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## data center transformation services



### Comprehensive capabilities to transform your data center.

With the transition from IT delivery to IT service management comes the need for greater flexibility, improved business to IT alignment, and scalable, sustainable data center architecture. Datalink helps enterprise organizations transform their data centers into agile, next-generation infrastructures that respond quickly to changing business and technology requirements.

Datalink offers versatility, deep expertise, and an objective approach to develop a data center transformation strategy that is best for your business.



#### WHY DATALINK

- Expert guidance to ensure a seamless transition that's customized to your business requirements
- Skilled engineers and consultants proficient in multiple technologies who provide experienced project leadership
- An objective, unbiased approach to designing custom solutions using the best-available technologies tailored to your unique business needs
- End-to-end IT capabilities from a single source
- Long-standing partnerships with industry leaders like Cisco®, EMC, Hitachi Data Systems, NetApp, Symantec™, and VCE for unique access to technology resources
- Robust managed services to ensure your infrastructure runs smoothly
- Outstanding Datalink OneCall<sup>sm</sup> support to protect your IT investments

Most organizations understand the value of optimizing their data center environments, but they don't know where to begin. That's where we can help. Focusing on an application-based migration approach, we provide the capabilities to assess, plan, implement, manage, and support your data center transformation. Our transformative infrastructure services and solutions include unified architecture, cloud, ITaaS, and more to make your data center more agile, responsive, and sustainable. With more than 25 years of data center experience, we can help you successfully implement a data center strategy capable of meeting existing and future business demands.

Our comprehensive IT lifecycle approach to data center transformation includes:

- Cloud strategies
- Business to IT alignment consulting
- Data center relocation planning, management, and execution
- Data, infrastructure, and application-focused migrations
- Project management office (PMO)
- Complex storage migrations
- Data center design and consolidation
- Outsourcing and managed services strategies

Data center transformation isn't a technology initiative; it's an effort to drive better business outcomes. Transforming your data center benefits the business by:

- Enabling more flexibility
- Providing information for better business decisions
- Reducing technology costs while increasing ROI on the technology investment
- Improving business continuity and disaster recovery
- Facilitating innovation for faster delivery of new technologies, services, and information
- Accommodating growth and allowing for quick assimilation of mergers and acquisitions

#### CASE STUDY: ACQUISITION FORCES CONSOLIDATION OF THREE DATA CENTERS INTO ONE

A business acquisition forced this manufacturer to vacate their headquarters – both people and technology – within six months. The data center needed to be relocated while improvements were made to the infrastructure management structure simultaneously. The organization had data in three physical locations and wanted to consolidate to a central location, but was challenged with limited network bandwidth and the business requirement to have no application downtime during the migration.

Datalink advanced services provided a holistic data center strategy and migration solution that included program management, consolidated server and storage infrastructure,

## DATA CENTER RELOCATION (DCR)

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Relocating or consolidating a data center – whether to support corporate expansion and acquisitions, reduce operating costs, or for some other business condition – is not trivial. DCR involves both operational and financial risks. Thorough planning is key to ensuring an incident-free move. We have conducted numerous data center moves using a process-driven approach that allows us to deliver predictable results.

## MIGRATION SERVICES

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We provide expert data, infrastructure, and application migration services that reduce risks and disruptions to enable a smooth transition. We have the knowledge to recognize common pitfalls, fine-tune procedures, and develop flexible, scalable migration solutions to manage the cost of changing technology. Skilled engineers and consultants provide experienced project leadership throughout every phase of the migration process.

application dependency mapping, virtual server migration services, and online data migration services between data centers.

By consolidating data centers and transforming the IT infrastructure, the organization achieved greater agility, improved efficiency, and increased operational flexibility while reducing costs. The data center migration was performed online with no unplanned downtime. In addition, the knowledge of application and infrastructure dependency gained resulted in a seamless transition to Datalink managed services and provided greater visibility for disaster recovery planning. The entire project was completed within the allotted time frame.

### CASE STUDY: COMPLETION OF COMPLEX DATA MIGRATION PROVIDES ROOM TO GROW

A software as a service (SaaS) provider was currently using NetApp 7 mode and decided to transition to NetApp Clustered Data ONTAP (cDOT) because they wanted an OPEX growth model that was flexible to accommodate data growth. In addition, they wanted scalable, non-disruptive enterprise storage that could sustain the business for the long term.

Datalink designed and implemented the data migration that spanned multiple applications including customized programs running on Windows and Linux, Microsoft SQL databases, Microsoft Exchange, virtual data center with VMware, Cisco, UCS, and NetApp, and CIFS file data migration. Datalink project management services were used to ensure continuous communication between the various parties.

Datalink migration services minimized the risk throughout the cDOT transition and the migration was completed ahead of schedule.

### CASE STUDY: LESS THAN SIX WEEKS TO MOVE A DATA CENTER

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This biopharmaceutical company was given less than six weeks' notice to move their office, which included their data center. Our team of DCR specialists handled planning, project management, movement and

## DATA CENTER MANAGEMENT

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We have core competencies in managed services for server, storage, backup and recovery, networks, and the virtual data center. As your IT managed services partner, we ensure your business information is protected, managed, and available on-demand. Through our cost-effective managed services offerings, you can address internal staff and skills shortages, minimize capital expenditures, and maximize IT efficiency.

## TECHNICAL SUPPORT SERVICES

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Datalink OneCall Support Services provide unified technical support for integrated systems and heterogeneous environments to ensure you receive the coverage your business demands. Get direct, real-time access to our customer support engineers who are experienced in supporting unified virtual data center solutions.

transportation of equipment, and coordination of vendor-resources for shut-down/start-up functions. The move occurred as planned – on time and under budget.

### CASE STUDY: VIRTUAL DATA CENTER IMPROVES PATIENT CARE AND SAVES PROVIDER MILLIONS

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Original IT infrastructure for a regional hospital system consisted of multiple disparate servers – some dating back to 2003 – while storage capability was based on a proprietary solution for one of the facility's databases.

We designed and implemented a virtual data center that combined compute, network, and storage components into a single, unified architecture. Using FlexPod converged technology, heterogeneous environments were consolidated into one high-performance, high-availability, secure infrastructure. Existing gear was optimized while the capabilities of the virtual infrastructure were used to deploy site-to-site and failover disaster recovery abilities.

The organization benefited immediately from reduced maintenance costs, increased efficiencies, and most importantly, improved patient care – effectively enabling staff to quickly access data needed to care for patients. The new virtual data center is expected to save the healthcare system millions – \$5.4 million net savings over five years.

## Making IT happen

A complete data center solutions and services provider, Datalink helps Fortune 500 and mid-tier enterprises get the most from every IT investment – with storage, server, and network expertise across the infrastructure. We deliver greater business results throughout, designing what we sell, deploying what we design, and supporting what we deliver.

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