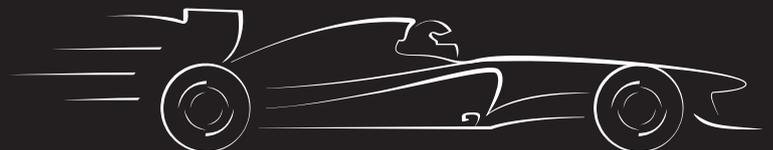


Need for speed:

The new world of IT infrastructure



SUPERFAST implementation of data center services



Need for speed:

The new world of IT infrastructure

The rapid pace of change in today's business landscape makes stagnant on-premise data centers inhibitors to success. Outsourcing allows organizations to focus on innovation that drives real business value – but speed is the key that drives business success today, so agility and flexibility should be at the heart of everything

While it largely depends on an organization's size, strategy and investment, it generally takes between one and two years for a large company to roll out its own data center, with the whole project lifecycle lasting more like five to seven years.

Add to that the huge operational resources required to run and maintain a data center, and it's a hugely laborious strain on an organization's ability to react to change.

Business moves at a rapid pace, so organizations are increasingly finding it more effective to rent a data center, instead of owning. The maturation of technologies such as cloud and virtualisation has made this an even more appealing prospect.

The next-generation data center must raise its agility level and become a primary measure of infrastructure excellence while ensuring security and continuity. Communications must be unified and processes should be flawless and fast.

Speed is the key that drives business success today, so agility and flexibility should be at the heart of everything.

Outsourcing IT has long been popular with smaller companies due to the faster time to market and lower capital expenditure, but large companies and public sector organizations are

being increasingly drawn to it too.

Data center operators must be held accountable for the perception among many CIOs that data centers equate to change

KEY TAKEAWAYS

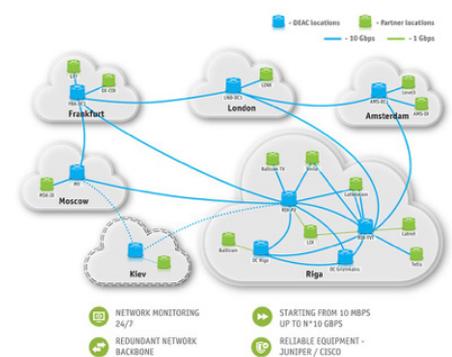
- Rolling out an internal data center places a huge strain on an organization's ability to react to change.
- But CIOs perceive external data center projects as long, heavy and difficult to manage.
- DEAC provides one of the most powerful virtual platforms across the largest and most strategically important European locations.
- A dedicated route gives DEAC a high-speed internet connection and 10 Gbit/s upstream channels that connect to the world's largest internet traffic exchange points.
- DEAC offers a superfast implementation delivery that sees seven of its key services provided just one hour after agreeing a deal, and a pledge to reduce costs by up to 40% in three to five years.

resistance and a lack of flexibility. The roll-out of data center projects is often long, heavy and difficult to manage.

Just setting up an interconnection between racks in a data center can take operators up to several weeks, despite SLAs usually promising completion in five to ten working days.

The reason for this often falls to a lack of staff among operators to do such tasks. Many mainstream data centers do not have crowds of on-site experts – instead, they outsource to other companies, which prolongs the delivery.

Larger data center operators also have higher levels of bureaucracy, which can disrupt the implementation process.



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Operators that keep everything in-house are likely to move through the whole project implementation phase much faster.

This misalignment between what organizations want and when they can get it can affect business performance, competitiveness and growth.

NEED FOR SPEED

Organizations in Western Europe are realising that better alternatives to the mainstream vendors lie further afield. Last year, DEAC, a growing operator with several data centers in Europe, enlarged its storage and processing capacity to provide its customers with one of the most powerful virtual platforms across the largest and most strategically important European locations.

The company partners with the largest network partners, providing an international backbone fibre-optic network of high capacity across Europe and further afield in other geographical locations on demand. A dedicated route gives DEAC a high-speed internet connection and 10 Gbit/s upstream channels that connect to the world's largest internet traffic exchange points in Europe, the USA and Asia.

DEAC is a Northern European data center operator and uses one of the fastest broadband internet channels available in Europe. It is able to leverage its data center locations in Riga, Amsterdam, London and Frankfurt – referred to as R.A.L.F – to provide customers with superfast services and data transmission across Europe and further afield into Asia and the USA.

Increasing its cloud availability across Europe and Russia, DEAC launches new solutions according to its customers' needs and requirements. Recently, it launched two cloud-based solutions with a unique functionality: backup-as-a-service (BaaS) and desktop-as-a-service (Daas). Depending on business needs, each customer gets a tailored cloud solution



TIER
— > 10 Gbit/s
— 1 - 10 Gbit/s

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70%

OF UK ORGANIZATIONS USE NEARSHORING OR OFFSHORING, AND THIS IS EXPECTED TO FURTHER INCREASE IN THE COMING YEARS (PA CONSULTING)

based on DEAC's converged infrastructure and redundant network connectivity across Europe. It offers round-the-clock, superfast access to customers' data, located in strategic traffic exchange points.

DEAC creates an advantage to build gateways for non-European customers to emerging economies in Western Europe. The company can ensure up to 100% uptime and 24/7 professional technical support to a customer's cloud in any of its data centers, helping companies focus on their core business needs, not on technical issues.

NOT FAST ENOUGH? TRY SUPERFAST!

