

Gartner

# Infrastructure, Operations & Data Center Summit 2012

5 – 6 March | Sydney, Australia  
gartner.com/ap/datacenter



## TRIP REPORT

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To provide you with an at-a-glance review, this trip report provides highlights from the recent 7th annual Gartner Infrastructure, Operations & Data Center Summit, held March 5 – 6, in Sydney. You'll find a thumbnail view of select keynotes, relevant take-aways from key sessions and pertinent details to aid you in your reporting efforts.

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### SUMMIT HIGHLIGHTS

Infrastructure, operations and data center professionals gathered in Sydney, March 5 – 6, for the 7th annual Gartner Infrastructure, Operations & Data Center Summit. Our theme this year, “Balancing Business Priorities with Risk, Opportunities and Complexity,” spoke to the difficult task our attendees face while addressing the new realities and emerging business opportunities at a time when the balancing of risk and opportunity is paramount. The data center is being reshaped, evolving faster than expected. The only certainty is the need to address and anticipate change.

In our lively keynotes, attendees heard from Bernard Salt, as well as Gartner's own Joe Skorupa and Michele Caminos. In highly informative sessions, they caught a glimpse of what the future might look like with Joe Skorupa and team presenting ‘Gartner's Four Scenarios for the Future of the Data Centre’ whilst Michele Caminos' keynote was an informative discussion on ‘How to Significantly Reduce IT Infrastructure and Operations Costs’. Attendees considered new solutions and services from sponsors on the Summit show floor.

This year, the Summit offered several new features, including shorter top-line ‘To the Point’ sessions, virtual tracks dedicated to mobility, cost optimization, cloud computing and virtualization, plus an extended interactive workshop and analyst/ user roundtable program.

**Matthew J. Boon**  
Managing Vice President  
and Summit Chair



## SUMMIT FEATURES

- Foundational, advanced, business or information technology sessions
- New Gartner research and analysis presented for the first time at this event
- ROI-focused content designed to deliver immediate results
- End-user case studies from early adopters
- Actionable insights on linking business and IT strategies
- Industry best practices, metrics and how-to recommendations
- Advanced guidance beyond the just-getting-started phase
- Objective analysis on today's game-changing technologies
- Thought-provoking keynote panels and presentations
- Private Gartner Analyst One-on-One Meetings
- Analyst-user roundtables — including the introduction of advanced roundtables
- Sponsor showcase with solution providers
- Solution provider sessions

## HOT TOPICS

- Technology, Innovation and Adoption
- Business Value of IT
- The Journey to Cloud
- Virtualization Evolution
- Business Continuity, Disaster Recovery, Security
- Managing the Data Center in an Increased Mobile World
- Sustainability and Green IT

Summit Chair Matthew Boon took the pulse of delegates and sponsors alike to get a sense of where key data center priorities were heading. It was clear that we have seen a real shift as virtualization continues apace and the planning around cloud computing gathers steam. The impact of mobility, security and the ever increasing need to manage and exploit information were the stand-out areas for data center professionals, particularly in terms of the implications of the xaas phenomenon.

With over 60% of large organizations globally planning to develop a long term strategic plan for the data center, there was a real sense of urgency as to how organizations can more effectively plan on a much longer trajectory than ever before. The future of the data center keynote session set the scene with the following two days providing the detailed framework for these initiatives. Delegates left the event armed with many practical, tactical and strategic ideas and plans for short, mid and long term plans for their Infrastructure, Operations and Data Center initiatives.



## GUEST KEYNOTE

### Consumers, Social IT and the Enterprise: Defining the Demographic Nexus

Bernard Salt outlined his confronting perspective of a very different Australia over the next decade to the Australia we have known over the last decade. The 2010s is an era in which business models will change and especially in manufacturing, retail, tourism and agriculture. Other sectors will drive growth and prosperity notably health and community services, mining, professional services and education and training. One of the IT challenges for Australia over the coming decade will be how to deliver services to rural and regional Australia. As the population diminishes in towns it becomes increasingly difficult for example to retain the services of doctors and dentists. The ageing of the population will accelerate demand for medical technology as well as for wellness programs; the new retiree will be better educated and will have greater expectations of life and lifestyle between say 55 and 70 than preceding generations. This shift will create opportunities for some businesses (e.g. health) but it will also require more considered ways of managing the expectations of older Australians. Life expectancy in Australia is now pushing well into the 80s. This will promote new lifestyle segments and social and consumer behaviours in the post-60 stage of life. Businesses that will prosper from these shifts are those that manage to write themselves into the narrative of how life will be lived in the coming decade.



