

Did you know that 44% of IT initiatives are completed behind schedule and over budget, with missing functional requirements?<sup>1</sup> This is not good news when there has never been more at stake for IT departments to provide virtualized, automated and efficient delivery of IT to align with organizational business needs.

On the following pages, the IDC white paper, *IT Transformation: Extending Value with Holistic Services* discusses today's transformation of IT consumption in the evolving datacenter and the complexities that enterprise organizations must navigate to realize this transformation.

If you are interested in learning more about Hitachi's approach to transforming the datacenter, we can meet with you to discuss how Hitachi Data Systems can help you to:

- Improve asset utilization
- Obtain control over the growth and long-term management of information
- Secure access among an expanding number of physical locations, including third-party ("cloud") environments

A Hitachi representative will be in touch with you shortly to see if you are interested in learning more about how Hitachi has helped customers transform their IT organizations. Thank you for your time and consideration of Hitachi.

### **About Hitachi Data Systems**

Hitachi Data Systems provides best-in-class information technologies, services and solutions that deliver compelling customer ROI, unmatched return on assets and demonstrable business impact. [www.hds.com](http://www.hds.com).

1. Standish Group, "Chaos Summary," April 2009.

## WHITE PAPER

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### IT Transformation: Extending Value with Holistic Services

Sponsored by: Hitachi Data Systems

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Brad Nisbet  
January 2011

#### IN THIS WHITE PAPER

This white paper investigates the transformation of IT consumption in the evolving datacenter and the associated complexities that enterprise organizations must navigate to realize this transformation. The paper discusses the importance of establishing deep, long-term services relationships with technology and services providers that incorporate an integrated, holistic view of project-based and support-based services. The paper then takes a closer look at the services offered by providers such as Hitachi Data Systems to help enterprise organizations transform their IT environments and to quickly realize greater, ongoing value.

#### THE EVOLVING DATACENTER

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##### **Business and Operational Pressures Are Mounting**

The modern datacenter is undergoing an unprecedented transformation in the way IT is managed and delivered. Fueled by rapidly evolving business and operational considerations, today's IT executives and administrators are under an increasing amount of pressure to respond to a new set of requirements.

Given the experience of the recent recession, a new world of business goals has emerged with respect to IT delivery, including the need or desire to:

- Reduce or eliminate capital expenditure
- Streamline and develop more predictable operational expenditure
- Comply with regulatory and/or business governance mandates
- Deliver IT services to increasing numbers of internal and external users, including a growing base of mobile users
- Leverage the inherent value of business data through increased analytics
- Rapidly deploy new services to internal customers

From a technological and operational perspective, organizations must consider increasing pressures to:

- ☒ Improve asset utilization over an increasingly complex association of networking, physical and virtual server, and storage infrastructure
- ☒ Offer a growing number and variety of applications across a wide range of needs and interoperability levels
- ☒ Extend access of applications and data to expanding numbers of internal and external users, with user mobility a growing and pervasive challenge
- ☒ Obtain control over the incessant growth and long-term management of information, with increasing requirements to deliver layers of management that protect, extend, and leverage the value of data
- ☒ Secure access to and transfer of data within and among an expanding number of physical locations, including third-party ("cloud") environments
- ☒ Reduce energy consumption and move to more predictable energy consumption for power and cooling

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## **IT Is a Partner to the Business**

In addition to the growing list of complex requirements, the pace of change is also increasing. No longer is IT viewed as a resource to simply fulfill an application or technology need within the company; rather, it is viewed as a vital component, if not business partner, of the organization without which the ability to satisfy business goals would be significantly challenged. IT core competency has become more about knowing how IT can help the business prosper.

As such, the risks of not having the technical expertise or not having the appropriate technology investment become critical for the organization to manage. In this rapidly evolving world of complex IT deployments, this is a significant challenge for many enterprise organizations given the necessary levels of expertise, time, and budget needed to realize the full potential of IT value.

Additional risk comes in the form of not taking action and maintaining legacy IT and storage deployments. In an environment where incessant alignment with the business means ongoing fine-tuning and data/application mobility and reporting, maintaining legacy, nonvirtualized IT deployments often means high touch and a constant state of manual change. The need to transform to a virtualized environment, which forms the foundation for automated alignment with the business, becomes critical. To maximize the impact of this transformation and the long-term efficiency of managing the virtualized environment, services become an additional, critical component to reduce the risk of failure.

