



## Solution Brief

# Cloud + Data Center Transformation

### Optimize IT to deliver greater business value

Organizations are grappling with a growing array of platform options. There are no simple answers to determine where each workload should run, how to define access and storage requirements, or how to secure data while staying in compliance.

Both private and public cloud offer benefits, and each platform has attributes that support business growth. To realize the full potential of cloud as a business enablement tool, it's important that firms take the time to complete critical steps in planning and assessment — rather than rushing a deployment and seeing detrimental results.

The focus of our Cloud + Data Center Transformation (C+DCT) team is to help your organization transform technology, operations, and service delivery to meet business challenges and drive business outcomes.

### Find clarity amid a variety of options

Determining a strategy for transformation can be challenging when balancing the operational demand of day-to-day management and execution. Our extensive experience guiding clients toward their goals can also help you build a foundation:



Strategy is central to cloud and data center transformation success



Workload-platform alignment begins with understanding your data ecosystem



Hybrid environments are often the most cost-effective and flexible



There are no silver bullets when it comes to platforms or technologies



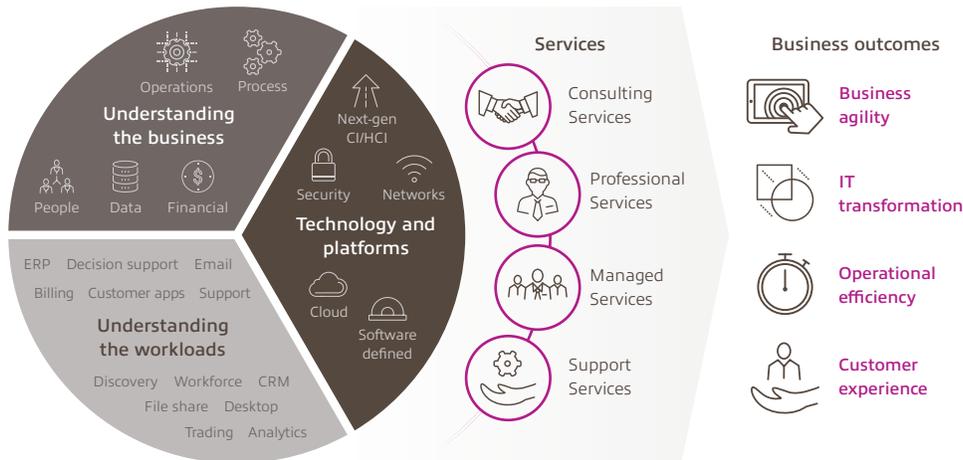
Security can be maximized by building out both proactive and reactive capabilities

### Our distinct approach

- + **Aligned with your business**  
We know a successful transformation journey is one that thoroughly considers the financial, operational, and staffing resources required of the IT business.
- + **Industry leadership**  
Our cloud and data center experience comes with a focused attention on best-fit technologies, to deliver knowledgeable, flexible guidance.
- + **Deep, broad partnerships**  
Because no singular approach suits all firms, we've built a sizable partnership portfolio. Each project gets a custom and independent solution approach based on your individual requirements.
- + **Complete lifecycle support**  
From initial assessment, to solution design, to IT operations and support services, we assist with all facets of cloud and data center transformation.

## The process, in practice

We begin by pairing a deep understanding of your business and workloads with best-fit technologies and platforms. We then address unique needs with specific services to manifest business outcomes.



## Tangible, meaningful benefits

Reasons for undergoing IT transformation are innumerable. Organizations are seeking ways to improve productivity and reduce costs while balancing concerns about innovation and competing in the broader marketplace. Customers are demanding easier, simpler access to information.

Our C+DCT solution can impact your business through proven and measurable outcomes:

- + Transform IT to be better aligned with the business
- + Redeploy resources to critical activities
- + Orchestrate and automate self-service features
- + Create a strategic, responsive service platform
- + Optimize IT investments
- + Increase security and compliance
- + Develop infrastructural agility and drive growth
- + Establish disaster recovery, backup, and business continuance

## Make the call

Position your organization to excel. Start with a quick consultation to discuss your business needs and goals — and how the C+DCT team can help.

## Meaningful solutions driving business outcomes

We provide expert guidance on cloud integration and data center transformation to organizations of any stage or maturity. By holistically supporting the adoption of new technologies, we enable companies to meet business challenges, improve service levels and efficiency, support growth, and reduce risk.

Learn more at:  
[datalink.com](http://datalink.com) | [insight.com](http://insight.com)