BUSINESS UNLEASHED

Cloud-enabled transformation
When considering growth for the business and IT, all sectors seek increased agility and faster time to market for products and services, as well as deeper levels of customer and user intimacy. This is driving demand for efficiency in delivery, which is underpinned by flexibility, choice and relevancy.

The ability to connect the business directly to IT and for IT to understand how its services directly influence market share and profits is driving new ways of working, delivery and productivity.

Cloud services are the forefront of this transformation, with the cloud quickly becoming a mainstay across many businesses. With recent research showing that 93 per cent of organisations are using cloud technology in some form or another, many businesses have embraced the initial benefits of lower footprint costs, increased transparency on pricing and improved time to market for IT services.
Whilst this first wave has been successful, Computacenter understands that the second wave of connecting and driving business growth, together with finding the right balance and integration of public, private and hybrid cloud solutions, will enable organisations to gain a unique advantage over their competitors.

Computacenter helps organisations find the right answers to their cloud challenges. We are a trusted partner in the digital transformation that is redefining IT strategy and operations.

We make sense of it all. Our pragmatic and proven cloud solutions extend from strategy development to advice and procurement of the best cloud services for each organisation’s unique needs and from provisioning to the management of end user cloud services. At the same time, we enable cloud services to run seamlessly alongside legacy IT in a 2-speed IT process.

No matter the entry or exit point for an organisation’s cloud journey, Computacenter’s end-to-end expertise, from the core to the edge, instils confidence at every step of the way.

88 per cent of businesses are using public cloud technology and 63 per cent are using private cloud. 82 per cent of IT professionals have a hybrid cloud strategy, a clear indication that the cloud has quickly become an essential ingredient of modern IT.¹

¹ RightScale 2015 State of the Cloud Report
CLOUD ADVANTAGE

Once viewed as primarily a cost-cutting tool, cloud computing has taken on a far more strategic role in the eyes of the business. It has changed the dynamics, not just of the IT function, but of the wider business requirements.

This raises a number of challenges for today’s IT professionals. The business expects cloud computing to enable greater agility in the response to market conditions and customer demands. And it is looking to the IT function to address key business priorities, including:

**ENABLE SUPERIOR COLLABORATION**
Empower employees and partners to work effectively in teams, sharing tasks, skills and knowledge. Cloud must also support a culture of innovation across the business, ensuring ongoing competitive advantage.

**DRIVE EFFICIENCY AND INCREASE VISIBILITY**
Gain a clearer picture of IT spend across the business and improve cost predictability. Cloud-based service delivery for pay-as-you-go IT services improves staff resourcing and product availability, driving new cost efficiencies. IT is expected to broker private/public cloud services to enable greater visibility and flexibility using consumption-based models.

**DELIVER AN IMPROVED CUSTOMER EXPERIENCE**
Use cloud to improve time to market of end user-focused product and services to drive an enhanced customer experience. As well as driving business agility, cloud empowers business to make the most of legacy IT and embrace a 2-speed approach to IT.

**ADDRESS SECURITY AND GOVERNANCE CONCERNS**
Remain compliant and secure when faced with increased access and availability of data, public cloud, mobile applications, and the opening up of corporate networks. IT is also expected to make use of shadow IT advisory cloud services for risk and opportunity analysis to ensure the safe and approved use of cloud services.

**ATTRACT AND RETAIN THE BEST TALENT**
A new generation workforce expects modern workstyles with intimate user experiences and access to information, data and compute through the latest, most appropriate IT services, when, where and how they’re needed.

Delivering these business priorities through cloud and transformation will enable IT to increase its credibility in the business. It is also an opportunity to drive customer advocacy with richer, more engaging and rewarding experiences.

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2 Forrester 2014
**CLOUD CHALLENGES**

While the benefits are clear, cloud provides both a challenge and an opportunity for IT departments. They face pressure not just from users and the business, but from software-as-a-service (SaaS) vendors too.

Users and the business expect digital transformation activities to be aligned with business priorities, for IT to be optimised, and for business services to be delivered on-demand when required.

