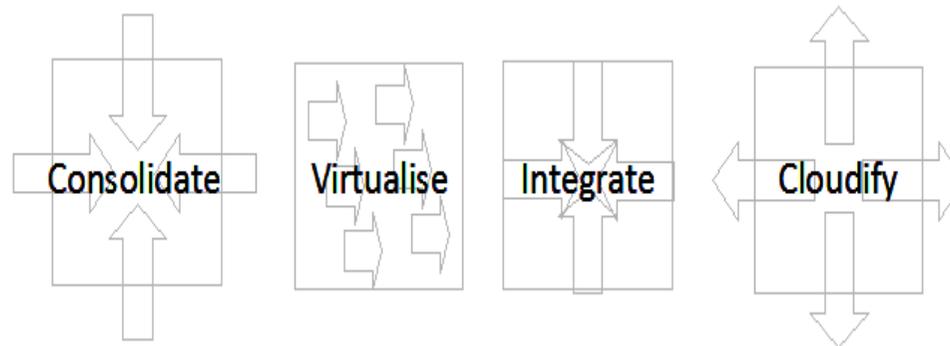# Consolidate, Virtualise, Integrate, Cloudify – 2014 Data Centre Imperatives

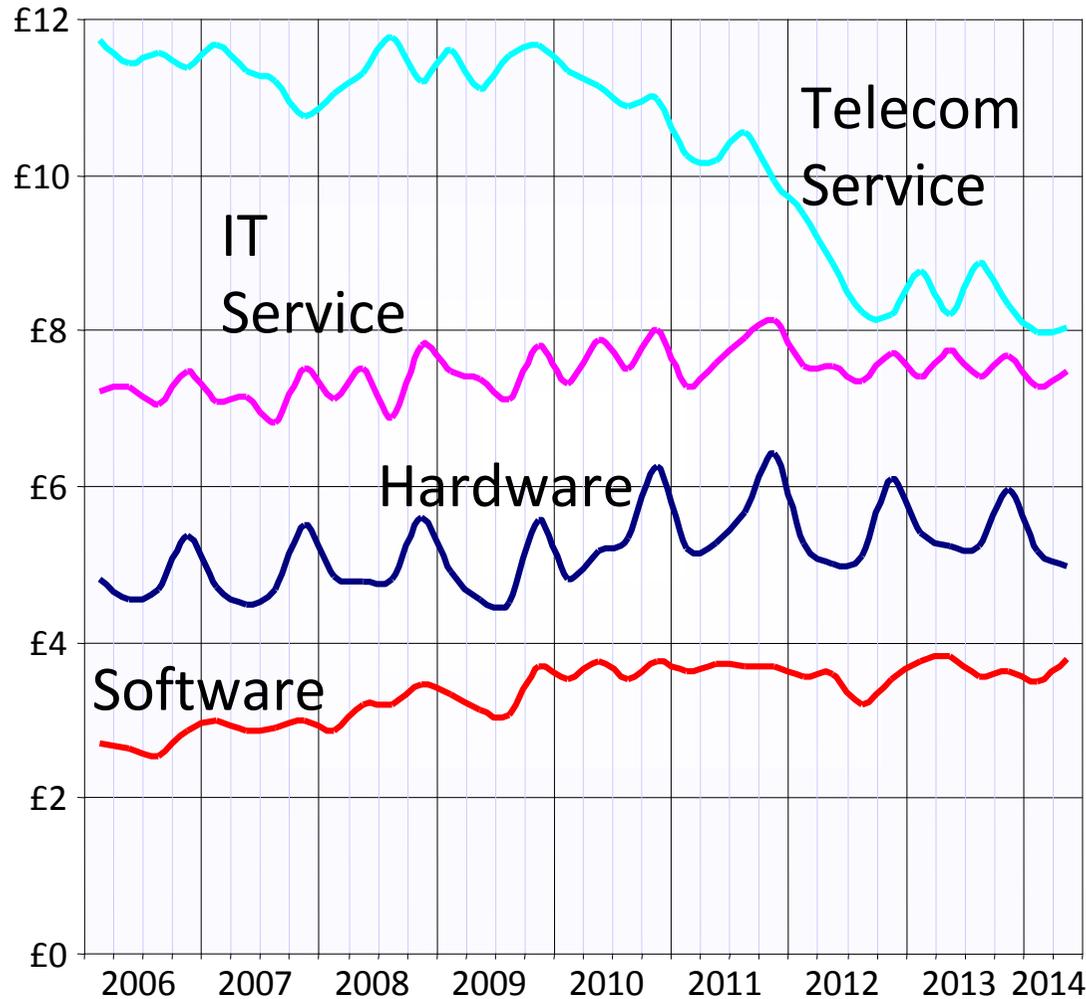Martin Hingley, CEO, ITCandor

Agenda – a new way to think about strategy

- Some UK market sizing