Along this journey, trusting in a strong relationship with a services partner to help design, implement, manage, and support all the elements of IT infrastructure will behoove any IT organization facing these complexities. An effective partner will

enable IT to become the critical business component it needs to be within the organization. IT itself must be a partner to the business and will need to continually align with changing business needs, and therefore, it must be adaptable, flexible, and elastically scalable. Correspondingly, the services partner entrusted to help the organization navigate through this process must also be adaptable, flexible, and ever present.

In addition, the partner must help to integrate a steady stream of advanced product technologies and reduce the "integration gap" that often exists in an organization's ability to consume new features and solutions. This gap often impedes the ability to deliver the availability, performance, and capacity necessary to ensure an effective IT solution to support business goals.

At the same time, to maximize the alignment between IT and business goals, organizations are increasingly looking to leverage the value of the information they are generating and storing. This comes in a variety of forms but can largely be categorized into the needs around business or regulatory compliance and data analytics. As such, organizations that have transformed their operations to align the storage and management of information with business goals are finding efficiencies by reorganizing the structure of IT personnel and the associated roles of individual IT or storage staff. The services partner must help to address the evolving organizational structure that is changing the landscape of IT personnel.

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## **The Integration Gap**

To address the more intensive operational complexities associated with deploying the next generation of business-centric IT environments, technology suppliers have made great progress by advancing product feature sets. More sophisticated hardware and software features, advanced APIs, and improved GUIs are continually being integrated within the technology product set to allow for more automated, efficient management of both infrastructure and business information.

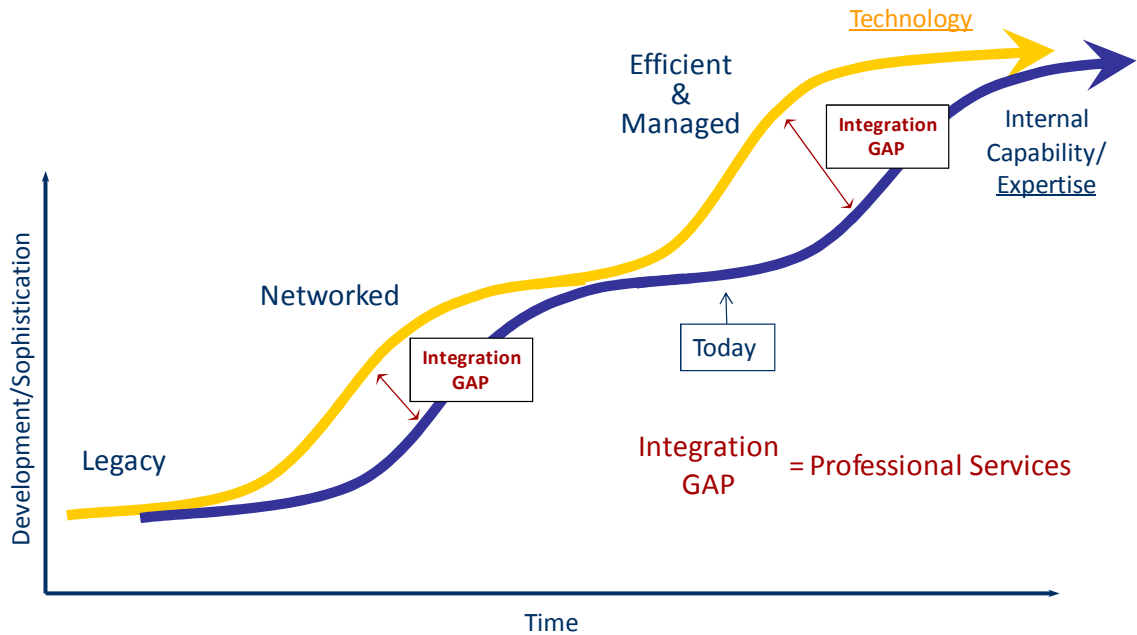
However, the evolutionary sophistication of products alone is not enough to reduce all the complexities through which an enterprise organization must navigate. The organization must address issues that go beyond the bounds of any one particular piece of hardware or software application. The following operational goals often pose a substantial effort at a higher level:

- Consolidating assets
- Supporting server and storage virtualization
- Enabling mobility of applications and associated data
- Incorporating data efficiency technologies
- Transforming to private and public cloud-based delivery models

Figure 1 illustrates the integration gap that organizations face with respect to their ability to integrate and consume new technologies as efficiently as possible.

