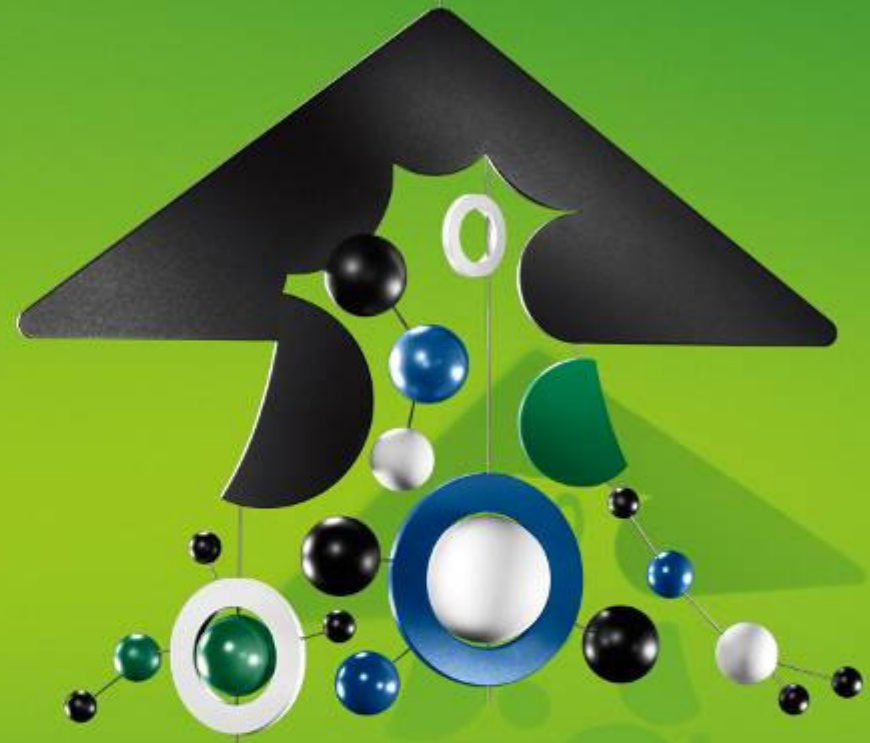


# Managing IT as a business

Why we need Next Generation Datacenters

Dick van Gaalen  
Program Manager Business Technology  
HP Nederland





# My background

- 33 years in IT industry (Philips, Digital (DEC), Compaq -> HP)
- Started as a business-application developer / system designer
- Several international roles in hardware product marketing/management and software product marketing/management
- Current role: Program Manager Business Technology



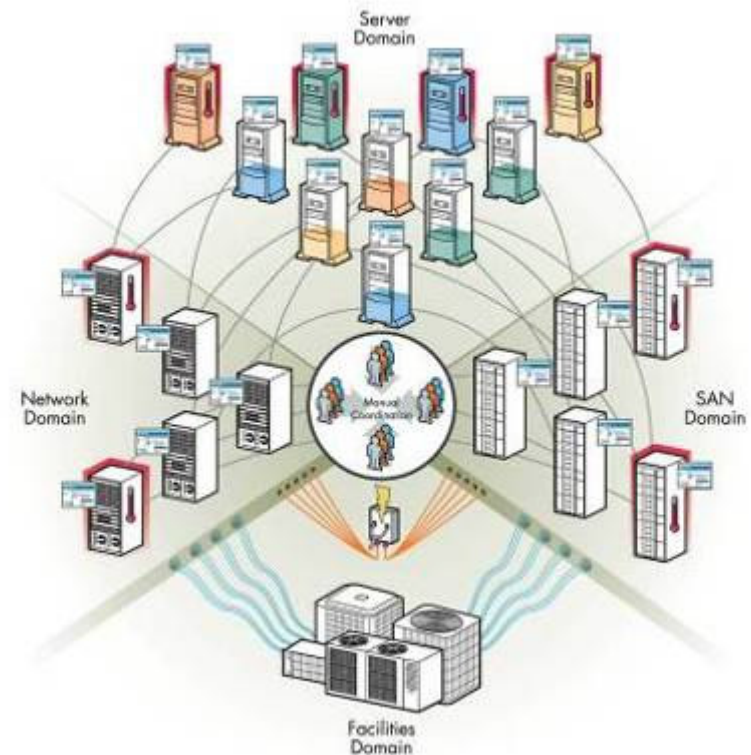
[dick.van.gaaen@hp.com](mailto:dick.van.gaaen@hp.com)

# The biggest challenge IT is facing today



IT no longer supports the business, it powers the business

“Business is technology and technology is business”\*



a complicated racked, stacked and wired world

Because of conventional IT's limited form and processes, the potential to improve the operational efficiency, cost and flexibility are limited

# Additional complications

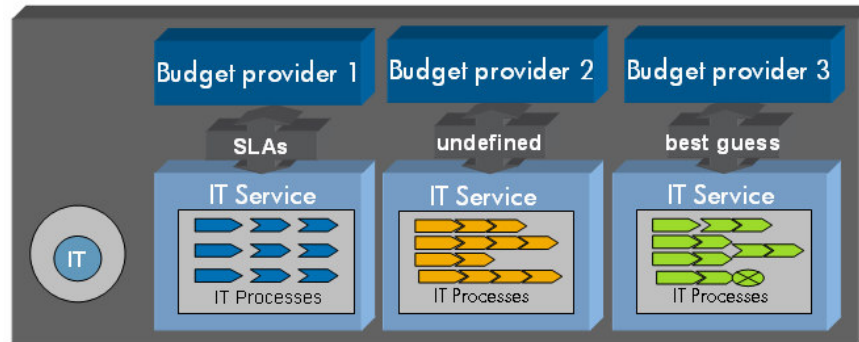
- Today 50% of current data centers have insufficient power and cooling capacity to meet the demands of high density equipment
- Over 50% of large enterprises will face data center floor space shortage in the next five years
- By 2015, the talent pool of qualified senior level technical and management data center professionals will shrink by 45%
- By 2010, more than half of all data centers will have to relocate to new facilities or outsource some applications
- Over the next five years power failures and limits on power availability will halt data center operations at more than 90% of all companies



