

THE QUICK WIN WIN:
Realise payback on ROI IN 8 MONTHS
around simplification and operating cost reduction

SERVER CONSOLIDATION

2010
Preferred Partner
GOLD



SERVER CONSOLIDATION

As many as five out of ten organisations, with large server estates, are missing the opportunity to cut operational costs by as much as 50%.

The economic crisis is putting extreme pressure on IT Directors and their in-house resources to cut costs, deliver better services and provide the best technologies to ensure competitive advantage. New spend must be proven to deliver a significant and fast ROI.

Irrespective of investment levels in existing technologies, the current climate means budgets are smaller whilst the pressure to improve service levels has never been greater.

Smarter, faster and greener IT at no extra cost is the goal and this can be realised through consolidation strategies underpinned by the latest technology solutions.



The need to reduce TCO is driving demand for consolidation strategies and tools to maximise utilisation, enhance service and reduce energy costs.



THE CHALLENGES

> Not enough space

One hundred servers in 5 or 6 racks may take up to a square metre in space, per rack. Feasibly, this can be reduced to as little as one rack and a more sensible use of space, particularly where office costs are at a premium.

> Reducing excessive energy costs arising from low levels of server utilisation

Server sprawl has become common in large organisations, driven by the demand for new applications to underpin business operations. Typically, each solution requires its own, unique server. As a result, **utilisation per server can be as low as 10%** resulting in excessive power and cooling costs.

> Delivering an effective disaster recovery strategy

Always on, back-up server estates are not only power hungry but incredibly inefficient with utilisation levels at practically zero. This leaves you short on space and resource for an effective disaster recovery strategy.

> Time and money tied up in managing ageing server estates

Time consuming and costly to manage, many organisations struggle to maintain the wide range of skill sets required to handle the task, which poses significant hidden risk in the event of outages.

> Coping with the demands of data growing at 20% year on year

Many organisations have simply bought the extra space they require to store data, which is then not managed efficiently, putting pressure on the Data Centre. A cohesive storage strategy will underpin server consolidation.

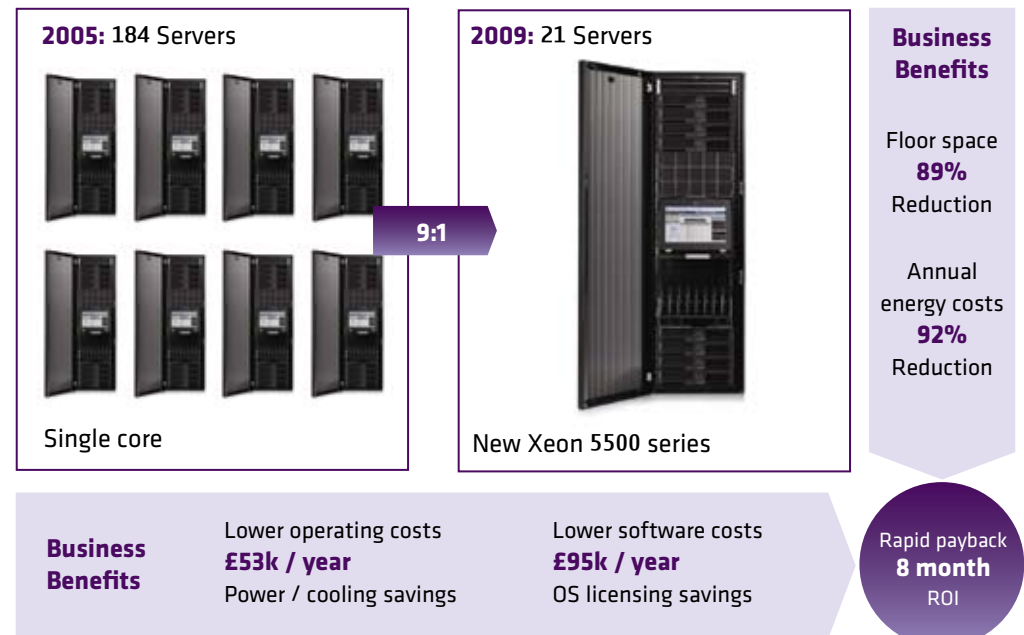


ROI

When simplification and operating cost reduction is your goal

Release payback on ROI in 8 months

Typical scenario



THE BUSINESS BENEFITS

We will help you release the benefits of new technologies into your business through driving out cost and achieving operational efficiency leveraging best of breed technologies to deliver a ROI within eight months.



