Achieving Business Agility Through An Agile Data Center

Overview: Enable the Agile Data Center

Business Agility Is Your End Goal

In today's world, customers expect or even demand 'instant gratification' from delivered products and services. This forces organizations to constantly look for new ways to improve their ability to respond to these demands, while maintaining a competitive edge in the market – in essence, they are always striving toward greater business agility. Forrester defines business agility as "the quality that allows an enterprise to embrace market and operational changes as a matter of routine"[1]. The drive toward business agility is not new. Organizations constantly look for ways to optimize their delivery of services to their end users.

> **10 Dimensions of Business Agility**
>
> Channel Integration
> Market Responsiveness
> Knowledge Dissemination
> Digital Psychology
> Change Management
> Business Intelligence
> Infrastructure Elasticity
> Process Architecture
> Software Innovation
> Sourcing and Supply Chain
>
> [1]*Forrester Research Inc*

Business Agility Demands IT Agility

A common trait across successful businesses is their ability to efficiently adapt to the latest trends and processes that have positive impacts to business performance and revenue growth. Here technology trends play a key role in enabling greater business agility. While people, operational and organizational processes are important factors that determine an organization's business agility standard, the underlying thread that enables the people, operational and organizational processes to work smoothly together is Information Technology (IT), but not IT as we've known it in the past. What is now required is *agility* – that the IT organization be an innovative adopter of new technologies that quicken the route to market and drive greater market demand for end-user product.

At one point or another, every organization is challenged to make high impact decisions on matters ranging from acquisitions and business expansion, to cost rationalisation and business restructuring. In pursuing these strategic initiatives, IT agility enables organizations to make informed decisions based on real world data, to optimize their delivery of services as the business undertakes one or more of the following:

- Data center transformations: You want to maximize business performance for your existing IT footprint. This involves moving from legacy platforms to newer ones or moving from physical to virtual.
- Data center consolidation: You've recently acquired another business and are looking for ways to streamline operations and technologies across multiple data centers. The business requirement is to consolidate data centers to an optimal number that can be efficiently managed.
- Greenfield data center construction: You've decided to expand your business footprint and build new data centers. You want to design your IT architecture with the latest IT technologies like Solid State Devices (SSDs) and Flash arrays and maybe even remove your SAN completely. The aim is to ultimately accelerate performance of your critical applications and drive business competitiveness. Additionally, you want to implement "software-defined data center" architectures, where compute, network and storage may be completely abstracted, and security controls run as services to the new platform infrastructure.
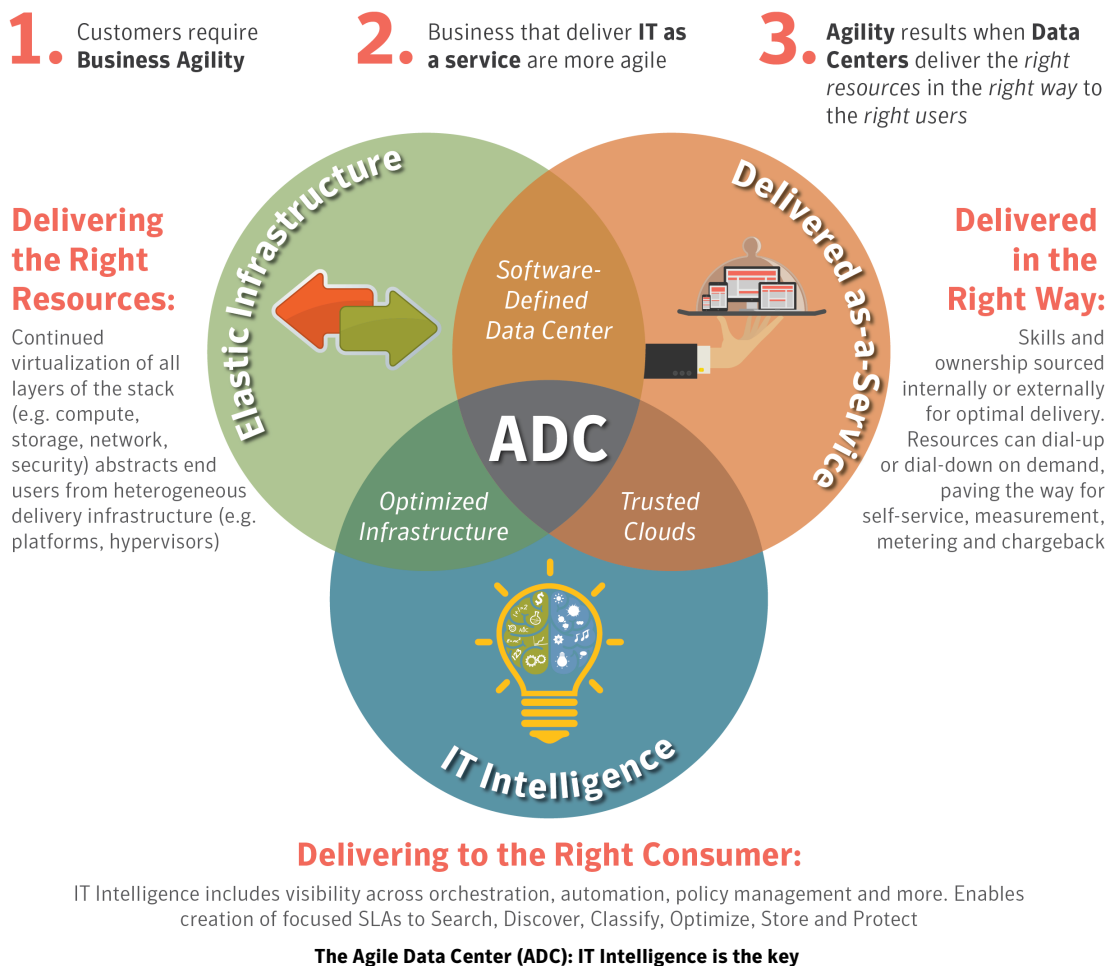
[1] All Forrester citations come from "The 10 Dimensions Of Business Agility," A September 2013 Forrester Research, Inc., report