Added pressure comes in the shape of software vendors using cloud to promote new future-proofed, evergreen services that are always up to date. By future-proofing services at a user level, as well as the underlying infrastructure (whether onsite or outsourced), IT can better meet user and business needs while launching new services.

At Computacenter we help the IT function to meet these demands. We do this by bringing all of these elements together with a straightforward and effective cloud strategy for new digital services. With greater agility and on-demand services, IT can respond to new user requirements, while achieving cost reduction, greater security and tighter governance.

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**CLOUD CHALLENGES & OPPORTUNITIES**

**SOFTWARE VENDORS**

- Users benefit from ‘evergreen’ effect and best-of-breed services
- SVS collaborate and work across platforms
- Services are shaped to the needs of the customer

**CIO & IT TEAMS**

- Under pressure from SVS, users and the business to deliver new, digital services
- Must address shadow IT without losing functionality and performance
- Seeks an agile, high performance, platform to deliver IT on demand

**USERS AND THEIR BUSINESS**

- IT brand grows credibility and advocacy
- IT optimised for capacity and cost and delivered on-demand
- Alignment to business priorities

- Needs to address control of spend, costs, security and governance
ENABLING USERS AND BUSINESSES WITH CLOUD

Optimising existing cloud services and integrating new ones in an end-to-end offering from the core to the edge

Getting the most from the latest cloud technologies is about much more than just the cloud services and solutions on offer. At Computacenter, we believe it’s about how our complete end-to-end approach to cloud computing helps organisations achieve their strategic outcomes by enabling users and the business.

We recognise that the journey to increased cloud use can be complex. That’s why we go much further than simply painting a vision of the future for our enterprise customers; we help them manage what’s happening today, as well as preparing them for tomorrow. We enable this to happen by seeing the world through their eyes – and their own customers’ eyes.

We equip our customers to seize opportunities as they digitally transform both the IT service delivery and the way in which employees work. We achieve this at every stage of the cloud journey: we advise on strategy and cloud technology selection; we design; we integrate, procure and deploy; and we manage and maintain.

CLOUD SERVICES VALUE CHAIN

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<tr>
<th>STRATEGY</th>
<th>DESIGN</th>
<th>INTEGRATION</th>
<th>PROCUREMENT</th>
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<td>Cloud Technology Selection</td>
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HYBRID CLOUD
CIOs today are combining public and private cloud resources to build and manage their agile IT. Our hybrid service addresses the need for sourcing and delivery options, from the core to the edge. We excel in delivering and managing hybrid solutions ensuring our customers have the infrastructure, connectivity and user devices they need throughout the transformation lifecycle.

AN END-TO-END SERVICE
Our end-to-end approach to cloud services improves IT’s brand and relevance across the enterprise, and includes:
- Consultancy and advisory services – allowing cloud infrastructure to be audited across the business and cloud blueprints to be developed
- Hybrid cloud – our complete end-to-end service provides everything required to build, buy and deploy hybrid cloud services
- End user cloud services – we enable new end user services to be deployed into the workplace, providing users with access to data, applications and services when, where and how they need them

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A CHANGING WORKPLACE
The workplace is changing and IT is having to evolve quickly to keep up. Our end-user cloud services address user productivity requirements for Office 365. This includes: sourcing; delivery; migration; deployment; and ongoing management, enabling us to maximise ROI and minimise risk.

THE SECURE OPTION
We ensure security and compliance with a range of tools and services safeguarding networks, datacenters, the workplace and cloud platforms. Our Security Practice builds regulatory controls, such as ISO27001, data sovereignty and PCI-DSS, into all our cloud solutions.

FROM CAPEX TO OPEX
Our end-to-end managed cloud offering empowers organisations, allowing them to adopt cloud services while moving from a traditional CapEx model to an OpEx one. IT can be scaled on demand in line with business need.

850 Consultants
4,600 Mobile Engineers
720 Project Managers
23m products shipped every year across 70 countries
Cloud-enabled transformation is ensuring the digital enterprise can respond to the consumerisation of IT in the workplace. And it is enabling the CIO to address new digital market entrants, increased regulation, the rise of globalisation, and ever more demanding customers and partners.

