
BT Global Services

Creating a new and flexible IT infrastructure - with BT Virtual Data Centre



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BT Global Services - Data Centre Services

Customers

- 1,994 customer platforms across EMEA

Reach, Skills and Capabilities

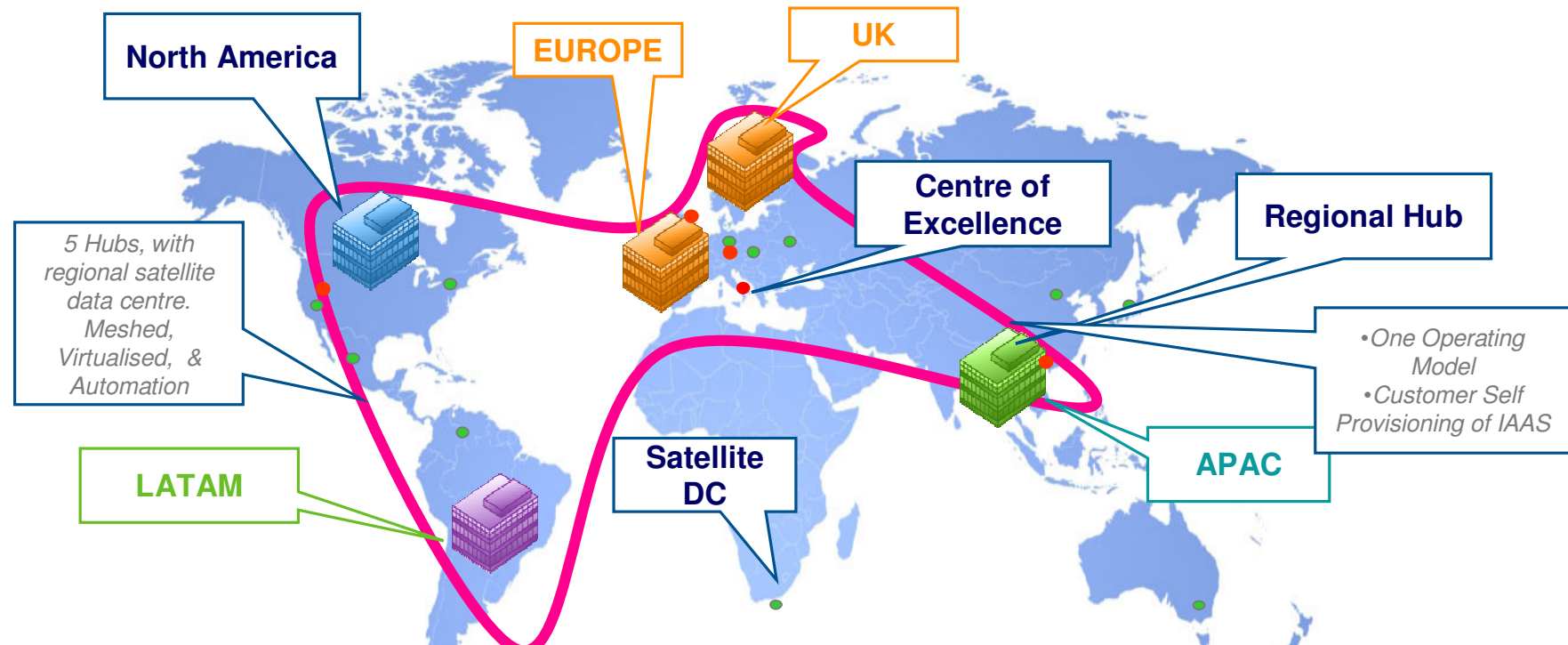
- 38 customer-facing data centres across EMEA
- 985 data centre operations staff
- Managed servers 22,699 for external customers
- BT GS acquired 30 companies in the last 3 years: 19 specific to IT Services

Products

- IT Optimisation Professional Services
- Web and Application Hosting
- Managed IT Infrastructure Services
- Virtual Data Centre
- Data Centre Services