**FIGURE 1**

The Integration Gap



Source: IDC, 2011

In regard to consuming storage technologies, this is something we've seen before. As networked storage first became available to improve upon the efficiencies of legacy, direct-attached storage, many relied on professional services to design, integrate, manage, and support the emerging and often complex options.

Today we see a major instance of this integration gap occurring again. However, this time, there is much more at stake. As discussed earlier, the operational implications are vast. More importantly, the business goals that are now tied to an efficient, nimble IT organization are more critical than ever. This integration gap becomes a crucial phenomenon that organizations must address to ensure business success.

**The New Face of IT**

At the same time we see IT organizations facing the integration gap, they are also undergoing a slow but inevitable evolution to a new organizational structure. The current path for IT to become a critical component to the business, along with the transformation to new delivery models such as virtualized datacenters as well as private and public clouds and the desire to leverage and protect the inherent value of business information, will cause many to consider reorganizing their internal operational environment and IT personnel around the following main elements:

- ☒ Information Facilities Team
  - ☐ Builds, runs, and optimizes the infrastructure in transformed datacenters
  - ☐ Less about administering individual components and more about ensuring the entire facility is performing optimally
  - ☐ Will serve as the primary administrators of public and private cloud infrastructure offerings
- ☒ Information Services Team
  - ☐ The face of IT when someone wants a new capability
  - ☐ Leaders in transition to a more services-oriented IT model and evaluators of cloud-based platform and application services
  - ☐ Comprehends the full life cycle of an application/service from idea, to launch, to refresh, to end of life
- ☒ Information Access Team
  - ☐ Ensures the "right" people securely access information anytime and on any desired device (laptop, smartphone, or smart tablet)

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## The Importance of Services

Indeed, there is much for today's IT organizations to consider. The pressures to efficiently address the rapidly changing business and operational goals are often overwhelming. For most, the ability to consistently and efficiently address the ongoing responsibilities is simply not possible with existing internal resources and limited staffing budgets.

Given the complexities of deploying new and advanced infrastructure, incorporating cloud-based delivery models, the evolutionary restructuring of IT personnel over time, and the inherent challenges to manage an effective IT environment in the modern datacenter, there is substantial opportunity for a comprehensive set of professional services to address the integration gap and dramatically improve the long-term efficiency of IT and its ability to maintain alignment with changing business goals.

A capable services provider will be able to address all of the following critical elements:

- ☒ **Professional services (program or project based)** that provide the planning, design, implementation, integration, and training to develop and deliver the IT framework necessary to address the organization's business and operational requirements
- ☒ **Professional services — managed services** that provide the long-term, consistent, and reliable day-to-day operation of the environment, which helps to reduce strain on existing personnel and relieve pressures associated with limited staffing budgets

- ☒ **Support services** that deliver ongoing reactive and proactive services that extend the value of the IT operations by constantly monitoring, repairing, and fine-tuning the environment

The critical element in delivering an effective suite of services is to establish a long-term, deep partnership between the services provider and the organization. This ongoing partnership fosters an environment to realize much greater value and to bring IT closer to alignment with business goals much sooner and sustained over a long period of time.

### ***The Key to Success: A Holistic View of Services***

To realize the immediate and long-term vision of IT transformation and to provide greater extension of value, the provider partner must deliver a set of professional and managed services as efficiently as possible. IT and services suppliers that deliver a set of integrated, holistic services that span professional and support-based services will be in a better position to establish deep partnerships with the IT organization. This will enable greater levels of efficiency through:

- ☒ Less confusing relationship for the enterprise organization to navigate
- ☒ Improved communication through fewer points of contact
- ☒ Greater levels of collaboration, communication, and efficiency among the services provider personnel
- ☒ More streamlined process to evaluate areas of concern or improvement in the IT environment over time

One such company that is taking the holistic approach to delivering a full suite of professional services is Hitachi Data Systems.

