



THE LITTLE RED BRIEF



Your answer to the latest and greatest issues facing IT.

VOL
04

EVOLVING YOUR DATA CENTER
INFRASTRUCTURE OPTIMIZATION

Your data center has to be ready for anything. Including the future.

[CDW.com/datacenter](https://www.cdw.com/datacenter)

Prepare for growing technological demands with innovative solutions.

Your data center is growing — and it's showing no signs of stopping. This constant influx of information demands innovative technologies that can keep up. Your servers must be at the peak of efficiency. Your storage systems must be flexible, scalable and manageable. And your data itself must be highly available. It's not a tall order; it's just the data center you need to stay competitive.

It's time for innovation and evolution. It's time to prepare for the future. With the right mix of solutions, tools and strategies, you can breathe new life into your current environment and prepare it for new growth. The result is reduced costs, improved manageability, high availability and a bright technological future.

- To learn more about how our data center solution architects can help you, call your CDW account manager or 800.800.4239



DOES YOUR DATA CENTER MEASURE UP?

When efficiency falls short, virtualization can help it grow.

Your servers are sprawling. An impressive sight on the outside, but on the inside, they're anything but. Nonvirtualized servers perform at only 10-20% of their capacity, taking up time, money and storage space. By enabling one server to perform the workload of many, virtualization can reduce your server count and increase data center savings.

Look to HP ProLiant DL servers for the highest level of efficiency, insight and control. Designed with decades of integration experience, they're made for easy implementation.

(S) LOWER TCO

When you virtualize, you end up with fewer servers. This means less hardware to purchase, update, refresh and maintain. On average, a typical business can save around \$3000 a year for each virtualized server workload.¹

[] FREE UP SPACE

Virtualization reduces the number of servers you need, freeing up valuable space on your data center floor. It's literally more room to grow. For example, an inventory of 30 servers can be reduced to just three virtualized ones.

(-) REDUCE POWER AND COOLING

The benefits of virtualization even spread to your utility bill. Fewer servers in the data center means less energy to power and cool them. For example, 80% fewer physical machines can yield up to 60% savings in power and cooling.¹

(+) IMPROVE MANAGEABILITY

With fewer servers to maintain, you waste less time on daily monitoring, configuring and provisioning tasks. A virtualized server can take as little as an hour to provision whereas a nonvirtualized server can take up to two days.

CDW POWER AUDIT

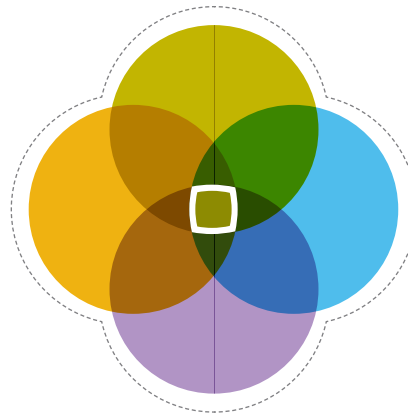
Your old power and cooling setup might not meet the needs of your new virtualized server room. Let us reevaluate your current plan and help you devise a new one.

¹ Source: CDW Solutions Catalog, Dec. 2008

Don't let growing data grow out of control.

Contain it and sustain it with a storage area network.

Your volume of data isn't getting any smaller. In fact, it's getting bigger and more unwieldy by the day. Adding new storage devices may alleviate this problem temporarily, but in the long run, it can create some new problems of its own. More storage devices means more hardware to maintain across multiple locations. This isn't just an inefficient use of manpower and time. It's an inefficient use of money and storage assets as well.



A storage area network, or SAN, can help make data storage more efficient — both now and into the future. By consolidating storage systems across multiple locations, a SAN creates one large, central pool of storage, not to mention many key benefits.

Build a seamless and efficient SAN with cutting-edge HP technologies. HP ProLiant storage solutions include host bus adapters, tape storage drives and external storage drives.

Manageability

With their centralized management, SANs drastically reduce the number of physical locations that IT teams must maintain and support.

Accessibility

A SAN can move large blocks of data at very high speeds, making them ideal for accessing large amounts of information across great distances.

Efficiency

A SAN can maximize storage utilization rates by allowing data-heavy users to share space with less data-intensive parts of the company.

Scalability

SANs are highly scalable. An unlimited number of new storage devices can be added to the network as needed.

There's never a time for downtime.

Keep systems up and running with two strategic steps.

Anything that can go wrong, will go wrong. It's Murphy's Law, and it rules your IT land. On any given day, system crashes, security breaches and natural disasters can threaten to bring operations to a standstill, potentially costing your company millions in downtime. Of course, system failure is not an option. So before Murphy's Law gets your data center down, let backup and high-availability solutions help keep it up and running.