IT Services vision and portfolio



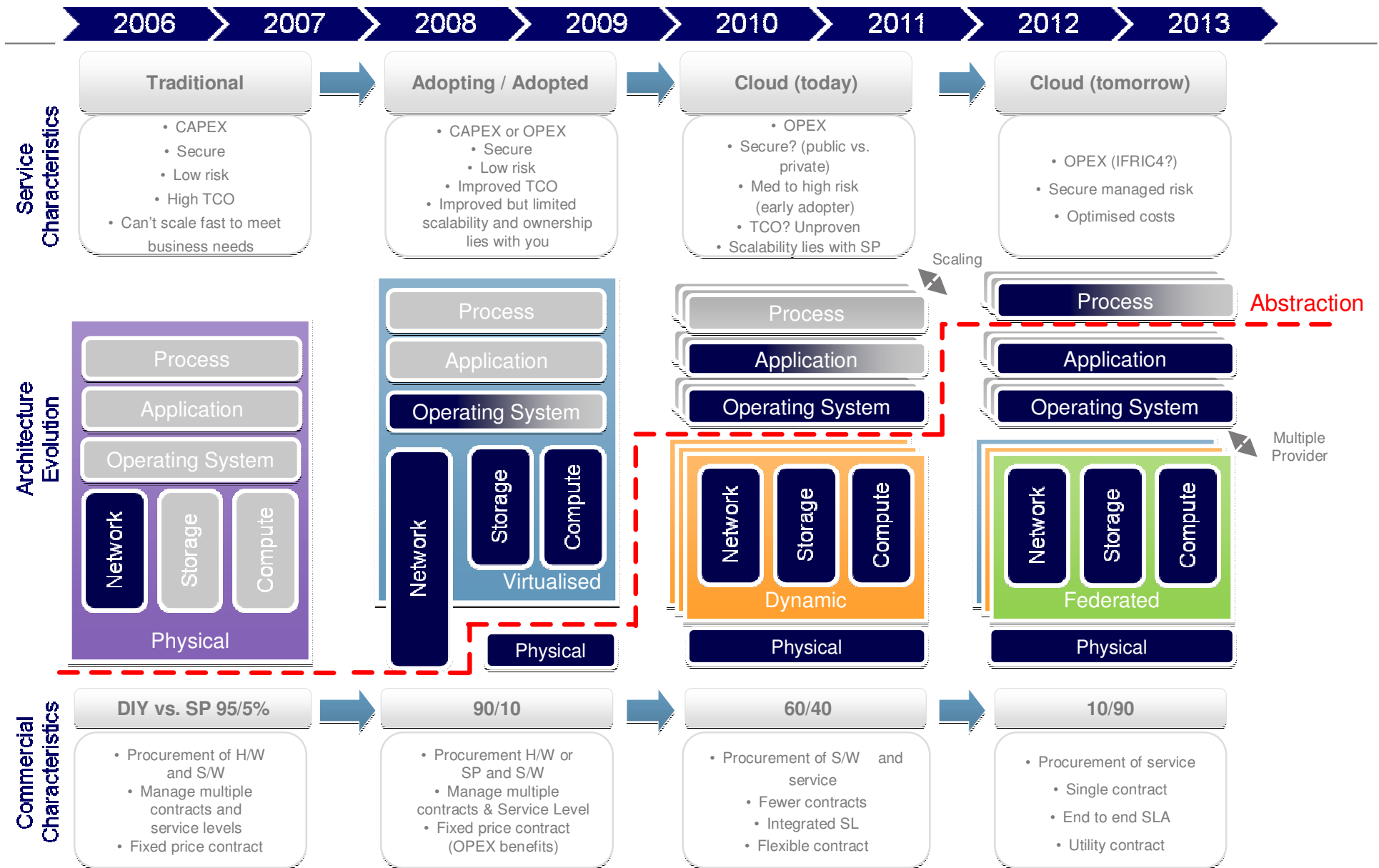
Our Vision

- The provider of managed Infrastructure as a Service (IaaS) to our top 500 customers globally
- Create an Infrastructure & Software As A Service business in 2 years
- One global operating approach supporting multiple virtualised, cost effective data centres, and centres of excellence.

