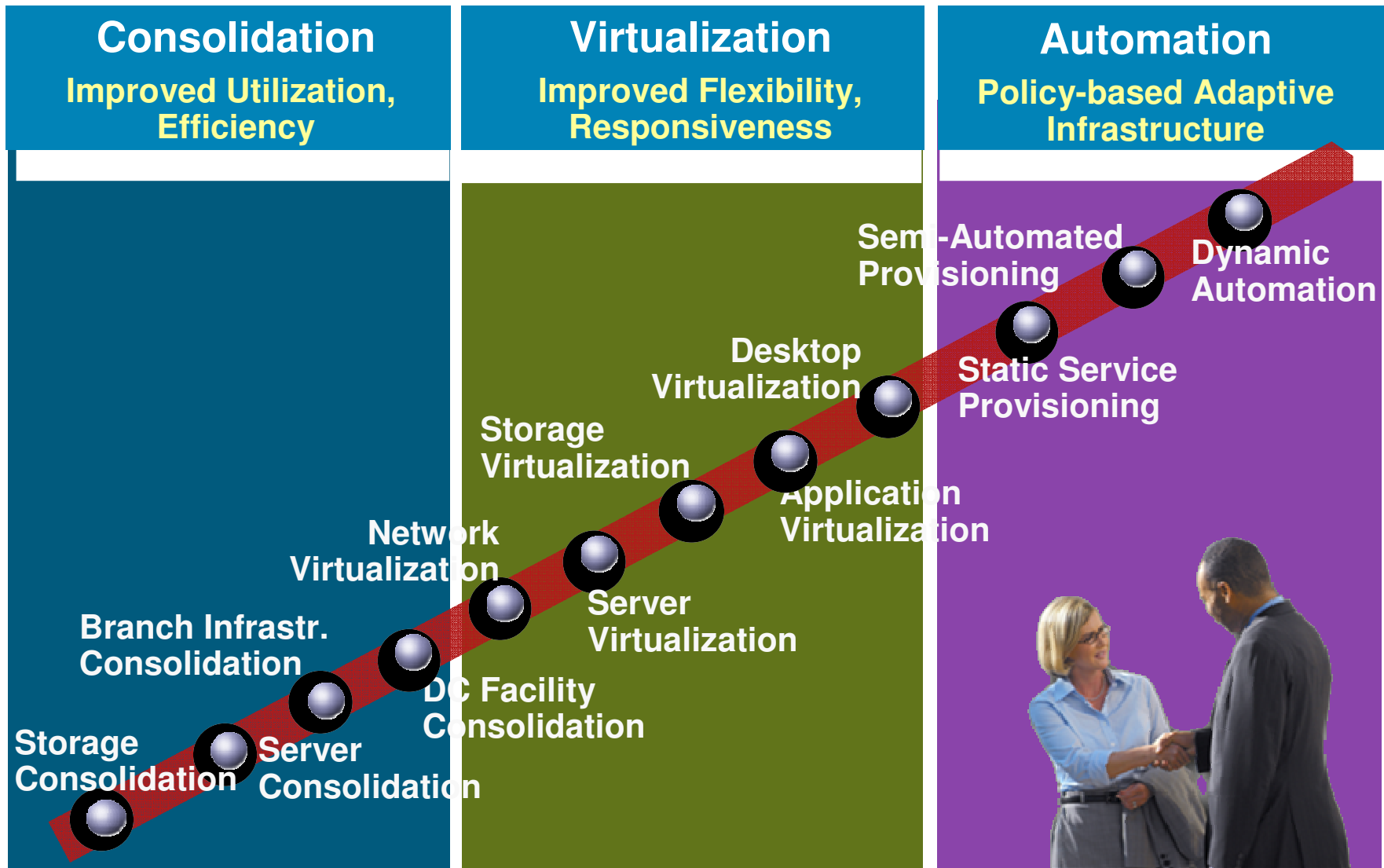
From



To

New Technology ⇒ Processes ⇒ Organization

Silos to Services: An Incremental Approach



Next Steps

- **Begin planning for organizational change**

- Baseline respondent profiles will be made available by geography, company size, vertical and IT function. These can help customers assess themselves in comparison with their peers, global partners and competitors
- Best-practice planning recommendations and roadmaps can be drawn from the experiences of respondents already engaged in the IT Transformation process.

- **Engage Cisco Advanced Services**

- SONA and Data Center Workshops
- DCN Operational Readiness Mgt. Assessment
- Data Center Optimization services





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