



HYBRID IS THE **NEW NORMAL**

How do you make the everyday happen in an environment that is anything but normal?

Surveying your IT landscape used to mean peering through the window of your data center. **Now, that landscape stretches across multiple geographies, environments, architectures and providers and includes systems far beyond what your eye can see.**

You must *keep watch* over a mix of internal and external data centers.

Keep track of multiple vendors and disparate services.

Keep up with demands for more applications and continuous access.

Keep pace with change amidst inflexible legacy systems and budgets.

And *keep your cool* as the digital revolution transforms traditional business processes, interactions and objectives.

THIS IS YOUR NEW NORMAL A highly complex IT ecosystem that kicks the old norms to the curb, transforming how you need to provide, manage, grow and pay for IT services.

But making that transition when your IT staff is already too busy making everyday business happen — whether that means filling orders, flying planes or comforting patients — adds to the pressure.

How do you enable them to elevate their efforts and vision beyond the everyday to survive and thrive in a hybrid IT world?

Simplifying the everyday

“By outsourcing day-to-day operational tasks, we have freed up resources to focus on things that add value to our business, rather than just keeping the lights on.”

Matt Bottrill,
Infrastructure & Security Manager,
Tenet Group

AGILITY IS A NECESSITY IN THE NEW NORM

While hybrid IT makes the path to change more complicated, the journey is critical: In a world where change is a constant, business agility is an essential. You need to respond to market shifts and emerging opportunities in front of you, not in the rear view mirror.

In a global and digital economy, your infrastructure must adapt to business that never stops. And, since customer loyalty can change with the click of a button, you need the flexibility to swiftly launch products and services to differentiate your business.

This takes incredibly responsive, instantly available and infinitely scalable IT resources to make it all happen.

Instead, you deal with the complexities of aging architectures, siloed hard-to-integrate systems, legacy applications, multiple providers, and uncertainties about security and where to run applications and workloads for the best cost control and business outcomes.

If agility is the goal, and complexity is the problem, the solution is Sungard Availability Services (Sungard AS).

The competitive edge

“The customers of today demand instant service. If they couldn’t download their photos from the cloud fairly quickly, they would soon move their photos to a competitor’s site. So, having Sungard AS as our partner gives me peace of mind.”

Kyran O’Kelly,
General Manager,
FUJIFILM



Whether you're challenged with controlling costs, balancing a mix of applications and legacy environments, managing performance or scaling and expanding into new markets, Sungard AS can help you adroitly navigate the twists and turns of IT transformation to meet those expectations.

- 1 START THE JOURNEY.** We begin by understanding your business needs and identifying the different infrastructures and IT services you use to meet them. Then, we help you define your vision and strategy for the future.
- 2 MOVE FORWARD WITH CONFIDENCE.** We develop an architecture, plan and timeline for adopting newer, more agile technologies and migrating legacy applications — so you can continue to leverage the investments in legacy services and systems in your hybrid environment.

We also help you align applications and workloads with the right infrastructure to optimize availability and performance and meet security and compliance needs.
- 3 LEVERAGE SOLUTIONS, NOT JUST SERVICES.** Our solutions portfolio includes a breadth of offerings to support the most complex of environments — from infrastructure and cloud solutions to managed services and recovery solutions.

And, to support your hybrid environment now and as it evolves over time, we've developed our global portfolio to comprise solutions from leading technology, integration and application partners. Our consultants can help you coordinate, integrate and manage the right mix of services for a customized solution.
- 4 LOOK TO THE CLOUD.** The use of hybrid cloud is growing rapidly. That's why, in addition to our own mix of self-managed, managed cloud and private cloud services, we also deliver solutions on VMware and Amazon Web Services (AWS). In fact, we are one of the only providers offering cloud-based recovery services to and from AWS.
- 5 ACHIEVE AGILITY.** If agility is the destination, cloud is the highway to get you there. You can provision quickly and scale rapidly, adapting to change. You can introduce new capabilities to the business faster, to stem the competition. You can replace capital investments with flexible utility- or usage-based costs. And, you can choose your level of control over and visibility into your hybrid IT resources with a range of management options.

MAKING IT HAPPEN WITH HYBRID IT

In an environment where hybrid IT is the norm, business agility must become the norm, as well.

With more than 35 years of experience helping customers meet their business and IT objectives, we can help you bring clarity out of complexity to get the most value from your hybrid environment. In fact, helping customers navigate the complex journey to agility is what the experts at Sungard AS do best.

Let us focus on making the journey happen, so you can focus on making business happen.

Talk to your Sungard AS account representative today.

Making a difference

“Sungard AS took ownership of the project, having the expertise to formalize the plan and effectively set up supplier environments, and that made a real difference. It made my life simpler.”

Dan Boehm,
Director of IT,
Chromalox

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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

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IT FOR BUSINESS THAT NEVER STOPS