

# Symantec™ Data Center Transformation

## A holistic framework for IT evolution

As enterprises become increasingly dependent on information technology, the complexity, cost, and performance of IT environments are having a greater business impact. IT agility, service quality, and spending are now directly correlated to business imperatives such as revenue, productivity, and reputation. Organizations are therefore increasingly concerned with how well essential IT functions are delivered and maintained—and at what price. IT executives often launch cost-saving initiatives, yet few organizations are equipped to deliver sustainable IT enhancements in service quality, capital expenses, operating efficiency, and management processes.

### Data Center Transformation overview

Symantec Consulting Services provides a Data Center Transformation (DCT) framework, designed to cost-effectively address the challenges of IT infrastructure complexity while driving IT operational excellence, thereby enabling data center evolution and transformation—from subsidized cost center into strategic business investment.

DCT represents a framework of seven integrated solutions that address the major dynamics in data center operations. The DCT approach is both programmatic and pragmatic. Reengineering of data center infrastructures, applications

and data helps increase efficiencies and reduce costs. Operational Excellence is achieved through organizational and process improvements that enhance IT performance.

| Pre-Transformation                      | Post-Transformation                         |
|---|---|
| Many nonstandard environments           | ▶ Standards-based environments              |
| Disparate tools and methods             | ▶ Common set of tools and methods           |
| Poor resource utilization levels        | ▶ Optimized utilization levels              |
| Weak asset and configuration management | ▶ Robust asset and configuration management |
| Manual ad hoc processes                 | ▶ Workflow and automated processes          |
| Informal SLAs                           | ▶ Business SLAs and standard reports        |
| Project-based IT acquisition            | ▶ Centralized IT acquisition                |
| Infrastructure-centric organization     | ▶ Service-centric, catalog and portal       |
| Weak governance and alignment           | ▶ Strong governance, good alignment         |
| High TCO, low perceived value           | ▶ Lower TCO, improved business value        |
| Latency in meeting business demands     | ▶ Effective IT/business partnership         |

Figure 1. Key outcomes from Data Center Transformation

The goals of DCT are to optimize IT resources, align IT with business objectives, and deliver improved IT service levels, agility, and value to the organization.

DCT solutions can be delivered in consecutive phases or as flexible, stand-alone initiatives that can be combined as needed. DCT includes vendor-agnostic advisory services as well as enablement services that leverage the advanced technologies within the Symantec Data Center Foundation product suite.

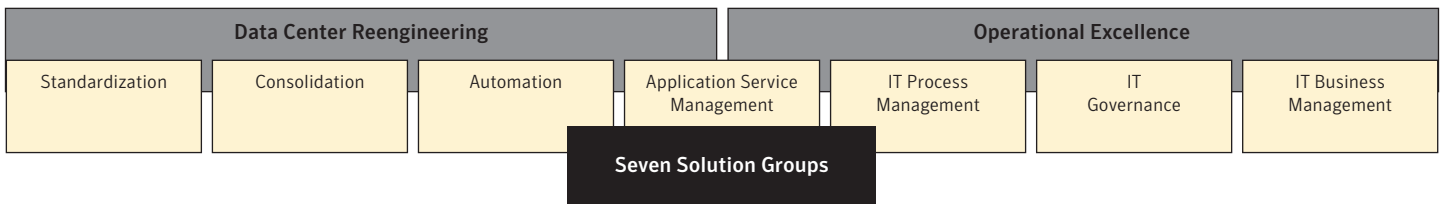
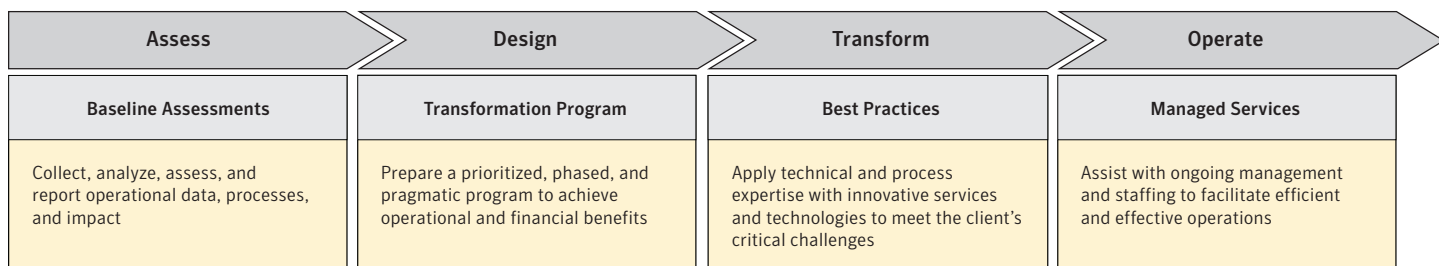


