



# EMC Infrastructure Optimization Services

## Streamline and optimize your information infrastructure

EMC® Infrastructure Optimization Services help you streamline your information infrastructure, consolidate and relocate data centers, and realize cost, energy, and service delivery benefits.

### Business Challenges

With their internal customers requiring increasing amounts of processing and storage capacity, data center IT infrastructures have reached capacity. Yet many organizations are still underutilizing existing infrastructure assets, so they need to consider new consolidation technologies to better leverage resources.

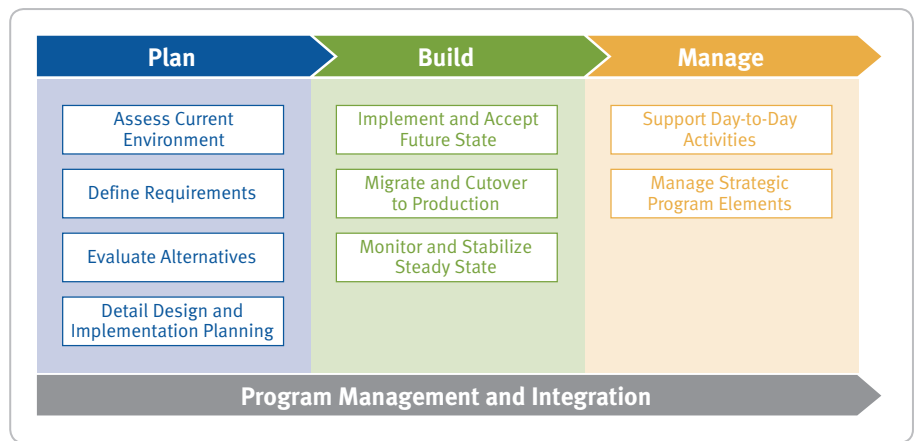
Enterprises are also finding it necessary to rethink their data center architectures and plans to address new regulatory mandates and increased demands for disaster recovery. Consolidation or relocation of data centers—a complex program that potentially has significant impact on service levels and costs of IT operations—may well become part of the solution. Since relocation involves every IT asset and supported application, comprehensive planning is critical for a smooth relocation with minimal disruption to the business.

### Service Description

EMC Infrastructure Optimization Services encompass a broad suite of fully customizable service offerings to address all aspects of your information infrastructure:

- Infrastructure strategy
- Energy efficiency assessment
- Cost optimization
- Data center design and build
- Discovery and analysis
- Data center consolidation and migration planning
- Infrastructure deployment
- Migration Implementation
- Managed Services

Taking a holistic approach, EMC developed an Infrastructure Optimization framework that spans the entire infrastructure lifecycle. This proven methodology helps you minimize risk and business disruptions as you consolidate or relocate data centers, and EMC will work with you to develop customized engagement models to fit your needs throughout the services lifecycle.



## Service Value

This comprehensive suite of Infrastructure Optimization Services, built upon a common Plan-Build-Manage framework, can help you meet both service-level and new business requirements—even as you accelerate your return on investment.

### Large Financial Services Firm

- The company outgrew its data center and had serious power, cooling, and floor-space issues
- Accomplished data center move on schedule with no service outages—maintaining service levels at the existing facility while increasing service levels at the new facility
- Optimized the infrastructure to handle 4x workload increase and support the company's 70 percent year-over-year growth

- Identify and manage risks associated with the data center migration and consolidation.
- Reduce infrastructure costs through improved server and storage utilization, lower energy costs, and reduced resource management complexity.
- Minimize impact to business and users by ensuring that the outages are within acceptable limits based on business priorities.
- Create reusable assets and processes that can be leveraged after the data center consolidation or move, such as a configuration management database and a foundation for a comprehensive disaster recovery plan.
- Align infrastructure costs to the business value of the information.
- Increase business value by streamlining your infrastructure assets to meet demanding service-level requirements, increase flexibility to deliver new IT services, improve return on investment for IT initiatives, and support new business requirements.

EMC consultants help you realize your infrastructure optimization goals, so you can accelerate your time to value, increase operational agility, and meet demanding service-level requirements, while decreasing footprint and energy consumption.



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### Take the next step

Find out how information-intensive businesses are leveraging the experience and best practices of EMC Infrastructure Optimization Services, part of the EMC Infrastructure Consulting Services portfolio. For more information, visit [www.EMC.com](http://www.EMC.com) or contact your local EMC representative.