Computacenter’s end-to-end cloud service enables businesses to transform by:

- Evolving and enhancing the performance of IT delivery models with a range of cloud services (including managed cloud platforms, SaaS, IaaS and PaaS) that let organisations experience the benefits of cloud adoption faster and with less impact on resources.
- Enabling users and business with agile IT services that deliver to business priorities and provide better, more personalised user experiences.
- Addressing and resolving the challenges of security, visibility, and compliance, right across the IT estate with a platform that’s optimised for the volume and variety of modern network traffic.
- Providing entry and exit points for organisations as they progress their cloud journey, enabling them to leverage new market opportunities.
- Accelerating the adoption and simplifying the management of end user cloud services with repeatable processes and proven, straightforward service delivery.

We seamlessly connect digital front-end experiences with core back-end systems. Users have the systems, data and compute they need when and where it’s required; and IT can shift from ‘keeping the lights on’ to innovator, integrator and business enabler.

Enhancing the digital customer experience with a cloud-enabled workplace that’s agile and ready for change.

Cloud-enabled transformation is helping private and public sector organisations differentiate their services and improve collaboration between employees, customers and other stakeholders.
ENABLING CLOUD

MARKET DRIVERS

- Competition
- Globalisation
- Employees
- Regulation
- Customers
- Partners

MARKET DRIVERS

Cloud enabled workplace

Cloud enablement

Core infrastructure

CLOUD-ENABLED TRANSFORMATION OF IT

- IT becomes an enabling service provider
- Optimised for the volume and variety of modern traffic
- Digital front end experiences connected to core back end systems
- Extend the impact and reach of core systems and apps
- Balance speed of innovation with speed of operations
- Security and compliance across entire IT estate
- Simplified structure & management. Pay and charge on consumption
- From 'keeping the lights on' to 'innovator, integrator and business enabler'
- Improve IT's brand and its relevance across the enterprise

HOW CLOUD ENABLES USERS

- Better, more personalised user experiences
- More productive and rewarding IT interactions
- More appropriate availability of systems, data and compute
- Better communication and team working
- Effectively work whenever, wherever and however needed
- End-to-end automation and orchestration
- Self-service and an app store experience
- Capacity and scale on demand
- Building single teams so IT can be an enabler

HOW CLOUD ENABLES THE BUSINESS

- Agility and rapid responsiveness to change
- Cost control & predictability. Pay for what you use, scale and capacity
- Attract and retain the best global talent
- Collaboration and innovation
- Ability to deploy and support modern work styles
- Assurance of security and compliance from the core to the edge
- Drive customer and market brand advocacy
- Transformation ready for legacy application migrations
- Service blueprint led deployment services
WINNING TOGETHER ON THE CLOUD JOURNEY

A trusted and strategic partner, driving business outcomes in times of change

What makes a good partner? At Computacenter, we believe it’s all about putting our customers first. We combine this with our talented people and a heritage in IT transformation to become a friend and trusted adviser to the CIO.

With strong managed services, consultancy, advisory and professional services capabilities, we help organisations review and understand their current position. We work with the CIO and other IT leaders to develop and choose the perfect service blueprint for cloud adoption; and we help them select the best approach to reach their cloud destination.

Our vendor independence is a crucial strength. With broad vendor relationships and a market-leading supply chain, we are uniquely placed to advise on and specify best-of-breed solutions and services, including service aggregation and how to leverage existing investments. Our customers trust us to recommend the most appropriate vendor technology to fit their cloud evolution. They rely on our expertise in developing private cloud capability, adopting public cloud solutions and building hybrid environments.

Our experienced cloud consultants provide the focused and informed services required for a successful cloud project, from the infrastructure to the end user. This drives ROI figures with high levels of user adoption and the delivery of outcomes demanded by the business.

By taking on the responsibility of managing our customers’ cloud solutions, we reduce their operational pain. We keep their technology up-to-date with all the latest releases and provide continual support for their end users.

