

- THE DATACENTER AS A FUTURE-PROOF BUSINESS ENABLER
- RELIABLE AND FLEXIBLE APPLICATION INFRASTRUCTURE
- PROVEN PARTNER WORKING WITH YOU PROACTIVELY

## CHALLENGE

FOR THE MAJORITY OF LARGE ORGANISATIONS, DATACENTERS ARE THE VITAL HEART OF THEIR ICT ENVIRONMENT. THE GROWING IMPORTANCE OF INFORMATION AND THE RISING DEPENDENCE ON BUSINESS-CRITICAL APPLICATIONS INCREASINGLY CAUSES ORGANISATIONS TO WONDER HOW TO EXTRACT EVEN-MORE VALUE FROM THEIR INVESTMENTS IN DATACENTERS AND INFRASTRUCTURE.

It goes without saying that ICT is vitally important to virtually every major organisation. And this imposes high demands on the associated facilities: how available are business-critical applications? Are there sufficient guarantees of integrity and protection for crucial information? Will there be continuity of operations should there be a disaster? Are the facilities set up in such a way that they are able to facilitate changes in the business environment quickly and flexibly? Is there a sound cost structure to justify the spending on often expensive ICT infrastructure? And finally: how can the ICT facilities contribute to a growth scenario within the current economic conditions?

### **Datcenter as the vital heart**

With virtually all the considerations above, the datacenter and its associated application infrastructure plays a crucial role. Every organisation should realise that the role of datacenters has altered dramatically in recent times. From being a more or less static storage facility, today's datacenter is the vital heart of company operations. Data is no longer only stored, but is accessed intensively, used and exchanged. And this is not only limited to the internal business units. Globalisation has caused market boundaries to blur, with organisations becoming links in larger chains. This means organisations want the business-critical applications and data in the datacenter to be accessible from anywhere in the world, reliably and safely. Continuity and availability have become crucial concepts here.

### **Increasingly heavy demands**

There are still further developments causing enterprises to look critically at their datacenters. More than ever, organisations want their datacenters to function as business enablers with

a major capacity for change, through applying new contract forms and technologies such as virtualisation. The ultimate ability to take rapid advantage of changing needs and a quicker time-to-market for new products and services made possible by such technologies, is often known as ICT Agility. Concepts such as on demand and pay per use play an important role here.

Many organisations then actually ask themselves whether they want to have all the necessary knowledge and experience about such new technologies themselves. And the second question is whether they would then want to outsource these issues to an external party. The same applies to securing the business-critical applications. A very vital factor in this is the dilemma of the need, on one hand, of making the information available to an increasing group of parties, while on the other having to meet increasingly strict legal and regulatory compliance guidelines. And finally: many organisations are wrestling with their aspiration towards socially responsible entrepreneurship

with the intensive energy consumption of datacenters. An increasing number of companies are considering benefiting from the economies of scale of a large external party instead of incurring huge expenditure themselves to enable 'green ICT'.

Taken together, based on a large number of considerations, a growing number of organisations are looking for a reliable partner which can offer them the certainty of continuous availability of their business-critical applications. With the ultimate goal of having their ICT function as a business enabler and making the most of the power of information.

## SOLUTION

GETRONICS OFFERS A COMPLETE PACKAGE OF PRODUCTS AND SERVICES TO EQUIP YOUR BUSINESS WITH A FLEXIBLE AND RELIABLE APPLICATION INFRASTRUCTURE. IN THIS WAY WE CAN OFFER YOU THE RIGHT RESPONSE TO ALL YOUR NEEDS AND WISHES INVOLVING THE OPTIMUM BALANCE BETWEEN FLEXIBILITY, SCALABILITY AND AVAILABILITY.

State-of-the-art datacenters lie at the core of our Infrastructure Services, creating the optimum operational environment for all your ICT infrastructures. Including modern hardware, advanced technologies, guaranteed energy supplies and cooling, network connections and security. In short, everything a modern application needs to function well. With this we offer a wide range of services based on our extensive experience in managing complex environments for our clients.