- The data centre imperatives
  - Consolidate
  - Virtualise
  - Integrate
  - Cloudify
- Some conclusions and forecasts

UK IT and Communication Spending Trends

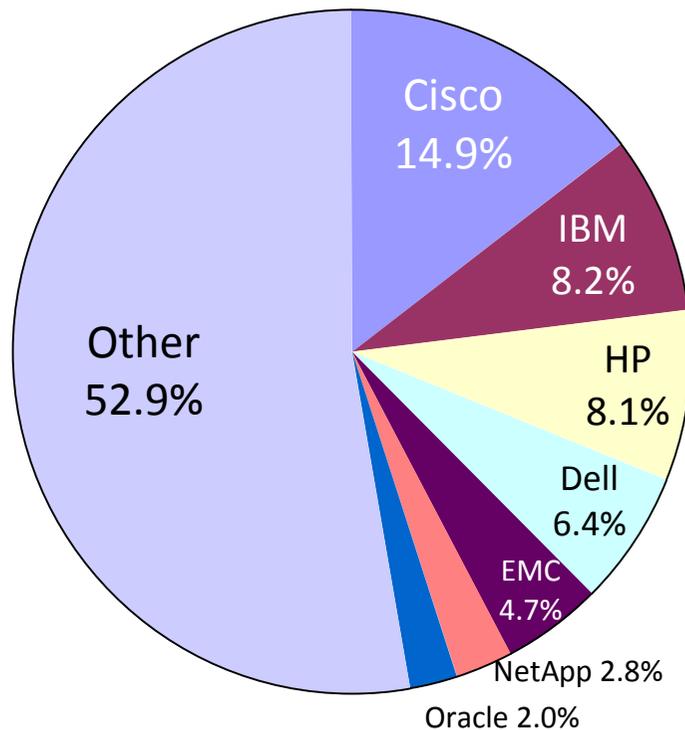UK business ITC spending (£bn) by quarter and category

