



## SERVER MAKEOVER. YOUR FIRST STEP TOWARD LOWER COSTS, LOWER RISKS.

How do you reduce information technology (IT) costs yet continue to meet the growing demands of the business?

According to IDC, the costs of server management, including power and cooling costs, will outpace the costs of buying these servers by a factor of four times and eight times respectively. The main contributors are:

- Rapid growth in the number of servers, resulting in server sprawl, which in turn limits the flexibility of the IT infrastructure to meet new demands,
- Low average utilization of these servers, which is a result of running on dedicated servers, which results in poor return-on-asset, and
- Increased complexity in managing the increased number of servers.

The tell-tale signs that you may need to makeover your server infrastructure are as follows:

- Do you have a large number of single-workload servers?
- Are you facing a major technology refresh?
- Are you under pressure to reduce your IT budget?
- Are you paying too much for hardware maintenance?
- Can your servers handle seasonal or unexpected peaks in demand from business units and customers?

### PLANNING FOR SUCCESS

Faced with these challenges, where do you start? How do you start? We can help. We use a proven methodology to help organizations just like yours meet those objectives.

The first step in this methodology is IBM's Server Makeover analysis. This analysis is used to develop a high-level roadmap that can help you identify makeover opportunities to address those challenges mentioned.

During the Server Makeover analysis, IBM will analyze the server and application baselines provided, then — using powerful tools based on a combination of historical and customer-provided data — develop a high-level technical and financial roadmap that identifies optimization opportunities within the server environment.

This roadmap can help you answer fundamental questions, such as:

- How many server and/or operating system images can be consolidated?
- What timelines and costs are associated with optimization?
- Where are the project risks?
- Which strategies can help mitigate risks?
- What will be the total cost of ownership (TCO) and return on investment (ROI)?

### KEY BENEFITS

Some of the possible benefits of performing a Server Makeover analysis early on are:

- Establishing a business and technical justification for pursuing makeover initiatives within the environment,
- Helping establish a financial roadmap on the timeline and effort required to get there,
- Identifying major technical challenges early on and developing mitigation strategies, and
- Helping benchmark the current environment with industry peers.

### HELPS ANSWER KEY QUESTIONS

- Will it save the business money? How much and in what timeframe?
- Can return on investment be achieved within the desired timeframe?
- Can the savings be quantified and projected?

### CONTACT IBM

- [move2ibm@us.ibm.com](mailto:move2ibm@us.ibm.com)
- IBM Sales Team or Business Partner

### TIMELINE OF ACTIVITIES

IBM kicks off the engagement by explaining the process.

Customer provides server and workload data in spreadsheet format.

IBM enters data provided by the customer, coupled with historical information from similar customer environments, into IBM tools to begin the analysis.

IBM presents the findings of the Server Makeover analysis to customer.

This includes an estimate of:

1. Number of physical machines needed to replace the current environment,
2. Number of virtual machines needed to replace the current environment,
3. Estimated cost of transformation,
4. A high-level box and image plan, and
5. Total cost of ownership/return on investment analysis.



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