APPLICATIONS DRIVE
INFRASTRUCTURE

Your applications drive everyday business, but what's driving your applications?

SUNGARD
AVAILABILITY
SERVICES®

Your applications are key to making the everyday happen—whether that means registering patients, tracking inventory, processing web orders or controlling the order-to-cash cycle. **But what happens if the infrastructure they run on everyday brings business to a crawl or even a screeching halt? The loss in revenue, reputation and productivity can be astounding and, for some, insurmountable.**

To avoid these risks and achieve your goals, your IT environment must support business that never stops. It must be:

Highly available around the clock and around the world.

Highly agile to speed new capabilities to the business and react to change.

And highly resilient to maintain business continuity.

With so many types of infrastructure to choose from—in-house legacy systems, externally hosted and virtual platforms, public and private clouds, or a combination of these—how do you make the right choice? The answer is to let the needs of your applications drive your infrastructure decision.

Why? Because when your applications ride on the right infrastructure, it gives you a fast track into releasing their true value to your organization and for realizing the business results you want.

Focusing on value

"My job isn't to run a team that runs data centers. It's to provide innovation that supports the airline, engineering business and the tour operating division—and that's what Sungard AS frees me to do."

Chris Dare,
Group Information Services Director,
Monarch Group

YOUR APPLICATIONS ARE DESIGNED TO DELIVER VALUE.
They can integrate patient data for a more accurate diagnosis ... keep the right amount of inventory on the shelves and in the storeroom ... remove kinks in the supply chain ... and shorten the order cycle from shopping basket to doorstep.

Tapping into that value takes understanding the needs of each application, the workloads and processes they support and the security and compliance issues around the data they hold. It also takes aligning and tuning them to take advantage of the unique characteristics of a specific infrastructure.

But the multiple, disconnected platforms that typify today's hybrid IT environment make it hard for your applications to complete a business process, when they should be adding value to that process.

If complexity is up, value is down and your progress has flat-lined, it's time to bring in Sungard Availability Services.

SAP hosting: Stress relief

"Sungard AS allows us to concentrate on solving more creative business problems related to our core mission of medical and disaster relief. With Sungard AS, we get the three C's: confidence, cost efficiencies and reduced complexity"

Bhupi Singh
EVP, COO/CFO,
Direct Relief

REV UP FOR VALUE

You need an infrastructure that ensures applications are available whenever needed, reacts quickly and scales easily and on demand. And, if disruptions occur, you need it to recover quickly.

With our hybrid IT approach and broad portfolio of platform options, we can help you choose the right infrastructure, tuned to the needs of your application portfolio.

1 **ASSESS THE APPLICATIONS.** We start by gaining a full understanding of application requirements — from performance, availability and security to data protection and recovery.

2 **TARGET THE INFRASTRUCTURE.** To identify and optimize the right production and recovery platform for each application, we consider a vast ecosystem of infrastructures. This includes your existing environment, as well as our own hosting and cloud solutions and those provided by our partners, such as DAZ and Illumiti.

3 **SPEED DEPLOYMENT.** Use the cloud — whether public, managed cloud or private cloud services — to bring new applications to the business faster. We also have certified, ready-to-deploy cloud platforms tailored to run enterprise applications, like SAP, SAP HANA and Oracle. In addition, we have platforms for regulated environments that must meet government, HIPAA or PCI DSS compliance.

4 **MAKE IT ALL WORK.** We team with application partners to ensure their solutions run optimally on the chosen infrastructure from the start and across the lifecycle. We help you integrate and manage multiple infrastructure and application platforms across a hybrid environment, including internal and external resources.

5 **SCALE AFFORDABLY.** Instead of overprovisioning servers and adding staff to manage a potential spike in demands, the cloud lets you expand and scale automatically when your applications require more processing power or data storage. Utility-based pricing options let you pay only for the resources you use, when you use them.

As a leading provider of availability and recovery solutions for more than 35 years, you can count on Sungard AS to help you get the most from the applications that make everyday business happen.

When you work with Sungard AS, your applications get more than a foundation to run on, they get the freedom to run with more speed, agility and resiliency towards the business results you need and the value they were destined to deliver.

Call your Sungard AS representative today to rev up application value and revolutionize your business.

The best value

"Sungard AS hosts literally all the critical applications BDO depends on. We didn't want to go for the firm that's the cheapest or most expensive but the one that gives us the best value for money - it's the reliability and quality of service we're paying for."

John Turner,
IT Director,
BDO

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About Sungard Availability Services
Sungard Availability Services provides managed IT services, information availability consulting services, business continuity management software, and disaster recovery services.

To learn more, visit **www.sungardas.com** or call 1-888-270-3657

SUNGARD AVAILABILITY SERVICES®

IT FOR BUSINESS THAT NEVER STOPS