# A fundamental transformation is needed

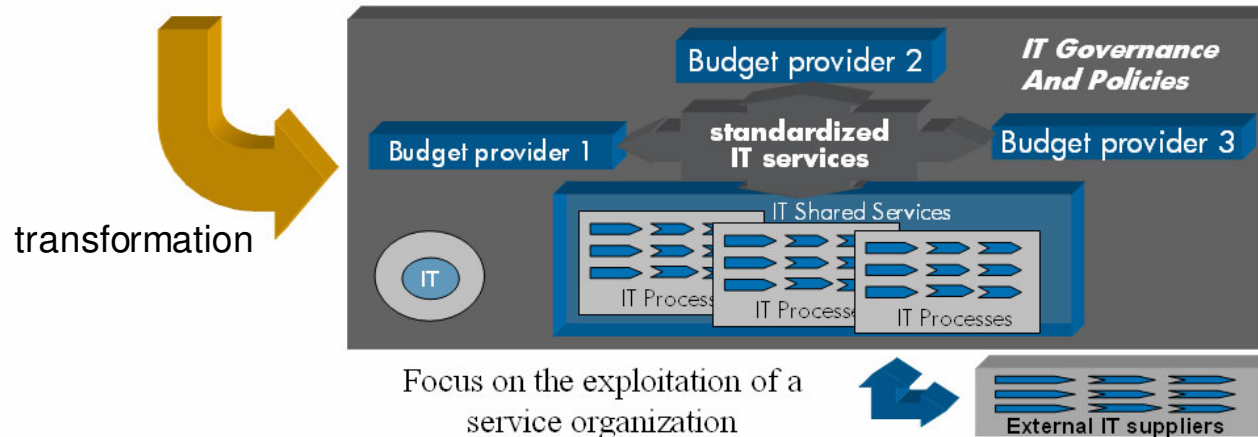


## IT as a project organization



Focus on the quality of individual projects

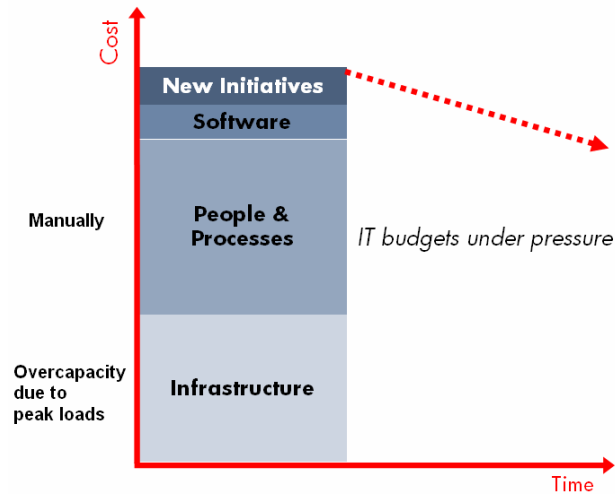
- Re-use should be the starting point
- The business should be confronted with the real costs of their IT
- Systematic service supply chain characteristics should enable automation



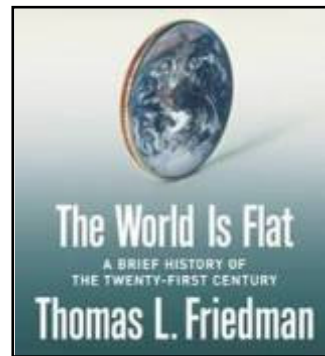
Focus on the exploitation of a service organization

## IT as a service provider

# Why just now?



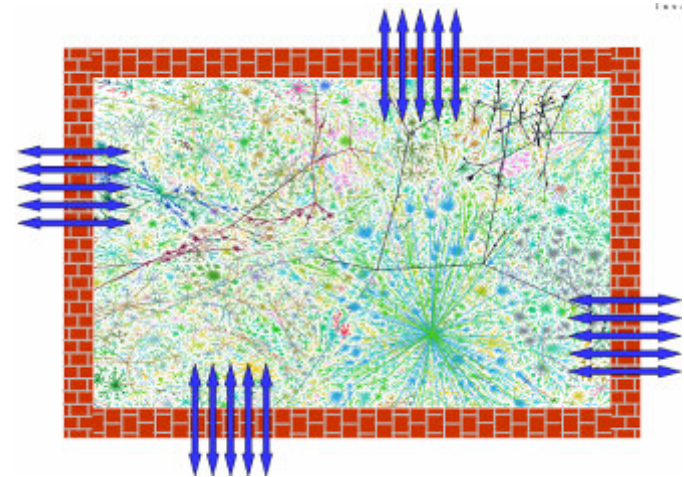
There is a **problem**:  
*to complex, not responsive, to expensive*