➤ Consolidation strategies for smarter, faster and greener IT

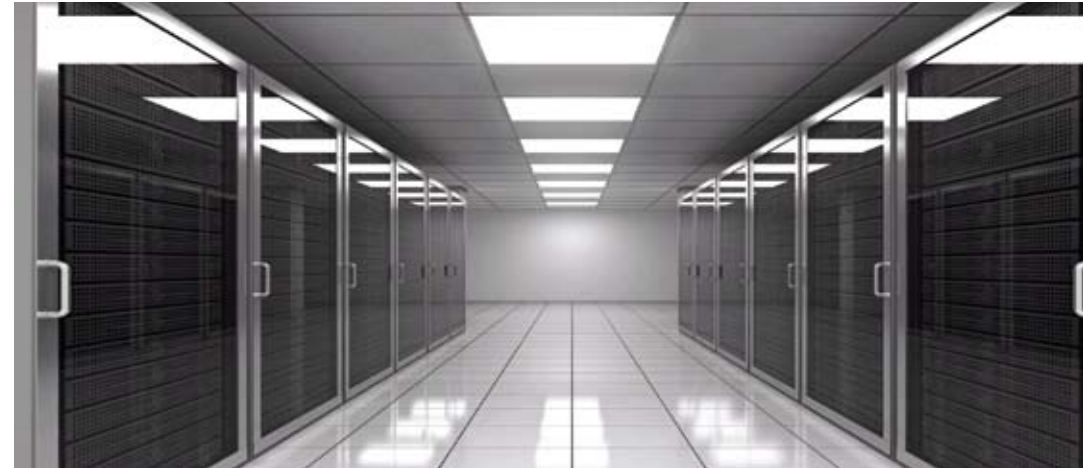
- Server consolidation strategies proven to reduce operating costs by more than 50%.
- Tailored and flexible finance models allow customers to realise the benefits of server and related consolidation strategies before actually paying for them, typically within eight months.
- An optimised and tailored solution involving HP G6 server technologies, alongside virtualisation and other intelligent business tools.
- Delivery of an eightfold increase in system utilisation, significant power savings and reduced carbon footprint.

➤ Leveraging the benefits of virtualisation

- We will help you migrate existing physical machines into a virtual environment leveraging HP ProLiant G6 servers, including Intel's latest Xeon 5500 quad-core series chips. These will boost overall performance whilst drawing less power. We will complement this with HP Insight software to provide a full set of server management tools.
- We will help you consolidate your server estate by a staggering ratio of 9:1 resulting in a potential 89% reduction in floor space and up to a 92% reduction in annual energy costs - and these are just the IT benefits.
- By integrating the new HP ProLiant G6 server range we can lower operating costs by over £40k a year, through power and cooling savings, and cut software costs by up to £70k a year, with OS licensing savings. With tangible reductions like these, you would expect to see an eight month ROI, before you have to pay for it, with our flexible financing options.

THE TECHNOLOGY SOLUTION

Our consolidation and infrastructure optimisation strategies leverage the very latest technology solutions to deliver faster, smarter and greener IT. How do we do this?



> Reduce operating cost and enhance performance

By using HP's latest G6 server technologies, far greater computer power (CPU) can be achieved for reduced operating cost due to the dramatic cuts in power and cooling requirements. Added to which, IT transformation to consolidate, standardise and centralise the server infrastructure will further enhance performance and remove risk.

> Consolidation techniques including virtualisation

Leveraging virtualisation solutions, physical server estates can be reduced by as much as 9 to 1 and under-utilised servers may be maximised to their full potential. With an optimised solution involving HP G6 servers and the deployment of virtualisation technologies, an eightfold increase in system utilisation can be achieved delivering significant power savings and carbon footprint reduction.

> A new Disaster Recovery solution

Back-up servers and DR related storage present the greatest opportunity for consolidation, leveraging VMware technologies, with as high as a 10 to 1 ratio of live servers to stand by. Whilst, with the HP Blade System and ID-VSE, a sixty fold improvement in time to recover can be achieved.

> Utilise intelligent tool sets to improve flexibility and agility

Providing a shared resource pool of physical and virtual servers that can be allocated on demand, HP Insight Dynamics brings the benefits of the virtual environment to the physical one, including the ability to easily move workloads around the Data Centre. It also manages power allocation to reduce consumption.

