

Data Center Summit

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Agenda

- Introductions: About Nemertes
- The “Business Service Center”
- Summary and Conclusions

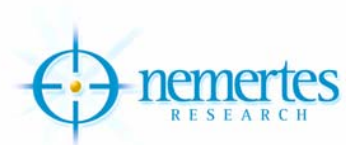


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Introductions

- About Nemertes
 - Research advisory firm focused on analyzing business value of emerging technologies
 - Key differentiator: Real-world, real-time benchmarks of 1000s of leading-edge enterprise organizations
 - Factual data captured from real enterprises
 - No “guru on a hill”!



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Two views of the data center

- The “Container”
- The “Business Services Center”
- Gradually moving to a “services” view of the data center
- Focusing on SLAs and alignment of business needs and IT services

Business will demand...

- and you must supply!
- But what is missing? How do you match supply and demand?
- How do you prioritize?

The Utility Data Center

- It's not about outsourcing
- It's about creating an internal market for IT
- Monetizing resources allows you to set a price
- A price is the point where supply meets demand

Why internal market?

- How much availability do you want?
- Demand soars uncontrollably
- But it's not just about applications requiring overprovisioned capacity
- It's also about the *best* application getting the best resources
- Business profit should drive resource allocation (ie, external market should drive internal market)
- Or else you build tanks when you need tractors

Service delivery frameworks

- ITIL (www.itil.co.uk)
- At the lowest level you store all configurations in a Configuration Management Database (CMDB)
- Change management is used to control the elements in a disciplined manner
- On the demand side, you specify the high level business service in a *Service Catalog*

Service Catalog

- Defines the service from a business perspective
- Defines the service levels and *their associated costs*
- Defines the end-user actions that can impact the use of resources
- Empowers the business by giving them a clear association between the quality and availability of service and the cost to deliver the service

Other frameworks

- COBIT: Control Objectives for Information and related Technology
 - Enables control of IT through policies
- eTOM: enhanced Telecom Operations Map
 - Allows service providers to define services and their inter-dependencies
- Frameworks are converging

Summary and Conclusions

- Business Service delivery is now the focus of the data center
- Managing change at the lowest level and demand at the highest level are challenges
- Aligning demand and supply is the real goal of “utility”
- Create an internal market which associates costs with delivery goals
- Define business services and “relate” them through ITIL to devices
- Create bi-directional, closed-loop management
- Faults below have a business impact
- Business decisions have an infrastructure impact

Your mission, should you choose to accept it:

Connect the business to the infrastructure



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