- Telecoms spending steep decline
- A slow software and IT Service growth
- Hardware shifts from data center to mobile devices
- Hyperscale Cloud suppliers demonstrate flexibility
- Most Enterprise data centres
  - Are slow to deploy new applications
  - Have layered, complex solutions
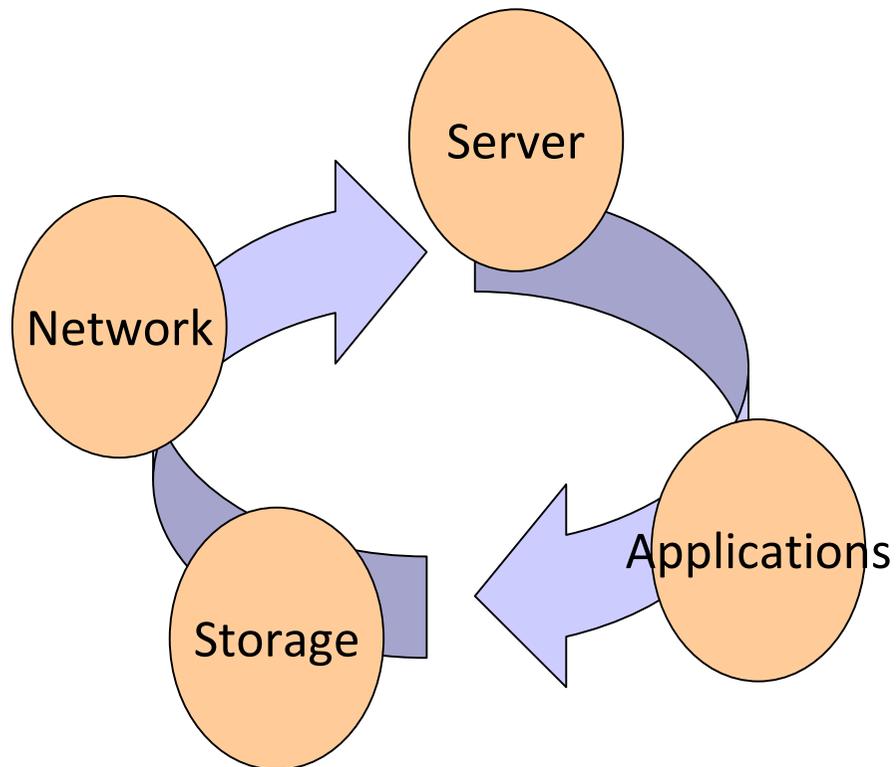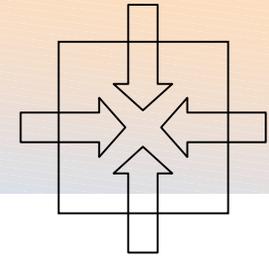 - Lack focus on business outcomes
- A need to reappraise strategies

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UK Business data centre IT market share

UK data center IT – year to June 2014
Total: £6.6bn

Pie chart:
- Cisco 14.9%
- IBM 8.2%
- HP 8.1%
- Dell 6.4%
- EMC 4.7%
- NetApp 2.8%
- Oracle 2.0%
- Other 52.9%

- A slowly declining market
- Cisco top thanks to a very dominant network position
- IBM strong in the UK, but moving towards the Cloud
- HP strong from x86 servers
- Huawei, Lenovo, Huaxin – the Chinese are coming
- Strategies need to address staffing costs, real estate, co-location, energy efficiency as well
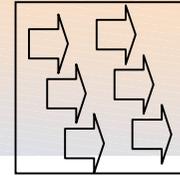
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Consolidate