About HP Proliant G6

The next generation of servers deliver power efficiencies, infrastructure management and performance improvements.

> Green IT - Spend less on energy

The G6 range of servers are the world's most energy efficient, giving you the scope to triple the capacity of your Data Centre.

> Smarter IT - Maximise productivity

Unite physical and virtual servers to simplify set up and operation, reduce operational expenses and decrease the complexity of virtualisation.

> Faster IT - Faster delivery to the business

With the G6 server range productivity is doubled using less than half the number of servers, whilst transition is simple and problems can be quickly resolved.

HP Server Management Tools

We can provide HP Insight software which has key integrations with the major virtualisation vendor:

> HP Insight Control:

- Hardware health and configuration management
- Initial server deployment and system software update
- Server power & performance management
- Lights-out remote management

> HP Insight Dynamics - VSE:

- Server migration (P2p, P2V, V2P, V2V)
- Relationship visualisation
- Real time capacity planning
- Virtual connect management

Key Benefits



Improved cost management and business efficiency

Lower acquisition costs per virtual machine and optimum resource utilisation in your Data Centre



Enhance productivity and efficiency from your virtual environment

More memory, processing and I/O means more virtual machines per server than ever before:

- Up to 144 GB memory
- Intel Xeon® 5500 Series processors
- Virtual Connect Flex-10



Less environmental impact

Minimise power consumption to save more



Release capacity

Powerful management tools decrease virtualisation complexity:

- Monitor with Systems Insight Manager
- Control with Insight Control software
- Optimise with Insight Dynamics -VSE

WHY SCC?

A best of breed technology solutions provider specialising in the IT infrastructure, we have an enviable track record in helping European based companies and Government organisations assess, plan, source, integrate and manage their IT infrastructure to deliver technology optimisation and 'more for less'.

What we do ...

We help customers **optimise** their infrastructure to drive out costs, realise immediate cash savings and achieve long term operational efficiencies.



How we do it ...

A flexible and adaptable organisation built on family values, we get things done. Our 'can do' attitude means customers enjoy the best of both worlds: breadth and depth of capability and European coverage delivered by people who make decisions and simply get on with it.

Don't just take our word for it ...

With 35 years' industry experience, our customer portfolio and best of breed relationships reflect our sustainability and growth. Our culture means that we are enhancing services and continually improving our processes in response to what our customers need. Our track record demonstrates we do what we say, on time and on budget.

“ We have developed an excellent working relationship with SCC. The proactive approach and flexibility at all levels of engagement has really underpinned the success of the project to date and we are looking forward to realising significant business benefits on completion of this strategically important IT transformation. ”

Stobart Group

Assess

- The number and type of servers based on existing resource utilisation (CPU, memory, disk etc)
- Overspend on power and cooling, operating and hardware costs
- Consolidation and virtualisation opportunities
- The likely TCO, ROI and benefits

Plan

- An initial meeting to confirm the design approach, roles, responsibilities, activities, deliverables and timescales
- A discovery workshop with all team members to discuss initial designs, volumes and requirements, agree roles, responsibilities and an action plan
- Undertake the detailed design, produce the report and sign off

Source

- Release immediate cost savings at each stage of your supply chain
- Affordable access to best of breed configuration, logistics and resources whenever and where ever you need them
- Recycle up to 90% and release immediate cost savings

Integrate

- Implementation Services
 - Proof of concept
 - Build
 - Pilot
 - Test
 - Deployment

Manage

- Enterprise support services offer a trusted single point of contact 24x7, 365 days of the year
- Hardware and software incidents managed from inception to closure
- Best fit pricing and SLA's tailored to customers' needs
- Best of breed hosting capabilities
- Flexible finance options



Get in Touch

For an Optimisation Assessment that will establish the benefits of consolidation and proven ROI in the shortest possible time, email consolidate@scc.com or visit www.scc.com



A best of breed solutions provider, we have an enviable track record of over 35 years in helping European based companies and government organisations manage their IT infrastructure to deliver technology optimisation, reduce costs and create business advantage.



As an HP Gold Preferred Partner SCC has met the most rigorous criteria and training required to provide your business with end to end, customised solutions. We work in partnership with HP to ensure you have access to the most advanced technology solutions, delivered with a clear, long-term ROI.