On-Premise, Cloud, Or Managed Service – Making The Most Of Information Management Technology & People

Steffen Low
Vice President, Symantec Business Critical Services
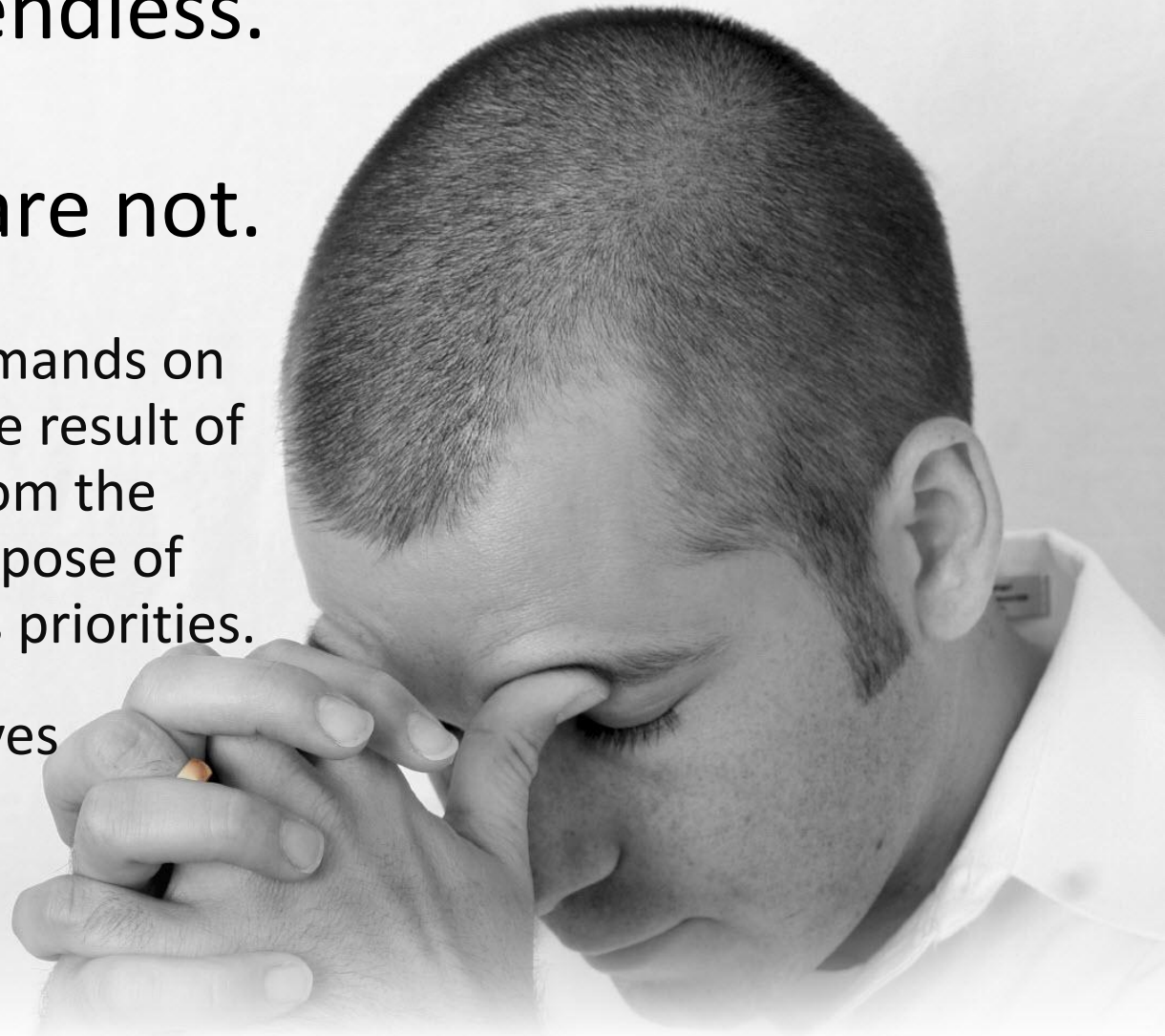
Matthew Edwards
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Demands are endless.

Resources are not.

