



I D C T E C H N O L O G Y S P O T L I G H T

New Strategies for a New World IT: Are You Ready?

November 2014

Adapted from *Converged and Integrated Datacenter Systems: Creating Operational Efficiencies* by Rob Brothers, IDC #246611; and *Worldwide Integrated Systems Support and Deploy Services 2014–2017 Forecast* by Rob Brothers and Jed Scaramella, IDC #249207

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Traditional IT has been constrained by complex, siloed infrastructure designs that are limited due to resources that are optimized around system technologies and IT needs rather than focused on driving better business outcomes. As a result, the gap between business demands for agile service and the ability of the IT infrastructure to deliver continues to widen. This current model is unsustainable.

To narrow or close this gap, IT must take a different approach to compute. This requires a shift in thinking, moving away from cost-bound infrastructure silos to cost-efficient convergence that spans infrastructure, management, and services. This shift requires the transformation of traditional IT to hybrid environments with superb agility and economics. This transformation also involves a move from silos of automation to a software-defined infrastructure. The new model lets IT rapidly align with business goals with laser precision to provide cost savings, rapid service delivery for meeting demanding service-level agreements (SLAs), and differentiated business outcomes. Finally, this new model of IT requires delivery of new mobile services in minutes, the ability to turn millions of swipes, taps, and clicks into millions of big data insights rapidly.

This level of optimization and business process streamlining that results in the ability to support and manage workflow efficiently and cost effectively from creation to consumption is the ultimate goal for enterprises. Because of the integrated nature of these environments, the ability to rapidly deploy and easily manage, support, and troubleshoot the fundamental components will be essential for organizations. Also, reducing the support and management spend on these solutions is — and will continue to be — a goal for CIOs, technology infrastructure leaders, and the enterprise as a whole.

This Technology Spotlight discusses the benefits of HP's Technology Services and how IT environments can take advantage of these services to help increase efficiency, decrease the time IT needs to deliver services to the business, increase uptime and SLAs, and improve business application performance. In addition, this paper explores how using HP services can help organizations ease the deployment challenges associated with rolling out infrastructure that helps improve optimization levels that drive business performance.

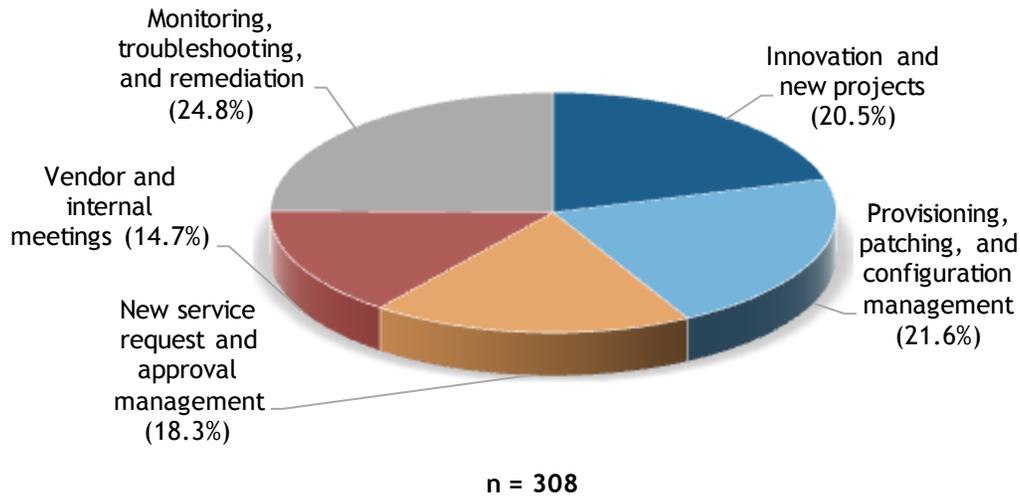
Introduction and Market Trends

In response to accelerating business demands and the need for internal IT to remain competitive with external sources (i.e., public clouds), business and IT managers alike realize they need to transform their IT environments. IDC is seeing enterprise IT move away from unmanageable virtualized systems, siloed servers, storage, information, and processes to embrace more integrated infrastructures that enable cloud-based technologies. The reason for this shift? Traditional legacy IT cannot keep up with the demands of the business, particularly with regard to delivering new services the business requires efficiently and rapidly and boosting the performance of business applications. Figure 1 shows how enterprise IT is still focused on the day-to-day operations of IT.

