

The power of HP Converged Infrastructure is here.

**The HP IT Insights Series—Volume 2**  
**Data Center Insight:**  
**6 ways to prevent**  
**mistakes that have**  
**cost others millions**





HP Experts like Larry Hinman can apply their deep knowledge to your situation, so you can make the best strategic decisions.

Of all the obstacles standing in the way of a successful data center transformation, misinformation may be the most daunting. To help you separate the facts from the hype, the experts from HP Technology Consulting have created this informative guide. It's designed to provide the immediate insight you need to make the right decisions about data center transformation—one of the most important IT issues you may ever face.

## Get the facts on data center transformation.

### Myth #1:

**We can't afford the upheaval and disruption of a data center transformation. It's too costly and time-consuming, so our only option is to make do with what we have.**

### Insight:

Data center transformation doesn't have to be an enormous, complex, and lengthy process. With the right strategy, it can be handled as a logical sequence of dependent projects. By taking a thoughtful, well-planned approach, you can integrate data center transformation into your budget and processes to achieve your goals while minimizing disruption.

When considering the future of your data center, it's important to look beyond the upfront costs and perceived disruption and focus on the potential benefits. Enterprises that have made this transformation—including HP—have realized significant gains not only in the efficiency of their operations, but also in their competitiveness and their ability to deliver services.

In 2005, HP undertook a transformation across its data centers worldwide, consolidating more than 85 internal IT legacy data centers globally into six next-generation facilities. More than 6,000 legacy applications running the business were consolidated into approximately 1,500 standardized applications. Energy consumption was reduced by 60 percent.

In addition to cutting operating costs, HP was also able to provide more reliable information for executives to make better business decisions. The benefits of establishing a simplified and dependable IT infrastructure include providing improved business continuity and supporting company growth.

In addition to its own data centers, HP has transformed over 50 million square feet of data centers for hundreds of global Fortune

500 clients. The knowledge derived from all this experience can serve as the foundation for any data center transformation.

## Myth #2:

**We're already transforming our data center. Last month we added more storage. Next month we'll add more servers. After that we'll move on to the network.**

### Insight:

True data center transformation must be coordinated, centrally managed, and centrally governed. A series of uncoordinated one-off projects will ultimately cause more problems than they solve. If you have to constantly go back and change requirements it takes longer and costs more for all the teams involved.

The problem with a disjointed approach to data center transformation is that the decisions are being made without consideration of the dependencies and future needs of your IT environment. For example, simply adding more storage may solve an immediate problem, but it ultimately complicates your infrastructure by creating unintended consequences downstream like sprawl, security, archiving, maintenance, and more. For example, virtualization and consolidation projects will not get the service levels business users expect from the IT organization without proper management and automation.

Many existing data centers were built before the Internet, at a time when the components were purchased and managed in silos. Today's IT environment is increasingly dynamic and needs to be managed holistically. Advances in technology and changing business models in the cloud era mean integration is of paramount importance. As you think about your data center transformation, you need to take into account all of the components and how they will interact (even if you make your purchases incrementally). With proper planning and coordination you can build an IT infrastructure that works efficiently together, and can be managed through a single interface. You can manage your data center with an ongoing program to maximize short-term efficiency and long-term readiness for new business changes.

## Myth #3:

**It's more cost-effective to continue to update our current data center instead of building a new one.**

### Insight:

This approach only works for so long, as you can't adequately modernize an IT infrastructure within a facility that was built 20 years ago. There are two factors to take into consideration:

The first is that exponential advancements have been made in the technology surrounding power consumption, cooling, and of course the IT itself. Older facilities are not designed to accommodate these advancements.

The other significant factor is the need to anticipate the demands of your business, both now and in the future. For example, every

business should be considering how to prepare for the cloud era in technology. Even if you have no immediate plans to move into the cloud, you still need to consider how the macro environment within your industry is going to reshape how you and your competitors deliver services. Inevitably, your data center will be at the heart of this revolution. Will you be ready?

## Myth #4:

**Facilities should play an equal role in data center transformation. This is unnecessary because all the technical expertise resides in IT.**

### Insight:

A data center is more than just the technology housed within a building. Factors like cooling, power, and space are a big part of the equation. A coordinated effort between IT and Facilities is the best way to meet future and present needs while saving time, budget, and aggravation.

A lack of coordination between IT and Facilities can lead to very costly errors. Take provisioning, for example: Miscalculating by just 10 extra racks can cost you approximately \$3 million in construction costs. But with Facilities and IT working in concert, you can calculate IT loads right down to the rack level.

So whether you're approaching a data center transformation as a Facilities professional or an IT professional, it's essential you open a channel to your counterparts in order to ensure the best opportunity for success.

## Myth #5:

**The data center we've been using for the last 20 years is working fine as is, so we have no need to engage in a transformation.**

### Insight:

In the current economic environment, with IT under more pressure than ever to do more with less, a data center transformation may seem like a project best deferred. But as the economy rebounds, the companies that have taken the time to use their IT environment to better position themselves will have a competitive edge.

Already, the role of IT is evolving rapidly. The days of simply maintaining the status quo are past. IT professionals now need to focus on how to best deliver services to their users through traditional or cloud-sourcing models, or both. In addition, IT has to deliver business value, not just provide technology support.

Not doing so means running the risk of losing control of your IT environment as users seek solutions in the cloud and elsewhere. Because global, complex data center transformation is something that IT professionals do rarely in the course of their careers, getting sound advice and formulating a strategic plan can help you avoid costly pitfalls. This will lead to a data center outcome that helps drive business innovation.

## Myth #6:

**Management sees the data center as overhead, not a strategic asset worth investing in.**

### Insight:

Just as IT professionals are coming to understand that IT needs to deliver business value, smart executives are beginning to understand that IT is at the heart of their business strategy. Successful companies recognize that today's businesses are built on technology, and they make sure their data centers run better than the competition's.

The data center is the heart of today's enterprise, pumping IT power to the rest of the business to drive faster innovation and better user experiences. That makes it your most important strategic initiative, the element that drives not only your business, but also the perception of your business.

Imagine what would happen if your data center went down. For most companies, even a few minutes of downtime would be a disaster, costing millions of dollars and bringing business processes to a screeching halt. In fact, one IDC study showed a \$70,000 per hour average downtime cost.

But it shouldn't take a disaster to recognize how vital IT is to your company. Business leaders who see IT strategically will prevail over those who see it as overhead. The best way to get started is to think forward at least three years and imagine how your data center might deliver value in the cloud era.

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**Volume 3:** Cloud Insight:  
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