There is a **trend**:  
*from “command & control”  
to “connect & collaborate”*

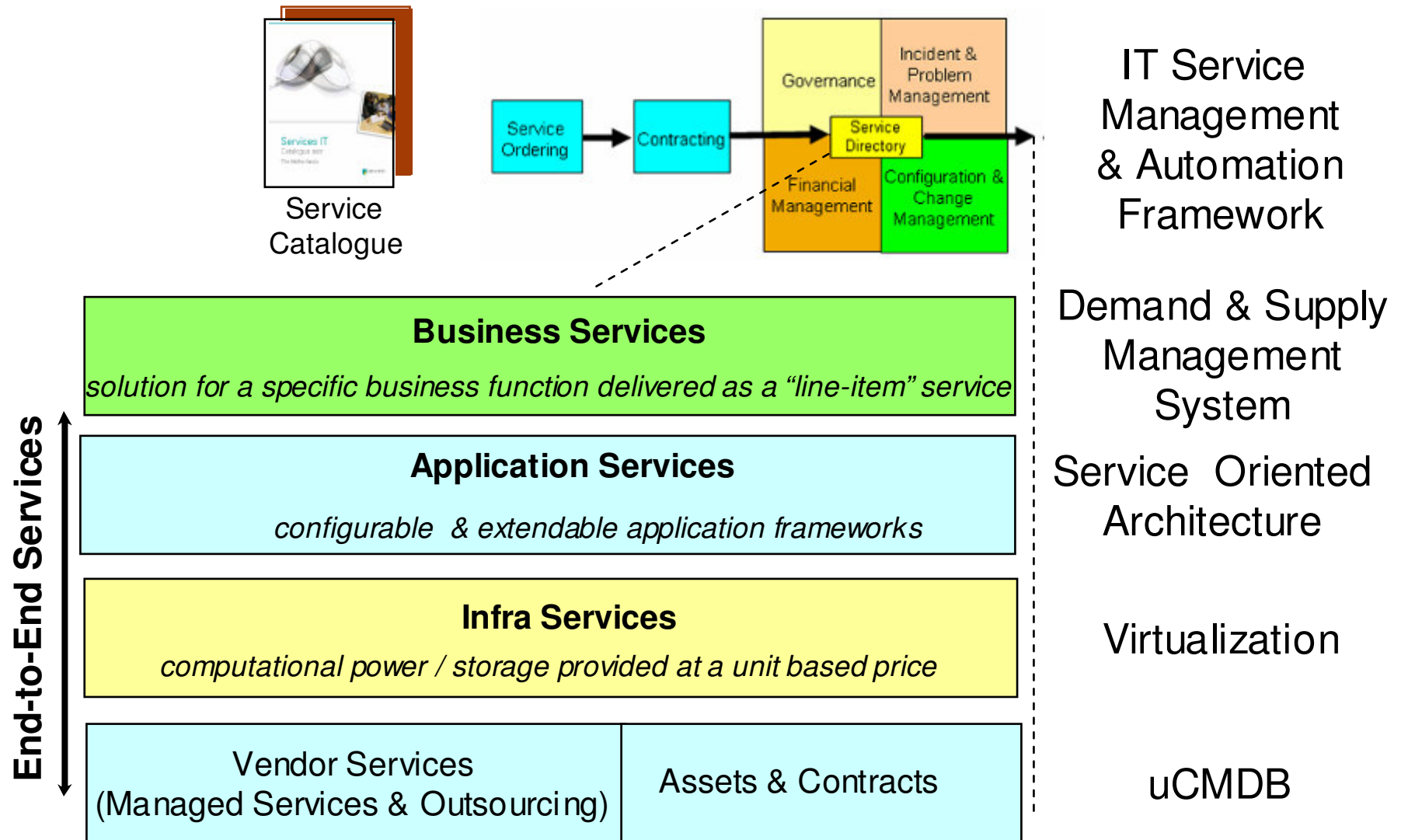


There is a **proof point**:  
*now that IT has become a commodity*



There is enabling **technology**:  
*The Internet is ready to support a unified IT  
service infrastructure*

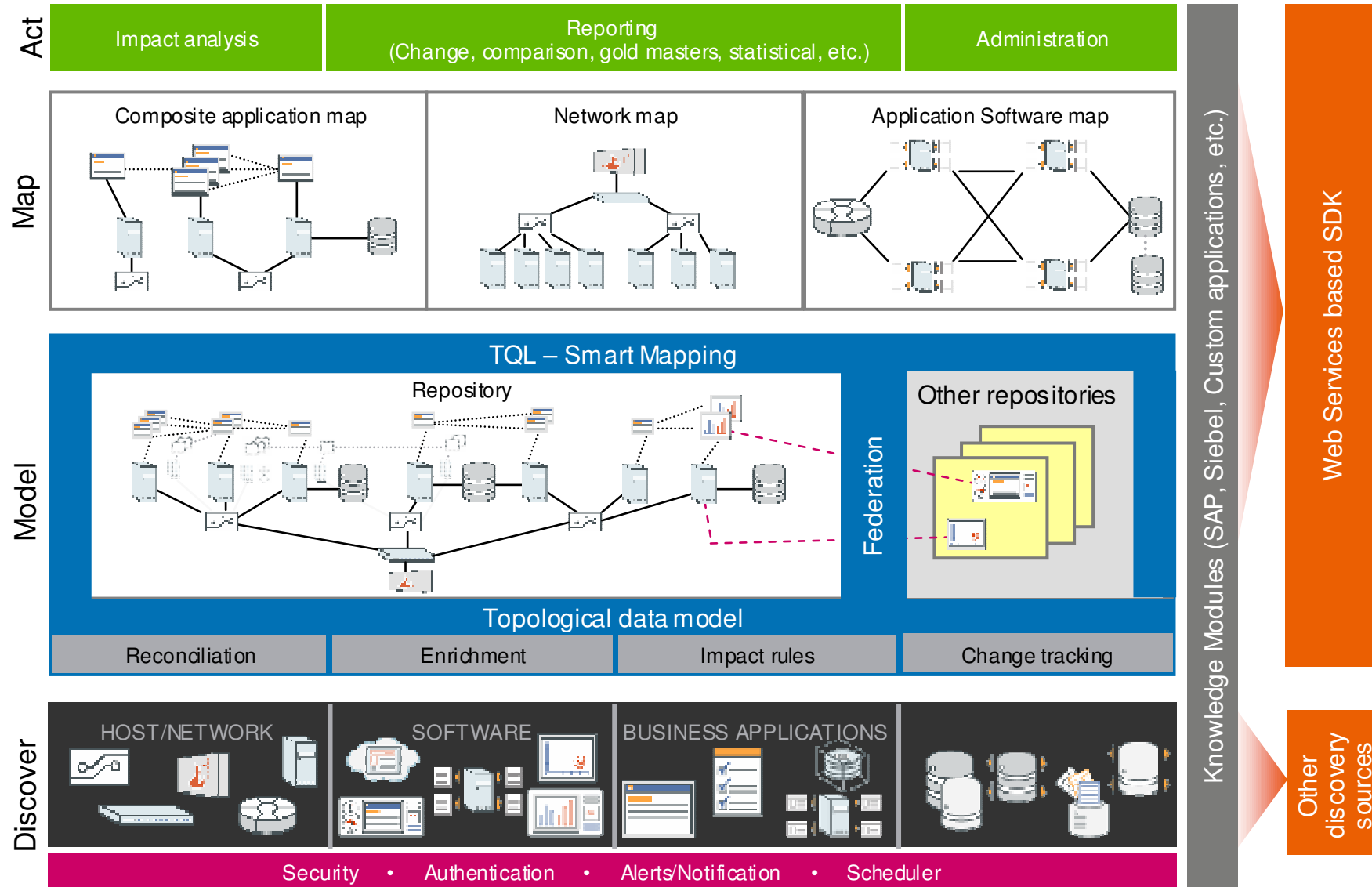
# The IT organization as a service provider