Figure 1

Professional Time Spent

Q. Considering the following mix of tasks, over a given week, what percentage of total IT administrative and operations staff time (across server, networking, and storage infrastructure) is spent on the following five general tasks?



n = 308

Source: IDC's *Converged and Integrated Systems End-User Survey*, July 2013

The good news is that IDC is seeing a rise in the time IT is spending on innovation and new projects within enterprise organizations, with 20.5% of professional time being spent on these activities. IDC's belief is that with the drop in professional time being spent on monitoring, troubleshooting, and remediation because of better tools and automation through vendor support, enterprises now have the ability to focus on business innovation, new projects, and vendor and internal meetings to help determine the next best course for IT with regard to the overall success of the business.

In a more traditional infrastructure, management and processes lead to more steps, time, and opportunity for error. There are too many nonstandard, manual tasks and an ever-expanding backlog of projects. This infrastructure, combined with suboptimal application workload performance, adversely impacts IT's ability to meet changing business demands and ultimately the ability to support business goals.

In effect, traditional IT is not aligned to drive business performance. As a result, the gap between business demands for agile service-oriented IT infrastructure and IT's ability to deliver continues to expand. This leaves the IT department unable to react quickly to the market with new services that are application oriented for customer satisfaction. This requires a fundamental change in mindset — one in which IT is not just a part of the overall business but instead a partner in leading business transformation for competitive advantage.

By focusing on infrastructure optimization to turn resources toward leading the business, the IT department must become more service oriented. Well-tuned and integrated compute systems can be stood up more rapidly, enabling the IT staff to be more productive.

Support Benefits

The question though is, How can vendor services help enable service-oriented IT? With proactive support services, IT administrators spend less time configuring and troubleshooting/repairing systems. Centralized support automation and tools help reduce the amount of time IT staff spend on mundane maintenance tasks. As a result, IT has more time to spend on delivering innovative business services and ensuring improved application performance — critical tasks that enhance an organization's competitive advantage.

These new compute environments and the related support services are beneficial from an energy savings and reduced footprint perspective, and the proactive support services allow for higher availability to meet and exceed stringent SLAs. Other options in these support offerings allow for better optimization of the compute environment to handle heavy application workloads. As a result, IT can greatly improve its value by delivering new products and meeting SLAs at the speed of business demand. This improvement is made possible with a combination of image templates and provisioning tools that allow IT administrators to efficiently accelerate the delivery of IT services.

As IT managers and CIOs are tasked to move toward more cloud-enabled and software-defined datacenters, they face added pressure to deliver an effective solution they can support. Given that datacenters involve a dizzying array of application, hardware, and middleware, enterprises should look for a vendor with the following deployment, management, and support capabilities:

- **More proactive support and tailored experience to support a business outcome and not just devices.** These services can include technical account managers, patch and firmware management, and dedicated support engineers.
- **Single point of contact for complex datacenter environments.** Technical account managers enable datacenter managers to contact and work with support more easily and efficiently.
- **Planning that can help reduce the IT footprint, which in turn results in fewer moving parts.** Purpose-built systems can help reduce the amount of equipment needed in the datacenter, hence reducing the number of physical assets that need to be maintained.
- **Ability to provide a common management and trouble reporting tool that enables less searching across multiple management consoles to figure out problems and issues.** IT and datacenter inefficiencies are constraining growth, reducing productivity, and increasing time and budget spent on day-to-day management versus innovative business growth.
- **Tools that can provide access to up-to-date workloads analysis to ensure business processes are running at optimal levels.**
- **Proactive and preventive support for patch and upgrade management.** Support can be streamlined by reducing the amount of time spent coordinating, deploying, and verifying patches and upgrades and by implementing a well-thought-out methodology for keeping systems up to date.
- **Ability to provide access to contract management and inventory to check entitlement and support coverage to make sure all assets are properly covered.**

