Trip Report

The Gartner Data Center, Infrastructure & Operations Management Summit 2014 was held on 24 – 25 November at the Lancaster Hotel in London. This report summarizes and provides highlights from the event.

Overview

This year the Gartner Data Center, Infrastructure and Operations Management Summit celebrated its 10 year anniversary. The theme of “Leading I&O: Delivering New Levels of Innovation and Productivity” built on last year’s theme of enabling transformation goals and moving forward into 2015 with energy and renewed optimism for positive change. The opening Gartner keynote exemplified the theme with a focus on ‘Non-Stop IT’ — delivering the right levels of availability and reliability to fuel ever increasing level of digital business interactions.

The agenda addressed issues including: Improving quality and processes of IT services, Mobile and Client Computing, Delivering Innovative Solutions and New Business Processes, Cost control and optimization, Data Center Modernization and Consolidation, Cloud Solutions and the evolution of the Software Defined ecosystem.

Analyst sessions covered current thinking encompassing the full scope of these issues in addition to sustainability, sourcing practices and I&O leadership techniques. In addition our analyst one to one dedicated sessions allowed attendees to get answers to their specific, pressing I&O questions with the largest analyst contingent with wider coverage than ever before.

The event inspired Data Center and I&O leaders to drive increased levels of productivity and become true enablers for business agility via Bimodal IT — using the right processes and tools for the right outcomes and accelerating delivery of systems of innovation and differentiation without disrupting support for the core systems of record — A key theme for Gartner and one conveyed in our closing keynote.

Highlights included our guest keynote speakers; Dan Heath — whose fascinating findings in psychology and analogies for the ‘head and the heart’, showed how engaging at an emotional level proves to be a successful change agent; and Hamish Taylor whose oddly titled “Trains, Planes and ……Toilet Cleaners!” inspired inquisitive attendees with practical experiences on how to positively engage with internal and external customers, making it easier to drive business success.

In addition, our end user case study speakers, Yorkshire Building Society Group, ING Group, Saipem Spa and the University of Hertfordshire provided thought-provoking, relevant content that their peers readily identified with and benefited from.
Key take-aways

We’d like to leave you with these key takeaways from the event.

The IT Operations Scenario: Preparing for the Digital Enterprise

Monday morning:
• Complete a maturity assessment of your I&O to determine how strong your foundation currently is.
• Build your road map for improvement with a focus on improving people and process.

Next 90 days:
• Assess current metrics and reporting methods and determine if a business value dashboard can help show greater alignment to business success.
• Implement an I&O strategy to move toward becoming bimodal.
• Determine what mix of ITIL and DevOps will help to increase agility within the IT operations team.

Next 12 months:
• Map current ITOM technologies against existing and future needs and plan for strategic replacements.
• Monitor the end-user experience with application performance monitoring.
• Leverage hybrid cloud architectures and adopt CMP tools as you become a cloud services broker.

Building Successful Private and Hybrid Cloud Services

Monday morning:
• Plan a staged rollout: Start small, engage users (but think big)
• Commit to a hybrid IT strategy — Your future role as a broker
• Identify the right use cases for cloud (and optimize for them)

Next 90 days:
• Create metrics that measure success — Especially agility
• Design private clouds with future public cloud interoperability in mind
• Incubate your private cloud project — Staff, processes, and technology
• Engage I&O staff in all aspects of the cloud project
• Choose cloud management platforms with rapid ROI (cost or value)

Next 12 months:
• Create a usage metering system, and report (in simple form) to users

“This event provides great opportunity to look at strategic topics with the benefit of industry wide research and networking elements in a non-pressurised environment. I shall look forward to booking a future event.”

Bret Kean,
Global Infrastructure Architect, ARUP
Data Center Consolidation and Migration Strategies — Getting From Here to There

- Migration skills are critical — Get help.
- Lift and shift is NOT an option.
- Primary focus is the elimination of risk.
- Virtual environments are not easy — and often can be more complex to move.
- Plan on multiple move steps to reduce risk.
- Communicate continuously.

Best Practices to Create a Successful Mobile Strategy

- Establish and use a mobile center of excellence
  - Ensure business unit leadership of the MCOE
- Define metrics for success
  - Tie metrics to business goals
- Create standards and flexibly enforce them
  - Adapt standards as environment changes
- Transition to role-based risk management
  - Kill off “one size fits all” security thinking
- Allow the corporate culture to adapt
  - Not everyone can make this journey

Server Scenario: Evolution of Server Technologies, Providers and Best Practices

- Prepare flexible strategies to handle the coming market and vendor disruptions.
- Adapt what you purchase and plan useful life of existing infrastructure to handle technology shifts.
- Exploit technologies that support the shift to a digital business.
- Adopt the high-value best practices that reform the core and enable your transformation to digital business success.

The WAN Is the New LAN

Monday morning:
- Identify current network pain points.
- Review existing WAN strategy and see where adopting LAN strategies makes sense.

Next 90 days:
- Partner with sourcing to investigate procuring larger WAN pipes to critical sites and partners.
- Review QoS practices with a view to simplification.

Next 12 months:
- Look to deploy SD-WAN opportunistically for specific use cases, initiatives or new requirements.
Keynote sessions

Gartner Opening Keynote: Nonstop IT: Delivering the Integrated Data Center
Rakesh Kumar and David Cappuccio, Gartner

What CIOs and data center executives should do:

Monday morning:
• Fix what you can — focus on cooling, airflow and equipment placement to optimize existing space.
• Begin looking at application continuity — what RTOs are crucial to your business?

