



Gartner Data Center Summit 2009

5 – 6 October 2009 | The Lancaster London, London, UK

Under the firm hand of Gartner Summit Chairs Milind Govekar and Andy Butler, 438 attendees from across Europe were given the full breadth of latest knowledge and insight into infrastructure & operations priorities. The audience represented 34 countries and came from across all industry sectors with a particularly strong presence from financial services this year followed by public sector organizations and manufacturers.

The Summit featured 58 presentations including keynotes, Gartner track sessions, analyst roundtables, Gartner Consulting workshops, end-user case studies, and solution provider sessions giving a full breadth of topical updates for what is a challenging year ahead.

This Trip Report provides you with a snapshot of key thinking, essential discussion topics and core take-aways that you can consider now you have returned to the office.

A Thank You From The Summit Chairs

EMEA DC 2009-2010 had the right balance between cost optimization and growth. Although many organisations were still in the throes of careful spending and keeping an eye on cost, they were also mindful of the fact that they should look beyond cost. These IT Infrastructure and Operations organisations did not want to be a millstone around the businesses' neck, but in fact become enablers of growth, agility and service quality.

The tracks in this conference were also a good balance between Infrastructure oriented sessions and IT Operations oriented sessions. These tracks and sessions enabled organisations to reinforce their technology leadership and excellence and move towards business leadership. The Infrastructure and Operations Maturity Model enabled organisations to assess this journey towards business partnership from a people, process, technology and managing IT like a business perspective.

Overall the senior leaders in I&O went home knowing where and how to position cost pressures and transform their organisations to enable business growth.

On balance, this was the most effective and polished EMEA Data Center Summit that we have run. Given the tight economic climate, the attendee number was excellent, and the cosmopolitan presence demonstrated that Gartner clients now recognize this event as a strategic international conference. The vendor Expo was the most complete and balanced we have had, with a great mix of large household name vendors and interesting innovators.

We were determined to empower this year's audience with an agenda that inspired self belief and confidence in a world after recession. Our task was made easier by the positive attitude of vendors and attendees alike, and the whole event enjoyed an upbeat atmosphere and optimism that was missing last year.

I believe we also delivered the most diverse and balanced agenda of any EMEA Data Center event to date. To us, the data center extends all the way to client devices and our remit covers the whole of Gartner's I&O focus, plus important supporting disciplines like sourcing, licensing and application deployment. As cloud-based business models become increasingly pervasive, the acquisition and management of data center infrastructure faces immense discontinuity during the next decade, and our event will become the glue that binds together these challenging trends.



Milind Govekar
Research VP, Gartner



Andrew Butler
VP Distinguished Analyst, Gartner



Gartner Analyst Keynote: 10 Trends and Technologies Impacting Infrastructure and Operations

David Cappuccio, Research VP

David Cappuccio, Gartner Head of Research for Infrastructure & Operations took delegates on a lively journey through the game-changing innovations that will influence the evolution of the I&O function. He concluded his presentation by laying out a nine point action plan for today, the next eighteen months and for the longer-term explaining what organizations need to do if they are to capitalize on the latest trends.

TODAY:

- Focus on virtualization and green IT for immediate cost and flexibility benefits.
- Look at storage virtualization, de-duplication and thin provisioning
- Evaluate web social software to transform customer / employee interactions.

THE NEXT 18 MONTHS:

- Exploit mashups and cloud-based services to address immediate user needs.
- Link UC to collaboration and enterprise applications to support growth initiatives.
- Begin to track weak signals and subtle business patterns — from everywhere.

LONGER TERM:

- Understand that public and private cloud services together with new servers and specialized systems promise to minimize costs and maximize agility.
- Apply more-sophisticated resource analytics to support ongoing improvement in operational costs and energy efficiency.
- Look for opportunities emerging from cloud computing, social networking and new approaches to infrastructure.

Spread the word to your colleagues in North America

Gartner Data Center Conference
December 1 – 4, 2009
Las Vegas, NV
gartner.com/us/datacenter

Findings from the Gartner European Data Center Summit

Eight of the Gartner Data Center analyst team describe below one key finding and one key recommendation each that you as a professional in this space should take with you for your 2010 planning and strategy considerations.

Data Center Outsourcing and Infrastructure Utility in Europe: The Market, Players and Best Practices

Gianluca Tramacere, Research Director

The evolution from highly customized to industrialized Infrastructure Outsourcing services is irreversible. Clients should proactively evaluate offerings such as the Infrastructure Utility for SAP as they allow the aligning of IT utilization to cost while offering key benefits such as flexibility and reduced complexity.

The Future of Storage Management

Valdis Filks, Research Director

We cannot continue to manually manage, track and tune the storage infrastructure. While we should not lose these skills and this understanding we need to manage and orchestrate storage at a higher level. Storage solutions are available today which increase storage productivity by making provisioning simpler with no configuration required.

Similarly we need to manage and plan at a high level where we can forecast better; produce reports which can be used to determine and justify technology purchases and have storage management dashboards which helps us to proactively manage the storage infrastructure.

The V-Hive: A 2009 Update of Virtual Server Management Standards and Technology Providers

Cameron Haight, Research VP

This is not your father's management marketplace. Infrastructure and management boundaries are blurring as virtualization providers continue to include increasing management capabilities within their offerings. They will present a growing challenge to traditional management providers in the effort to reduce IT operations costs (OPEX).

Green IT and the Virtualization Cloud: Not Just Someone Else's Problem!

Philip Dawson, Research VP

Covered in the presentation is how clients must balance the hype pressures and priorities of Virtualization, Green IT and Cloud projects. They must also look at what investments and costs they have to realize to make the savings anticipated by vendors.

Best Practices for Continuous Application Availability

Donna Scott, VP Distinguished Analyst

To get highest levels of availability, IT services and applications must be engineered starting in early phases of the life cycle. 100 percent IT service and application availability is quite difficult to achieve because each component in the architecture has different availability architectures — and it is up to the designer/architect to integrate to a holistic architecture.

While high levels of availability is expected by the business, it is also expensive so it is best to invest for those IT services and applications that are truly mission critical.

Desktop Virtualization: Making Inroads Rapidly

Brian Gammage, VP & Gartner Fellow

Desktop Virtualization is real and it's here, so you must have a plan for how to exploit it. It is also being over-hyped by an industry keen to sell you the next big thing, so make sure you understand the differences between the various desktop virtualization technologies and how each can be applied within your client computing environment.

Top 10 'Hardball' Negotiating Tactics for Difficult Vendors

Stewart Buchanan, Research Director

Maximize your role in the IT supply chain between vendors and end-users by working with vendors to deliver the right IT services at the right price. Plan to leave a failing vendor relationship, but fixing it can cost less than starting over.

Data Center Networking: Converging the Physical While Virtualizing the Logical

Neil Rickard, Research VP

Enterprises need to see through the hype surrounding the convergence of LANs and SANs and take a cautious approach starting with rack level convergence. On the other hand they should wake up to the urgent need to virtualize networking functions otherwise the network will become a major bottleneck to the broader drive towards virtualization.

See You Next Year!

The Gartner Data Center Summit 2010 will be held on September 22 – 23 in London.

We hope to see you again!

Gartner
Data Center
Summit 2009

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