



Storage and data services from IBM

Highlighting the NovusCG acquisition

Highlights

- ***Takes a holistic approach to addressing your data challenges***
- ***Addresses the complexity of your storage environment***
- ***Increases efficiency in the storage environment by standardizing operations***
- ***Supports more effective utilization and boosts service levels***
- ***Helps you reduce data storage costs and support the business by aligning applications to infrastructure***
- ***Supports your regulatory compliance efforts***

Developing a comprehensive storage strategy

Senior storage and IT executives today are concerned with managing the burgeoning complexity of their storage environments, minimizing costs and ensuring regulatory compliance. To address these challenges, IBM delivers a comprehensive storage strategy and management framework for the maturation of the storage and backup infrastructures—regardless of the underlying technology. We bring to bear deep experience across vendor technologies. Unlike many of our competitors, we have a holistic framework built around an intellectual capital-led approach using established industry best practices, methodologies and software to drive real transformation, helping you to better understand your storage environments while achieving operational and financial efficiency.

To better help you achieve these goals, IBM has acquired NovusCG, a leader in independent enterprise storage consulting and data solutions for the global enterprise. NovusCG has helped some of the world's largest institutions streamline their storage environments, reduce cost and manage risk associated with their data through consulting, software and integration engagements. NovusCG has been a thought leader in its approach to asset-based services in the storage space, developing an intellectual capital-led approach to solving customer pain points. Acquired by IBM in October 2007, the NovusCG capabilities solidify the IBM Global Technology Services focus on asset-based services. In addition to the products highlighted here, NovusCG brings to IBM a high concentration of storage-related technical expertise in the industry and a track record of success at some of the world's largest corporations, including one of the largest storage resource management (SRM) deployments in the world.

Focusing on key data storage areas with a holistic approach

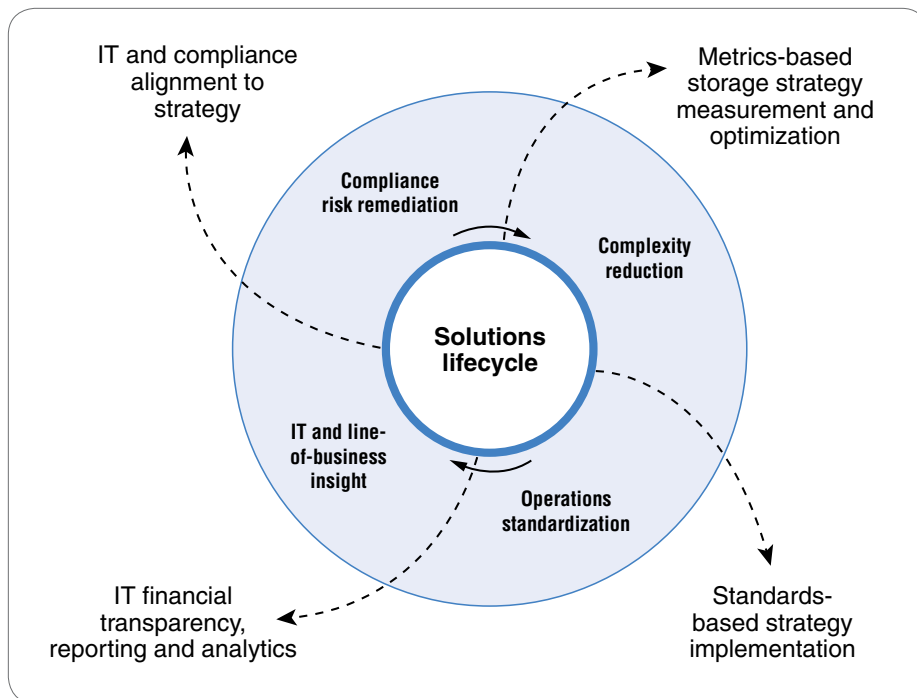
With the NovusCG portfolio, IBM has enhanced its focus on providing a holistic approach to solving your storage and backup pain points and subsequently transforming and maturing your IT environment.