## Your applications are central

Getronics believes first and foremost, that your critical operational applications should have guaranteed availability and accessibility. All our provisions and services operate towards that goal, from small web environments to complex application landscapes based on tailor-made software. The modular construction of our services guarantees optimum linkage with your current and future needs: a future-proof infrastructure with which we can rapidly satisfy all your demands in terms of flexibility, scalability and availability. Whether this is server capacity, storage space or network facilities. So that you always have access to all the desired facilities, but never have to pay for capacity you don't use.

## Graduated service levels

Getronics' Infrastructure Services has four graduated service levels with which we take over an increasing number of datacenter activities in terms of security, continuity, data management and connectivity:

- ICT Infrastructure Provisioning: procurement, installation and maintenance of ICT infrastructure components as a service.
- ICT Infrastructure Management: a managed ICT infrastructure with guaranteed performance levels based on agreed service levels.
- Application Infrastructure Management: the delivery of end-user functionality fulfilling clients' business process needs.
- Business Enabling Infrastructure: ensuring the continuous process of business transformation and business optimisation.

The flexible configuration of Hosting Solutions enables you to enter at the level which suits you best at the time, and then to grow through graduated service levels. Naturally you will benefit to the maximum from our expertise and experience if you opt for the highest service level. With this, Getronics takes over all your concerns about ICT infrastructure, and our own datacenters are fully responsible for the availability of your applications.

## ADDED VALUE

IF YOU OPT FOR INFRASTRUCTURE SERVICES YOU ARE ASSURED OF THE PROVEN HIGH QUALITY OF OUR DATA-CENTER FACILITIES. BUT PERHAPS EVEN MORE IMPORTANTLY: YOU ARE WORKING WITH A RELIABLE PARTNER ASSUMING TOTAL AND INTEGRAL RESPONSIBILITY AS SERVICE INTEGRATOR FOR THE OPERATION OF YOUR APPLICATIONS INFRASTRUCTURE.

Naturally you expect that a partner has state-of-the-art datacenters equipped with high-quality technology, in terms of both hardware and software. You are also counting on reliable service provision rated with the highest certification when it comes to operational management processes and security. And naturally you are reassured that Getronics is able to link the services from the datacenters to KPN's infrastructure services. This means we provide end-to-end solutions with one contact for all services.

## Confidence as the basis

But perhaps what you are seeking even more: a partner who is nearby, available through just one call and who really does understand the enormous importance of your application environment. Like no other, Getronics knows its clients' operational processes. Because more than being just about technology, hosting is about confidence. Confidence that the infrastructure or infrastructure components you outsource are in safe hands. Confidence too in the ability to work together proactively should there be sudden changes in the need for capacity or storage space. So that ICT is no longer a brake on your organisation.

We have now demonstrated the justification for that confidence to many clients. We are able to build up and develop long-term relationships. This means we have access to in-depth knowledge of the business processes of our clients, and we really do understand the risks which can threaten operational continuity.

## Unique combination

Thanks to the unique combination of high quality technology and expertise on the one hand, and a genuine insight into what really is important to you on the other, Getronics is able to offer you a reliable and flexible Infrastructure-portfolio. A complete portfolio guaranteeing you future-proof continuity and flexibility. Resulting in an environment which supports your business to the full.

## About Getronics

With a worldwide revenue of €2.5 billion and some 20,000 employees, Getronics is one of the world's leading ICT service providers, and the largest ICT service provider in the Benelux. As an expert in workspace management services, data centre & hosting services and consultancy, Getronics enables employees of large organisations to move forward by providing them with secure access to information, 24/7, from any location. Getronics achieves this through a complete portfolio of integrated ICT services for the large enterprise market, and works according to a Global Service Delivery Model, guaranteeing its clients worldwide a consistent level of service. Since 23 October 2007, Getronics has been part of KPN, the main provider of telecommunication services in the Netherlands.