Working with a vendor that has these capabilities will help enable an enterprise to effectively use staff to focus on business processes not day-to-day operations. IDC also sees benefits in other services for these solutions; systems integration efforts often include server migration (both physical to virtual and virtual to virtual) either as a standalone project or as part of a larger datacenter migration or consolidation. A critical component of these efforts involves an architectural update to integrate the virtual compute, storage, and network resources with one another and with the remainder of the physical IT resources within an organization. Because these architectures are relatively stable and

have been in place since before the advent of integrated systems technologies, many clients are challenged to find the architectural expertise to make upgrades and install these solutions. Deciding what, and what not, to migrate and how to integrate virtual resources with the rest of an organization's physical IT estate is complicated, which is why so many organizations turn to external providers for assistance. It is also why IDC has seen so much emphasis from vendors on integrated infrastructure and the services to manage it. Beyond architecture, another critical decision facing organizations is which hypervisor to use and how to best manage its virtual resources. Without going into all the pros and cons of this decision, we note that most organizations with limited experience in virtualization rely on their service providers for advice specific to their needs.

Considering HP

HP's new approach to compute featuring the latest HP ProLiant Gen9 servers and their complete converged infrastructure offerings is designed to enhance datacenter efficiencies that can propel businesses to innovate and create new offerings and speed those solutions to market as well as help cut IT costs.

In conjunction, HP support services such as HP Proactive Care provide a personalized, proactive approach to supporting this new era of compute. The experience begins with fast and efficient deployment of the infrastructure and continues with 24 x 7 remote monitoring and a personalized online support portal and technical account managers for advice on optimizing infrastructure operation and continual improvement. HP is looking to help maximize the return on an enterprise's IT investment and allow for a focus on business growth and innovation with access to expert resources, personalized advice, and emergency technical response.

Some of these capabilities are:

- Personalized technical and operational advice from an assigned account support manager
- Flexible access and assistance from specialist technical experts
- Enhanced call handling that includes critical event management
- Time to service: More efficient deployment and management of systems through software-defined management allowing for faster time to service and higher SLAs. Examples include the following:
 - HP OneView
 - HP Insight Remote Support
 - HP Insight Online

These services are designed not only to improve efficiencies through increased compute and storage capacity but also to help optimize the environment for particular workloads to boost business performance.

HP Support Services are designed to enhance the customer's support experience and to further automate the delivery of remote support in a converged infrastructure. These services are anchored by innovations in onboard intelligence and an online portal. HP's capabilities are embedded on the HP ProLiant Gen9 server to support the complete life cycle of the server, from faster deployment to one-touch software/firmware updates and ongoing diagnostics. HP users can also take advantage of onboard, agentless capabilities to more quickly begin their remote installation process.

HP continues to provide 24 x 7 monitoring, faster and more accurate troubleshooting, and quicker problem resolution. These abilities include what IDC considers the 3rd Platform of support services, encompassing the following mobile, cloud, and social capabilities.

Mobile

- View the status of your IT environment anytime, anywhere via HP Insight Online, HP's new personalized addition to the HP Support Center. Apps are available for download on many devices.
- Access systems remotely to diagnose and solve issues anytime from anywhere.

Cloud

- Personalized dashboards
 - Monitor all key service event information, such as severity, problem description, date and time generated, event status, and related support case ID.
 - Track contract and warranty status by device and by contract.
 - View what patches and updates should be applied to keep critical systems up and running.

