



EMBARKING ON A **DIGITAL** **TRANSFORMATION JOURNEY** – WHAT YOU NEED TO KNOW

WHY, WHAT ARE THE BENEFITS AND HOW CAN YOU ENSURE 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

▶ DIGITISATION

▶ BUDGETARY PRESSURES

▶ STAKEHOLDER DEMANDS

▶ GLOBALISATION

▶ 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, up to **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 set up 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**

WHAT DOES THIS INVOLVE?

To achieve this, 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.

- ▶ TAKING A TWO-PHASE APPROACH TO TRANSFORMATION
- ▶ ENLISTING A TRUSTED PARTNER TO WORK ALONGSIDE THROUGHOUT THE PROJECT

THE TWO-PHASE APPROACH

1

PHASE

TRANSITION

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

2

PHASE

CONSOLIDATION

Distribute the redesigned estate across your chosen hybrid solution.

CHOOSING A TRUSTED PARTNER

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

-
- ▶ **PROVIDE THE FACILITIES AND THE SERVICES** required to support your transition – e.g. assistance with challenges when decanting from multiple physical locations

 - ▶ **DELIVER FLEXIBLE CONTRACTS**, allowing you to adopt the two-phase approach and use additional resource temporarily

 - ▶ **ENSURE RESILIENT CONNECTIVITY** to your offices, public and private clouds

A WORKING EXAMPLE



COMPANY

Leading International
Infrastructure Group



SECTOR

Engineering and Construction



OBJECTIVE

Improve operational performance and
deliver value to customers through
major IT transformation project



SOLUTION

[READ THE CASE STUDY >>](#)

 **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 the colocation footprint to support your transformation project and our **Datum concierge service** provides guidance, advice and practical assistance throughout your digital transformation journey.

FIND OUT MORE ABOUT DATUM CONCIERGE >>

WHY COLOCATION

- ▶ FLEXIBILITY
- ▶ HIGH RESILIENCE
- ▶ INCREASED SECURITY
- ▶ OPEX AND COST ALLOCATION
- ▶ MAINTENANCE AND SLAS
- ▶ BREADTH OF CARRIER AND CLOUD CONNECTIVITY
- ▶ EXPERT MANAGEMENT AND CONTROL
- ▶ ACCESS TO THE LATEST TECHNOLOGY

FIND OUT MORE >>

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