Figure 2. The Data Center Transformation framework

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**Figure 3. The Symantec Data Center Transformation solution method**

Symantec's phased methodology for DCT does not represent a short-term fix, but rather a strategic process that includes comprehensive assessments, architectural best practices, and innovative product enablement services that optimize technologies and processes in a manner that yields dramatic improvements in overall IT ability to manage cost, complexity, and performance.

### Data Center Transformation solutions

#### Data Center Standardization

The typical data center comprises a wide range of operating systems, multivendor server and storage devices, and many unique applications and databases. Maintaining such complex, heterogeneous environments is increasingly cumbersome and expensive due to the numerous management tools required to support these environments, as well as the ongoing cost of training or replacing staff members who operate these tools.

Symantec Data Center Standardization helps reduce the complexity and cost of managing nonstandard system configurations and disparate, multiplatform toolsets. Symantec consultants can help improve the quality, affordability, and portability of applications and data by standardizing storage and server configurations and

associated system builds as well as backup, clustering, and replication toolsets and management interfaces. Simplified resource configurations and interfaces markedly enhance operational efficiency and result in fewer errors and unscheduled downtime.

#### Data Center Consolidation

Most IT managers today are faced with the dilemma of delivering additional storage and server capacity without increasing their budget. As the cost of servers and storage has declined, it has become easier to expand capacity with lower acquisition costs. However, the expanded hardware footprint increases management complexity, costs, and space requirements—while capacity is likely still not optimized to meet spikes in demand. In addition, the impact of energy consumption on IT expenditures and the environment is becoming a matter of increased concern for corporations and regulators.

Symantec Data Center Consolidation helps reduce the complexity and cost of poorly utilized hardware, application instances, and data center space. This solution also helps reduce the number of vendor-specific products and eliminate wasteful overcapacity through optimized asset management. Resource utilization and productivity are increased via

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integrated management, consolidation, and virtualization of servers, storage, and applications.

### **Data Center Automation**

Many routine IT activities continue to be conducted manually. In fact, operational labor costs still represent the single largest budget item for most IT departments. Resource provisioning and management, and incident management are significant areas in which manual, ad hoc processes—and disconnected steps between manual and automated processes—still remain an impediment to operational efficiency, straining IT staff and increasing the opportunity for human error.

Symantec Data Center Automation enhances operational agility by replacing manual, ad hoc processes with integrated workflows, automated server and storage provisioning and maintenance, and incident remediation. This solution helps improve administrator productivity, accelerates deployment and maintenance cycles, helps ensure consistent system configuration policies, and increases responsiveness to business needs.

### **Application Service Management**

Almost all enterprises demand that applications and data be available and performing whenever they are needed. To meet these demands, IT personnel typically focus on managing and updating individual resources—servers, storage, and other devices—rather than managing the services delivered by those resources. This *resource-centric* approach usually leads IT to overprovision the underlying servers and storage, which adds cost and management complexity but does not automatically ensure optimal service quality.

Symantec Application Service Management helps IT organizations adopt a proactive *service-centric* approach to managing the application infrastructure and improving service quality. This solution defines service levels and service classes and develops an application services framework. The framework provides flexible, integrated configuration and provisioning processes for both applications and systems, which are constantly monitored for quality of service. A service-centric management model delivers optimal application availability and performance levels, and responsiveness to end-user and business needs.

