

 SEMINAR

**TRANSFORMING YOUR DATA CENTER**  
THE PROS AND CONS OF 3 DATA CENTER PATHS: CLOUD, COLOCATION OR NEW CONSTRUCTION

## Planning for Smart Growth: Options for the Data Center

How to identify the growth path that makes the most sense for meeting increasing demand.

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## High Demand Drives Growth

- **New technologies are shifting services back to the Data Center: Forcing Growth**
  - Hosted Applications
  - Virtualized Applications
  - VDI – Virtual Desktop Infrastructure
  - Unified Communications
  - Compliance
  - Web Enablement

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## Three Paths to Accommodate Growth

- **Build it Bigger: Constructing a Data Center**
- **Shared Spaces: Co-Location Options**
- **The Cloud: Data Centers in the Ether**

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Due Diligence: Look before you leap

- **ROI & TCO: The acronyms of planning**
- **Determining Cost Factors**
- **Budgetary Impacts**
- **Capital vs. Operational Expenses**
- **Sustained Growth**

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Pros & Cons of Growing a Data Center:  
New Construction

- **Breaking new ground: Elements of construction costs**
- **Speeds & Feeds: Connectivity costs**
- **Location, Location, Location**
- **Municipalities – Hidden costs**

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New Data Center Benefits

- **Ownership of Location and Equipment**
- **Tax Advantages**
- **Corporate Control of Personnel**
- **Control and Enforce Security Policies**
- **Deployment Flexibility**

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Sharing Space: Co-Location and the Data Center – Pros / Cons

- Calculate the True Costs of Co-Location
- Personnel
- Equipment
- Security
- Growth
- Physical Location and Support

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The Benefits of Co-Location

- Reduced Capital expenses
- Easier to budget
- Available Expertise
- Easier Contingency Planning
- Controlled Growth

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Cloud Based Data Centers

- Cloud Technologies = Virtual Data Center
- Fast Deployments
- Integrated BC & DR
- Single Vendor or Point of Contact
- Capacity on Demand

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### Cloud Based Data Centers

- **Reduction in Capital Expenses**
- **Pay as you go Budgeting**
- **Deployment Flexibility**

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### Vetting The Path: Calculating Choices

- **Three Primary Data Center Requirements:**
  - Effectively provide affordable IT services to end users
  - Protect data, applications and business processes
  - Support growth and productivity enhancements

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### Audience Response

Questions?

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