*Bernard Salt is a business advisor, author and columnist. He delivered the closing keynote presentation to the Gartner Summit in Sydney on 6 March.*



## GARTNER KEYNOTES

### Opening Keynote: Gartner's Four Scenarios for the Future of the Data Center

How do you formulate strategic plans when the pace and breadth of change makes the future increasingly uncertain? Historical trends and incremental extrapolations may provide guidance for the next few years, but these approaches rarely account for disruptive change. Many Gartner clients are seeking a means of formulating long-range strategic plans that embrace uncertainty. This set of presentation provides the basis for helping C-level executives and their staffs understand multiple, possibly disruptive futures. Recognizing that these stories are not meant to be predictive and the actual future will be some subset of one or more of the stories, they provide a basis for deriving company-specific implications and developing a strategy to move forward and adapt to uncertainty as the future unfolds.

#### Action plan for Scenario Planning Team:

##### Monday Morning

- Set aside time and resources to map scenarios to your company
- Engage business leaders in the process

##### Next 90 Days

- Conduct meetings to develop an understanding of the risks and opportunities presented by the scenarios
- Consider which disruptions are beneficial and develop plans to initiate them

##### Next 12 Months

- Institute the organizational changes required to leverage disruption
- Develop action plans to mitigate effects of undesirable disruptions
- Monitor events to identify sign posts and act accordingly

*Joe Skorupa, VP Distinguished Analyst with Debra Curtis, Research VP; Michele Caminos, Managing VP; Milind Govekar, Managing VP, Errol Rasit, Principal Research Analyst, Gartner*

### Keynote: How to Significantly Reduce IT Infrastructure and Operations Costs

Most organizations are in their second or third round of infrastructure and operations cost cutting initiatives over the past decade. With global market uncertainty, Gartner sees cost still a key focus area. But that would beg the question...how can organizations dramatically reduce their IT spending from current levels when they are already on reduced budgets and operating a rather lean IT department today? Gartner's research shows that Infrastructure and Operations takes up 60% of the total IT budget, and therefore seems like the most likely place to look first. Therefore, Gartner suggests you look at cost cutting initiatives across 10 areas in your organization that span networking, IT infrastructure, facilities and IT services.

Most organizations have already begun many of these initiatives. But in our conversations with CIOs and infrastructure and operations leaders, few have implemented 50% or more of the total cost reduction opportunities these 10 key actions offer. Therefore, Gartner's advice is to focus on finding projects that expand the scope of these action items, rather than looking for some new target. Fully implementing these 10 cost-cutting actions can save you 10% or more in the next 12 months and 25% or more in the next three years.

#### Our recommendations are as follows:

- Evaluate your operations and costs thoroughly. Organizations have most likely not gone much beyond the easier of cost cutting initiatives and therefore, leaving additional dollars in the infrastructure that they could squeeze out.
- Benchmark your operations against your peers. This will help to identify where your costs stand against other like businesses and identify areas for operations improvement.

*Michele Caminos, Managing VP*

### 10 Trends and How They Will Impact Data Centers and IT

More than 30 billion pieces of content were added to Facebook this past September. This year alone, over 107 trillion emails were sent, 89% of which were spam. And, worldwide IP traffic will quadruple by 2015. Introducing the audience to these startling statistics, Boon and Sargeant underscored the challenges I&O and data center leaders are now grappling with. Times are changing — and we need to recognize and plan for the trends with impact. They include:

#### Consumerization and the Tablet

While tablets in many forms have been around for years, it wasn't until the introduction of the iPad that they were added to the mix of "approved" devices. IT was forced to develop implementation strategies quickly, with little opportunity to determine long-term objectives. These devices can be useful in business and they can be secure. But a well-defined and well-communicated strategy needs to be put into place — now.

#### IT Consumption

Data Centers can consume 100 times more energy than the offices they support. With the cost of power now on par with the cost of equipment, energy costs are no longer hidden. Alternative cooling sources are needed. And consumption has become the new key performance indicator.

#### Context-Aware Computing

Mobility, which has much in common with unified communications, has always been a tough business case. But most companies have a difficult time quantifying the benefits of each. Consider creating a business plan that promotes the adoption and use of mobile unified communications technology, one that is aligned with the benefits of IT and supporting of corporate initiatives.

