Traditional data center models can’t keep up with today’s growing demand for applications, storage and resources on servers and networks. Fortunately, we’ve got the people, partners and plan to create **DATA CENTER TRANQUILITY**.
THE CHALLENGE

BIG CLUMSY DATA CENTERS

As today’s IT environment evolves, the traditional data center model has fallen behind. They’ve gotten too big, too uncoordinated and too inefficient. And it’s cost your organization time, money and productivity.

The traditional data center struggles with:

- **COMPLEXITY** – Multiple environments with a nonuniform set of systems hinder performance and scalability.
- **UNDERUTILIZATION** – Outdated technologies with higher maintenance costs prevent efficient use of data center resources.
- **LIMITED RESOURCES** – Reduced budgets and limited space place limits on system improvement.

A convergence plan can alleviate these problems. But you’re still faced with the questions of where to start and what path to take. And every moment you hesitate, your data center gets bigger, more complex and more expensive to fix.

THE SOLUTION

A STREAMLINED SOLUTION

With the right plan, you can consolidate data center size, improve resource utilization, lower total cost of ownership and lay the foundation for a future cloud transition.

CONVERGED INFRASTRUCTURE STACKS

Converged Infrastructure Stacks are cost-efficient, all-in-one platforms that help make managing your converged data center easier. Additionally, they provide a common platform for any future transitions to cloud computing solutions.

These components of data center convergence work together to create a more efficient system:

1. **SERVER AND DESKTOP VIRTUALIZATION** – Server virtualization addresses underutilization by decoupling the link between physical servers and specific applications.
2. **NETWORK OPTIMIZATION** – The framework for a converged environment, providing a high level of connectivity between servers, storage and applications.
3. **BLADE SERVERS** – Blade servers provide high-density solutions that reduce the physical space demands of your data center — giving you more capabilities with a smaller footprint.
4. **MANAGEMENT TOOLS AND PROCESSES** – Help you efficiently support your team and track IT resources while providing critical disaster-recovery and data protection.
5. **STORAGE VIRTUALIZATION** – A pool of virtual storage increases efficiency in data centers by allowing different physical servers access to storage resources.

CONVERGENCE REFERENCE ARCHITECTURES

In addition to the right technology, a Data Center Convergence (DCC) solution should also include the right plan. Reference architectures are blueprints for deploying converged infrastructures. They include prevalidated designs and all the necessary components, plus best practices for addressing different application and deployment scenarios.

FEATURED SERVICES

At CDW, we offer assessments and services to help your organization plan for data center convergence and transition to cloud.

- **SERVER VIRTUALIZATION ASSESSMENT** – We can provide your organization with a customized, detailed report with specific virtualization recommendations based on your unique environment.
  
  Learn more at CDW.com/server-assessment

- **PRIVATE CLOUD ACCELERATOR** – Our Private Cloud Accelerator service covers every step necessary to ensure the right outcome for your business — whether it’s an integrated solution or a roadmap to an upgrade of your existing infrastructure.
  
  Learn more at CDW.com/pc-accel
THE BENEFITS

BIG REWARDS COME IN SMALL PACKAGES

With the components of a Data Center Convergence solution in place, your data center will be increasingly efficient. In addition, your data center will have:

GREATER FLEXIBILITY — With a smart convergence solution you can adapt your data center more rapidly to changes in IT demands. And you will be able to cost-efficiently scale for future growth.

IMPROVED MANAGEABILITY — The management tools you implement as part of your convergence plan will provide greater visibility, automation and utilization of resources — increasing your efficiencies, preventing potential challenges and providing better insight into future costs.

BETTER PROTECTION — A converged data center provides better tools for backup and recovery of mission-critical data. It also reduces the number of access points that are vulnerable to illicit data mining.

CLOUD PREPAREDNESS — Data center convergence lays the foundation for organizations to make the transition to cloud computing — making it easier for future upgrades to be implemented.

75%

of organizations with a program to manage data center power demand have reduced IT energy costs in their data center.¹

WHY CDW?

YOUR GUIDE FOR GROWING DATA CENTERS

THE PEOPLE

Our experienced solution architects have certifications with industry-leading technology and can recommend a customized path to convergence, while our engineers have experience deploying hundreds of DCC solutions.

THE PRODUCTS

We’re the top seller for many industry-leading vendors like EMC®, IBM® and Microsoft® across every area of convergence, so we can help you assess your needs, evaluate a variety of options and determine the solution that fits.

THE PLAN

We assist hundreds of customers daily. Providing services that help evaluate, deploy and support data centers. And suggesting opportunities to improve areas including: storage, networking, servers, virtualization and power & cooling.

THE RESOURCES

Our multiple data centers are spread throughout the U.S. and provide you with hosted environments to supplement your on-premises data center or even provide you the opportunity to switch to cloud. Plus, we can provide a preconfigured solution through our ISO 9001:2000—certified configuration centers.
Data Center Solutions that Deliver Energy Efficient IT, CDW Report, 2012

The terms and conditions of product sales are limited to those contained on CDW’s website at CDW.com; notice of objection to and rejection of any additional or different terms in any form delivered by customer is hereby given.

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To learn more about how we can help you upgrade your data center to a converged solution, visit CDW.com/convergence or call 800.800.4239

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