

**STUART PAUL**  
**DIRECTOR DATA CENTRE OPERATIONS, IOMART**

## Outsourcing

- 2000/1 View
  - Headcount reduction
  - Support Costs
  - Efficiency
  
- 2008/9 View
  - Improving Business Performance
  - Bring Products & Service to market quicker
  - Improve Customer Relationships
  - Cost saving sweet spots – Power?

## Original Hosting World

- Data Centre & Hosting Opportunities
  - Secure, purpose built facilities
  - Colocation: the original outsource model
  - Migration & Installation
  - Monitoring
  - 24 x 7 On Site Support
  - Application maintenance & management
  - Hardware management

## How can Data Centre & Hosting Outsourcing help?

- Data Centres & Hosting are our core business
- We Invest in latest technologies e.g.
  - Mission critical data centres
  - Power reducing cooling units
  - Bespoke Colocation solutions
  - Complicated managed service support
  - Virtualisation – increase the 7% utilisation to nearer 60%  
(12 % of x86 server workloads are running in virtual machines, however by 2013 that number is expected to grow to 61%)\*

# Green IT Efficiency & Outsourcing?

Going 'Green' can deliver both improved efficiency and significant cost savings

## The Power Debate

- A traditional data centre would tend to cost about £800,000 for 500kW of IT Power\*
- A modern 'green' data centre could expect to pay about £345,000 for 500kW of IT power\*
- In a conventional data centre, 35% to 50% of electrical energy is devoted to cooling, and with best practices, that proportion is reduced to 15%\*

*\*Source: Gartner: 04.12.08*

# Green IT & Outsourcing?

## Real Data Centre Scenario

### October 2008

- A Rack of 20 servers plus switch draws an average 8.1 AMPS per rack.
- This equates to 0.4 AMPS per server
- @.13p rate per KWh approximate equation of : £8.73 per server per month power cost
- The average utilisation of a server is 7% or 61p of power
- Paying £8.12 per server per month for keeping it running!

### December 2008

- Everything remains the same except power is now .22p per KWh
- Now paying £1.03 per server per month for real usage
- And £13.74 for keeping it running
- Or £274.80 Per Rack of wasted power costs

## How can Data Centre & Hosting Outsourcing help?

- From 2007 to 2011, storage spending will increase more than 7% per annum year on year – have you the budget?
- Off site Back Up & Mirroring
- Virtualised Storage
- Legislation e.g. Data Centre Code of Conduct - why should you carry the liability when you can pass it on?
- Expertise – Delivering Virtualisation is not easy!
- Pick & Mix – take the services that you want to outsource – keep the ones that you don't
- Softer issues e.g. supplier management reduced to one & guaranteed SLAs

## Summary

- Don't let preconception cloud your view on Outsourcing
- Understanding and managing services or functions that could be outsourced is an inherent part of your business process
- Don't write 'Green' off as being a unnecessary cost – it can drive down real costs