



# Reality Check—Information explosion drives need for dynamic infrastructure transformation

The explosion of data and transactions demands creative, new approaches to managing your information infrastructure. IBM can help you develop a strategy and comprehensive approach to delivering a resilient information infrastructure for securely storing and managing information and mitigating business risks.

According to Enterprise Strategy Group, “Information volumes will only continue to increase at double digit rates unless customers take steps to better control and manage their resources. The sooner IT decision makers take a hard look at their information infrastructure requirements, the sooner they can begin to save money, reduce risk and improve operational efficiencies.”<sup>1</sup>

Organizations around the world are generating extraordinary amounts of information daily. Higher transaction volumes, increases in data quality, and data archives have driven a rapid increase in the demand for storage capacity. Without changes, the majority of organizations can expect their storage capacity requirements to increase at double-digit rates annually. Most analysts agree that the cost of managing each GB of storage is three to ten times more than acquiring it. The most important aspects of controlling storage costs are to minimize time to manage and maximize utilization.

CIOs have been tasked with creating more dynamic, efficient and lower cost infrastructures, while increasing service levels and managing larger data volumes. Organizations have often updated their information infrastructures primarily based on the best price at the time, leading to technology silos. Savings in IT acquisition costs are offset by higher downstream costs, due to infrastructure complexity and lack of interoperability.

## **Attributes of a scalable, secure, resilient, and dynamic information infrastructure**

The best information infrastructures are developed by leaders who focus on capabilities first and technology second. Core capabilities found in better information infrastructures are: Information availability, information retention, information compliance, and information security. Regardless of the brand, age, or price paid; better information infrastructures deliver these core capabilities reliably.

**Information availability** is the driver for over half the expense of the typical information infrastructure. Highly available systems drive more revenue and staff productivity. Conversely, downtime costs can be very high. Extended downtime can impact company value.





IBM's Information Infrastructure solutions are a part of an overall business strategy IBM is taking across its services, software and systems divisions. As a result, IBM has announced its largest launch ever of new storage hardware, software and services that are the building blocks for this new information infrastructure.

"Efforts like the recently announced IBM Information Infrastructure are both rare and potentially very powerful, because they take a number of divisions and create value, not individually, but by a solution that spans them. It is in these rare times that you see the power of a company like IBM and that is why, when it happens, it is worth talking about."

Rob Enderle, Sept 5, 2008<sup>2</sup>

**Information retention** policies protect corporate assets and implement Risk Management policies. In most organizations, some information is kept for decades, or even permanently. Information must be able to migrate to new media to ensure recoverability and manage costs.

**Information compliance** is of growing importance and has become a core capability for IT organizations. Global companies comply with dozens of regulations regarding financial statements, product quality, data privacy, and more. Organizations of almost any size can be the subject of legal proceedings that require legal hold or disclosure of electronic documents, such as e-mail.

**Information security** policies govern access control, threat mitigation, encryption, and auditing. Organizations that can provide secure access to needed information have a competitive advantage over organizations that must restrict information access to pass audits. Security breaches are costly and damage the organization's reputation.

The best information infrastructures integrate services and service levels with the business plan, and are designed to be flexible. By adjusting levels of availability, retention, compliance, and security, IT can deliver the right services at the right cost and better meet the needs of the business.

Newer technology is used to enhance core capabilities, so service levels are met and total costs are controlled, even though the volume of data is growing. Technologies that improve capabilities across many brands of equipment are particularly valuable because they can reduce complexity and time needed to manage the infrastructure.

Continuous incremental improvement in core capabilities drives better asset utilization, improved productivity, and improved security posture. The goal of delivering a more efficient and lower cost information infrastructure is better met with a strategy that focuses on core capabilities. Lower total costs, and even lower acquisition costs, can be expected.



Information Infrastructure is the backbone to a company's means of storing, accessing and utilizing its business data and information.

According to Joffery Foronda, Manager for Infrastructure and Storage Management, Philippine Airlines, "we can build an information infrastructure with which we will be able to deliver improved service levels, reduce business risks, and manage the information explosion effectively."<sup>3</sup>

### **An evolutionary model to implement a dynamic information infrastructure**

IBM Information Infrastructure provides a comprehensive approach to delivering a resilient, dynamic infrastructure for securely storing and managing information and mitigating business risks.

No other technology partner has the breadth of information infrastructure capabilities.

New technologies from IBM deliver substantially better information availability, scalability, and performance than previous generations, giving IBM a strong competitive advantage for many types of workloads.

IBM information retention solutions are designed to provide continuous availability, even during upgrades; and use commodity components to manage costs. IBM offers solutions that easily migrate information between disk systems and tape systems.

New solutions for information compliance deliver proven scalability to, for example, archive over 1 million e-mails a day. IBM delivers an integrated compliance warehouse that includes records and e-mail management, discovery, analytics, classification, repository, and hardware.

Information security solutions from IBM are scalable and easy to manage. IBM is the first vendor to build security into the information infrastructure, not on top of it, so media encryption can be implemented across the data center. IBM also provides comprehensive security software and services for data centers.

IBM Information Infrastructure solutions are an example of IBM rallying around common requirements to deliver more client value. IBM brings together hardware, software, and services under a common Web portal, with common capability-based assessments, and corresponding integrated solutions that speed time to value.



## Learn More

The holistic approach of an IBM Information Infrastructure can enable CIOs to transform their organizations and solve a wide range of current and emerging infrastructure challenges that impact their business. The resulting environment can help organizations such as yours extract new business value and deliver more scalable, secure, and accurate information to the right people at the right time, for a competitive advantage.

**Web site:** IBM Information Infrastructure [ibm.com/information\\_infrastructure](http://ibm.com/information_infrastructure)

<sup>1</sup> ESG (Analyst) White paper: IBM Information Infrastructure Initiative Aims to Tame the Information Explosion  
[http://www-03.ibm.com/systems/resources/systems\\_information\\_infrastructure\\_resources\\_webcasts\\_esg\\_wp\\_ibm\\_info\\_explosion\\_sep\\_08.pdf](http://www-03.ibm.com/systems/resources/systems_information_infrastructure_resources_webcasts_esg_wp_ibm_info_explosion_sep_08.pdf)

<sup>2</sup> *Rob Enderle: The Business Edge - The Real Truth about Technology and IT.*

<http://www.itbusinessedge.com/blogs/rob/?p=262>

<sup>3</sup> *Philippine Airlines selects IBM System Storage to support exponential growth.*

<http://www-03.ibm.com/systems/storage/news/press/20081113.html>

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