Next 90 days:
• Develop over-arching strategy — using hybrid approach, as a goal.
• Develop new types of data center manager skills — foster horizontal thinking.

Next 12 months:
• Design for agility, flexibility and scalability in areas of technology and organization.
• Develop hybrid D/C structures using cloud, modular, colocation and managed services.
• Adopt hybrid D/C practices where it makes sense.

Gartner Closing Keynote: Bimodal IT: Managing the Dichotomy in the Data Center
Ray Paquet, Gartner

• Start before you are ready:
  – Start with project bimodal, choose an “island” project.
• Protect Mode 2 from Mode 1 at first by bifurcating the organization:
  – Focus on learning and experimentation at first.
  – Ensure that Mode 1 understand their importance.
• Coalesce the innovation management, iterative development, adaptive sourcing capabilities, I&O capabilities into an enterprise capability:
  – Educate and coach the executive team.
• Manage technical debt:
  – Mode 2 requires more rigor, not less.

“The event has been very informative and has added value to my organization in form of understanding what is happening in this arena. The speakers have been topical and to the point. A worthwhile conference.”
Alex Chukwu, Global IT Infrastructure Manager, 3i
External Keynote: “Trains, Planes … and Toilet Cleaners” — Creating A Success Culture in an IT Environment
Hamish Taylor, Expert on Leadership, Innovation and Branding

In this session, Hamish explained how he uses his experiences with Brands and as a CEO to challenge IT departments to think differently about the way they interact with the rest of the organisation (and play a larger role with external customers). He also provided examples and tools to help move forward. His 4 Key challenges were:

• The need to change the way we “understand” our customers. The use of “soft insights”, the “customer’s customer” and the ability to share were all highlighted.
• To use the Customer Promise as a tool for changing the platform for our activity. A focus on customer benefit helps refine the value IT brings to internal and external customers and stimulates innovation.
• Lessons from outside our “functional” expertise can bring new thinking to our teams.
• Not just new tools for communication, but also the need to “make it easy” for internal customers.

External Keynote: ‘Making a Switch’
Dan Heath, Bestselling Author, Speaker and Professor at Duke University

For things to change, somebody somewhere has to start behaving differently: Maybe it’s your team, or your boss, or you.

Picture that person (or people). Each has an emotional/unconscious Elephant side and a rational Rider side. In order for them to succeed at change, you must do three things:

1. Direct the Rider: Give crystal-clear direction about what’s expected of them. Don’t know the right ‘instructions’ to give? Study your bright spots. (Think about Jerry Sternin in Vietnam.)
2. Motivate the Elephant: Knowing something usually isn’t enough to spark change. Make people feel something. (Think about John Kotter’s SEE-FEEL-CHANGE model.)
3. Shape the Path: When the environment changes, people change. So shape the environment. (Think about organ donation “default settings” and surgical checklists.)
Top 6 most-attended sessions

2015 CIO Agenda: Implications to I&O
Andrew Butler and Nathan Hill, Gartner

To the Point: Achieving a DevOps Culture
Cameron Haight and John Rivard, Gartner

The Five Year Storage Scenario
Stanley Zaffos and Valdis Filks, Gartner

Software Defined Anything SDx Scenario... Beyond Virtualization
Philip Dawson, Gartner

I&O and Cloud Automation: The Foundation For Digital Business
Milind Govekar, Gartner

End-User Case Study: Think Globally, Manage Centrally: Cloud Data Storage to Reign In Users and Ensure Corporate Compliance
Antoine Boury and Giovanni Michelini, Saipem Sp

Snapshot of attendees

Who participated in the 2014 conference?

Top 5 job titles
1. Management
2. VP
3. Director
4. CIO
5. Architect

Top 5 countries
1. UK
2. Belgium
3. Germany
4. Netherlands
5. Sweden

Top 5 industry sectors
1. Banking, Finance & Insurance
2. Technology and Telecom
3. Government
4. Manufacturing
5. Services

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Method Data Solutions

Network Instruments

purestorage

SanDisk

Sovereign Data Connect

sumerian

TeamQuest

Tintri

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Post-event resources

Customizable post-event worksheet
Take a moment to complete your own post-event trip report, a valuable resource for future reference and a great way to share with colleagues what you learned. Click here to access the trip report worksheet.

Learn more with relevant research
Want to learn more about the topics that interest you most? Turn to the end of each session presentation for a list of related Gartner research notes. Select Gartner research is available on demand at gartner.com.

I&O 2015 events around the globe

Gartner IT Infrastructure, Operations & Data Center Summit
7 – 8 April | Sao Paulo, Brazil

Gartner IT Infrastructure, Operations & Data Center Summit
11 – 12 May | Mumbai, India

Gartner IT Infrastructure Operations & Data Center Summit
18 – 19 May | Sydney, Australia

Gartner IT Infrastructure & Operations Management Summit
1 – 2 June | Berlin, Germany

Gartner IT Infrastructure & Operations Management Summit
15 – 17 June | Orlando, FL
You don’t have to wait another year until you can catch up with the latest I&O research.

Gartner
Data Center, Infrastructure & Operations Management Summit 2015
30 November – 1 December | London, UK
gartner.com/eu/datacenter

Gartner
IT Infrastructure & Operations Management Summit 2015
1 – 2 June | Berlin, Germany
gartner.com/eu/iom

Building a Lean and Agile I&O — The Engine for your Digital Business