Many burdensome demands on IT Organizations are the result of a gradual drift away from the originally intended purpose of servicing core business priorities.

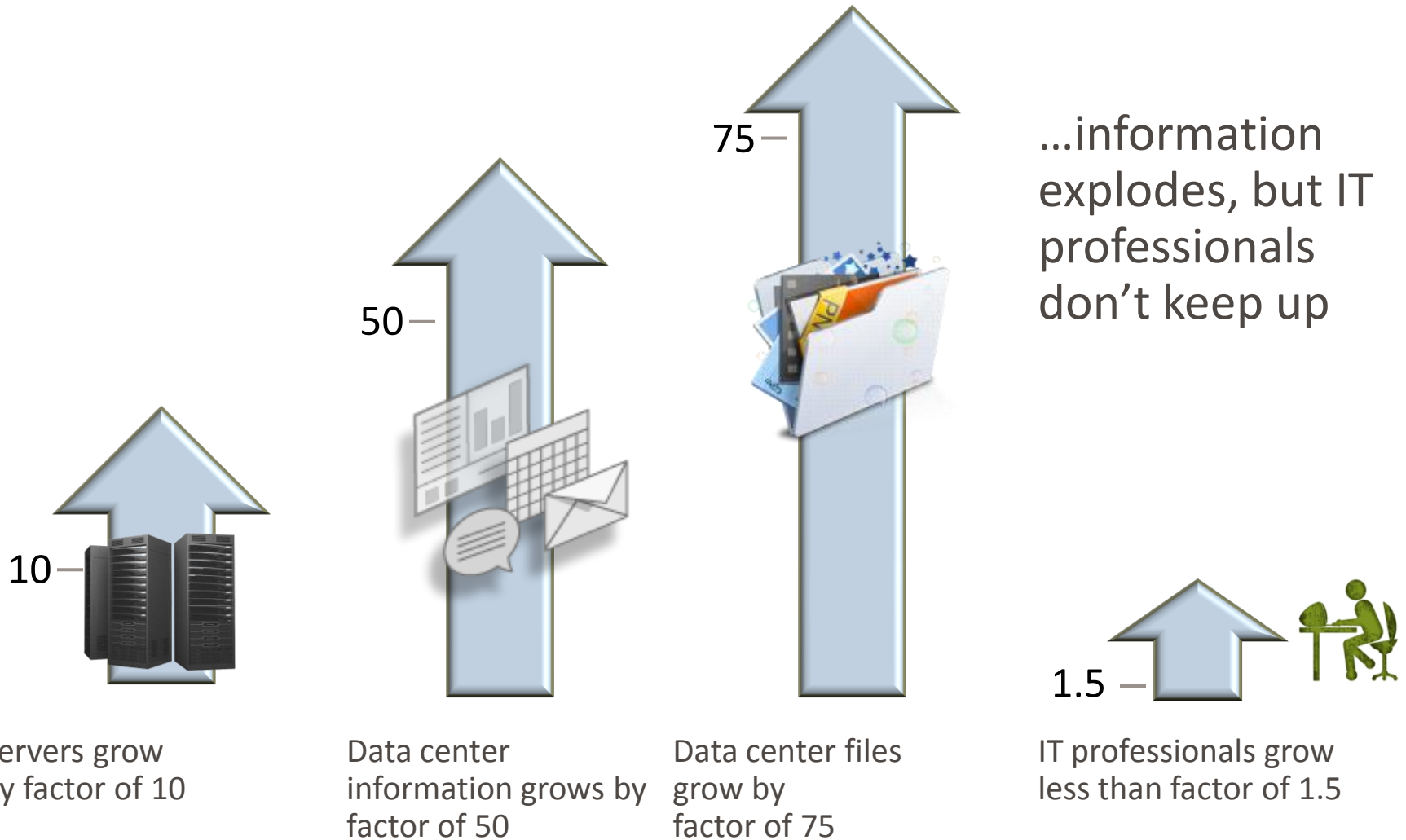We'll discuss alternatives to get IT organizations back on track.

Agenda

1 Resource Complexities & Challenges

2 Deployment & Service Models

3 A Hybrid Approach

4 A Focus on Managed Services

Information Explosion Over the Next Decade...