# Universal Configuration Management Database

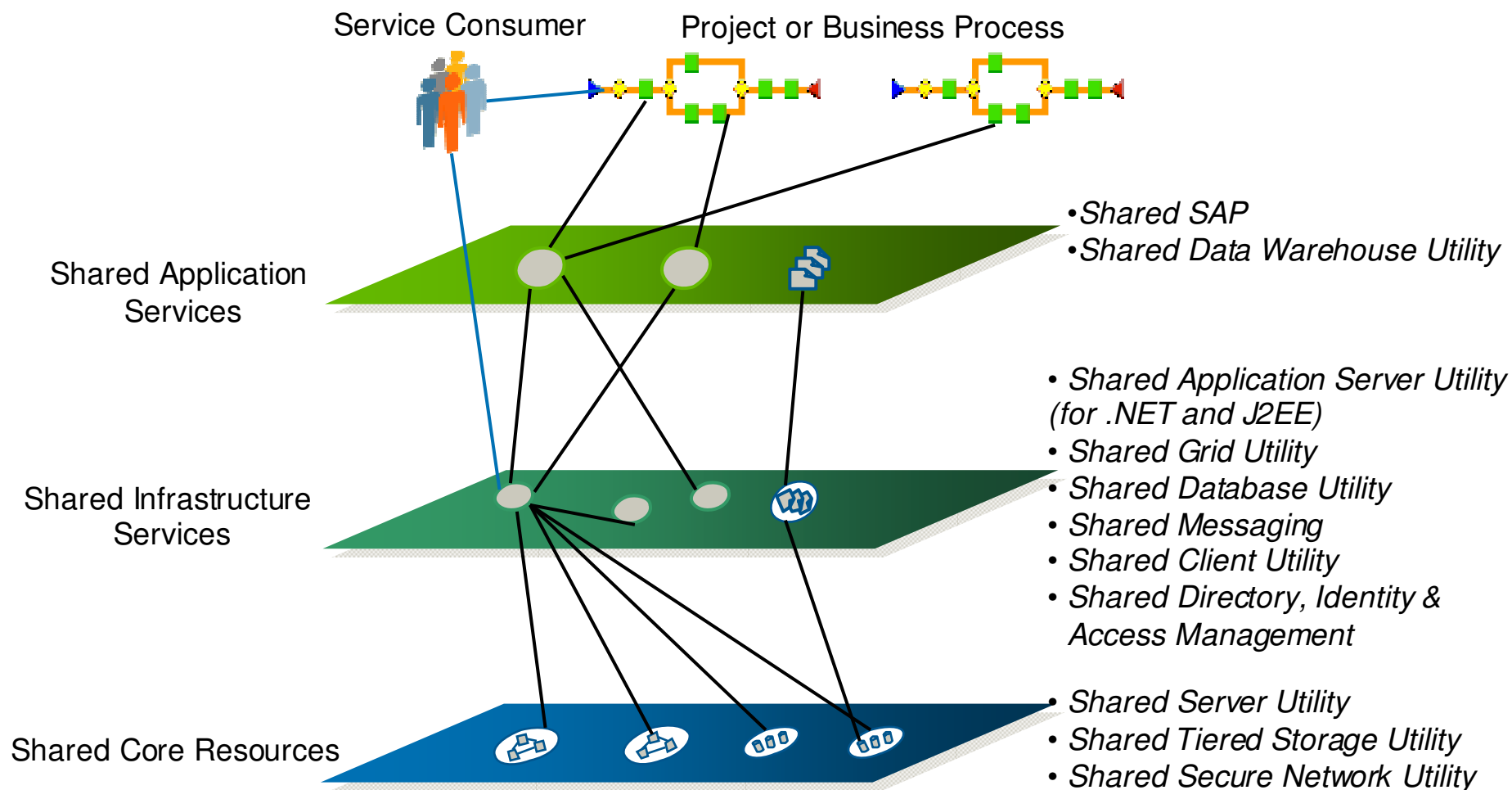


## What it does



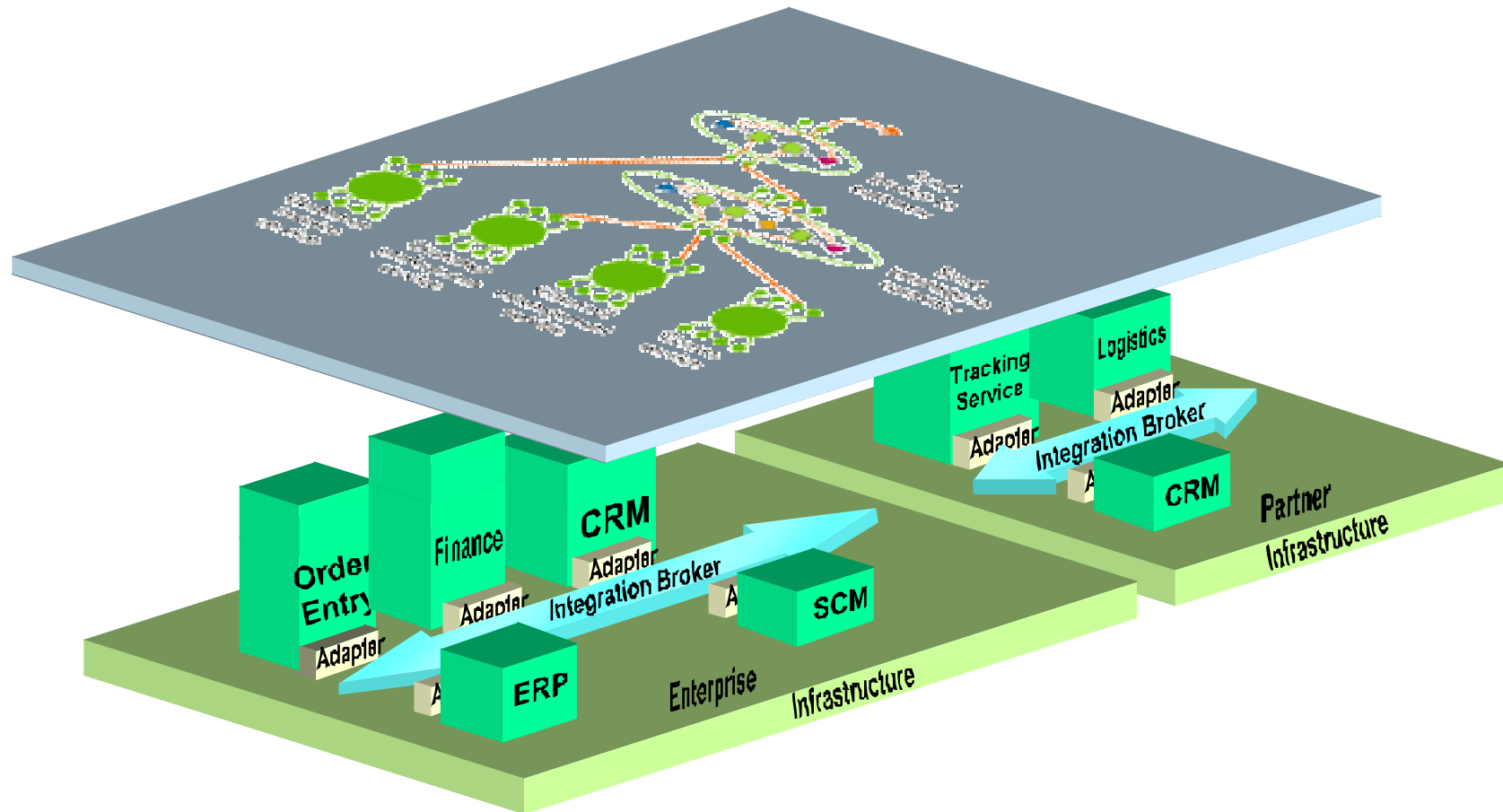


# A Service Oriented Infrastructure