Server
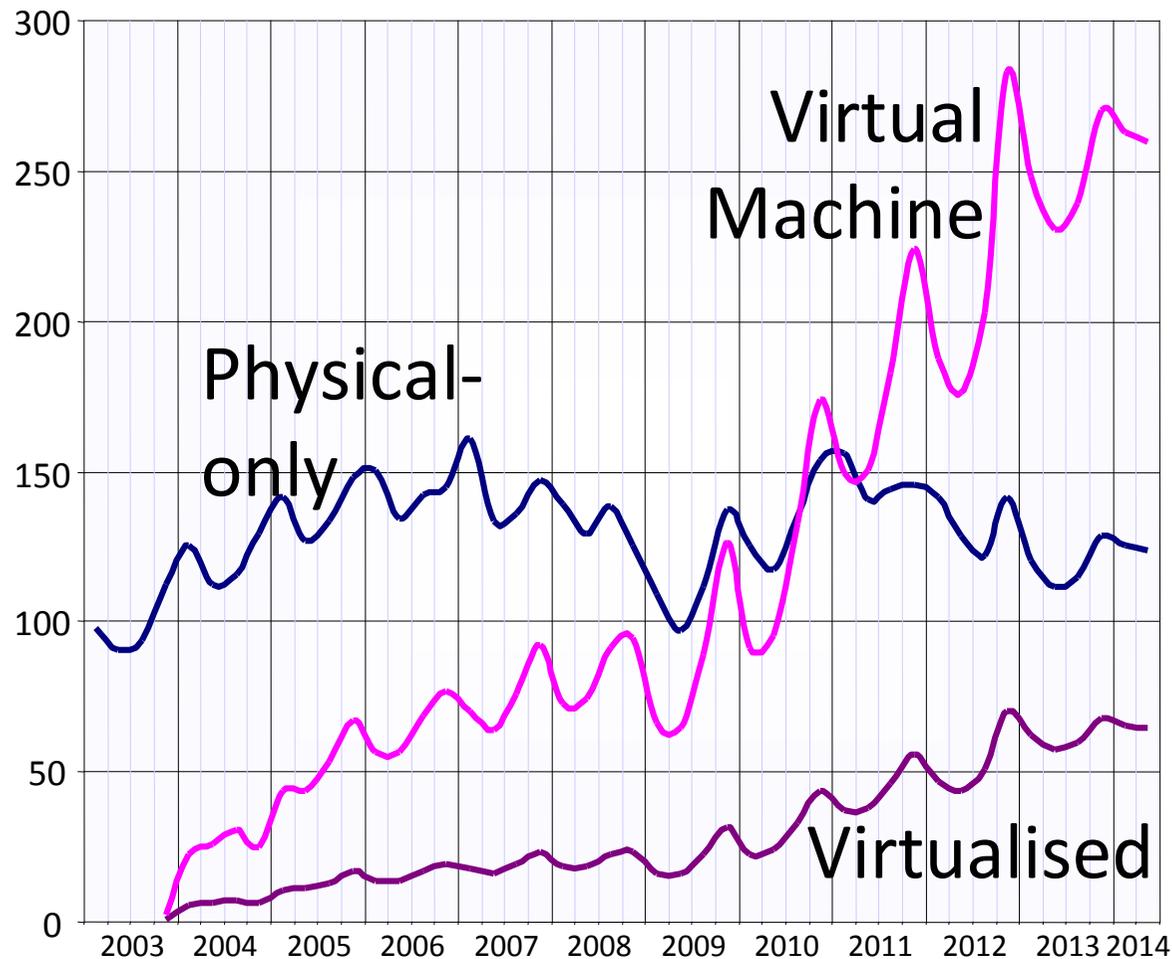
Network

Applications

Storage

- Choose the best processor for your workload – x86, Sparc, Power, Mainframe
- Reduce the number of data centres to a logical minimum based on skills, customer and network location, business continuity
- Discover and select the key applications
- Unify and federate storage and networking where possible
- Avoid stochastic replacement cycles
- Minimise the number of vendors to manage
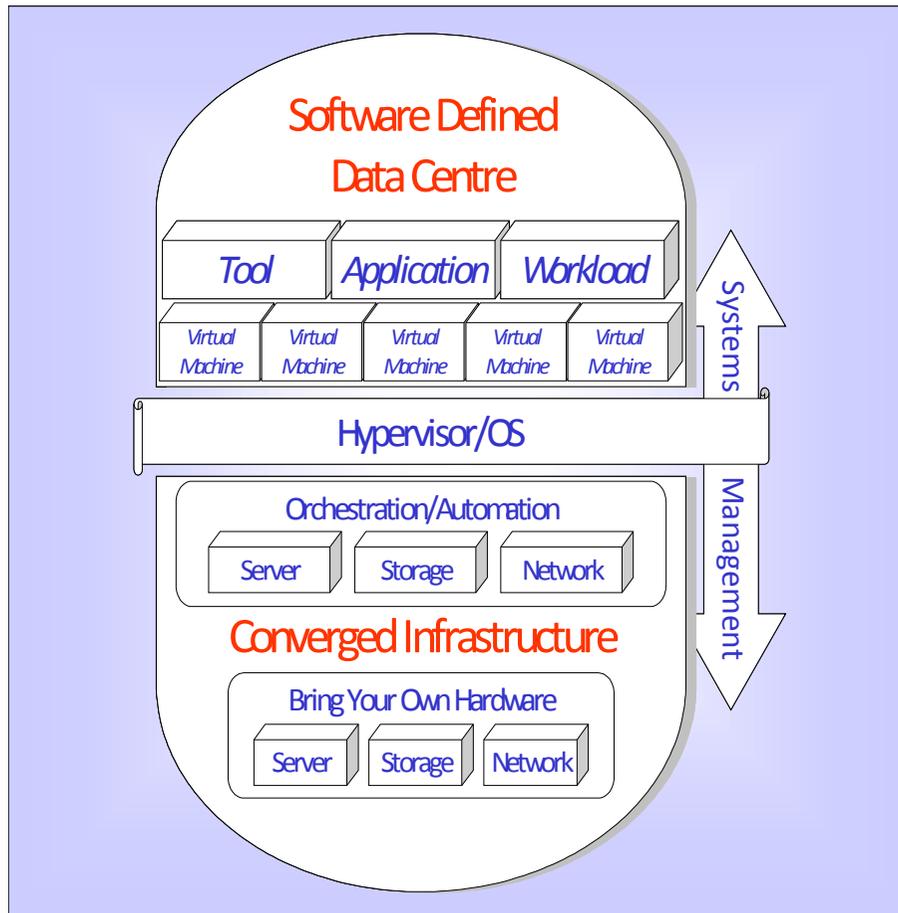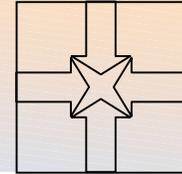- Reuse IT staff for more vital functions

Virtualise

UK x86 server shipments (1,000s) by quarter and virtualisation type

- Started with VMware in 2003
- Only 34% of x86 servers are virtualised, but every has virtualisation
- How do you cut VM sprawl?
- Storage goes beyond SAN and NAS to unified and federated
- Open Flow and standards needed for Networking
- Software Defined areas use x86 servers to replace dedicated arrays and appliances
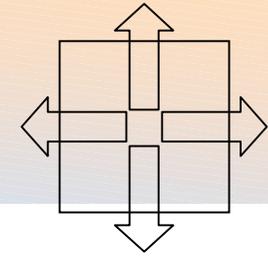- Hypervisors needed

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Integrate

Software Defined Data Centre

| Tool | Application | Workload |

Virtual Machine | Virtual Machine | Virtual Machine | Virtual Machine | Virtual Machine