To enable this vision we are building....

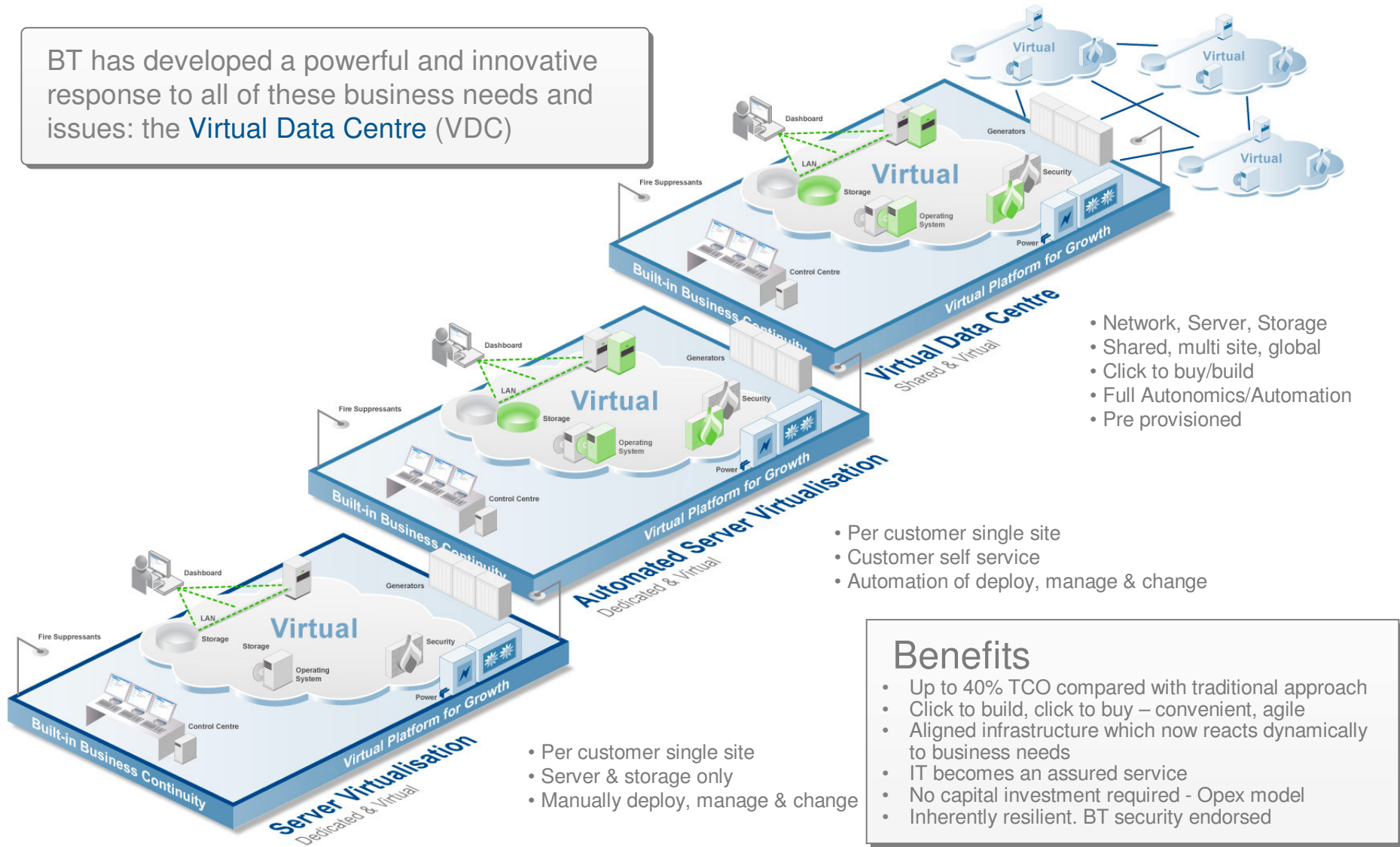
- An agile, virtualised infrastructure
- That reduces our cost base and capex outlay
- That is standardised and automated
- Which is service focused
- Enables business continuity
- And is Multi-geographic