Computacenter is a Microsoft Gold Volume Licensing and Gold Cloud Productivity Partner, VMware’s Global SDDC Partner of the Year, and HP’s PartnerOne EMEA Cloud Solution Partner of the Year. We have also been named Cisco’s Global Cloud Builder Partner of the Year.

START YOUR JOURNEY WHERE YOU WANT TO

Every organisation is at its own unique place on the transformation journey. That’s where our multiple entry and exit points make such a big difference. They make it possible for us to support organisations at whatever stage of transformation or cloud evolution they’ve reached. Along with a proven cloud enablement framework, this ensures our customers can adopt public, private and hybrid cloud services easily and successfully.
TRUSTED TRANSFORMATION PARTNER

30-plus years of enabling organisations source, deploy and manage solutions and services

Computacenter understands cloud. We have deployed over 750 projects. Our capabilities in virtualisation, automation, orchestration and software-defined networking are aligned with the individual project needs of each client. We ensure project success by using our Tempo project management methodology to deliver hundreds of infrastructure transformation initiatives on time, on budget and on scope every year.

New digital technologies and services are needed in creating a user-centric, always-on business. We help to determine which cloud services will equip the digital organisation with what it needs to process the huge volume and variety of network traffic and data and speed up service provisioning for its users.

We combine experience and a proven track record in renovating core IT infrastructure with our strong, diverse vendor relationships and accreditations. This enables us to offer cloud services based on the market-leading cloud technologies. Our vendor relationships include: Microsoft, VMware, Cisco, HPE, IBM, EMC, NetApp, VCE, Red Hat and Amazon web services. Their technologies are delivered by our hundreds of certified professionals supporting single country projects and strategic programmes across multiple geographies.

With industrialised processes and methodologies, we ensure a consistent approach to IT transformation and deliver guaranteed outcomes for our customers.

CUSTOMER SUCCESSES

Our customers range from public sector and financial services organisations, to retail specialists and enterprise businesses:

REDUCING COMPLEXITY DURING TRANSFORMATION

We migrated 5,000 users from a dedicated private cloud platform to Office 365 for a government-owned organisation undergoing major change. This helped transform the business from a monolithic outsource to a multi-tower eco system model. The new Office 365 platform has reduced complexity and cost and will enable the business to continue to transform as required.

DRIVING USER MOBILITY FOR HOSPITALITY COMPANY

We migrated 5,500 users from a combination of Lotus Notes and Microsoft Exchange to the new Office 365 platform and Exchange 2010 Hybrid. The hybrid infrastructure supports single sign-on, enabling users to move seamlessly and securely between desktop and mobile devices.

CLOUD BASED DISASTER RECOVERY-AS-A-SERVICE

Safeguarding The Hut Group’s cloud based Disaster Recovery-as-a-Service. We helped The Hut Group leverage VMware’s vCloud Air. By integrating their on-premise deployment with the public cloud service, the multi-website online retailer’s virtual machines could be replicated and protected in hours. We provided consultancy, delivered a proof of concept and solution design, and were responsible for the solution implementation and orchestration.

FUTURE-PROOFING, SECURING AND EXPANDING WITH CLOUD

Future-proofing, securing and expanding the IT environment with cloud and expanding the IT environment with cloud. Following a change in the law governing the length of time auditing firms can work with each customer, a leading business advisory firm sought to offset the cost associated with bringing new customers on board at more frequent intervals. Recognising it needed an agile and secure IT platform to achieve this, the company worked with Computacenter to introduce cloud-based capabilities, such as self-service for both internal users and customers.

Computacenter planned, designed and built a hybrid cloud platform and relocated the auditor’s business-critical datacenters within a very short timeframe. As part of the process of co-location and the use of Computacenter’s standardised processes for building architectures ensured a smooth transition – at a fixed price. The successful transition, including support with evaluating and selecting hardware and software, has given the auditor a demand-based, secure and flexible IT infrastructure fit for the future.
To discover more about how Computacenter can support your end-to-end cloud computing transformation from the core to the edge, please contact your Computacenter Account Manager.

computacenter.com/cloud