75 —

50 —

10 —

1.5 —

...information explodes, but IT professionals don't keep up

Servers grow by factor of 10

Data center information grows by factor of 50

Data center files grow by factor of 75

IT professionals grow less than factor of 1.5

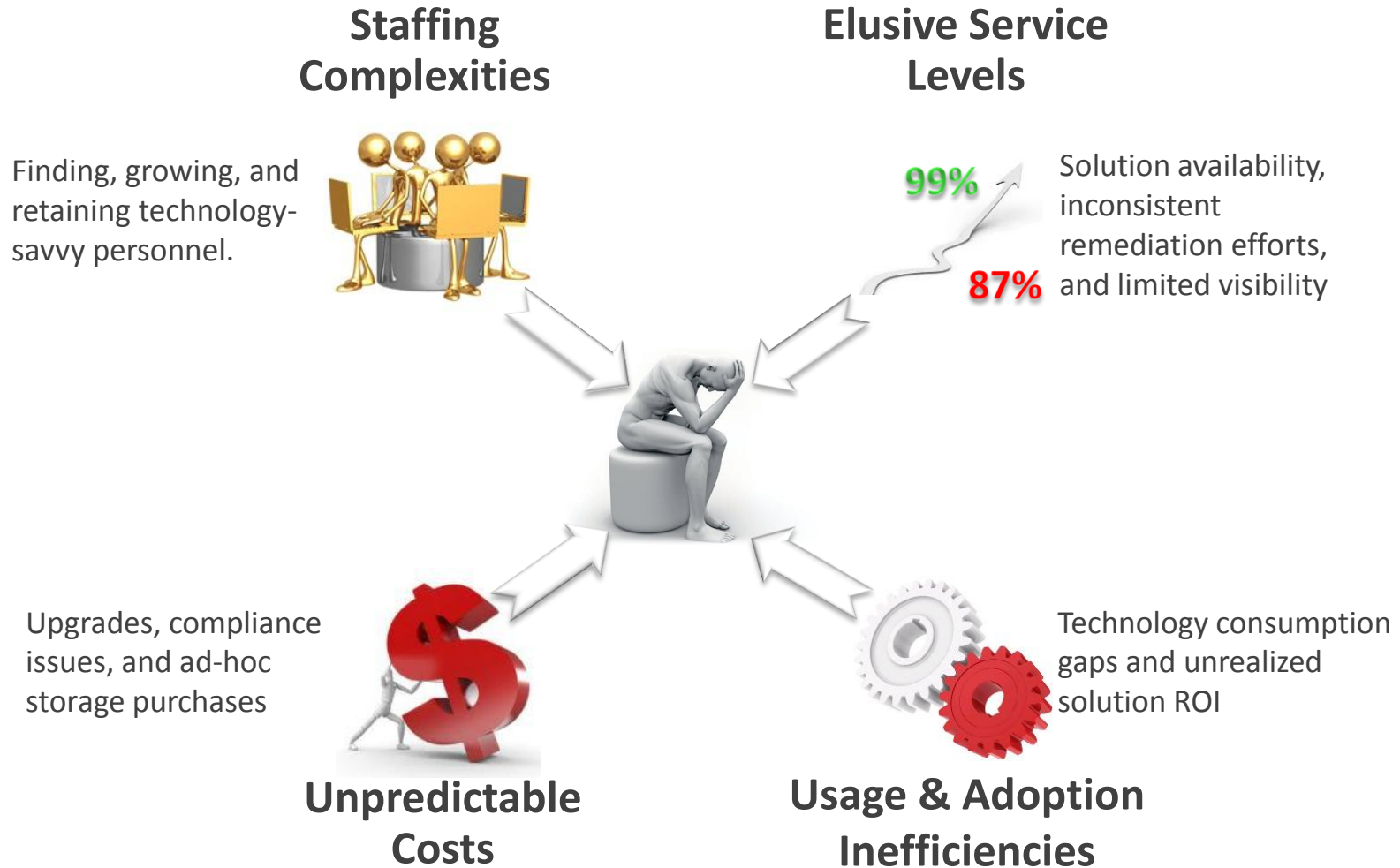*Source: IDC's 2011 Digital Universe study*

