




## virtualization and consolidation



### Overcome the mounting challenges.

Virtualization and consolidation are changing the way IT operates – and how you measure success. Datalink leverages the power of virtualization to enable greater efficiency from your physical infrastructure across servers, storage, and networks. With our proven virtualization and consolidation solutions, you can keep up with rapidly growing demand, while ensuring your IT budgets stay in check. At the same time, virtualization provides a catalyst to change the rules in how IT delivers services to your business – providing new levels of agility to align IT resources to organizational goals.



The full benefits of data center virtualization cannot be achieved through server consolidation alone.

#### WHY DATALINK

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- Customers value our unbiased approach. Because we are not tied to one manufacturer or one suite of products, we are free to customize solutions to your needs.
- We're 100-percent focused on optimizing data centers and have a track record of success in complex, enterprise environments.
- Leveraging our expertise and solutions enhances staff efficiency and productivity. We free your team, so it can focus on other key business initiatives.
- With direct, real-time access to Datalink OneCall<sup>sm</sup> customer support engineers, disruptions in your IT environment are resolved quickly and accurately.

THE STRAIN FELT BY IT ORGANIZATIONS HAS NEVER BEEN MORE REAL. COMPANIES CONTINUE TO STRUGGLE WITH THE SCARCITY OF PHYSICAL AND ENVIRONMENTAL RESOURCES, AS WELL AS THE UNDERUTILIZATION OF AVAILABLE RESOURCES. IT HEADCOUNTS AND BUDGETS ARE NOT KEEPING PACE WITH THE ONSLAUGHT OF NEW APPLICATIONS OR THE GROWTH IN SERVER, NETWORK, AND STORAGE REQUIREMENTS AND THEIR COMBINED POWER, SPACE, AND COOLING DEMANDS. FORTUNATELY, VIRTUALIZATION TECHNOLOGIES ARE ALLOWING ORGANIZATIONS TO ALLEVIATE MANY OF THESE DISPARITIES.

The full benefits of data center virtualization cannot be achieved through server consolidation alone. Our approach takes a holistic view across servers, storage, and networks, as well as backup and disaster recovery – enabling us to provide an optimized data center that efficiently shares and dynamically aligns resources to meet changing application demands. By realizing the interdependencies among virtualized servers, storage, networking backup, and disaster recovery, we can help maximize the benefits and reduce the risks of virtualization projects. Drawing on our more than 20 years of experience, we will provide an end-to-end strategy, aligning your business processes and requirements with the appropriate technology solutions. The result is a dynamic platform for all but the most specialized applications, the foundation of an internal cloud computing system, and a new way of thinking about IT as a service.

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#### CONSOLIDATE

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A consolidated environment drives many benefits: fewer management points; increased sharing among applications; a reduced infrastructure footprint; and shared server, storage, and network resource pools. By eliminating the physical constraints between hardware and the services provided, you not only increase utilization efficiencies, but you also reduce complexity. The result is a cost-effective, unified infrastructure that migrates IT from application silos to a highly efficient and dynamic service-oriented infrastructure that provides increased business value.

#### OPTIMIZE

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Virtualization technologies offer capabilities that enable you to manage your environment more efficiently. Consolidated servers provide improved availability, security, and reduced risk for applications. Storage optimization delivers a reduction in repetitive data, improved utilization, and a tiered storage strategy mapped to classes of service. An optimized and integrated network strategy can align networking policies to virtual infrastructure and reduce networking components and wiring. A well-optimized environment can result in savings and efficiencies that help maximize ROI for long-term strategic projects.

#### PROTECT

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Virtualization allows you to leverage advanced software capabilities for protecting both local and remote data on heterogeneous assets – facilitating the use of technologies that provide advanced replication, low-impact snapshots (both local and remote), and deduplication. Ultimately, your organization can take advantage of backup and disaster recovery processes that are easy to implement and cost effective.

#### WE HELP YOU CHOOSE THE RIGHT PATH

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While virtualization solutions can be complex and approaches vary widely, we can help eliminate the confusion. By objectively assessing the many alternatives available in the market, we can help you select the options that best fit your needs. At the same time, we work with you to leverage what you already have and fine-tune your existing environment. Our planning and assessment services enable you to define a long-term strategy, while helping to prioritize the incremental projects that provide immediate value to your organization across servers, storage, and networking.

Whether your objective is a completely dynamic data center or the incremental virtualization of mission-critical applications, our experienced and certified engineers and consultants can help you address several key areas of virtualization:

- Virtualization plans, designs, and reviews
- Server virtualization
  - Server consolidation
  - Disaster recovery for virtual environments
- Storage virtualization
  - Block / SAN and file-based
  - Backup and recovery for virtual environments
- Virtual networking and WAN optimization
  - Virtual network implementation
  - Performance, policy, and security management

#### IMPROVE EFFICIENCY WITH OUR SERVICES

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We offer comprehensive services – both quantitative and qualitative – tailored specifically to your virtual environment. Our audit and assessment services, driven by robust analytics management software, provide an end-to-end view of your infrastructure, along with key deliverables that can help you easily identify and resolve problems in your virtualized environment. By aligning the value of virtualization to organizational and financial goals, we provide reduced risk and predictable returns. Additionally, you can be more proactive in designing a virtual data center architecture that supports maximum efficiency, performance, and scalability.

### 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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