## **THE HITACHI DATA SYSTEMS SOLUTION**

Hitachi Data Systems is a global provider of IT datacenter solutions including a full breadth of storage and server hardware, software, services, and support. With a long history of providing advanced storage solutions focused on the evolution of virtualization and data management software solutions, Hitachi Data Systems brings over 20 years of experience to the enterprise datacenter.

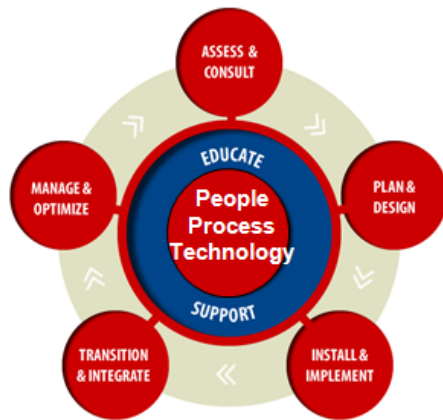
More importantly, over the years Hitachi Data Systems has invested heavily in its suite of solutions and professional services to help organizations establish and maintain alignment between IT and core business objectives. Recognizing that aligning with the ongoing and changing business needs of an organization is rarely accomplished through a one-time, project-based consulting and integration endeavor, Hitachi Data Systems has developed a more comprehensive, holistic, and ongoing approach to cultivate deep partnerships with IT organizations.

## Overview of Hitachi Data Systems Services

In realizing a comprehensive approach to help customers develop a business-centric, modern datacenter, Hitachi Data Systems offers a comprehensive suite of professional services. The suite covers the full spectrum of services, ranging from the initial design and implementation of next-generation IT and storage solutions, to monitoring and management of operations, to a broad set of support options (see Figure 2).

**FIGURE 2**

Hitachi Data Systems Services Life Cycle



Source: Hitachi Data Systems, 2011

With respect to helping organizations maximize their transformation to a new set of technologies, and to maintain, preserve, and protect the value of that transformation over time, Hitachi Data Systems delivers two core services solutions: Transformation Services and Select Care.

### ***Hitachi Data Systems Transformation Services***

An increasing number of customers are recognizing that to address all of the business goals and associated operational burden within the organization, a services-oriented IT delivery model is appropriate. This includes a transformation to a virtualized datacenter at the very least, if not more aggressive steps to a private and/or public cloud delivery model for some locations and applications. In addition, Transformation Services can help to create a road map to the new face of IT, enabling a more information-centric organizational structure among IT staff.

In particular, the Transformation Services offering from Hitachi Data Systems is designed to specifically address the integration gap that so many organizations are experiencing. The service provides the means to immediately extend the value of new

technologies deployed in a virtualized datacenter and to immediately maximize the storage efficiency solutions associated with those deployments.

Hitachi Data Systems Transformation Services addresses the complexities of this evolution by offering two core components:

- ☒ **Transformation Workshop** helps organizations develop a high-level road map and strategy. This process incorporates input from organizations and helps them to envision a new infrastructure to enable a services-oriented environment.
- ☒ **Planning and Design Services** help organizations assess the current state of technology and IT and provide a more detailed road map to implement recommendations that impact people, process, and technology.

### ***Hitachi Data Systems Select Care***

Perhaps one of the most compelling aspects of the Hitachi Data Systems services approach is its Select Care Customer Support Program — a support offering that incorporates the best elements of the company's full suite of services to help organizations design, implement, manage, and support an environment over a long period of time.

The Select Care Customer Support Program was launched in mid-2009 and currently supports approximately 650 sites around the world. The program provides greater access points to Hitachi Data Systems resources and personalized processing that complement existing maintenance services. With the Select Care Program, customers can upgrade service levels and streamline procurement of customized support. The program also easily packages assessment, consulting, optimization, and managed services to address ongoing customer problems and to help keep IT aligned with business goals.