Typical data storage management challenges include:

- *Lack of business visibility into storage usage by line of business*
- *The need to create the right infrastructure to manage data and support compliance*

- *Difficulty in managing the overwhelming complexity of multivendor storage toolsets and processes*
- *The demand to control costs while growing storage infrastructure to meet business demands and growth forecasts*
- *Difficulty in establishing accurate chargeback*
- *Difficulty in working with the lines of business to right-tier applications to drive down costs.*

The IBM approach to meeting these challenges is illustrated by the solutions lifecycle illustration below and the associated services.



Reducing complexity with software, methodologies and services

One of the toughest challenges for your enterprise when attempting to implement a new strategy to solve your storage problems is determining the exact source of the problem. The complexity-focused stage of the solutions lifecycle involves analyzing the way an enterprise uses, interacts with and manages its storage environment. To achieve this, IBM applies a proprietary software-enabled methodology and services platform to analyze what is termed the IBM Management Complexity Factor (MCF) in order to identify areas of greatest potential gain for your complexity reduction and cost savings. A patent-pending methodology that facilitates rapid evaluation of virtually any IT environment, the MCF capability is designed to:

- *Reveal operational inefficiencies associated with IT infrastructure components that result in excessive costs and barriers to service delivery*
- *Provide a detailed three-year roadmap that leads your organization through transformational activities required to help achieve its optimum state*
- *Deliver operational expenditure comparisons between existing and optimized environments to highlight savings and increased ROI.*

Standardizing operations to improve the storage environment

Once the complexity in your environment has been identified, and the strategy for reducing and managing it has been defined, the next step is to standardize your IT operations. Many of the problems that arise in your data environment are a result of nonstandard operational policies and practices—or a complete lack of standard procedures. This lack of standardization, coupled with the proliferation of disparate technologies and multinational operations, creates not only operational inefficiency, but also unplanned downtime and lost business production. To address these challenges, we offer IBM ESP (Enterprise Standardization Program) and a Wiki-based toolset for the deployment and enforcement of auditable standard processes and procedures around storage and backup. This solution:

- *Provides a comprehensive library of storage and backup best practices*
- *Uses the “many solutions—one way” methodology*
- *Is delivered as a rapidly deployable Wiki-based software*
- *Supports leading storage and backup technologies*
- *Delivers high-level lifecycle workflows and detailed step-by-step procedures.*

Providing line-of-business insight to improve utilization and service levels

Data and storage infrastructures exist to serve business purposes. For the most part, however, enterprises are not aware of how their storage resources are being consumed by different parts of their organization, their line-of-business customers. This lack of information can lead to inefficient usage of IT resources and wasteful spending on unneeded resources. To address these challenges, we offer IBM SERP (Storage Enterprise Resource Planner) reporting and analytics software to help you analyze how your IT resources are being utilized. IBM SERP software can also show you how that utilization relates to the business functions that own those resources to help you transform from a reactive IT organization to a mature services bureau. IBM SERP software is designed to enable the following:

- *Capacity planning*
- *Configuration management*
- *Reclamation and utilization improvement*
- *Information lifecycle management (ILM) and right-tiering*
- *Deployment planning and reservation*
- *Troubleshooting*
- *Financial transparency*
- *Accurate chargeback*

Aligning applications to infrastructure to help reduce costs

Customers with large storage environments typically suffer from the “one size fits all” model. In this model, all applications (regardless of requirements) are grouped onto a high tier of storage. This approach leads to very high infrastructure costs and underutilized assets across the enterprise. The IBM A2I (Application-to-Infrastructure) solution can help you combat this problem. IBM, armed with the data provided by SERP software, works with your IT and line-of-business staff to right-tier the environment. Service-level tiers are subsequently mapped to the resulting data, and an application alignment report (AAR) is provided that matches business requirements by application with the appropriate tier.

Supporting your compliance efforts across the enterprise

To achieve functional compliance, changes in legal policies must be mapped all the way through to IT policies and infrastructure, with supporting processes, lines of communication and reporting structures. A comprehensive compliance support solution requires the informed and interdisciplinary approach of the IBM Compliance 360 (C360) assessment.



Why IBM?

Few other providers offer a comprehensive data storage solution for businesses like yours. And now, with the acquisition of NovusCG, IBM is exceptionally positioned to help you meet your data storage management needs. Our deep data storage expertise and network of IBM Business Partners give us the framework and the economies of scale to help deliver a cost-effective data storage solution for your organization.

For more information

For more information about IBM storage and data services from IBM, please contact your IBM sales representative or visit:

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