### **IT Process Management**

In an effort to align IT service results with business requirements, IT organizations need to improve the fluidity and effectiveness of their operational practices. However, the rigor that they apply to managing technology infrastructures is often not applied to managing operations. Thus operational processes in many organizations are ad hoc, poorly documented, or not integrated—impeding the ability to coordinate the efforts of multiple IT groups and deliver broad, yet prompt responses to business demands. In the absence of operational best practices and clearly defined stakeholder roles, processes are not repeatable and costs are difficult to control.

Symantec IT Process Management drives and manages quality of service—in security, availability, manageability, and scalability—through the establishment of best practices pertaining to IT roles and related operational activities. Symantec consultants can optimize processes and help improve operational integration and performance through IT Service Management policies and established frameworks such as the IT Infrastructure Library (ITIL). Ensuring that

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IT operational processes are repeatable and costs are controlled enhances the capability to deliver high-performing, consistent IT service levels over time.

### **IT Governance**

As a key topic for board members of many companies today, IT governance addresses concerns about IT funding levels, IT service effectiveness, and IT infrastructure complexity. Despite the emergence of policies for IT governance, the lack of strategic and operational alignment between IT and the business represents a major challenge for many organizations. Enterprises that have failed to effectively address the issue of IT governance usually experience higher-than-average capital and operating expenses, lower asset utilization levels, increased headcount, and reduced service levels.

Symantec IT Governance takes a programmatic approach to improving IT auditability, accountability, ownership, and awareness of IT value. This solution addresses the issues and costs associated with poorly defined IT policies, inappropriate funding, and misaligned business and IT goals. Symantec consultants utilize proven methodologies to help improve collaboration between IT and executive management as well as control frameworks (such as CobiT) and maturity models [such as the Capability Maturity Model (CMM)] to enhance IT transparency.

### **IT Business Management**

IT represents a significant, ongoing investment for most organizations. Yet, many enterprises struggle when attempting to manage IT as any other functional business unit, spending most of their budget on day-to-day operations and leaving sparse funds for innovative

projects to improve business performance and increase competitive differentiation. Securing additional IT funding requires solid return on assets to demonstrate true business value. Barriers to obtaining and conveying value include fragmented resource tracking, poor cost accounting for technical assets, and insufficient correlation between service costs and service quality.

Symantec IT Business Management helps improve the viability and affordability of IT, facilitating IT innovation. Symantec consultants help enterprises manage IT as a business with service standards, advanced cost accounting and financial modeling, and metrics for measuring ROI and overall value to the business. Organizations can thereby accurately measure the true usage and cost of IT services. By demonstrating the strategic and financial value of IT, organizations can truly begin to transition IT from a cost center to a center of innovation and strategic value.

### **Data Center Transformation summary**

Symantec Data Center Transformation framework is comprehensive yet pragmatic—focused on addressing current priority IT challenges while delivering sustainable improvement across the data center environment, from core infrastructure through operations and administration, to ownership and management.

Symantec consultants apply DCT methods to create a program that is tailored to the client's prevailing IT infrastructure, skills, resources, and business needs. The result is a series of solutions that individually deliver incremental value yet combine to achieve broad change in the IT fabric that supports business operations—truly transforming the data center.

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### **More information**

#### *About Symantec Consulting Services*

Symantec Consulting Services has helped IT teams from over 95 percent of Fortune 500 companies enhance and maintain the security, availability, performance, and compliance of their information and infrastructures. With over 1,000 consultants worldwide, we provide consulting services to clients in more than 60 countries and participate in more than 6,000 engagements per year. Our consultants average 15 years of experience across all major operating systems, storage hardware, and application environments.


For more information about Symantec Data Center Transformation, please call 1 (800) 745 6054.

#### *About Symantec*

Symantec is a global leader in infrastructure software, enabling businesses and consumers to have confidence in a connected world. The company helps customers protect their infrastructure, information, and interactions by delivering software and services that address risks to security, availability, compliance, and performance. Headquartered in Cupertino, Calif., Symantec has operations in 40 countries. More information is available at [www.symantec.com](http://www.symantec.com).

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