1

Data Backup

Data backup creates a copy of all your business data, providing a means of restoring your system in case of loss. It can be achieved with a mix of solutions that helps manage, simplify and even automate the backup process. Backup software, for example, helps ensure the protection and restoration of all data to the strictest RTO and RPO. Data deduplication is another strategy that can reduce redundancy and shorten your backup window. And with help from hosted data backup services, you can increase productivity.

2

High Availability

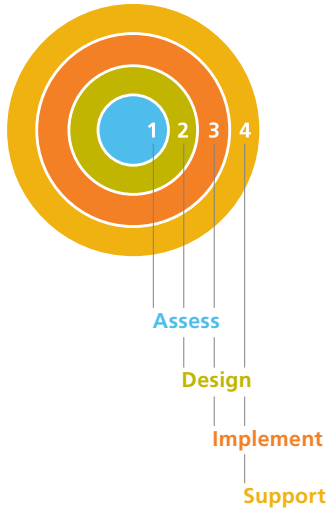
It's important to be able to restore your systems. It's even more important to be able to restore them quickly. That's where high availability comes in. It ensures that mission-critical data and applications can make a speedy recovery in the event of unplanned downtime, so business — and profitability — can resume as usual. A highly available network may include redundant hardware, routers and high-availability software. Together, these solutions ensure resiliency, prevent bottlenecks and increase manageability.

HP Networking Solutions feature an award-winning wireless intrusion detection and prevention system (IDS/IPS)

Symantec's Veritas Cluster Server is the industry's top clustering solution for minimizing application downtime.

■ **Our Data Storage Audit can help prepare you for what's coming. To learn more, call your CDW account manager or 800.800.4239**

Featured Service



Server Virtualization Audit

You already know how virtualization can bring great efficiencies to your server room. What you might not know is how to bring it all into play. With thousands of virtualization audits under their belts, our virtualization audit team can guide you through the process step by step. It all starts with an audit of your current server environment, followed by a custom design of the virtualization solution best suited for your needs. Next, they'll lead you through the implementation process using best practices from start to finish. And finally, as with all CDW solutions, we will stand by you throughout the lifecycle of your product to support it.

Why CDW? Because we deliver more than just products.

At CDW, you'll find the people, the products and the plan you need to evolve your data center for the future. The breadth and depth of our product and service offering is unrivaled, and we even provide the expert solution architects to make them work for you. Our expertise goes beyond the area of data center optimization and includes everything from unified communications and security to business continuity and more.

- **To learn more about data center optimization, or to consult with a solution architect about technologies for your business, contact your CDW account manager or call 800.800.4239**

Or, visit [CDW.com/datacenter](https://www.cdw.com/datacenter)

The People

Your dedicated CDW account manager is backed by a team of industry-certified experts who can help you build the right solution for your business.

The Products

Because we work with many of the industry's top vendors, you won't get just any product — you'll get the one that will work best for you.

The Plan

CDW offers a variety of services that can help you recognize your infrastructure's weaknesses and create a plan of action to correct them.

Featured Partners



One out of Every Three Servers Shipped Worldwide is from HP

As the largest IT company on the planet, HP creates technology solutions in more than 170 countries around the world. Their unmatched portfolio spans printing, computing, software, data storage, networking hardware, services and IT infrastructure. CDW is the largest certified partner providing a full range of HP hardware and services. CDW has a field team dedicated to understanding and deploying the very latest HP technologies.

Partnerships

- HP Networking Master Partner
- HP Enterprise Storage Elite Partner
- Symantec Enterprise Vault Authorized Partner
- Symantec Platinum-Level Partner — the highest level of partnership

Awards and Designations

- HP Avnet HP Services Partner of the Year — 2009
- Symantec LAR Partner of the Year, CDW and CDW•G — 2008
- Microsoft Advanced Infrastructure Solutions, Systems Management Partner of the Year — 2009
- VMware Americas SMB Partner of the Year — 2010

Technical Certifications

- Microsoft Virtualization Competency
- Thousands of storage and virtualization audits



2010 Leader in the Gartner Magic Quadrant for Content-Aware DLP

Symantec is a global leader in archiving and backup software, enabling businesses and consumers to have confidence in a connected world. They help customers protect their infrastructure, information and interactions by delivering software and services that address risks to security, availability, compliance and performance. Plus, CDW works closely with Symantec and is a Symantec Platinum-Level Partner.

To see how HP and Symantec can help evolve your data center for the future, call your CDW account manager or 800.800.4239

Or, for more information, visit CDW.com/datacenter