Cloud Journey(s)



BT's journey to VDC

BT has developed a powerful and innovative response to all of these business needs and issues: the **Virtual Data Centre (VDC)**



- Network, Server, Storage
- Shared, multi site, global
- Click to buy/build
- Full Autonomics/Automation
- Pre provisioned

- Per customer single site
- Customer self service
- Automation of deploy, manage & change

Benefits

- Up to 40% TCO compared with traditional approach
- Click to build, click to buy – convenient, agile
- Aligned infrastructure which now reacts dynamically to business needs
- IT becomes an assured service
- No capital investment required - Opex model
- Inherently resilient. BT security endorsed

Creating and Managing the Virtual Data Centre

During the creation of the VDC, the customer can:

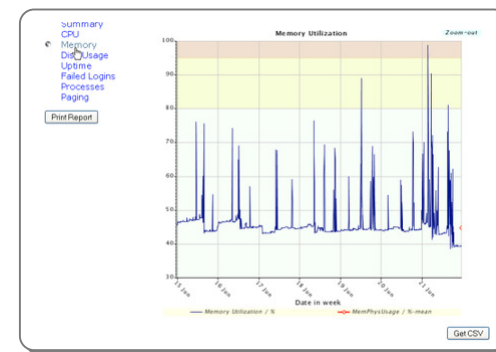
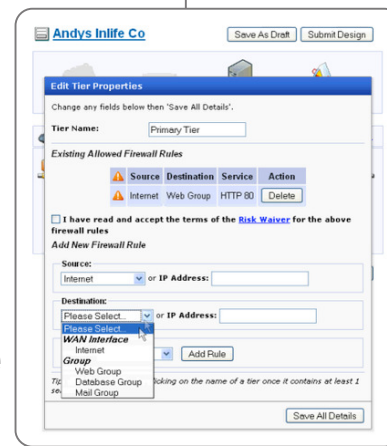
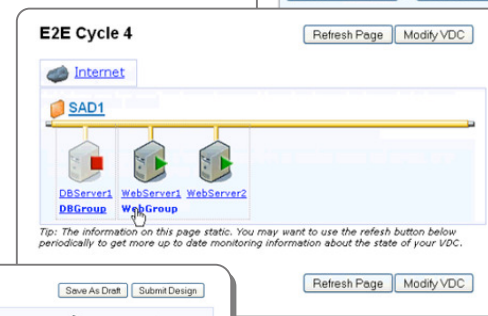
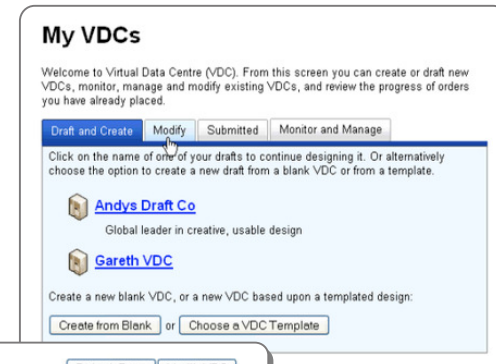
- Add virtual servers (specifying parameters such as capacity performance)
- Select the Internet bandwidth
- Add Value Added Services
- Set the firewall rules

The customer is given a price for this VDC.