Hypervisor/OS

Systems

Management

Orchestration/Automation

Server | Storage | Network

Converged Infrastructure

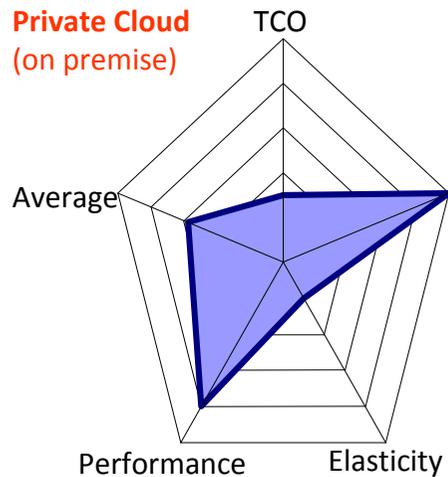Bring Your Own Hardware

Server | Storage | Network

- Started with Cisco UCS in 2008
- Systems designed for fast application deployment
- All IT systems are integrated – it's just a question of 'by whom?' and 'at what cost?'
- VCE, Flexpod, Exadata, Pure Flex, Simplivity, Nutanix
- Stretch from converged infrastructure to workload-optimised
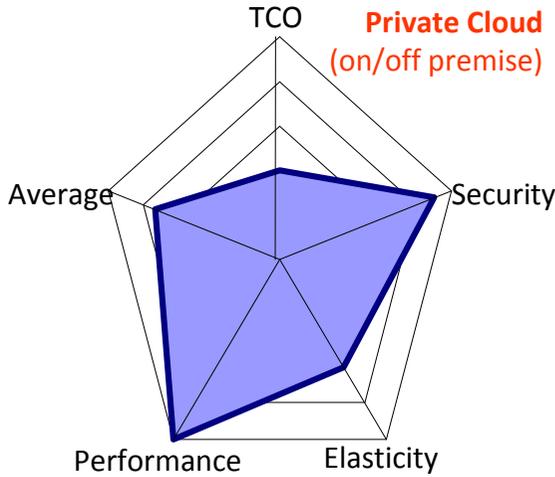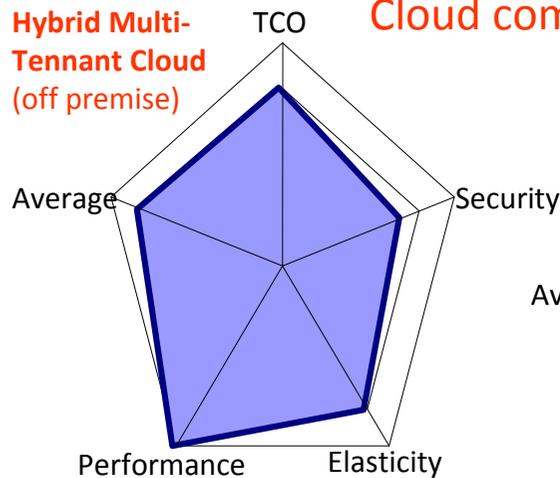- Secret sauce orchestration software needed
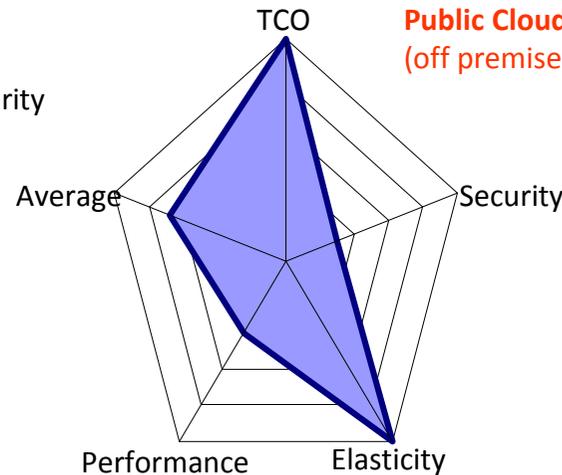
Cloudify

Private Cloud
(on premise)

TCO, Security, Elasticity, Performance, Average

Hybrid
Private Cloud
(on/off premise)

TCO, Security, Elasticity, Performance, Average

Cloud computing security choices

Hybrid Multi-
Tennant Cloud
(off premise)

TCO, Security, Elasticity, Performance, Average

Public Cloud
(off premise)

