It's simple:
IT is complex

We can help make IT simple again

SUNGARD®
AVAILABILITY
SERVICES™

Master Your Complex IT Environment.

Build Resiliency, in Run *and* Recovery.

Adapt and deliver.

▼

We work with businesses around the globe to find the right approach to delivering critical IT systems – building secure yet flexible IT for tomorrow, while managing the complex and distributed IT environments of today.

sungardas.co.uk

Digital disrupts

Innovation has given us incredible things. Devices that predict our needs. Phones we can talk to. Cars that drive themselves. Apps that can save your life.

But digital advances in the consumer world are constantly disrupting corporate IT strategy. Creating this agility and responsiveness, while remaining resilient and protected, is beyond a simple challenge in the world of corporate IT.

So how can you combat the ever-changing expectation of your customers, and the constant pressure of your competitors?

Cloud has offered some answers, and brought many advantages. But with it; increased complexity, hidden costs and uncertainty.

Here is the shift. There was no right journey to cloud, simply the right one for you; now it's the journey to deliver agile, interoperable and resilient Hybrid IT that works for you.

Change is constant and control is vital

Just when you feel it's all under control, something changes. An internal reorganisation, a shift of market focus, a regulatory update, a variation in buyer behaviour or a new competitive threat...

Such diversity creates complexity.

And although we don't like to admit it – IT landscapes are often filled with unknowns and unexpected surprises behind every cable and inside every rack.

Your current data centre is a distributed hybrid of technologies, applications, services and processes – some new, some definitely not.

Getting the right mix is increasingly difficult and always a moving target.

- Which workloads are critical, which could be switched off?
- What should you outsource, what can you keep in-house?

Such challenges are becoming harder to manage and more costly to cope with – for what you have today and what you may need tomorrow.

“

It's fair to say the infrastructure Sungard AS supports is the beating heart of our business. Without it, everything stops. If the website goes down, the business goes down. ”

Anne Bracken
IT Manager,
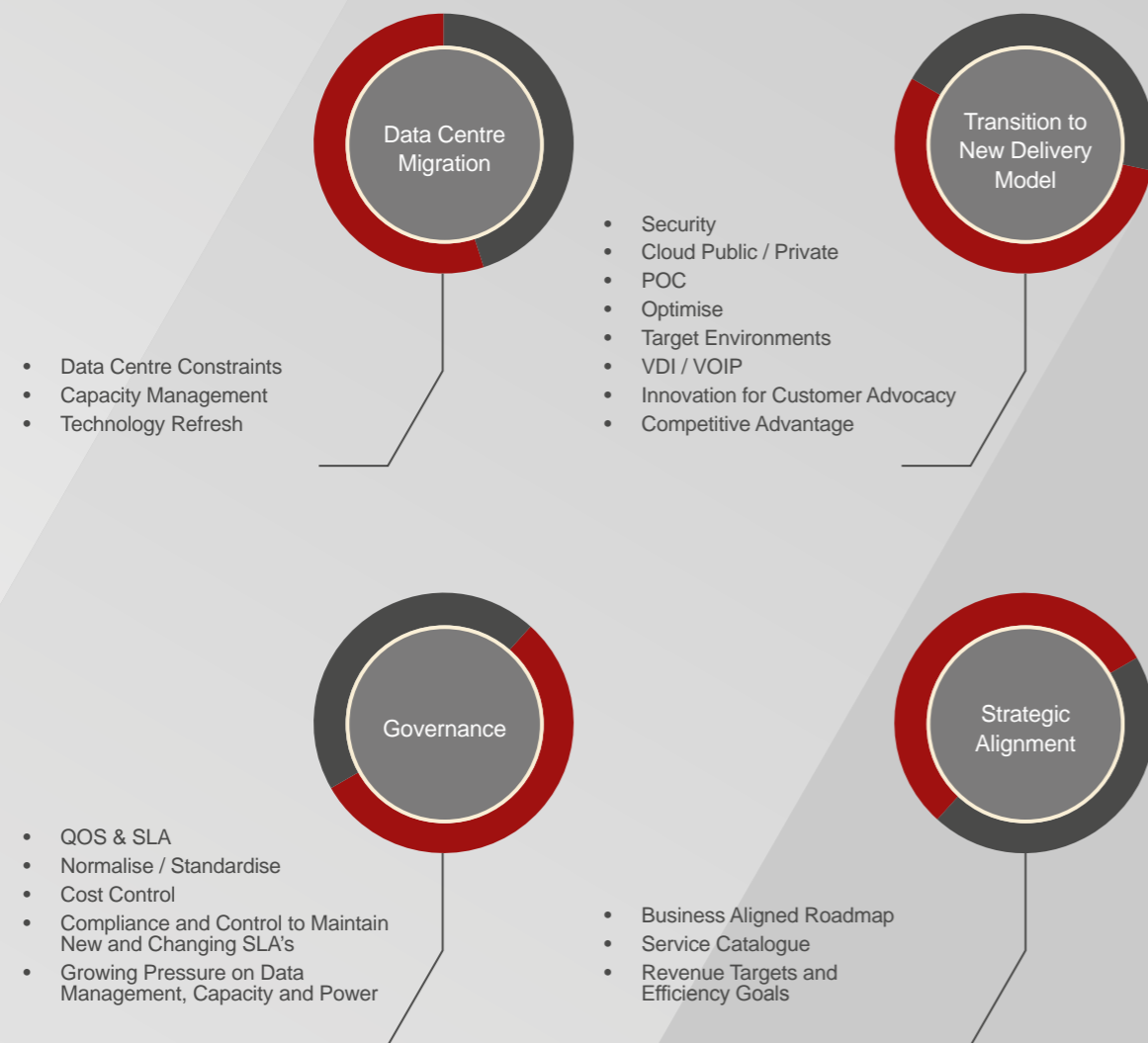The Gift Voucher Shop