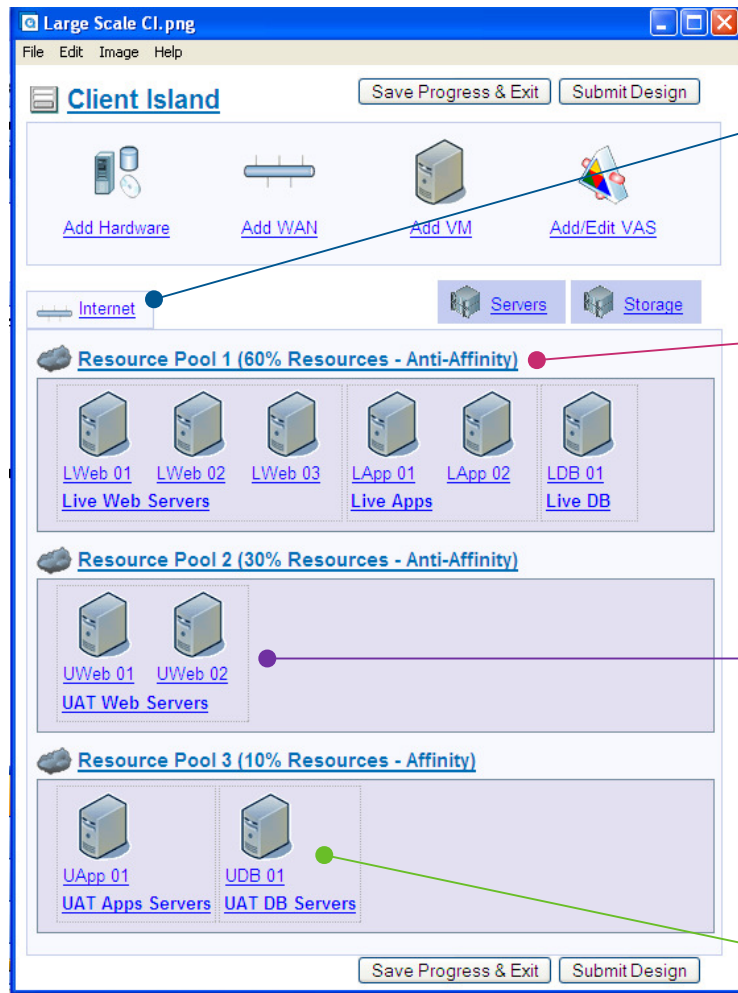
The new VDC is easy to manage.

The customer can:

- Check various reports (e.g. Bandwidth, Firewall Rules, Performance, Storage, Asset Information etc.)
- Control the status of the virtual machine
- Modify specific properties of the VDC



VDC Self Service options



WAN Options

- Internet (Fixed/Bursting)
- MPLS
- Private Network (Friendly Name)
- Firewall Rules

Resource Pool Options

- HA
- DRS
- Affinity (list of servers that must be on a single host)
- % CPU allocation
- % Memory utilisation
- Friendly Name

Server Options

- vCPU Number
- vMem amount
- OS type
- Application require
- Server Storage Volume
- Status
- Group Belonged to
- Resource Pool Belonged to
- Remote Management Port No
- Friendly Name