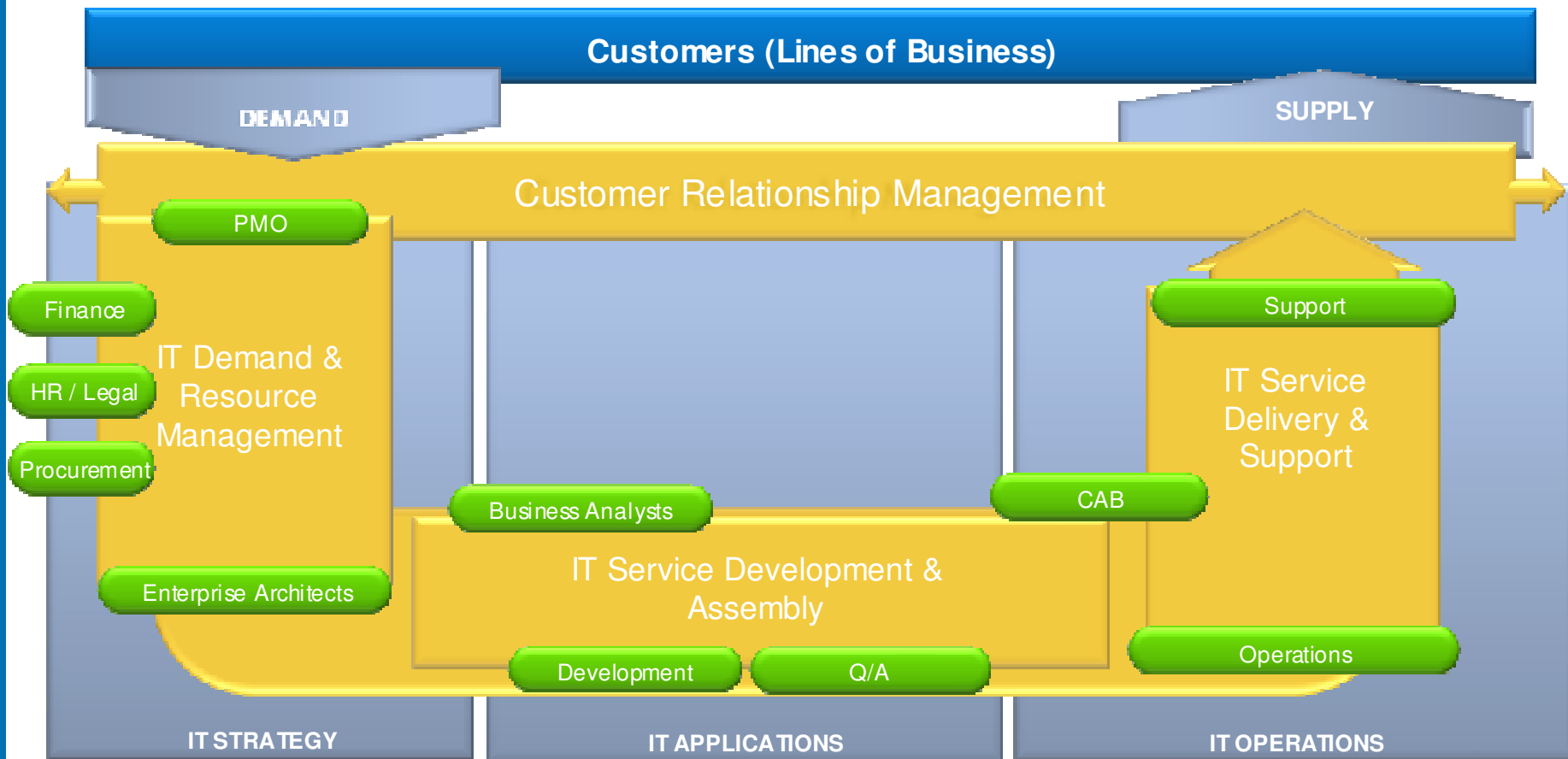


virtualized client/server/storage/network components

# Service Oriented Application Frameworks



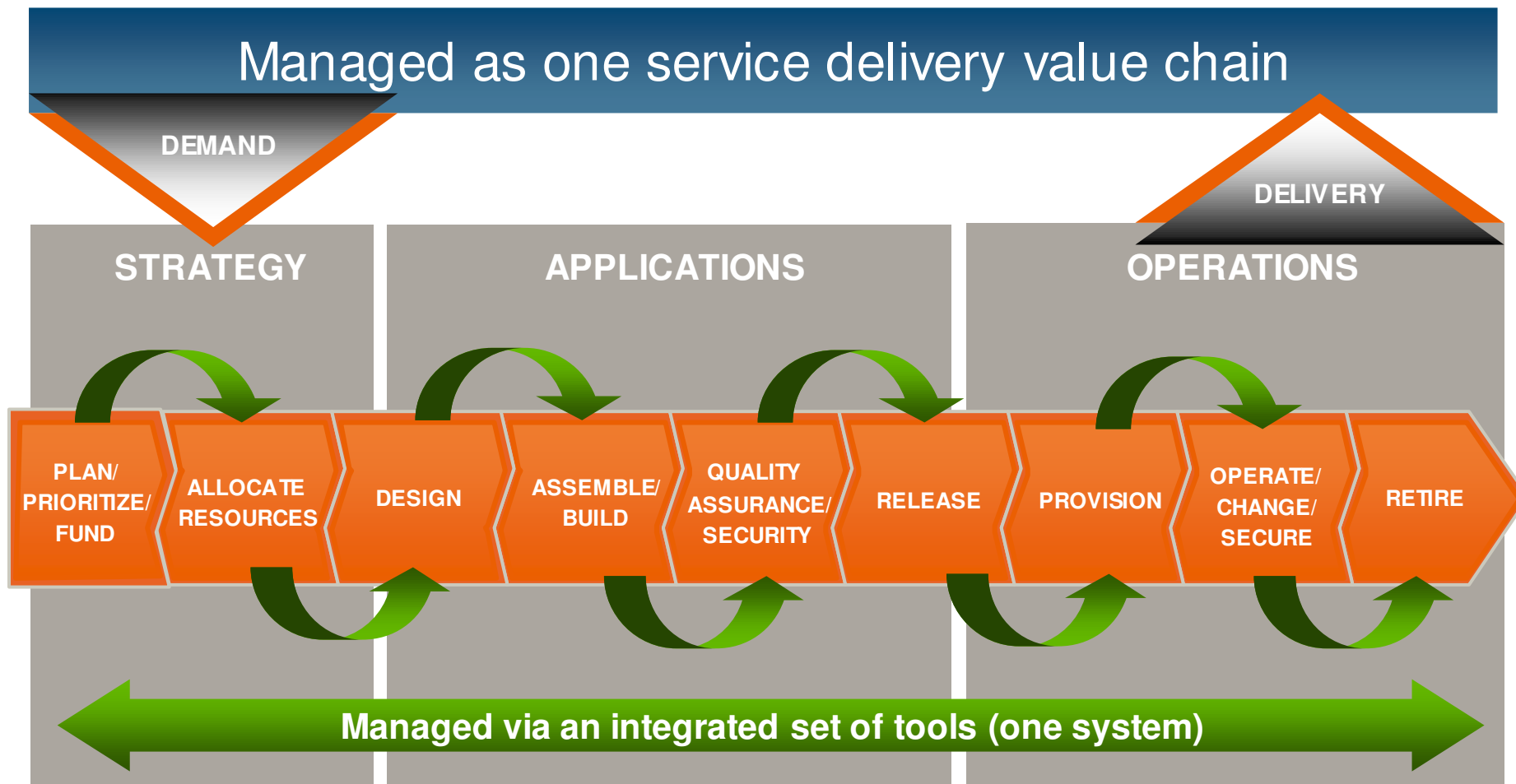
# Demand & Supply Management



- Integrates the silos by linking individual lifecycles into a natural flow driven by the business needs
- Improves the alignment with the business by linking IT service delivery with business demand

