



# Dynamic Infrastructure

Far more than a mere product, Dynamic Infrastructure is an entirely new way of thinking about the services and solutions we provide.

## Business Challenge

Dynamic Infrastructure is a set of principles, a methodology (perhaps even a philosophy) about aligning business assets with IT infrastructure for a smarter, more streamlined approach to business.

Dynamic Infrastructure allows us to integrate and harmonise IT assets to improve efficiency, performance and return on investment.

## Key benefits

Dynamic Infrastructure is driven by the needs to meet three critical business imperatives:

- The need to improve service and performance
- The need to manage and mitigate risk
- The need to reduce costs

There are 7 major components of Dynamic Infrastructure:

- **Security:** Securing both physical and electronic assets to minimise risk
- **Information infrastructure:** Data compliance, availability, retention and security (CARS)
- **Asset management:** Management of both the IT and physical assets of the enterprise.
- **Service management:** A rules based system to get the right resources in the right place at the right time, then release them when no longer required or needed.

Of these 7 components, in which Computacenter has a particular expertise:

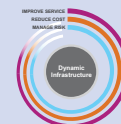
- **Virtualisation and consolidation:** Technology to pool infrastructure resources then allocates those resources to where they are needed.
- **Energy efficiency:** Optimising the entirety of an enterprise's IT investment to do more work with less energy.
- **Business resilience:** Maximising uptime, ensuring that data and applications are available whenever needed, even in times of peak load.

What is Dynamic Infrastructure?

It is a key pillar of Smarter Planet; a global initiative that looks at how "intelligence" is being infused into the systems and processes that make the world work

The four pillars of Smarter Planet are:

- New intelligence
- Smarter working
- A greener plant
- Dynamic Infrastructure



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## Deliverables

Smarter Planet and Dynamic Infrastructure are now integral to the way IBM does business. As a trusted partner, IBM is eager to share this new way of thinking with us.

As a company, by embracing and engaging with Dynamic Infrastructure we gain the following:

- The ability to start discussions with business issues, not technical problems.
- The opportunity to have higher-level, higher-value conversations with our customers and prospects.
- The chance to position ourselves as a strategic partner, rather than merely a technology provider.
- A consultancy-led methodology that we can apply to any technologies both now and in the future.

## Why Computacenter?

### Long and successful history of lifecycle management

Since 1983 Computacenter and IBM have been helping large organisations manage their IBM technology from selection and purchasing, through to implementation, testing, managing, renewing and upgrading their solutions.

### Long-term approach

Computacenter and IBM partner with customer, providing the best advice for them over the long-term, as opposed to pushing for a short-term spend decision. This can often mean not spending now but rather waiting for a solution that provides greater ROI.

### Investors in knowledge and skills

Computacenter has invested in its IBM partnership and is now recognised as a highly accredited European partner in many IBM product areas; as well as being the first UK based partner gaining certification in IBM's Dynamic Infrastructure Speciality Programme. Constant investment and improvements ensure Computacenter are IBM's leading European partner.

### Proven expertise

Computacenter and IBM's joint success stories show proven stability, breadth and depth of skills, and reliable solutions at cost-effective prices. The team's flexible approach and experience proves we understand the customers' business requirements, not just the technology.

## What next?

To find out how Computacenter and IBM can help you, email:

[technology@computacenter.com](mailto:technology@computacenter.com),

or visit:

[www.computacenter.com/hardware](http://www.computacenter.com/hardware)

