Transforming the Data Center into a Hybrid Business Model
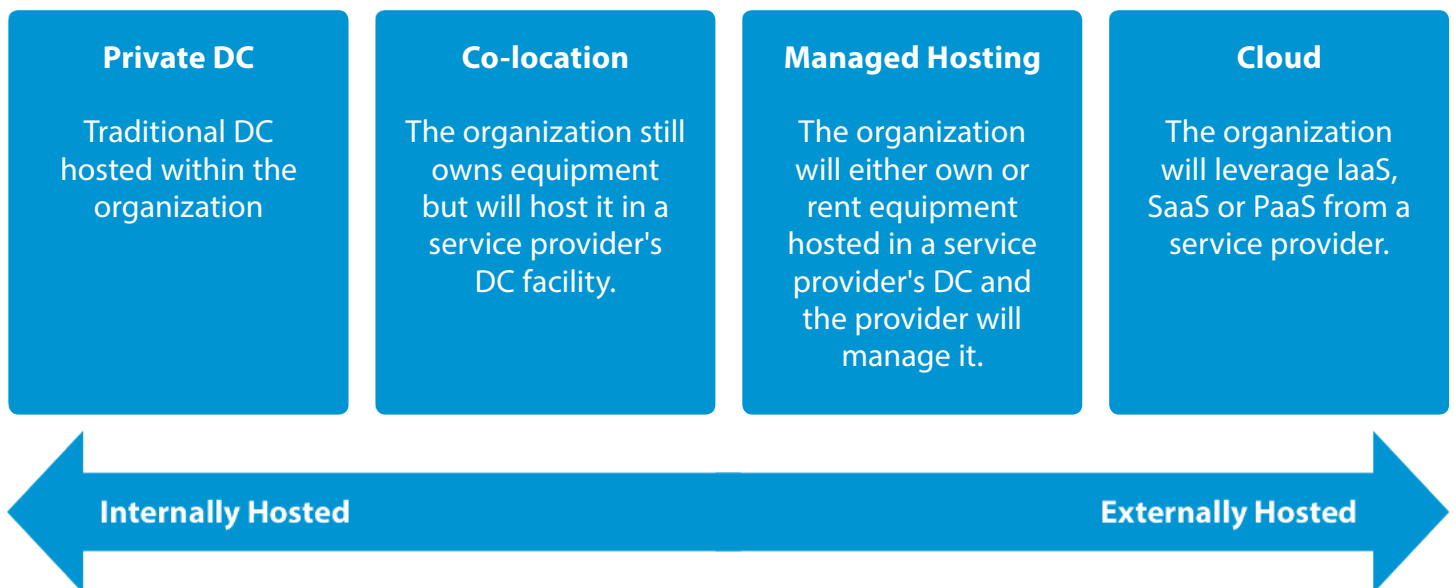
Brandon Lemke
Technical Sales Consultant

The Hybrid Data Center (H-DC) model is an evolution strategy to leverage today's best practices and technologies to better manage costs and quickly respond to business needs.

The role of the data center is changing from a traditional physical facility to house your technology investments, to a departmental role in the organization responsible for providing reliable and available compute services using the latest technologies while supporting legacy applications. This new data center strategy allows companies to focus on the services provided by the infrastructure instead of the underlying technology that enables these services, resulting in a more productive and satisfied user community and better alignment between business priorities and IT investments.

The transformed data center model utilizes a hybrid approach, mixing and matching both internal and external services to provide greater flexibility and a higher level of infrastructure services with built in redundancies and fail-over protection.

Hybrid Data Center Business Model

Private DC	Co-location	Managed Hosting	Cloud
Traditional DC hosted within the organization	The organization still owns equipment but will host it in a service provider's DC facility.	The organization will either own or rent equipment hosted in a service provider's DC and the provider will manage it.	The organization will leverage IaaS, SaaS or PaaS from a service provider.

Internally Hosted ◄───────────────────────► **Externally Hosted**

The Hybrid Data Center (H-DC) model is an evolution strategy to leverage today's best practices and technologies to better manage costs and quickly respond to business needs. The goals of the model are to improve IT efficiencies, rapidly deliver quality services and be highly responsive to new business initiatives.

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Improve IT efficiencies - The H-DC helps to transcend traditional operational challenges by reducing out-of-control operating costs realized in traditional DC operations while exploiting highly optimized facilitates, systems and networks in a consumption based model provided through service providers.

Rapidly deliver quality services – The ability to deliver quality IT services is critical in today's always-open business environment. Quality IT services extends well beyond the technology, delivering consistency and service quality through industry standard IT Service Management practices. Service Management enables visibility, control and automation to deliver quality services while improving cost efficiencies and user satisfaction.

Responsive to new business initiatives – Leveraging highly optimized shared infrastructure and IT Service Management practices allows the business to free up resources from traditional operational demands and to focus them on key business initiatives to respond quickly to changing marketplace conditions and serve customers better.

The Data Center role must adapt to the changing IT environment with

continued focus on providing reliable and available compute services in the most cost effective manner. While every solution is not appropriate for every organization, the H-DC model provides a framework to leverage emerging technologies and best-in-class services. The expected benefits include reduction in operational costs, freeing up of capital to invest in business growth initiatives and increased in availability of business applications.

How PCM can help

PCM works with customers across the data center continuum, including the design and deployment of dedicated on-premise data centers to managed data center hosting facilities with integrated cloud IaaS and SaaS services. PCM data centers are purpose built Tier III facilities with SSAE 16 and PCI DSS certifications to support business compliance needs. These enterprise class hosting facilities provide security-rich, controlled environments and high availability design features for business critical applications environments that need protected against natural disasters, power outages, network issues and unauthorized access.
ITIL best practices are combined with decades of industry-leading skills and expertise to deliver services you can count on. With an extensive portfolio of managed support services backed

by a 24x7x365 Integrated Operations Center (IOC) and Service Desk technical specialists, PCM will monitor, manage, and support your entire IT environment to help ensure continuous operations and provide a single point of contact for your technology needs.
Integrated Cloud services provide scalable offerings that include both private and public multi-tenant IaaS and SaaS platforms. These offerings are built on redundant managed infrastructure and are easy to deploy when the business demands new applications or more compute power.
With decades of experience and industry certified technicians, PCM provides expert services to help clients develop and deploy secure, dependable data center hosting and cloud services backed by superior support to monitor and manage your entire IT environment. Contact your Account Executive to learn more. ■

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