

The Datum logo consists of a white square with a smaller orange square inside it, followed by the word "Datum" in a white, sans-serif font.

Datum

A vertical orange bar is positioned to the left of the main title text.

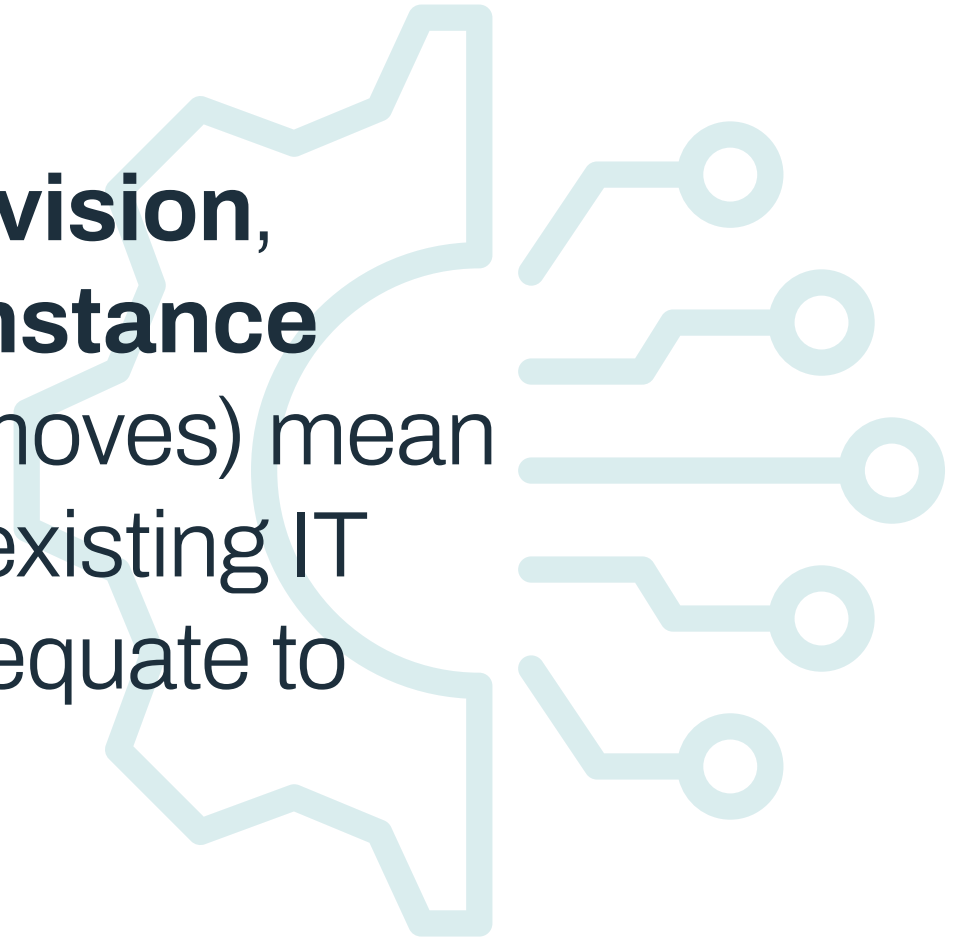
Embarking on a digital transformation journey

An orange arrow icon pointing up and to the right is positioned to the left of the text.

➤ All you need to know: why, the benefits, and ensuring it goes smoothly

| Why now?

Changes in **corporate vision**, **objectives** and **circumstance** (e.g. growth, mergers, moves) mean that many companies' existing IT infrastructures are inadequate to meet their demands.



What are the driving factors?

The need for **digital transformation** is being driven by:

- **Advances** in technology
- **Demands** of stakeholders
- **Digitisation**
- **Globalisation**
- **Pressures** on budgets
- **Competition**



| Why change?

Existing constraints include:

- ✗ **Inflexible** infrastructure
- ✗ **Unacceptable** risk profile
- ✗ **High** capital and running costs
- ✗ **Inadequate** security levels
- ✗ **Too much** downtime
- ✗ **Location** issues
- ✗ **Incompatibility** with new technology





| The result?

Corporate IT is under pressure from all sides to **transform and deliver more agile solutions** to meet competitive forces and achieve business objectives.

The solution...

A hybrid delivery model

At present, **50–70%** of IT transactions are delivered on in-house or on-premise infrastructures.