Social

- HP forums allow access to information and support anytime, anywhere for simple issues.
- Chat and access to local account support managers can help speed time to resolution.

HP Flexible Capacity, a recent offering from HP Technical Services, combines the features of the previously mentioned support elements as well as the compute element in an easy-to-consume full-stack solution. HP Flexible Capacity helps deliver a public cloud experience with the benefits of public and/or on-premise IT. It is a pay-as-you-grow solution; enterprises can scale quickly to handle growth needs without the wait typically required for procurement. This enables enterprise IT to use capex without tying up capital, allowing capacity to be expandable.

With IT environments increasing in complexity, HP services are continuing to evolve to meet the performance and availability demands of enterprises of all sizes (see Figure 2).

Figure 2

The Evolution of HP Services

HP Technology Services Strategy

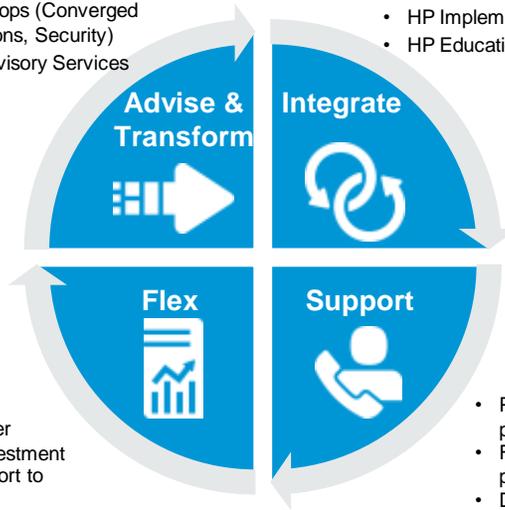
Suggested services

- Transformation Experience Workshops (Converged Infrastructure, Data Center, Migrations, Security)
- Platform Migration Strategy and Advisory Services
- Workload Advisory Services

Ensure the right compute for the right workload

Increase agility

- Flexible Capacity helps deliver workloads without capital investment
- Hybrid Support extends support to cloud services



- HP Migration Services
- HP Implementation Services
- HP Education Services

Accelerate time of IT service to the business with smooth deployment

Improve stability and boost performance

- Proactive Care Services help prevent problems
- Foundation Care provides faster problem resolution
- Datacenter Care helps operate and evolve the IT environment

Source: HP

Challenges

IDC understands that the ability to create and implement optimized designs and support services requires automation features in these new dynamic IT environments; the challenge will be convincing and educating customers to use them. HP and its partners will need to bring these features to light when selling these new solutions. They will also need to show how these new software tools can help support legacy assets. The tools are not just for the "new" system; they also will enhance the support of the entire datacenter. The new features and functionality will need to be easy to use and reduce the time required for deployment, training, and ongoing maintenance because HP is competing with single-source integrated system providers for high-quality support services.

Security concerns are still a factor with remote support. IDC does not see this changing in some verticals anytime soon, but with consistent messaging, customers will understand that the benefits may outweigh the perception. The training, time, and effort needed to set up these tools tend to be where customers fall short. Taking the time and making the effort to enable these features will help support the datacenter in the long term.

Conclusion

As enterprises look to optimize IT capabilities, they will turn more and more toward solution sets that help reduce the burden on their IT departments and provide better SLAs for their corporate users. Development and operations teams that are evaluating ways to optimize infrastructure for business performance should consider the full range of HP options, which can simplify day-to-day IT operations while adding direct business value and reducing the amount of time that staff spend on maintenance and low value-add activities. To help with deployment and ongoing maintenance of a fully optimized

infrastructure, many organizations are turning to service providers that have the skills and expertise. If HP can help companies make the shift required to partner with the business to increase company performance, IDC believes HP has an opportunity to vastly change the compute story.

A B O U T T H I S P U B L I C A T I O N

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