Being a carrier-neutral data center operator, DEAC is also not hindered by being serviced by other providers and does not outsource any of

its infrastructure to a third party. This enables its engineers to minimize the time between receiving and delivering a service, which is so critical to many companies.

All of this counts towards a superfast implementation delivery that sees seven of its key services – including cloud set-up, IP transit, cabling between racks, and server and rack rental – provided just one hour after agreeing a deal, and a pledge to reduce costs by up to 40% in three to five years.

If the company knows its exact strategy and IT requirements, it usually takes less time to deploy solutions. If there are certain concerns about what is the main goal, then the pilot version of a project may be divided into several smaller stages, demanding more time and resources.

Ultimately, the more a company is ready to outsource, the more costs it can save. For example, a company can spend £2 million on building out its own infrastructure, or put a small deposit on an outsourced solution – with steady monthly payments – and invest the rest in value-enhancing innovation.

Cloud solutions do not require any capital investments to purchase equipment and ensure their maintenance, so the money saved can be invested in business development. Meanwhile, the vendor is far more able to keep up to date with the latest infrastructure technologies in order to improve system performance.

HOT SOURCE

The general make-up of the IT landscape has changed drastically in recent years. Traditional industry powerhouses such as IBM, HP and Dell have found themselves having to significantly retrench during a necessary shift from hardware to services, while outsourcing companies have enjoyed unprecedented growth.

The culprit of this shift is cloud computing. The trend has vastly transformed IT's role in the enterprise by making it extremely

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cost-effective to outsource the day-to-day functions that historically occupied most of their time and thus allow them to focus on deploying innovation that will actively position the business for growth.

In the past, technology vendors would go into meetings with CIOs predominantly expecting to cover areas such as cost saving, productivity and efficiency to help them run IT better. While those discussions still take place today, vendors are increasingly growing accustomed to talking with CIOs, and even CEOs and line-of-business directors, about how disruptive trends such as big data, social and mobile – as well as, of course, cloud – can transform the business.

Outsourcing IT allows businesses to be more agile and flexible. For example, CIOs are able to scale up or down more quickly and easily depending on workloads.

This ties in with another key driver – time to market. When CIOs outsource their IT, they don't have to build infrastructures from the ground up, so there is a faster set-up time and the business can respond faster to market opportunities.

For an organization to be successful, it must plan its resources in the right way. When it outsources data center services to get a desirable result, it has to use these services in the right way. This is a logical and deliberate decision, usually made by the CIO or head of the company.

Every business is looking for a maximum profit from outsourcing tools while investing less. For instance, virtualization can provide options for interruptible business continuity with a small upfront payment and a manageable operational expense. As a result, companies can implement long-term strategies, adapt to evolving environments and keep costs down.

An outsourced IT solution won't revolutionize anything in a day – it is a solution that works on a long-term basis and has to be based on a long-term strategy.

TYPICAL/MOST POPULAR IT SOLUTIONS THAT SMALL AND MID-SIZED COMPANIES OUTSOURCE (DEAC)

- Dedicated server rent
- Virtual server rent
- Colocation of hardware
- Public cloud
- IP transit between largest IXPs

When a company defines its strategy, it can then look at all the IT solutions it has used and evaluate them. Innovation doesn't always mean radically changing things and replacing old with new – it is a movement forward, improving processes, upgrading systems and using new software or databases to deploy or process data. To stay innovative, organizations have to think about upgrades of existing resources instead of buying new ones.

SECURE IN THE CLOUD

One of the major roadblocks to outsourcing IT infrastructure remains the perception amongst some that allowing data to physically leave a company's premises can result in less protection.

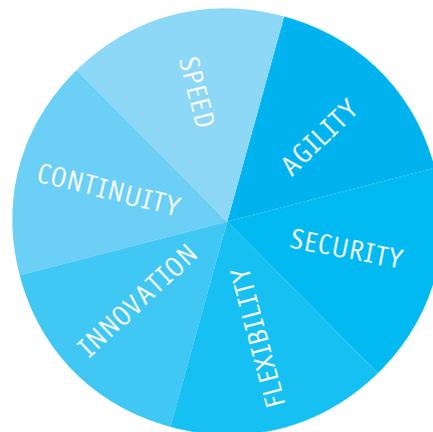
A higher level of protection can be achieved by creating one or several backups in different data centers. For example, DEAC can offer to keep the main data in its data center in Riga and create a copy in another data center in Amsterdam, London, Frankfurt or Moscow. Organizations should measure their risks according to their business needs and evaluate their depth. A fast and secure solution for companies is cloud-based backup-as-a-service – backup copies can help recover sensitive data in case of an emergency, saving businesses from unnecessary expenses and even protecting them against closing down.

Outsourcing IT has continued to evolve and become more mature and consistent in delivering outcomes that the IT industry needs. Looking forward, it will continue to grow as the pace at which technology, and its role in the enterprise, changes.

Generating these in-house will become more and more difficult for even the largest organizations. As IT starts to become a more strategic tool in a firm's business model, the nature of outsourcing will evolve – and speed of delivery will be the differentiator.

89%

OF GLOBAL ORGANIZATIONS BELIEVE OFFSHORING WILL GROW (DELOITTE)



KEY ELEMENTS THAT DRIVE BUSINESS TODAY

Three to five years is the optimal period to achieve strong results from an IT project, and there has to be a strong vision of plans and options in the business strategy, as well as a vision to expand business or enlarge market share.

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