In particular, the Select Care Program is designed to maintain, preserve, and protect the value of the initial Transformation Services that enable a virtualized, efficient, and automated datacenter environment. Given that the Hitachi Data Systems Transformation Services offering is designed to initiate the transformation and establish continuous improvement processes, the ongoing nature of the Select Care Customer Support Program becomes an extremely valuable and critical approach for organizations to execute the continuous improvement processes and maintain their ability to deploy IT that aligns with constantly and rapidly changing business goals.

The Select Care Program affords the IT organization the ability to sustain the integration gap over time by ensuring optimum levels of availability, performance, and capacity within the storage environment.

To address a broad spectrum of challenges among a wide variety of customer types, the Select Care Program is very flexible and customizable with multiple modules that offer:

- ☒ Premier levels of support to customers who desire direct and personal access to Hitachi Data Systems support resources
- ☒ Reporting, health checks, and dashboard tools to proactively ensure that the environment remains operating at optimum, baseline levels

- ☒ Options for Hitachi Data Systems personnel to proactively manage and align the organization's storage environment with established, ongoing service-level requirements

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## **Bringing It All Together: The Holistic Approach**

The beauty of the Hitachi Data Systems services offerings is its holistic approach. The combination of offering Transformation Services with the Select Care Customer Support Program not only ensures the ability to immediately address a customer's integration gap as it transforms its datacenter environment but also ensures that minimizing the gap is sustained over time despite rapidly changing variables and requirements.

With these two powerful service offerings, combined with advanced hardware and software technology, Hitachi Data Systems is helping organizations deploy, maintain, and operate the infrastructure necessary to fulfill the availability, performance, and capacity needs in a transformed, virtualized, business-centric environment.

Specifically, the Hitachi Data Systems holistic approach provides:

- ☒ Alignment with business requirements
- ☒ Support offerings that enable much greater levels of proactivity and efficiency
- ☒ Increased Hitachi presence and commitment, which ensures that projects are completed on time and within budget (This close presence also fosters the partnership and collaboration necessary to provide ongoing, maximum value.)
- ☒ A full life cycle of value realization, not only to address the initial and often overwhelming integration gap but also to preserve and protect that investment over the life of the solution

## **CHALLENGES/OPPORTUNITIES**

There is a tremendous opportunity for enterprise organizations to deploy sophisticated, virtualized IT environments to support business goals. As such, the opportunity for technology and services providers to aid in this transformation is vast. Along the way, it will be important for end users and providers alike to keep in mind the following:

- ☒ The long-term vision of a converged set of infrastructure components among server, storage, and networking holds promise, but the short-term realization of and transformation to converged infrastructure environments will create operational complexities that a holistic set of services can help to address.
- ☒ The advent of public cloud alternatives will create additional challenges by introducing new IT delivery options that must be integrated with traditional IT delivery models in the datacenter.

- ☒ The "new face of IT" — reorganizing the roles and job functions of IT staff to address information-centric IT deployment — will undoubtedly take time and not be accomplished without internal political pain. Services providers will be well-positioned to help articulate the benefits and pitfalls of this evolution.

## **CONCLUSION**

Clearly, the modern datacenter must transform to provide virtualized, automated, and efficient delivery of IT as it aligns with the business needs of the organization. While the technology to enable this transformation is rapidly evolving, there is no one hardware or software product that will solve these problems overnight.

There has never been more at stake for IT departments to succeed. Among the myriad decisions that IT organizations must make along this transformation process, the single decision to create a deep, long-standing partnership with a trusted technology and services provider will prove to be the most critical.

Those organizations that ultimately succeed will realize that the bulk of the transformation will take place in the initial investment, when a services partner can maximize the consumption of new technologies by filling the integration gap. More importantly, successful organizations will also recognize the need to provide an ongoing partnership to help protect, preserve, and enhance the initial investment, which will extend overall value and lead to the greatest level of success in supporting changing business goals over time.

The Hitachi Data Systems approach of providing a holistic view of transformation and comprehensive, value-added Select Care services will arm IT organizations with the tools, processes, and ongoing management capabilities needed for a successful operation. With a foundation of experienced people and proven processes and technologies, Hitachi Data Systems will undoubtedly help to reshape the future of the modern datacenter.

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