However, in the face of technological change and market pressures, it is unlikely that this can be maintained — hence organisations are increasingly seeking **new hybrid delivery models**.



| A hybrid IT strategy

- 💡 **The concept:** Achieve cost reductions and efficiencies, modernise and extend your core technology by transitioning parts of your setup to public or private clouds — whilst keeping other, potentially more sensitive elements in a managed data centre or colocation facility.
- **The result:** A more agile, scalable and efficient IT infrastructure.



| Hybrid IT... what does it involve?

To achieve a hybrid IT strategy, businesses must undergo both a **physical** and **virtual** transformation.

It's a complex process, but there are things that can be done to make it easier:

- 1 Taking a **two-phase approach** to transformation
- 2 Enlisting a **trusted partner** to work alongside throughout the project



1. The two-phase approach

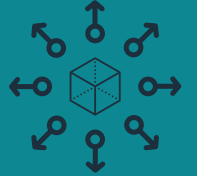
Phase 1 Transition



- Bring together your IT estate by moving everything to one physical location.



Phase 2 Consolidation



- Distribute the redesigned estate across your chosen hybrid solution.

2. Choosing a trusted partner

Transition and consolidation can be eased by choosing the right data centre partner to:

- 1 Provide the facilities and the services** required to support your transition – e.g. assistance with challenges when decanting from multiple physical locations
- 2 Deliver flexible contracts**, allowing you to adopt the two-phase approach and use additional resource temporarily
- 3 Ensure resilient connectivity** to your offices, public and private clouds



| Datum's role

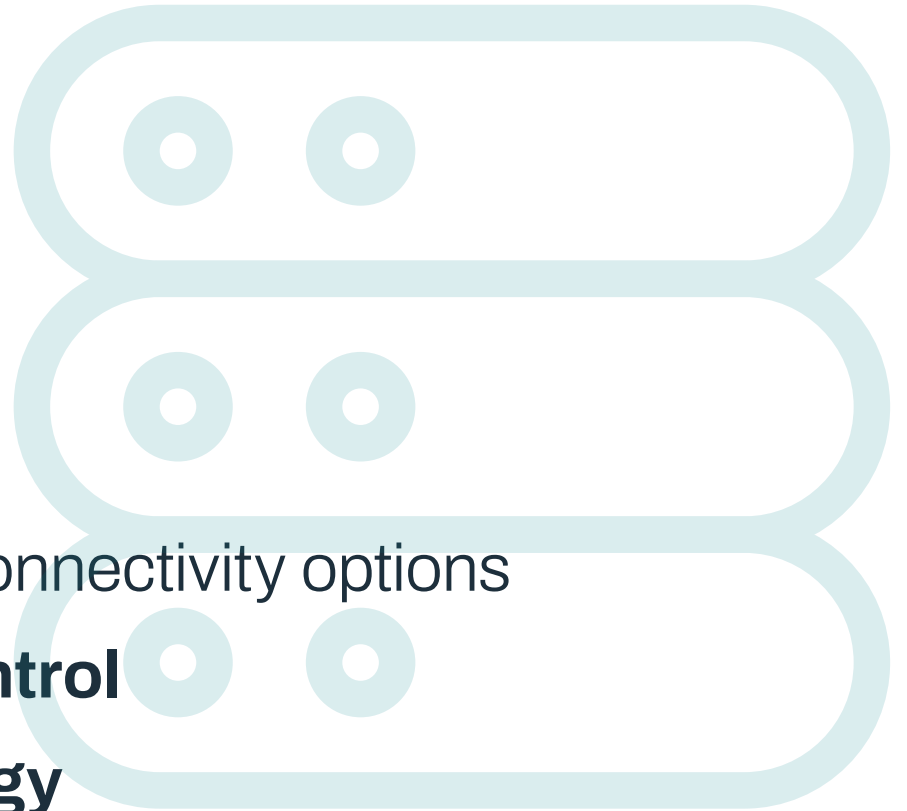
We provide a robust colocation service for business-critical IT which is backed by a range of **lifecycle services** designed to support you at every stage of the transformation.

Our flexible approach ensures you can adjust your colocation footprint to support your transformation project — backed by guidance, advice and practical assistance throughout your digital transformation journey.

Datum | BUSINESS CRITICAL
DATA CENTRES

| Why colocation?

- **Greater flexibility**
- **High** resilience
- **Increased** security
- **OpEx** and **cost allocation**
- **Maintenance** and **SLAs**
- **Breadth** of carrier and cloud connectivity options
- **Expert management** and **control**
- Access to the **latest technology**



Find out more

Our clients have identified our role as a **trusted partner** and **provider of data centre services** as a key success factor in their transformation activities.

➤ **Get in touch** to find out how Datum can support your digital transformation journey:

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