The ongoing Accenture High Performance Business research initiative has revealed that top companies increasingly position information technology (IT) as a strategic asset. They recognize that delivering discrete technology components is no longer the optimal way to generate business value. Instead, these leaders opt to manage their IT operations like an integrated, service-oriented business. In this paradigm, keeping costs low is an imperative. So is aligning IT investments with overarching business imperatives.

The shift from IT delivery to IT service management has significant consequences for data center environments, which are at the heart of any IT capability. With the transition to service management comes the need for greater IT flexibility, server and storage utilization, and cost variability. Maturing technologies in the areas of virtualization, service provisioning and automation help address these new requirements and enable the development of data centers that are more agile than ever before. New sourcing models, as well as the emergence of cloud computing as a viable and secure platform for IT service delivery, promise even faster, more responsive and more cost-effective data center capabilities.

Despite the advances in data center technologies and management approaches, many organizations struggle to create an optimized IT service environment. The proliferation of data to be managed makes the need for better storage, server and database solutions readily apparent. Yet, many organizations lack the necessary data center skills or resources to untangle and replace their complex and costly legacy infrastructures. Large organizations find it particularly daunting to centralize geographically dispersed data centers and effectively manage multiple sourcing providers.

Most organizations understand the value of optimizing their data center environments. Yet, they often don't know where or how to begin. Accenture can help.

Accenture employs market-leading technologies and processes to help clients design, implement and manage data center solutions that align to business priorities, improve IT service management and enable high performance.
Accenture's comprehensive range of data center services helps clients reduce their IT complexity, improve scalability, and achieve significant gains in data center performance. These services, outlined below, are business-led and service-oriented. This means they satisfy specific IT delivery needs and, at the same time, generate outcomes that align to defined business priorities.

- **Data center optimization.** Accenture helps clients reduce their data center footprints and improve operational efficiencies by consolidating distributed facilities and assets into centralized locations. We migrate servers, storage and networks, as needed, and—with the Accenture Application Migration Factory—transition clients’ critical applications to the new environment in a logical sequence and with minimal disruptions to the business. As part of this service, we can also help clients take advantage of private and public cloud opportunities to improve IT service provisioning and management. Optimizing the data center can generate a number of benefits, including enhanced asset utilization, improved availability and reliability, and better cost management. Clients can achieve a savings of up to 35 percent of total cost of ownership. Importantly, the consolidation of data center environments also reduces power usage, which helps companies achieve their “Green IT” objectives.

- **Server optimization.** Accenture standardizes and consolidates servers into highly efficient pools of virtualized computing resources that can be partitioned and assembled to maximize utilization. It is not uncommon for Accenture to virtualize more than 80 percent, standardize up to 95 percent and consolidate up to 50 percent of an organization’s existing servers. By taking advantage of Accenture’s server optimization services, clients typically can achieve a 30 to 50 percent reduction in total cost of server ownership, increase their servers’ reliability and availability, and reduce capital expenditures. As just one example, Accenture helped one of Spain’s largest banks virtualize its server environment. This effort resulted in a 90 percent reduction in the number of servers, a 45 percent reduction in direct costs related to hardware and management, a 40 percent reduction in data storage and backup costs, and a significant reduction in power consumption.

- **Storage transformation.** Clients often want to transition to networked storage and, in the process, eliminate duplicate storage environments. Accenture not only standardizes and consolidates storage into pools of virtualized capacity, but also deploys capabilities that allow clients to manage the information lifecycle across storage devices. As a result, clients improve their storage utilization, investment returns and the availability of the enterprise data that underpins their businesses. Large organizations can
save tens of millions of dollars during the first year of the transition and ultimately reduce their total cost of ownership by 30 to 55 percent.

- Database optimization. An optimized database environment helps ensure that the information used to power the business is accessible, available, and easily and quickly retrievable. Accenture not only standardizes clients’ database landscape, but also configures databases for optimal performance and reliability. These services help clients improve their overall IT productivity, reduce the total cost of ownership associated with database technologies, drive more value from their information assets, and improve performance of mission critical database systems.