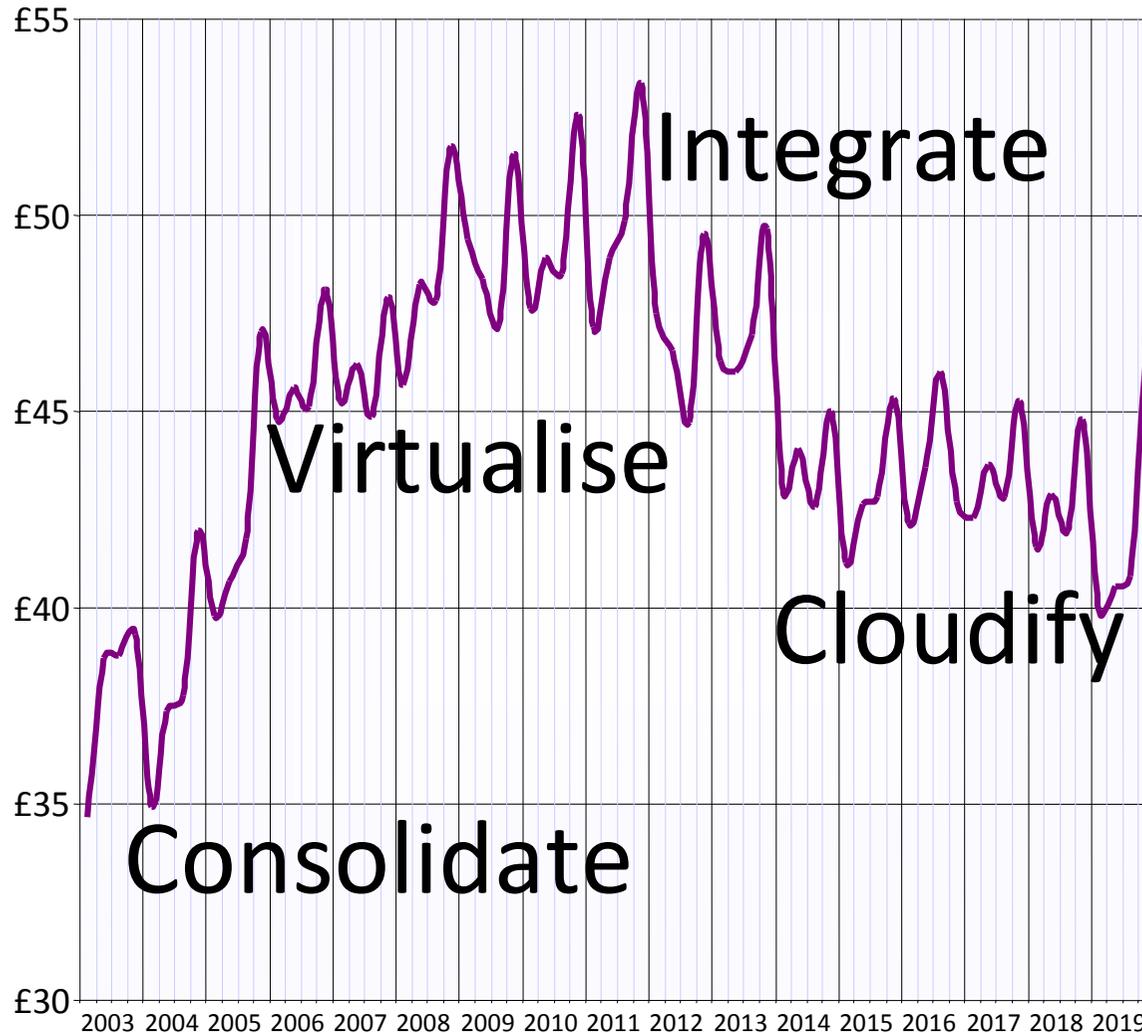TCO, Security, Elasticity, Performance, Average

- Started with Amazon Web Services in 2006
- System suppliers have helped build – most don't offer PaaS or IaaS in the UK
- IBM plans to be the major Enterprise Cloud service supplier
- Enterprise customers need to integrate Cloud and internal applications and data
- A need to work between IT and Line of Business departments

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Some conclusions and forecasts

UK ITC spending (£bn) by quarter and category – 2003-2019

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- You're getting more for less every year

- Big Data, Cloud Computing, Mobility, Social Business themes need addressing

- Each imperative has its starting point

- All IT is proprietary in Enterprise deployments

- This is a recurring process – make it a virtuous – not vicious - circle

Find Out More

Contact:

info@itcandor.com

Visit:

www.itcandor.com

Consolidate   Virtualise   Integrate   Cloudify