One4all®

Ever-increasing demands and expectations

You're being pulled in every direction, and told that each is equally important.

The organisation is looking to you to keep the lights on in your ever-changing landscape, whilst also delivering forward-thinking innovation that responds to new revenue opportunities.

You need to ensure your IT can enable the business to adapt and deliver on the unique needs of your customers – while maintaining resiliency in both your run *and* recovery environments.

There are a number of triggers that have driven the need for IT transformation within our customers' businesses.
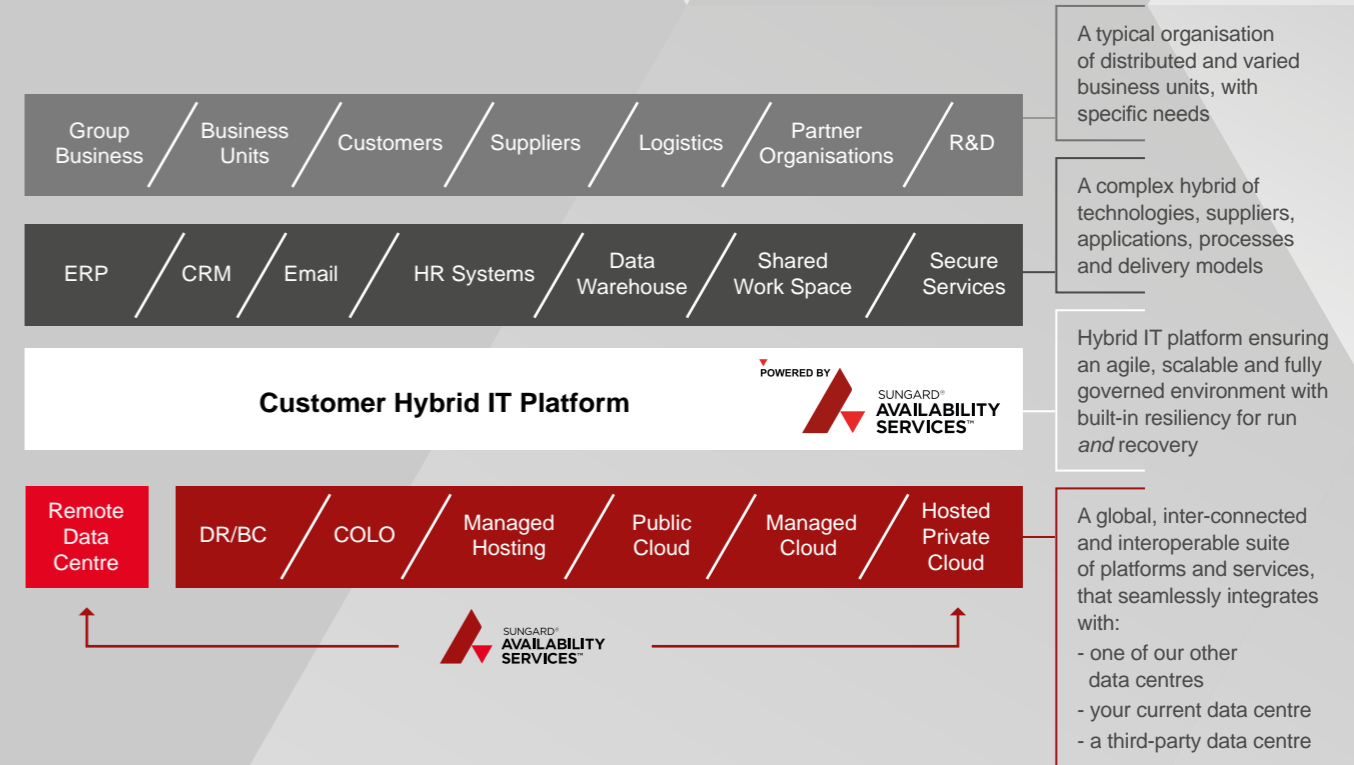
Data Centre Migration

- Data Centre Constraints
- Capacity Management
- Technology Refresh

Transition to New Delivery Model

- Security
- Cloud Public / Private
- POC
- Optimise
- Target Environments
- VDI / VOIP
- Innovation for Customer Advocacy
- Competitive Advantage

Governance

- QOS & SLA
- Normalise / Standardise
- Cost Control
- Compliance and Control to Maintain New and Changing SLA's
- Growing Pressure on Data Management, Capacity and Power

Strategic Alignment

- Business Aligned Roadmap
- Service Catalogue
- Revenue Targets and Efficiency Goals

Business and IT are indivisible

We've discussed how the constant need to keep pace in today's world has caused escalating complexity – and the expanding hybrid of systems, software platforms and processes you need to maintain and utilise.

The expectation is to be flexible and agile, while resilient, protected and always on – all of the time.

So how does your long-term IT strategy cope with the triggers driving business change, and what does effective Hybrid IT look like?

Group Business	Business Units	Customers	Suppliers	Logistics	Partner Organisations	R&D

A typical organisation of distributed and varied business units, with specific needs

ERP	CRM	Email	HR Systems	Data Warehouse	Shared Work Space	Secure Services

A complex hybrid of technologies, suppliers, applications, processes and delivery models

Customer Hybrid IT Platform — POWERED BY SUNGARD AVAILABILITY SERVICES

Hybrid IT platform ensuring an agile, scalable and fully governed environment with built-in resiliency for run *and* recovery

Remote Data Centre	DR/BC	COLO	Managed Hosting	Public Cloud	Managed Cloud	Hosted Private Cloud

SUNGARD AVAILABILITY SERVICES

A global, inter-connected and interoperable suite of platforms and services, that seamlessly integrates with:
- one of our other data centres
- your current data centre
- a third-party data centre

Ultimate outcome

We deliver a customer, Hybrid IT platform - connecting everything together to make your IT a seamless, dynamic, adaptable tool for your digital business – that's fully available, all of the time.