Information Management Complexities

Information Management software and infrastructure solutions, while effective in reducing the overall data footprint, inherently become **more robust and complex**.
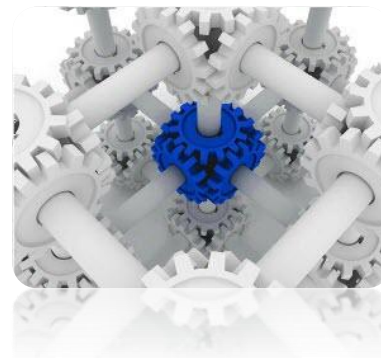
Resources are dramatically outpaced by demands **on** and **for** them.

Pervasive On-Premise IT Challenges

Staffing Complexities

Elusive Service Levels

Finding, growing, and retaining technology-savvy personnel.

99%

87%

Solution availability, inconsistent remediation efforts, and limited visibility

Upgrades, compliance issues, and ad-hoc storage purchases

Technology consumption gaps and unrealized solution ROI

Unpredictable Costs

Usage & Adoption Inefficiencies

Deployment Models & Services Overview

Cloud / Hosted

- **Cloud and Network-Based Solutions on Demand**
  - Application Cloud
  - Storage Cloud

On-Premise / Self-Managed

- **Traditional Software & Hardware Purchase**
  - Self-managed
  - Options available for higher levels of vendor support

Managed Services

- **Application / Solution Management**
  - Execution and Operations with standardization and remote monitoring capability

As a CIO how do you view the Cloud?

ZDNet / CIO / Story

CIOs worry they're being bypassed

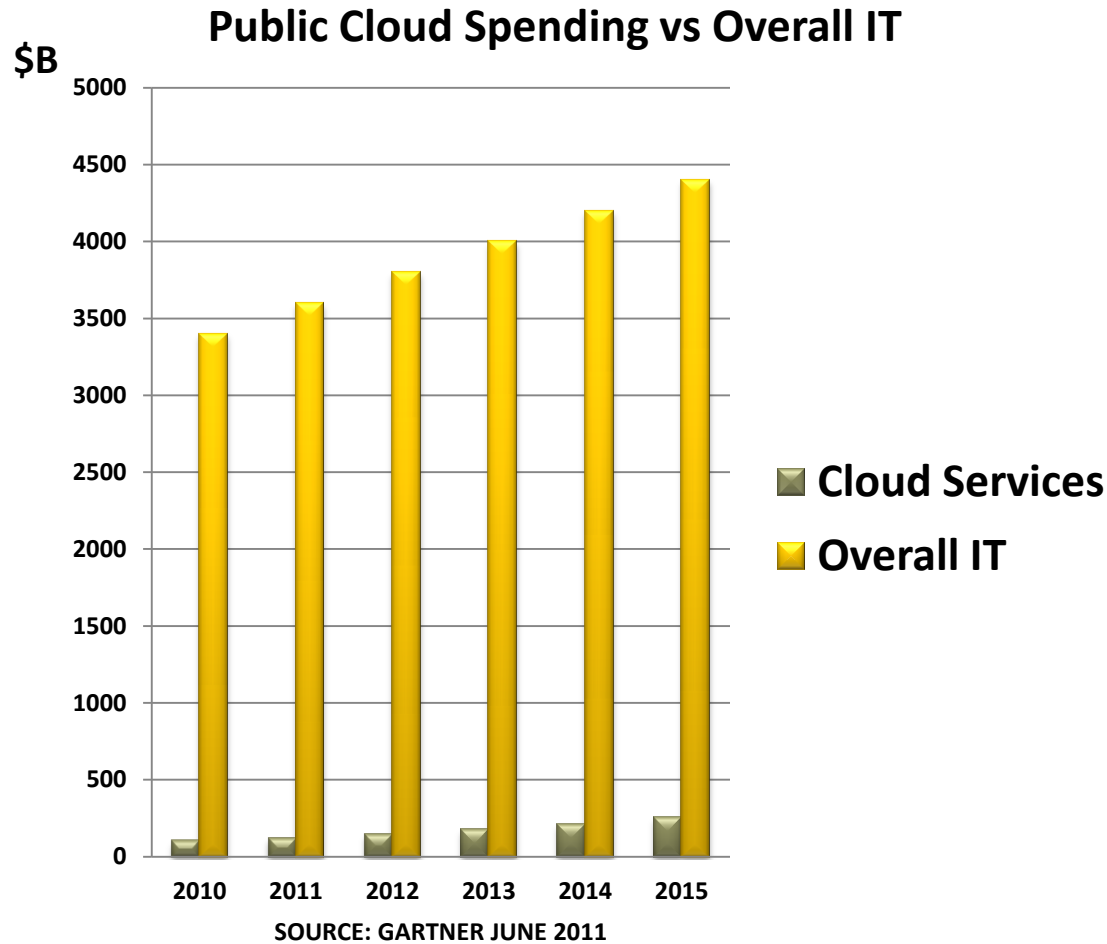By Suzanne Tindal, ZDNet.com.au on March 22nd, 2012   Follow @engochick