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- Cloud adoption: Your business has made the decision to move certain IT functions to the cloud or make use of the cloud for new IT requirements, like backing up data to the cloud or having a cloud-based disaster recovery solution.

Whether you are building a new data center, transforming an existing data center, consolidating multiple data centers or considering a move to the cloud, your business goal is to deliver high-quality products and services to your end consumers quickly, efficiently and as cost-effectively as possible. IT Agility is what enables you to do this the right way. But what really helps your business become and stay agile?

1. Customers require **Business Agility**

2. Business that deliver **IT as a service** are more agile

3. **Agility** results when **Data Centers** deliver the *right resources* in the *right way* to the *right users*

Delivering the Right Resources:

Continued virtualization of all layers of the stack (e.g. compute, storage, network, security) abstracts end users from heterogeneous delivery infrastructure (e.g. platforms, hypervisors)

Elastic Infrastructure

Software-Defined Data Center

Delivered as-a-Service

ADC

Optimized Infrastructure

Trusted Clouds

IT Intelligence

Delivered in the Right Way:

Skills and ownership sourced internally or externally for optimal delivery. Resources can dial-up or dial-down on demand, paving the way for self-service, measurement, metering and chargeback

Delivering to the Right Consumer:

IT Intelligence includes visibility across orchestration, automation, policy management and more. Enables creation of focused SLAs to Search, Discover, Classify, Optimize, Store and Protect

The Agile Data Center (ADC): IT Intelligence is the key

Elastic Infrastructure

Virtualization is one of the key ingredients in the drive toward IT agility, and most organizations have adopted this to some extent. Infrastructure virtualization, including server, network and storage, abstracts and simplifies delivery mechanisms of the underlying technology and provides benefits including cost savings and faster time to production. Pooled resources can be dynamically assigned and re-assigned based on customer needs, and elasticity ensures your business can rapidly scale and adapt to consumer demands.

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Moving Toward Delivering Resources As-a-service

Another key ingredient needed for IT agility is the move toward delivering resources as-a-service. Some businesses are closer to agility with their adoption of private, public or hybrid cloud-based solutions. Here, IT resources like storage, infrastructure and platforms are delivered as services to the business. These give your business the ability to rapidly achieve economies of scale and quality of service by having IT better aligned to business needs. Internal to the organization, IT delivers services per in-house demand, and proactively measures and meters these services to offer appropriate chargeback to individual business units.

Businesses can further make a call to move some or all IT services to the public cloud such as Amazon Web Services. But how does your business know from an information security and compliance perspective which business services are best suited to be hosted in a public cloud vs. a private cloud? How does it know where it is most vulnerable to attack when it has multiple public cloud services and heterogeneous infrastructure running within a number of disconnected private clouds? How can it know which systems need to recover first in a disaster, and act accordingly?