#### Patterns and Analytics

Expect an 800% growth in data over the next five years, with 80% of it being unstructured. Focus on storage utilization and management to reduce floor space and energy usage,



improve compliance and business continuity/disaster recovery programs, and improve controls on growth within the data center. Technologies that will become critical are in-line deduplication, automated tiering of data, and flash or solid-state drives (SSDs).

#### Fabric Data Center

Virtualization has forced greater attention to speeding the process of deployment and utilizing resources more efficiently. IT is demanding the end of hard and fixed intersections and boundaries. Although this "unified fabric" concept will take time to evolve through increased levels of automation, OS intelligence and management tools, the evolution is well under way. Vendors will be jockeying for market position, so lay out tactical guidelines that match vendor claims to actual deliverables.

Other trends in the lineup included the infinite data center, hybrid clouds, IT complexity, the virtual enterprise and social networking.



**Matthew J. Boon**  
Managing Vice  
President



**Phillip R. Sargeant**  
Research Vice  
President



## GUEST CASE STUDIES

### Smart Technology for Smart Environments: Suncorp's Desktop Virtualisation Journey

*Terry Powell, General Manager Enterprise Engineering, Enterprise Services, Suncorp*

During the 2011 Queensland floods and the closure of the Brisbane CBD, Suncorp continued to process claims. 5000 employees were sent home to work using desktop virtualization and 100s of claims staff went into the field on mobile devices with integrated corporate VOIP telephony.

The 2011 floods demonstrated the power of virtualization and approval was soon given to roll virtual desktops to all 16,000 employees. Suncorp is also investing in a futuristic Activity-based workplace environment when it moves to its new Brisbane Campus in 2014 with Desktop Virtualisation, integrated Unified Communications and BYO computing as key enabling technologies.

Desktop virtualization is still immature and Suncorp, faced with significant challenges, performed significant internal development to integrate Unified Communications, construct a legacy PC desktop lockdown tool to launch virtual desktops, while overcoming video and printing issues and resolving licensing challenges.

Suncorp uses three desktop virtualization methods based on a tiered cost model:

- Desktop Anywhere standard is a Citrix XenApp published desktop targeting 80% of users with simple application portfolios – (e.g. Contact Centre staff, and BackOffice processing).
- Desktop Anywhere Professional is targeted at 15% of the user population and each user has a Windows 7 image that “persists” on a Virtual Host and applications are installed directly in like on a physical desktop.
- The third model is Desktop Anywhere Developer, targeted at 5% of users is expensive but aimed at high-end users who demand high levels of compute resources (CPU, I/O, memory).

Significant operational efficiencies, dynamic capacity increase during periods of high demand, improved work/life balance for employees, are key benefits that have also led to lower TCO, and improved BCP availability.

Next steps include rolling out a comprehensive mobility strategy, updating Unified Communications to work ubiquitously across newer consumer-based mobile devices, and a continuous improvement focus on automation.

### Keeping IT on Track

*Steve Bogdanov, Technology and Infrastructure Manager, Australian Rail Track Corporation (ARTC)*

The ARTC is responsible for the maintenance and ongoing management of Australia's interstate freight track, and it has laid out plans for the modernisation of its train management and control systems in 2009. The ARTC, partnered with Lockheed Martin to develop the ARTC's new Advanced Train Management System (ATMS), which replaces conventional field signalling infrastructure with a highly centralised digital system and an in-cab display of rail movement authorities.

In Steve's case study presentation, he highlighted that under the new ATMS system, rail movement will be managed in real time by utilising small digital electronic blocks as the central element of the train control system. Coupled with a highly accurate train location determination device based on GPS and inertial sensors, trains will be able to be safely run closer together than under conventional approaches thereby increasing capacity. Real-time instruction is relayed from the

control centre via the Telstra Next G communications network to train drivers including information on speed and movement authorisation. In addition the trainborne system will apply the train brakes if the system detects an over speed or attempt to move the train beyond the authorised limits.

The substantial benefits of ATMS include improved safety for rail staff on trains and for those working on the tracks through increased situational awareness and speed and authority enforcement; improved rail capacity, flexibility and reliability with minimal field infrastructure resulting in flow on benefits by reducing traffic on Australia's road network; and greater fuel efficiency for train operators and less wear and tear on equipment from constant stopping.

Steve also discussed ARTC's new in-row cooling approach which has saved ARTC over \$100,000 in power costs in this year alone.

# TRIP REPORT

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## 2013

The Gartner IT Infrastructure Operations & Data Center Summit 2013 will be held in Sydney, Australia on 19 – 20 March 2013. We hope to see you again!

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