SOURCE:ZIFF DAVIS AUSTRAILIA,MARCH 2012

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Cloud CIO: Yes, Your Job Is At Risk

CIOs and senior IT managers are not immune from the employment risks that cloud computing poses to lower-level infrastructure and operations workers. Failing to rethink the delivery of IT services--and the new organizational structures that will be needed to deliver them--poses a threat to their job security.

By Bernard Golden
Mon, June 06, 2011

+ Briefcase | What's this?

SOURCE: CIO.COM, JUNE 2011

Here's why you needn't worry…

Public Cloud Spending vs Overall IT

$B

SOURCE: GARTNER JUNE 2011

Legend:
- Cloud Services
- Overall IT

Public Cloud Services will grow annually at 19%, but still be dwarfed by Overall IT spending

Rungs on the Ladder…

1. Take the Lead (you have a stake in the outcome)

2. Define Your Goals

3. Develop a Governance Framework

4. Create Maturity Matrix (On Prem vs Current Cloud vs Hybrid)

5. Educate (and prepare for cultural change)

6. Update Policies and Procedures

7. Pace Yourself (this is a Marathon, not a Sprint)

'Cloudify' First with Managed Services

Retain ownership of your Infrastructure with:

- Cost Savings (Lower OpEx)

- Service Level Agreements & Warranties

- Agility (Scaling, Predictable Spending, Pay-as-you-go, etc.)

