

Dynamic Infrastructure Launch podcast with Rich Esposito

Introduction:

Reilly Star: Welcome to this IBM podcast series focused on how to optimize your Technology Infrastructure, I'm Reilly Star from IBM.

Through this podcast series, we'll cover topics that help lower IT complexity and improve operating efficiency... along with tips and advice on using technology and services to help you and your company succeed.

Today we're here to cover a really interesting topic around IBM's Dynamic Infrastructure announcement for April 2009. I'm joined here today by Rich Esposito, Vice President of IT Strategy & Architecture Services at IBM. Thank you for joining us today, Rich.

Question 1

Reilly Star: Rich, to start off I'm sure listeners would like to understand - What's new about Dynamic Infrastructure in IBM's latest announcement this April?

Rich Esposito:

- The initial February announcement described what a Dynamic Infrastructure is and the set of initiatives clients can take to begin their journey.
- So, as a reminder, we defined a Dynamic infrastructure as an intelligent connection of business assets and IT assets which help organizations reduce costs, improve services, and better manage risk.
- The latest April announcement describes how clients are putting Dynamic Infrastructure in action and realizing the benefits. The announcement also describes new hardware and software products as well as services.
- Specifically, within GTS, we have announced over a dozen new services that can help clients reduce cost, improve service levels, and manage risk.
- Also, with this announcement, we have highlighted real client success stories that demonstrate the value organizations are realizing.

Question 2

Reilly Star: Would you discuss one of the customer success stories on how a dynamic infrastructure helped a client realize real business outcomes?

Rich Esposito: Use RTE example, ghosting the name.

- Yes, definitely – One of our clients, a French utility company, was developing a corporate social responsibility program.
- The IT organization needed to align their IT strategy and plan against business priorities.
- For them, a critical business priority was to reduce energy consumption to be more green and reduce spend. A critical dimension of a Dynamic Infrastructure is Energy Efficiency, so we have a set of services that we put forward to help this utility. It's called the IBM Carbon Assessment service.

- So we performed an IT carbon strategy engagement to help the client define a strategy to reduce carbon emissions through a more optimized IT environment, improve energy efficiency, and build a roadmap toward a more dynamic infrastructure.
- The client was able to realize real value;
 - Over 650k € of savings to-date from server consolidation, print rationalization and pc management projects. And that is just the beginning.
- The client now has a roadmap of an additional 13 projects with more than 40 initiatives, representing potential savings of another 1M€ in further server virtualization, desktop virtualization, and other regional consolidations.
- This is just one example, but we have many more examples, but you can really see how a Dynamic Infrastructure can help a client realize real business benefit.

Question 3

Reilly Star: Yes, definitely. As part of IBM's recent announcement, do you have any new services that can help clients continue to build a dynamic infrastructure?

Rich Esposito: We absolutely do and I'll highlight a few --

IT Optimization Express (Business Value Roadmap) Services

- Clients are continuing to look for ways to reduce their IT costs, and they need to do this as quickly as possible.
- We currently have an IT Transformation and Optimization service which helps clients do that in a very detailed and comprehensive way, but it takes usually 12 – 14 weeks to assess all components of their infrastructure to identify cost savings opportunities.
- In response to client demands, we created an IT Optimization Express Service, where we can quickly identify cost savings opportunities and make recommendations for improvement. We've seen clients realize anywhere from 15% - 40% cost savings in their infrastructure.

Network Strategy Optimization and Implementation Services for consolidation and virtualization

- IBM also introduced a new service offering, IBM Networking, Strategy, Optimization and Implementation Services for consolidation and virtualization of network data centers.
- The new services are designed to help networks adapt to a virtualized infrastructure and condition the IT network infrastructure for cloud computing.
- This service take an end to end view of the network as it interacts with servers, storage, applications and management platforms to enable clients to fully realize the benefits of virtualization.

So these are just two examples of new announcements that not only help clients move toward a Dynamic Infrastructure, but also help clients address immediate needs to reduce costs.

Question 4

Reilly Star: How can an IBM team help a client get started on any of these new services?

Rich Esposito:

- Well, the easiest way to get started is through a Dynamic Infrastructure workshop with the client to identify potential areas for cost reduction or service level improvements.

- We can also perform an assessment of the client's IT environment in any area they see as problematic; such as the data center, network, end user devices, or service management processes.

Question 5

Reilly Star: How does this announcement help set IBM apart from the competition?

Rich Esposito:

Through this announcement we're demonstrating how we bring real value to the client in reducing cost, improving service, and managing risk.

We differentiate from our competitors in many ways;

- Consulting, architects, and services professionals with deep expertise – we have thousands of SMEs who are trained and experienced on how to help clients get to a more dynamic, cost-effective IT infrastructure.
- Extensive services portfolio in all areas of the infrastructure; middleware, networkings, end user devices, server/storage, site and facilities, security, business resiliency – all focused on delivering quantifiable outcomes to help clients reduce cost, improve service, and manage risk.
- Within each of these services, we have hundreds of assets and intellectual capital that we have harvested from thousands of client engagements. So we minimize client risk and get to value a lot faster for the client.
- We have proven track record of value and credibility –
 - We were recognized by Forrester last year as the top rated IT optimization consulting firm in the world.
 - IBM is recognized for its leadership in Network Consulting and Integration Services by leading analysts, Gartner, IDC
 - IBM ranked as the leading service provider by IDC.

So I'm excited about our new announcement and I think it demonstrates our commitment to helping our clients achieve greater value from their IT investments.

Conclusion

Reilly Star: Thank you Rich for this great overview of IBM's recent Dynamic Infrastructure announcement. If any of our listeners would like to learn more, please visit ibm.com/dynamicinfrastructure or contact your IBM representative. This concludes our podcast. Thank you for joining us today.