- Data center automation. Automated processes based on leading practices can make data center systems much more responsive to changing business requirements. Accenture uses automated technologies to help clients provision, modify, operate and retire their data center services in a precise and dynamic manner. In effect, automation supports the seamless integration of individual data center components—from server and storage environments to applications. The result is an end-to-end data center capability that can reduce delivery costs by up to 15 percent and delivery times from days to minutes.

- Data center outsourcing. To drive even greater efficiencies and cost savings from their data center environments, many organizations turn to outsourcing. Accenture is a leader in data center outsourcing, with a field tested delivery model, a global network of highly skilled professionals, and an unmatched ability to provide either integrated capacity-based services or fully managed data center hosting services. Our delivery centers use standard tools and processes for a consistent approach around the globe. Additionally, we offer cloud enterprise services which automate and integrate server and storage services from both in-house and cloud providers. In delivering these outsourced and cloud solutions, we provide a secure and stable environment for application development and production hosting, storage services, database management and application maintenance services. For a large European utility, for example, we are providing the hosting, database administration and application technical services for a data center environment that comprises more than 500 servers and 2500 physical storage disks that have more than 400 terabytes of raw capacity.
Why Accenture?

Accenture is uniquely positioned to help clients achieve high performance with data center services. We offer what other providers can’t:

- Extensive knowledge and experience. We have delivered data center services to more than 1,000 client organizations around the world. We blend our broad technology experience with insights into new waves of innovation to help clients make the best decisions and mitigate the risks related to data center virtualization and optimization.

- Global reach. We have more than 3,000 consulting professionals around the world dedicated to delivering data center solutions and services that can enable high performance. These professionals are supported by more than 90,000 resources from the Accenture Global Delivery Network.

- Industry know-how. We understand our clients’ businesses, markets and industries. In the area of data center services, we offer tailored solutions for organizations in the Communications and High Tech, Financial Services, Products, Health and Public Service, and Resources sectors.

- Vendor independence. We have strong relationships with a number of technology providers who work with us to bring market-leading data center solutions to the marketplace. Our ability to work with all technologies eliminates the problem of vendor “lock-in” and enables us to suggest technology solutions that can best meet our clients’ specified needs.

- A holistic approach. We focus on delivering the infrastructure technologies, as well as the supporting operational processes and tools, needed to enable high performance.

- A business focus. We are committed to delivering service-oriented solutions that generate measurable business results.

- A robust set of delivery assets. We offer field tested tools, methodologies and practices, as well as a host of custom and pre-built solutions.

- Fast results. Usually within just six to nine months, Accenture can help clients significantly reduce the cost and complexity of their data center infrastructures—without compromising service quality and performance.

- Scalable sourcing models. We recommend—and then deploy—diverse sourcing models to scale the data center infrastructure to keep up with business growth and the ever-increasing demand for IT services.

Next steps

Accenture knows that an optimized data center is a critical component of a service-oriented, business-oriented IT infrastructure strategy. At the same time, we understand that a data center transformation involves more than implementing an IT solution. It requires a holistic approach that focuses as much on operational processes and tools as on the underlying infrastructure technologies. To find out how Accenture can help you build the agile, highly responsive data center capabilities for high performance, contact: ATC_Infraconsulting@accenture.com.
Case Study: Telecom Italia

Accenture helped Telecom Italia launch the next generation of its data center IT infrastructure consolidation and transformation with the twofold objective of permanently reducing IT infrastructure spending while making IT a business enabler. The Telecom Italia Program goals included reducing CAPEX and OPEX expenditures by consolidating 12,000 servers down to 2,000 servers. Telecom Italia achieved a 40 percent reduction in IT complexity due to the standardization of the new infrastructure, the simplification of storage and data center network architecture and systems, the decommissioning of obsolete equipment and the reduction of different equipment types and the skills required to manage them.

Case Study: Telstra

Accenture worked with Telstra to redesign part of its IT infrastructure and define a program that leveraged server virtualization technology to improve operational processes and reduce costs. The new capability helped Telstra achieve significant cost savings, including a 70 percent reduction in server related capital investments and a 30-40 percent reduction in operational costs for the virtual platform compared to the operational cost of the equivalent physical servers.
About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 215,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$21.6 billion for the fiscal year ended Aug. 31, 2010. Its home page is www.accenture.com.