



in association with



Datacentre realities in the digital age

How well are you keeping up with escalating business demands?

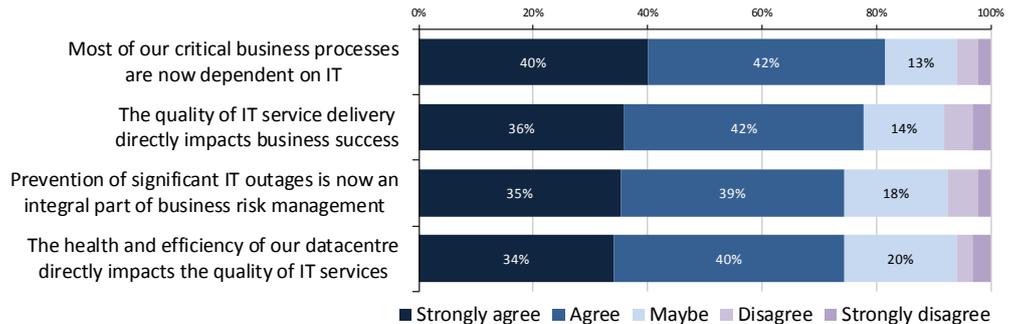
A recent survey of 320 European organisations not surprisingly confirmed that most critical business operations nowadays depend on IT, which creates pressure on the datacentre. Against this background, the research also found that organisations achieving superior performance in relation to IT delivery pay more attention to investment in both core IT and the facilities infrastructure; a case of chicken or egg?

When looking at many of the challenges datacentres face, some IT forecasters position 'cloud' as a solution, with some even going so far as to say most, if not all, IT services will ultimately be delivered in this way. Our survey paints a different picture, however. While cloud is clearly seen as a useful option in many scenarios, a majority of organisations, especially 'Top Performers', say that their own datacentres remain of critical importance, and expect them to be so for the foreseeable future.

The survey shows, unmistakably, a large majority of organisations recognise that business operations and success are intimately dependent on IT. It is equally well acknowledged that keeping the datacentre functioning without interruption is essential.

A large majority of organisations recognise that business operations and success rely on IT.

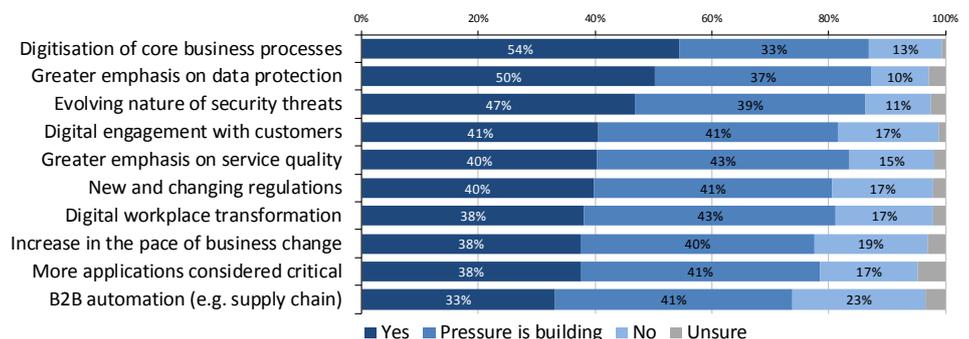
How much would you agree or disagree with the following statements?



The critical dependency of business on information technology in turn creates pressures across a wide range of areas of IT. Indeed, the increasing speed at which various aspects of the business are forced to evolve means that many of the IT systems that support them are in an almost continuous state of change. Stability is rare.

Many IT systems are in an almost continuous state of change. Stability is rare.

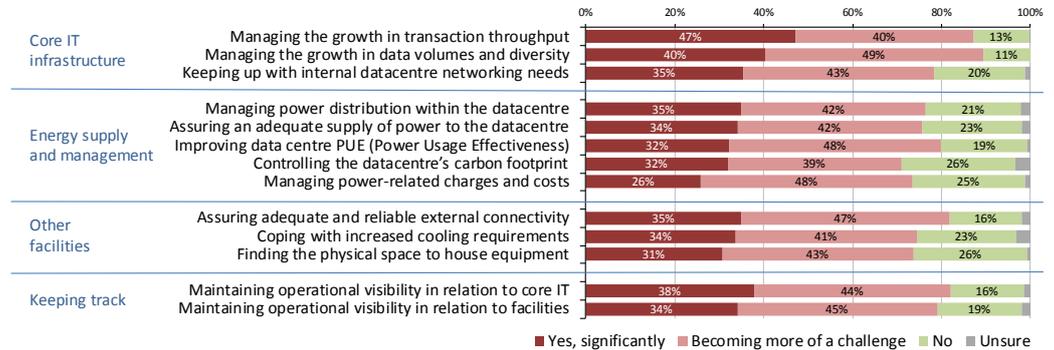
Have developments in any of the following areas put significant pressure on IT?



Dynamics translate to a wide range of challenges that encompass almost every facet of the datacentre.