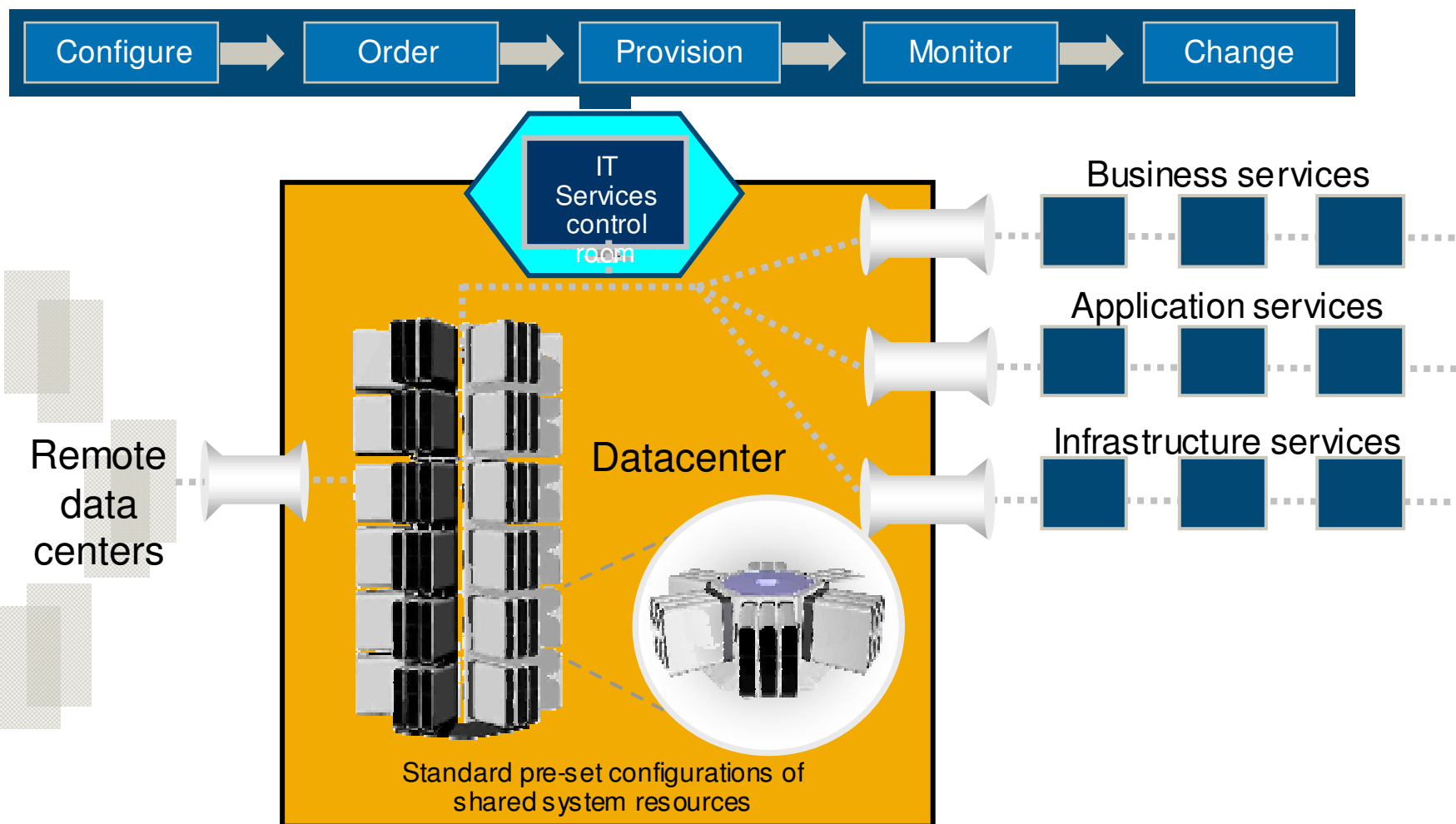


# Integrated Operations Management



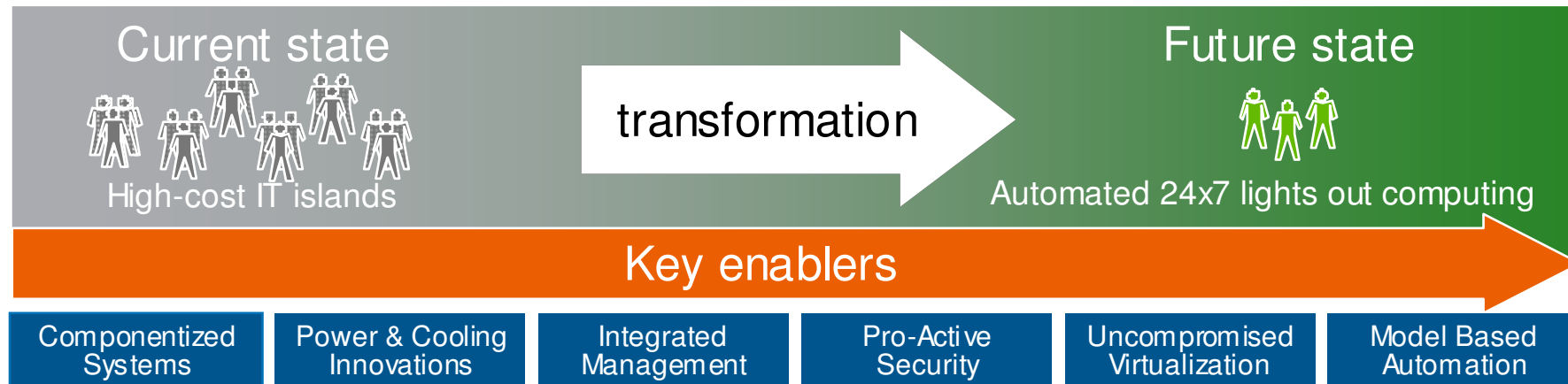


# Next Generation Datacenters are needed to host the IT service supply chain

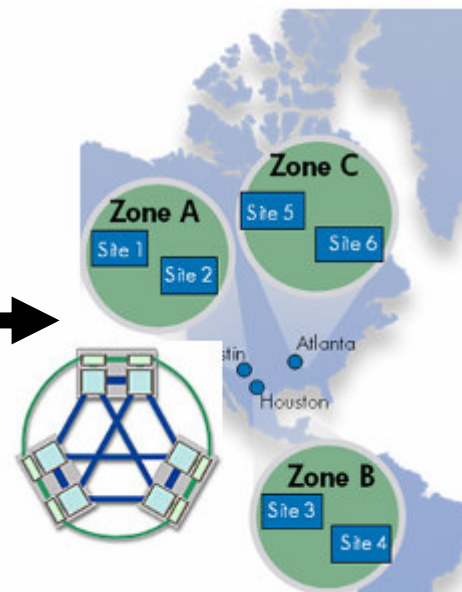
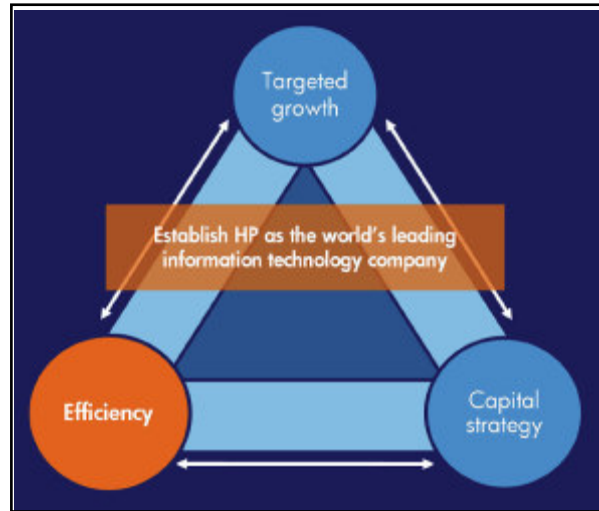


*24 X 7, lights-out computing*  
The Datacenter is the computer

# The key enablers of a Next Generation Datacenter



# Some examples



**Utility Computing**

**Flexible IT**  
When and where you need it

Get started  
» Contact HP

**Utility Computing Solutions**

- » Instant Capacity
- » Metered Capacity
- » Flexible Computing
- » Desktop Utility
- » Managed Storage

» Flexible Computing services

**Related solutions**

- » Configuration Management
- » Grid Computing
- » IT Service Management
- » IT Utility Consumption Management Solutions
- » Service-Oriented Architecture Products
- » Service-Oriented Architecture Services
- » Tiered Managed Messaging Solutions
- » Virtualization

HP Utility Computing Services provide you with the flexibility and choice you need to provide computing capacity when, where and how your business requires it. Whether you choose to build your own IT utility or plug into HP's infrastructure for capacity when needed, HP's experience and expertise is there to assist you each step of the way.

- » **Build Your Own Utility with HP Utility Pricing Solutions:** HP delivers an array of infrastructure offerings with utility pricing options, as well as consulting services, to help with the people, process and technology challenges in building your IT utility.
- » **Plug into HP's Utility with HP Managed Capacity Solutions:** HP has a broad range of utility offerings you can plug into - from server devices and desktops to servers, storage and messaging.

**Why HP?**

- » HP understands how to apply utility computing services to real-life business challenges.
- » HP Labs pioneers innovations that deliver effective utility business models, governance and architecture.

amazon.com | D.'s Amazon.com | Make Money | See All 36 Product Categories | Your Account | Cart | Your Lists

Program Overview | Marketplace | Associates | Advantage | **Web Services** | Paid Placements | On-Demand Public