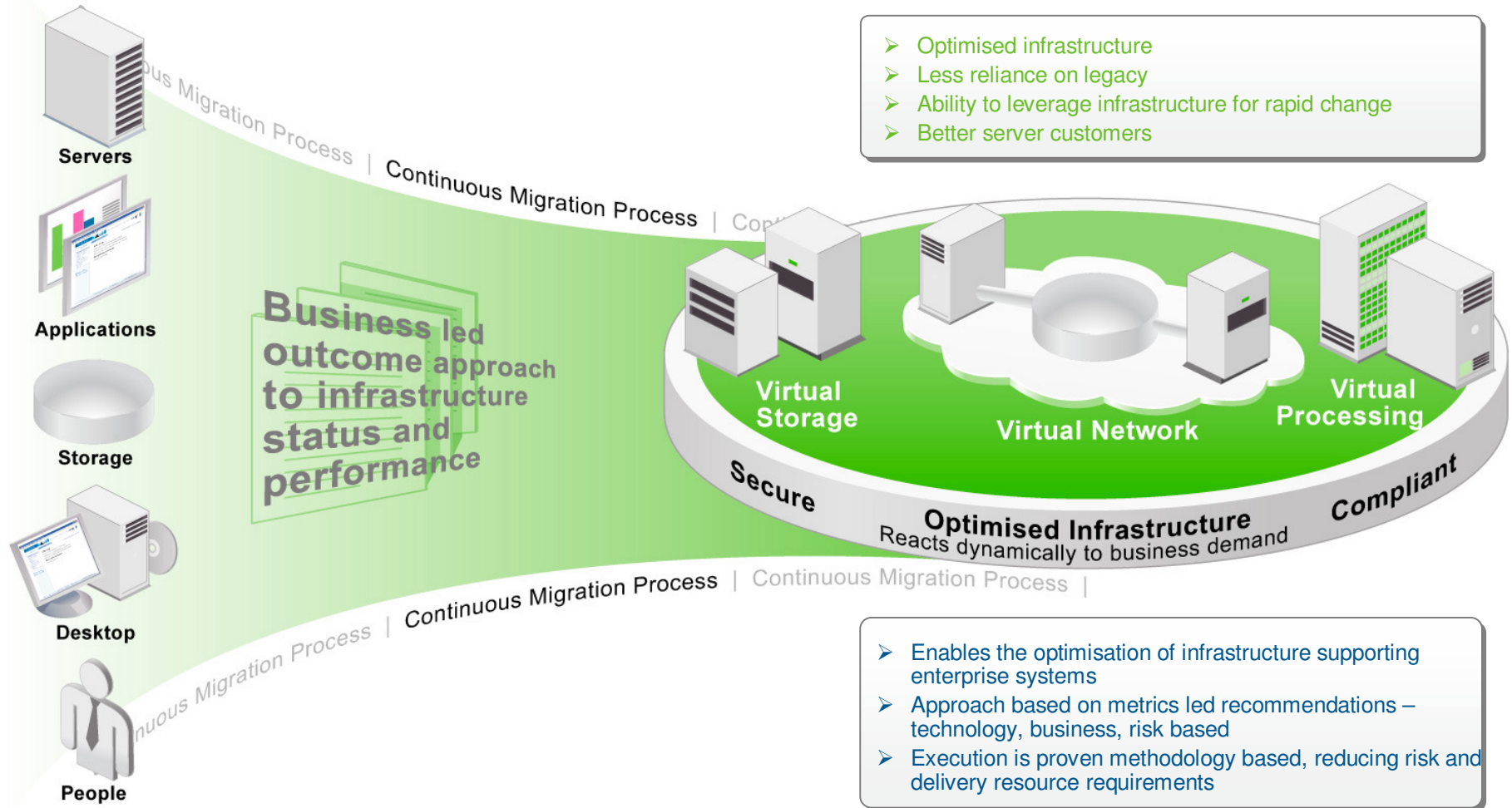
Group Options

- Load Balanced
- URL Monitoring
- Network Storage
- Group Friendly Name

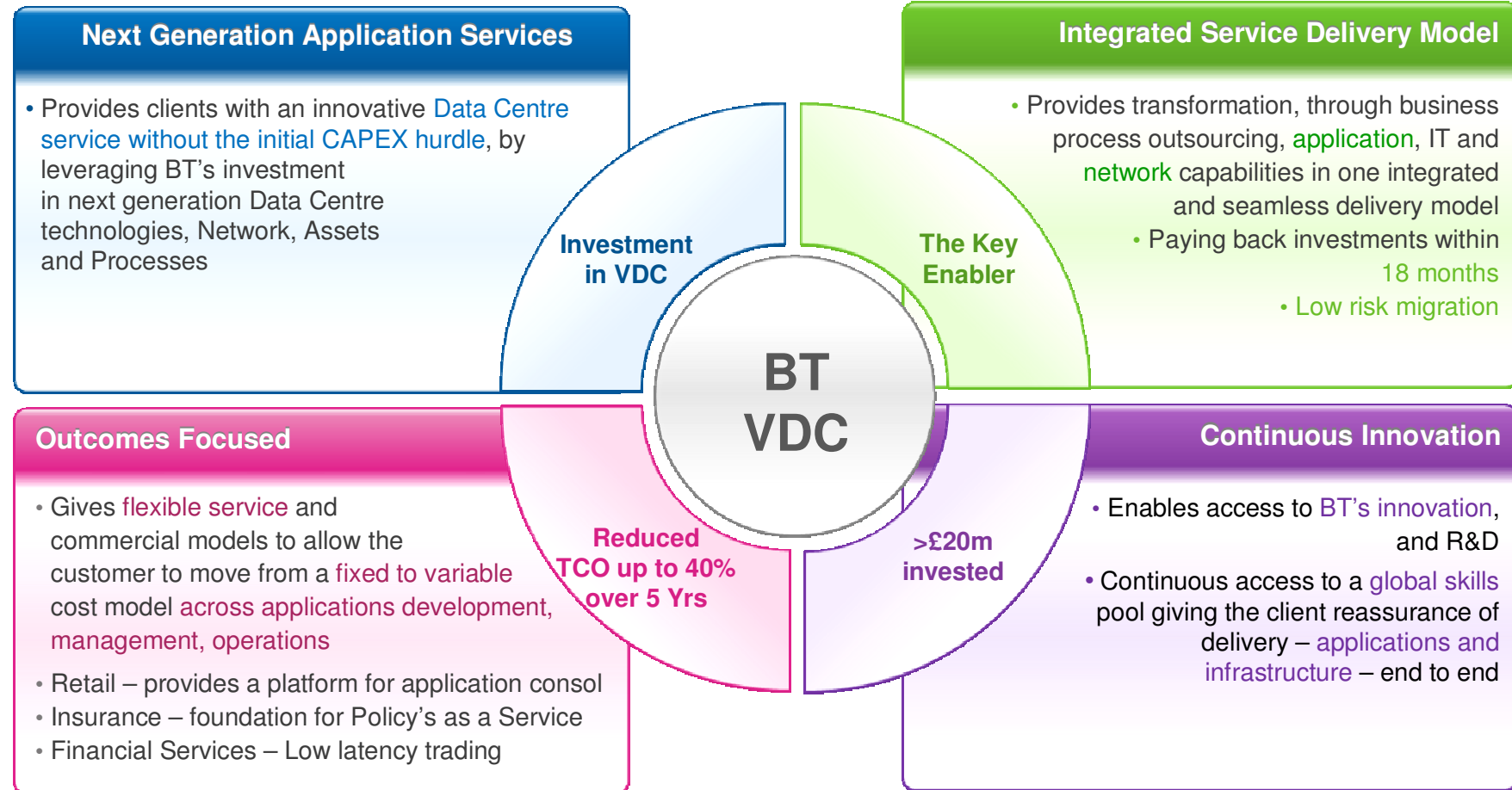
Journey to VDC

BT Assess and Optimise – business outcome led

“BT’s Assessment Services can help customers plan their migration from a physical to a virtual environment”.



Summary



BT Virtualises a Major Financial institution – 700 Servers

Case study
Global Financial Institution



Financial services technology transformation

“As a direct result of this transformational project a catalogue of core services has been established in order to enhance and simplify the provision of Windows hosting platforms to both new and existing customers.”

Company spokesperson
Global Financial Institution

BT helps global financial services firm achieve greater flexibility at much lower cost

Client

The BT client is one of the world's leading wealth management, capital markets, and advisory companies. It has offices in 40 countries and territories, and total client assets of almost \$2 trillion. The company offers a broad range of services to private clients and small businesses, as well as institutions and corporations.

Historically, the company's IT team had always been reactive in serving its internal customers. The team needed to deal with up to 26 different types of requests, to purchase hardware or deliver service, often on a bespoke basis. A significant challenge that needed to be overcome was the typical eight-week lead time from internal customer request to delivery of service. This meant that there was often a significant lag in the company's ability to meet business needs – especially so when a request demanded complex configuration changes.

Challenge

The bank has a global technology infrastructure team, through which it invests considerable resources to provide a leading edge technology platform supporting the provision of services to its clients. Existing services, although robust and reliable, had become unwieldy and inefficient to manage, leading to the need for a more flexible and on demand-based approach.

Recognising the challenge the company set out its requirements for change. According to a company briefing paper: “The aim was to achieve an environment where IT can be dynamically reconfigured to adapt to changing business demands.”

The BT Differentiators

The key business drivers for the bank's selection of the BT solution were:

- To enable it to offer a simple, flexible and reliable choice of services to its internal clients
- To achieve significant cost savings
- To exploit the latest virtualisation technology, which offered faster response times and higher availability
- To increase business agility whilst reducing power consumption and CO₂ emissions



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Thank you



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