These dynamics in turn translate into significant pressure on the datacentre, affecting the core IT Infrastructure, energy management and facilities in general. The range of challenges is wide, encompassing almost every facet of datacentre operations, from improving energy efficiency to being able to maintain real time operational visibility of facilities services. Within this, it is clear that many areas of energy supply and management need to be addressed.

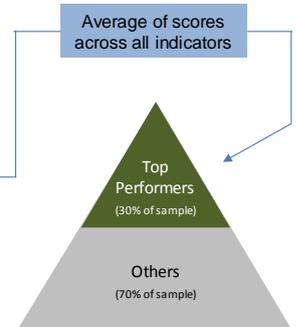
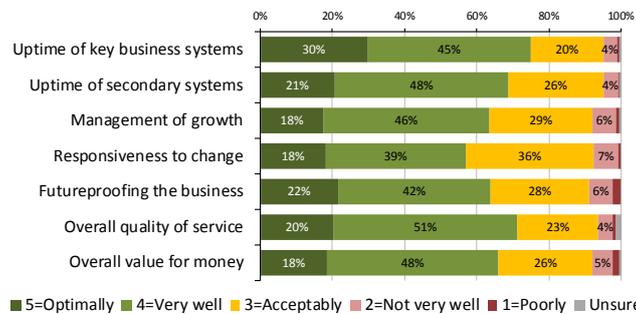
Have these pressures led to any of the following datacentre related challenges?



In the face of these pressures, survey respondents vary in terms of how well they are performing in relation to various aspects of IT delivery. Based on averaging scores across a range of key indicators, a group of Top Performers was identified.

Organisations vary in terms of how well they are performing in relation to various aspects of IT delivery.

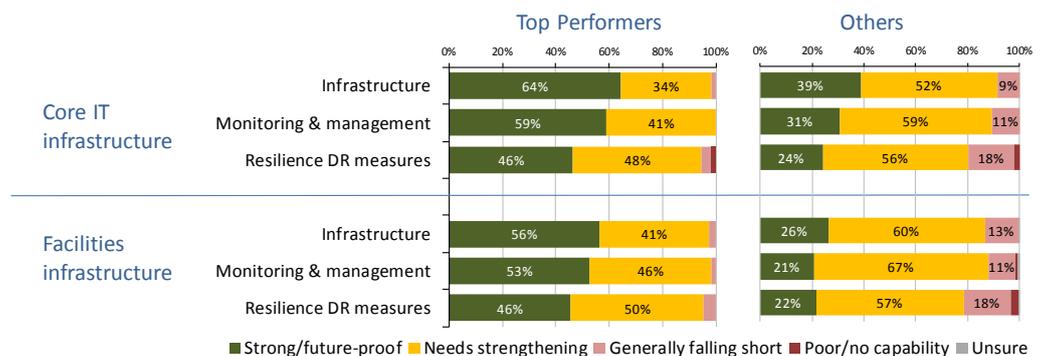
How well does your datacentre environment enable strong performance in the following areas?



Considering how this group answered other parts of the survey brought out some interesting correlations. Unsurprisingly, Top Performers are more likely to have better datacentre infrastructure and management capabilities.

Unsurprisingly, Top Performers are more likely to have better datacentre infrastructure and management capabilities.

How would you sum up the state of the following within your datacentre environment?



However, even amongst Top Performers significant numbers recognise they need to strengthen many facets of the infrastructure. It is also interesting to note that the facilities infrastructure in particular, which is often underappreciated, is considered by

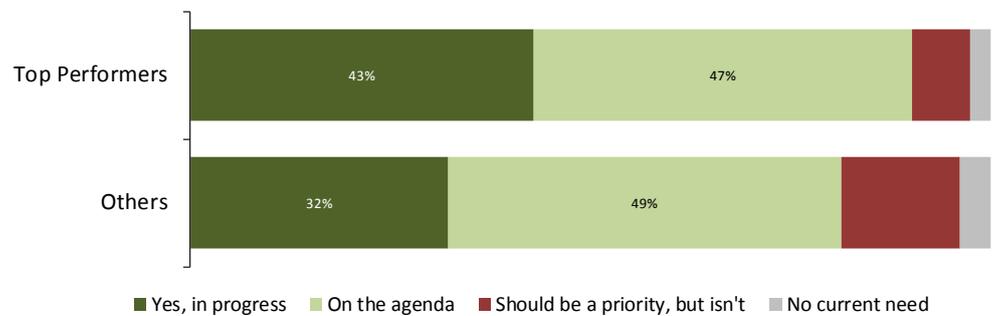
It is in the nature of power and facilities infrastructure that systems are expected to have long lifetimes.

a larger proportion of respondents to be in need of attention, with some acknowledging they are already falling short.

By way of explanation for this picture, it is in the nature of power and facilities infrastructure that systems are expected to have long lifetimes. Just as important, modernising and upgrading such systems can be challenging and generally associated with very long project timescales.

This could, perhaps explain, why the survey found Top Performers are more likely to have datacentre modernisation projects underway or in planning than their peers. As in football, the key is to invest when you are winning.

