

WTN MEDIA

FUSION2008

The enterprise data center - how to build your strategy for success

Introduction:

Erik Phelps

Partner

Michael Best & Friedrich LLP

Keynote:

Paul Shain

CEO, CDW Berbee

SVP, CDW Corporation

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& FRIEDRICH LLP

The Enterprise Data Center – A Strategy for Success



Paul Shain

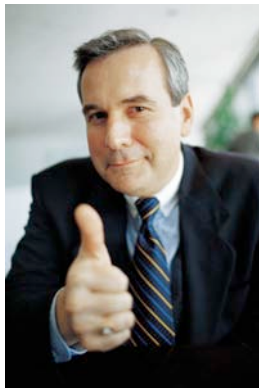
Chief Executive Officer – CDW Berbee



B E R B E E

Headlines you will never see.....

**New Microsoft Release More Efficient
“Runs Great With Less Hardware” Says
Ballmer**



**CIO's Humongous
DC Budget
Approved
Extra Millions “No
Problem At All”!**

IT Labor shortage is over!

**Intel Quits
Selling Quad-
Core
Processors
Data Centers
Begin to Chill
Out**

So what does all this mean for IT?

- Strategies are needed to address:
 - Labor shortages and Gen Y
 - Increasing power demands/green movement
 - New hardware/software architectures
- Internal Provisioning vs. Outsourcing strategies
 - Is the current model of IT delivery still viable?

Labor Situation

- Gen Y is changing the rules
 - 78 mm strong, 32 mm in the workforce today
 - Highly mobile, demand constant connectivity
 - Desire personalization and choice
 - Very socially conscious/green
- They work to live, not live to work



IT and the “Green Movement”

- Intense focus on global environmental issues
- Bullseye on IT Data Centers

“For every 1000 servers in a data center, the monthly power consumption is equal to the power required to support 168,000 homes for a year”

Forrester Research

Today, power represents less than 10% of the average IT budget, but within 5 years it will rise to more than 50%.

Financial Times



So what should a company to do?

- Plan for the future
- Understand the economics of IT delivery
- Evaluate your likely strategy
- Benefit from a few lessons learned regarding building your own data center of the future

New Berbee Enterprise Hosting Center



Berbee's MSN2 Internet Data Center will have the following capabilities:

- 2N + 1 Power
- 13 generators (1.5 MW each)
- Hardened, bunker-style construction with extensive physical security
- Fully redundant mechanicals (HVAC, fire detection/suppression)
- 2, 4, 6, and 9 kW cabinets
- Redundant, SONET-protected, multi-carrier telecommunications infrastructure
- Onsite staff 24 x 7
- SAS70 Type II



Lessons Learned

Key Learning #1: **\$1000/square foot build out cost**

- Tie Budget To Requirements
- Build Power Density For The Out Years
- Hug Your Bean Counters

Key Learning #2: **There is no speeding up the process**

- Picking Your Spot
- Presentations, Approvals, Lawyers
- Long Lead Items Are Killer

Lessons Learned

Key Learning #3: **The neighbors have opinions**

- **“High Tech” Not So Cool**
 - Energy Delivery; Noise, Diesel emissions
- **Reach Out Proactively**
 - Local Government
 - Neighborhood Associations
 - Public Utility

Key Learning #4: **How Green is your Data Center?**

- **Carbon Awareness Way Up**
- **Economics and Greening Intertwined**
- **Green Services**



Summary

- **IT Delivery Models are evolving**
- **Forward planning is more critical than ever**
- **Other influencers will drive decisions**
- **IT remains a critical investment area for future productivity gains – so the issues will only grow**

Questions?

Paul Shain

CDW Berbee

paul.shain@berbee.com