Software-defined Data Centers

The fusion of two of the ingredients, elastic infrastructure and adoption of as-a-service model, delivers what is known in the industry as the software-defined data center. This is where all IT infrastructure is offered as a service via complete abstraction, orchestration and automation. The software-defined data center builds over the concept of elastic infrastructure to help IT realize the promise of virtualization through accelerated service delivery and faster response to change. For example, programmatically provisioning or reallocating resources through software without any reliance on the underlying hardware. But while software-defined data centers are the end goal for many, and is the most optimum combination of having elastic infrastructure and adopting a model where resources are delivered as-a-service, a software-defined data center doesn't necessarily provide the agility your business requires. Organizations still need to make sure their critical business services can recover quickly when needed, make sure critical assets are secure, make sure the right governance policies are in place to deliver appropriate services to users, and much more.

IT Intelligence Is The Missing Ingredient To Realize An Agile Data Center

IT Intelligence is the equivalent of Business Intelligence. Just as business intelligence helps the business understand its operations to better manage the business and service customers, IT Intelligence helps IT better design and deliver optimal IT to users, while ensuring overall business needs are met. IT Intelligence includes harvested information like meta-data about infrastructure configurations, IT processes, users, data, service-levels, risk, threats, policies, for an intelligent 360 understanding of your entire IT footprint. This gives your IT staff the ability to draw informed conclusions from this data and take appropriate actions. For example, delivering better IT services to users based on user profiles, serving user information with the right policies based on geography, and aligning Service Level Agreements (SLAs) to users and business services.
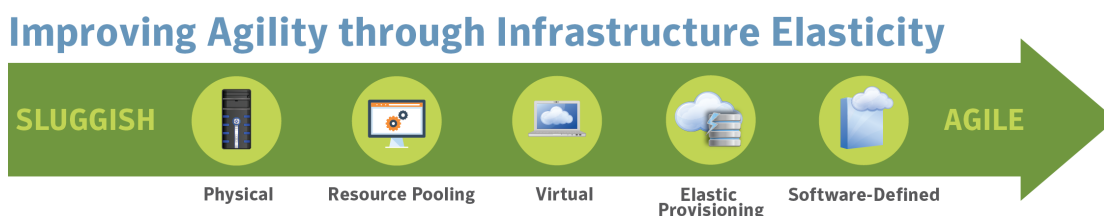
 The benefits IT Intelligence offers to organizations having either elastic infrastructures or using service-based delivery for IT are limited. The former leads to an *'optimized infrastructure'* where business needs are optimized but only within current virtualized infrastructure limitations. From a service delivery perspective, IT Intelligence allows the business to securely embrace cloud adoption, satisfying the business requirement of a *'trusted cloud'*, which is especially important for public clouds. While choosing either of these scenarios pushes IT to greater agility, there is a hard stop.

A business that is agile includes an agile IT organization- one that combines the benefits of IT Intelligence with the right combinations of the optimized cost center and trusted cloud service frameworks, tailored perfectly for each business service. The data centers of tomorrow are set to be more complex and decentralized than those of today. Only with IT Intelligence can your data centres, and your organization be truly agile: smart enough to efficiently, quickly and cost-efficiently meet your customer needs, even as your business requirements change over time. The agile data center delivers the right resources to the right users, in the right way.

How Can Symantec Help You Transform Your Data Centers?

If achieving an agile data center requires elastic infrastructure, service-model delivery, and the application of IT intelligence, how does Symantec help advance these objectives? By taking each one of these goals individually, we can better understand Symantec's role in building an agile data center.
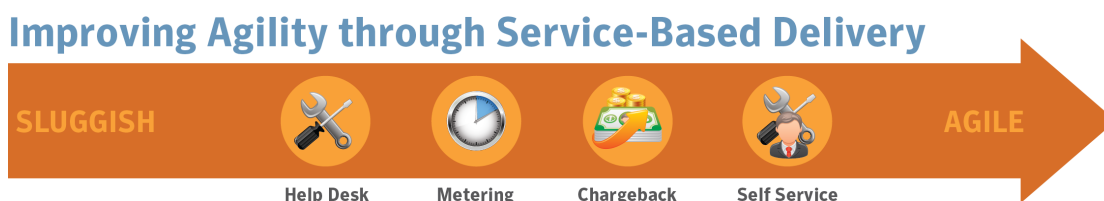
Improving Infrastructure Elasticity With Symantec

Improving Agility through Infrastructure Elasticity

SLUGGISH   Physical   Resource Pooling   Virtual   Elastic Provisioning   Software-Defined   AGILE

The trends are clear. IT infrastructure is rapidly virtualizing at all layers of the stack while software-defined architectures take shape. When managing pooled resources and scaling them up-and-down to meet demand, infrastructure services such as availability, security, backup, archiving and governance need to integrate with these new architectures.