Do you have projects or initiatives related to datacentre modernisation?

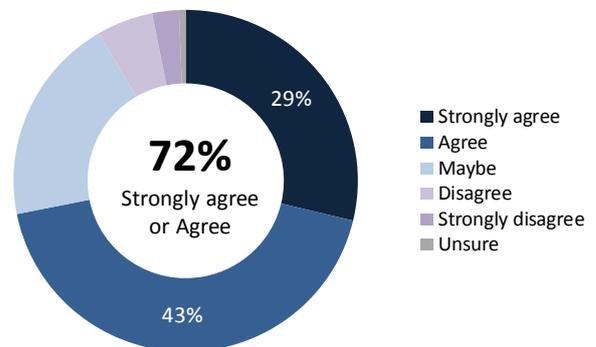


When faced with datacentre challenges, 'cloud' is often posited as a potential solution, but most say the datacentre remains critical to success.

Zooming back out to the bigger picture, when faced with datacentre challenges, 'cloud' is often posited as a potential solution. The idea is that if you shift applications and services off onto someone else's infrastructure, that's a lot less for you to worry about in terms of on premise systems

The survey shows however, that while cloud services do have an important role to play in many organisations, the datacentre is still regarded as essential to the majority, and it is likely to be so for a long time to come.

Operating our own datacentre(s) will remain critical to the business, despite the advent of cloud



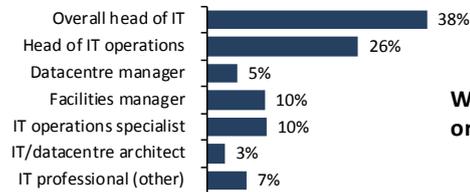
While organisations work towards finding the right balance cloud and on premise IT, keeping the datacentre in good shape remains key.

As we look forward, hybrid IT is the name of the game, with cloud services used alongside internal IT systems. Which application or service runs in the cloud and which runs internally will vary on a case-by-case basis depending on business needs, existing infrastructure capabilities, regulatory constraints, cost considerations, and a range of other factors. The bottom line, however, is that while organisations work towards finding the right balance, keeping the datacentre in good shape through the right kind of investments will remain a key part of most IT strategies.

About the research

The research referenced in this document was designed and executed by Freeform Dynamics with sponsorship from Eaton. Input was gathered via an online survey of 320 datacentre professionals during September 2016.

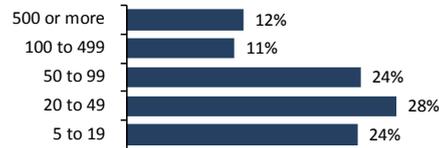
Which of the following best describes your role?



How many full-time employees work for your organisation worldwide?

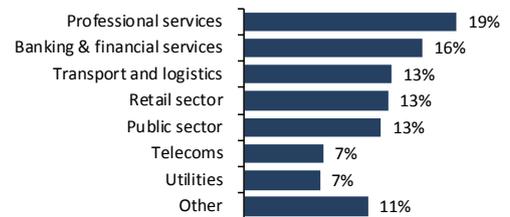


Approximately how many racks of equipment are installed in your datacentre(s) overall?

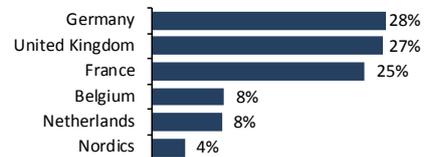


RESEARCH SAMPLE

Which of the following best describes your organisation's core business?



Which country/region are you based in?



320 total respondents

Please note that the online methodology used tends to attract respondents who are more knowledgeable and/or interested in the subject matter being investigated. While every effort has been made to minimise this effect, the possibility of some degree of bias in the sample must be acknowledged. However, such limitations have been borne in mind when interpreting the research and are unlikely to have significantly impacted the observations and conclusions outlined.

About Freeform Dynamics

Freeform Dynamics is an IT industry analyst firm. Through our research and insights, we aim to help busy IT and business professionals get up to speed on the latest technology developments, and make better-informed investment decisions.

For more information, and access to our library of free research, please visit www.freeformdynamics.com.

About Eaton

Eaton is a power management company with 2015 sales of \$20.9 billion. Eaton provides energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. Eaton has approximately 96,000 employees and sells products to customers in more than 175 countries.

Because of the pivotal role we play, Eaton is committed to creating and maintaining powerful customer relationships built on a foundation of excellence. From the products we manufacture to our dedicated customer service and support, we know what's important to you. Learn more at www.eaton.com.

Terms of use

This document is Copyright 2016 Freeform Dynamics Ltd. It may be freely duplicated and distributed in its entirety on an individual one to one basis, either electronically or in hard copy form. It may not, however, be disassembled or modified in any way as part of the duplication process. Hosting of the entire report for download and/or mass distribution by any means is prohibited unless express permission is obtained from Freeform Dynamics Ltd or Eaton. The contents contained herein are provided for your general information and use only, and neither Freeform Dynamics Ltd nor any third party provide any warranty or guarantee as to its suitability for any particular purpose.