Search Amazon.com

**amazon web services™**

**Amazon Elastic Compute Cloud (Amazon EC2) - Limited Beta**

Amazon Elastic Compute Cloud (Amazon EC2) is a web service that provides resizable compute capacity in the cloud. It is designed to make web-scale computing easier for developers.

Just as Amazon Simple Storage Service (Amazon S3) enables storage in the cloud, Amazon EC2 enables "compute" in the cloud. Amazon EC2's simple web service interface allows you to obtain and configure capacity with minimal friction. It provides you with complete control of your computing resources and lets you run on Amazon's proven computing environment. Amazon EC2 reduces the time required to obtain and boot new server instances to minutes, allowing you to quickly scale capacity, both up and down, as your computing requirements change. Amazon EC2 changes the economics of computing by allowing you to pay only for capacity that you actually use.

**Learn About Amazon Web Services**

- [AWS Home](#)
- [Why Use AWS?](#)
- [What's New in AWS?](#)
- [Upcoming Events](#)
- [Success Stories](#)
- [Solutions Catalog](#)
- [Create an Account](#)
- [Contact Us](#)
- [FAQs](#)

  
invent

# Recapitulation



IT managing  
“projects”

standardization -> consolidation -> virtualization -> automation

*from “budget driven” to “value driven”*

IT managed  
“as a business”

- Enterprise IT departments need to transform to the model of service providers
  - “Managing IT as a business”
- Their IT service supply chains will be hosted by Next Generation Datacenters
  - HP: Adaptive Infrastructure Program
- Their IT service supply chains will be managed by a set of integrated service management tools
  - “ERP for the IT”
- The key enabling technologies are: *uCMDB, Virtualization, SOA, Portfolio Management, Service Management Automation*
  - market will evolve towards integrated software suites
- This motion will change the IT industry dramatically
  - change of identity and relation of suppliers & customers
  - change of roles and profiles of IT professionals



for questions:  
[dick.van.gaaLEN@hp.com](mailto:dick.van.gaaLEN@hp.com)