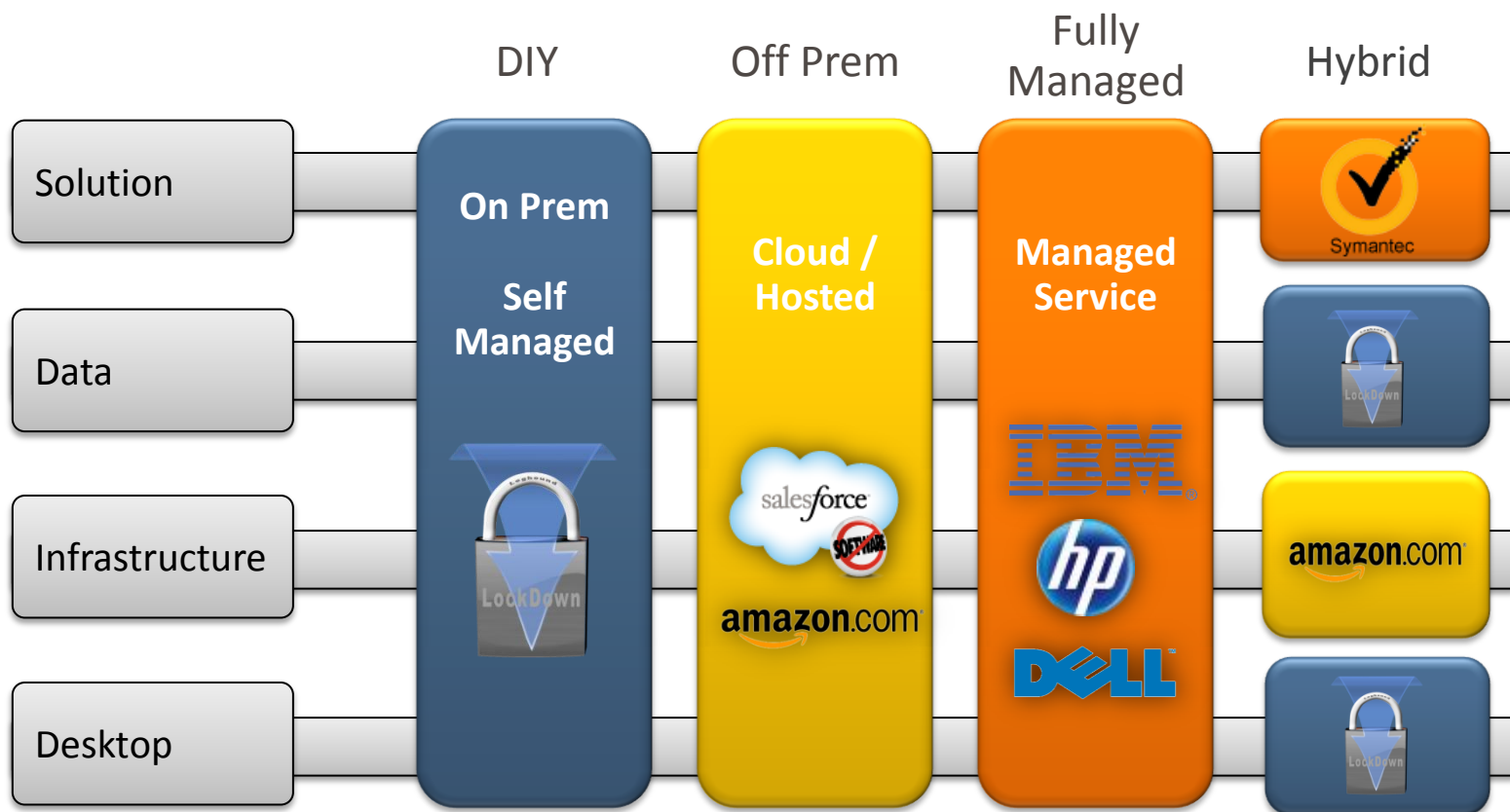- Focus (Free important resources for strategic initiatives)

...without some of the traditional cloud concerns:

- Retain full functionality and integration with other on-premise systems

- Reduce Security and Compliance Concerns

- Ensure organizational flexibility as solutions mature

- Migrate services in stages to the cloud once the true TCO is better understood

The Hybrid Approach

"Right-source" the IT stack

- Retain ownership and command of the infrastructure, data, and technologies.
- Assign management of applications to those who know it best

	DIY	Off Prem	Fully Managed	Hybrid
Solution	**On Prem** **Self Managed**	**Cloud / Hosted**	**Managed Service**	Symantec
Data				LockDown
Infrastructure	LockDown	salesforce SOFTWARE amazon.com	IBM hp DELL	amazon.com
Desktop				LockDown

Symantec Managed Services – Conquering Challenges

Staffing Complexities

Elusive Service Levels

Usage & Adoption Inefficiencies

Unpredictable Costs

Service Management Center
- ✓Solution Experts
- ✓Monitored Live 24 x 7 x 365
- ✓Knowledge Redundancy

SLAs
- ✓Established
- ✓Enforced
- ✓Penalties

Symantec Best Practices
- ✓Patched & Upgraded
- ✓Tuned
- ✓Capacity Planning

Predictable Costs
- ✓Consistent Service
- ✓Predetermined Cost
- ✓No Surprises

Managed Services Delivery Platform

Managed Services Delivery Components

Monitoring	Management & Escalation	

Service Management Center

Service Delivery Manager

Product Specialists

- 24x7 Monitoring
- Report Generation
- Incident Remediation
- Change Management

- Primary Management Interface
- Account Reviews
- Service Escalation
- Service Governance

- Senior Technical Resource
- Key Planning Activities
- Best Practices Oversight
- Engineering Interface

BCS Approach to Managed Services through Managed Enterprise Vault and Managed Backup Service

- ✓ Assume management of product daily operations
- ✓ Implement and enforce SLA's
- ✓ Maximize value of Symantec technology
- ✓ Deliver to Predictable Costs

Thank you!

Making The Most Of Information Management Technology & People