Symantec is effectively the orchestration layer for availability, security, storage, backup, archiving and governance services in an elastic way. For example, Symantec helps your IT organization deliver resilient availability to the business whatever the choice of hypervisor technologies, while providing consistent and automated application-centric security across your entire physical and virtual server footprint. Symantec also allows for heterogeneous storage resource pooling and dynamic provisioning regardless of operating system, storage or interconnects used across your data centers. In addition, Symantec helps you automate assessment of security controls across your virtual and physical infrastructure, and detect vulnerabilities and non-compliance when executing your virtualization or software-defined data center strategy.

Delivering Resources As-a-service With Symantec

Improving Agility through Service-Based Delivery

SLUGGISH   Help Desk   Metering   Chargeback   Self Service   AGILE

While IT as-a-service isn't as easy as pooling infrastructure resources, it is however an achievable goal. A large number of organizations depend on external public vendors to deliver services for some parts of their IT needs. But for the remaining

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services delivered with private infrastructure, businesses need technologies that will enable chargeback, metering, and self service.

Whether delivering availability, security, storage, backup, governance or archiving directly to users as a service or embedding this functionality within broader service offerings, Symantec can help IT organizations move toward a service delivery model. For instance, Symantec helps accelerate public cloud service consumption by helping alleviate ownership, compliance and security concerns with automated assessment of security controls across public clouds, as well as secure recovery mechanisms for critical business services and associated data.

Cultivating IT Intelligence With Symantec

Improving Agility through Greater IT Intelligence

| SLUGGISH | Spreadsheets | Manual Reporting | Business Impact Analysis | Root Cause Correlation | Dynamic SLAs | Self-Healing | AGILE |

Just as business intelligence helps the business make better decisions faster, IT intelligence helps IT make the right decisions quickly so infrastructure can be deployed optimally and services can be delivered effectively. While simple reports help managers gain basic insights, by integrating intelligence with technology, the entire system becomes a closed loop system with feedback dynamically adjusting performance as conditions change.

Few vendors understand your information as well as Symantec. With Symantec availability, security, backup, archiving and governance technologies touching every layer of the stack and every bit of data, new insights are revealed as connections can be made between users and the information they require to do their jobs efficiently. For example, Symantec helps you identify and remediate risks in your business continuity infrastructure through intelligent comparisons of your IT setup against industry best practice configurations and golden business templates. Symantec also has solutions that help you understand ownership, access control and usage of business information so that you can make informed decisions on the best way to store, archive and secure information. In addition, sophisticated search, classification and analytics help you find, review and cull information required for any business litigation support which helps your organization reduce associated IT and legal costs.

Symantec Drives Your Business Toward Agility

Whether you are transforming an existing data center, consolidating multiple data centers, building a new data center or moving to the cloud, Symantec helps you drive IT agility and in turn business agility, with solutions that propel you forward on your journey to the agile data center. Symantec helps you optimize your investments to achieve the 'right' elastic pooled resources and helps you make informed decisions on the 'right' way to deliver resources- whether through private, public or hybrid clouds or external service delivery mechanisms. More importantly, Symantec helps you gain the necessary ingredient to move toward the agile data center– IT intelligence, by helping to ensure you have the most intelligent 360 view of your infrastructure, data, business services and users in your organization. Symantec enables the agile data center, and helps your business win by empowering you to deliver the right resources to the right users, in the right way.

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More Information

Visit our website

http://www.symantec.com/agile-data-center

To speak with a Product Specialist in the U.S.

Call toll-free 1 (800) 745 6054

To speak with a Product Specialist outside the U.S.

For specific country offices and contact numbers, please visit our website.

About Symantec

Symantec Corporation (NASDAQ: SYMC) is an information protection expert that helps people, businesses, and governments seeking the freedom to unlock the opportunities technology brings—anytime, anywhere. Founded in April 1982, Symantec, a Fortune 500 company operating one of the largest global data-intelligence networks, has provided leading security, backup, and availability solutions for where vital information is stored, accessed, and shared. The company's more than 20,000 employees reside in more than 50 countries. Ninety-nine percent of Fortune 500 companies are Symantec customers. In fiscal 2013, it recorded revenues of $6.9 billion. To learn more go to www.symantec.com or connect with Symantec at: go.symantec.com/socialmedia.

Symantec World Headquarters

350 Ellis St.
Mountain View, CA 94043 USA
+1 (650) 527 8000
1 (800) 721 3934
www.symantec.com

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