



# TRANSFORM THE SERVER LANDSCAPE >>

## VIRTUALIZE, SECURE, OPTIMIZE – AND DRIVE OUT COST

CIOs declared war on server anarchy a long time ago. But although the days of uncontrolled server proliferation have passed for most organizations, the drive for intelligent and cost-effective resource balancing goes on.

Virtualization is at the very heart of this mission. There are some fundamental questions to consider. Do you focus, for example, on the infrastructure at a technological level, or do you ask how technology can best be managed according to business teams and their specific objectives? Do you need to own the resource or just control access to the service?

Whichever way you look at it, one thing is clear. If you can optimize resources – and specifically server usage – across the enterprise, then you will make a very real contribution to both performance and cost-management.

You will also lay the foundation for newer, extended virtual resource use, such as emerging cloud infrastructure and services.

With the environmental and financial cost of energy, you'll make a key contribution to Corporate Social Responsibility commitments too.

Virtualization engagements with Atos Origin are extremely focused - and typically result in quantifiable TCO reductions of at least 20%.

Let's take virtual to the edge.

# DRIVE TRANSFORMATION ACCORDING TO BUSINESS NEED

We don't just want to virtualize you for environmental and technological reasons.

Virtualization is pivotal to functioning operationally as a successful modern business. This is true in all sectors. A marketing team in Chicago works with a design team in Milan who feed a production facility in Vietnam from which real-time distribution is managed across six continents. This is the world we live in, and it does not function if rogue servers are being jealously guarded in dark corners. Cloud is on the horizon (and approaching very fast) – but enterprise-wide virtualization is the immediate necessity.

And what about the environment and technology? We can locate your new virtualized server farms in Atos Origin premises. This is a zero-capex option.

Alternatively, for those who want to retain ownership, we will design and build the resource for your own premises.

In both cases we design-in maximum carbon efficiency. This is both a business and an environmental responsibility, and one which we grasp willingly. With both approaches, you benefit from:

- » Continuous technology refresh
- » Optimized performance
- » Solid security and compliance

## TUNED TO YOUR ORGANISATION

Within your organization, the demands made on server performance vary according to professional community and business event. A marketing team researching a new offer, for example, does not need a nanosecond response in their information research. When that offer is presented commercially, however, the faster and more dynamic the response to potential customers requesting information, the more likely it is to succeed.

Without virtualization, and without an understanding of how to exploit its business benefit, this kind of fine tuning will always be out of reach.

## "VIRTUALIZATION IS PIVOTAL: MODERN BUSINESS CANNOT SUCCEED WITHOUT IT"

### OUR COMMITMENT

Atos Origin has a consistent, two-phase approach to virtualization:

- » We analyze your current IT infrastructure, and design the transformation
- » We deliver the new virtualized environment to be located in our data center or in yours

We work with best-of-breed technologies, and are particularly well-qualified in:

- » VMware
- » Microsoft
- » Citrix

We have long experience in designing, implementing and managing all virtualization platforms.

### PRACTICAL POSITIVE STEPS

Our approach is practical and hands-on. We don't ask anybody to believe without proof. We also understand that small steps are the best way to climb a mountain safely and efficiently.

We invite organizations who are interested in the benefits of server virtualization to:

- » Visit our Executive Briefing Center for a comprehensive server virtualization demonstration
- » Take part in an assessment to identify potential cost savings – aiming for at least 20%
- » Join us for a workshop, to model the high-level design, addressing compliance issues and developing a robust proof-of-concept

If you decide to host your own solution, rather than hosting it with us, we will also help you itemize and structure the purchase list and sequence to get the best deal.

Moving on from these first steps, we can scale up at your pace and according to your priorities. We'll track business and technology together along the way, with Atos Origin deploying its own resources so you make the best business use of your own.

### WHY ATOS ORIGIN

Atos Origin scans your enterprise for virtualization potential.

- » We focus on your chosen functions, groups or divisions.
- » You gain a sustainable virtualization roadmap.

Your choices are open:

- » We own the hardware and it is located on our premises (pay-per-use + zero-capex)
- » You own the hardware and it is located on your premises

Reduce infrastructure energy-consumption by at least 20%

Reduce operational costs by 20% with immediate ROI

For more information:  
[engage@atosorigin.com](mailto:engage@atosorigin.com)