> **Our systems run on a multitude of different platforms (which) I no longer need to have the skills in-house to support. I can wrap them up in my Managed Services agreement.**
>
> **Chris Dare**
> Group Information Services Director,
> Monarch Group

Monarch Group

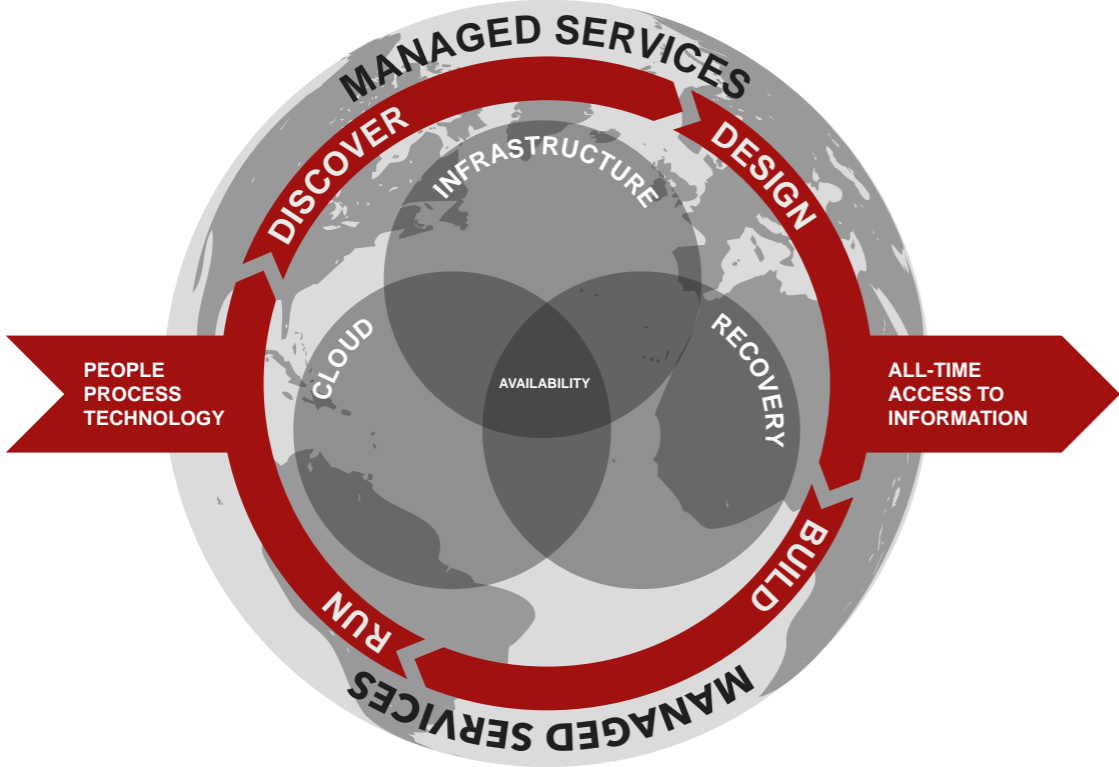# Our approach to enabling an efficient Hybrid IT model

We help make IT simple.

There is no 'right approach' – there is simply the right approach for you. Our unique skills, experience and heritage are what set us apart.

We consider your organisation first, before we design our approach:

- How does it function?
- Who does it serve?
- What's expected of the teams we've been engaged to support?

We invest heavily in our infrastructure and technologies; but it's our people that bring our solutions to life.

Discover	Design	Build	Run
• Current state assessment • Business outcome based analysis • Agree customer objectives and goals	• Requirements and architecture alignment • Solution design from hybrid services offerings • Transition planning • Agree plan, costs, business case and metrics	• Transformation management • Systems/OS/ application support • Service integration and data migration	• Service assurance • Capacity management • Management information tool • Continuous improvement

Unrivalled heritage and unquestionable trust

It means our promise is the only one our customers need.

Over 35 years of industry leadership in running and recovering complex IT systems worldwide.

Today we manage Hybrid IT technology – whether it's 20 years old or bleeding edge, we've already supported a customer with that scenario.

It's because Sungard AS provides an approach that's as personal as your business requirements – helping combat the wide range of challenges your company throws at you, from legacy to cloud and resiliency to continuity. We help you to adapt and deliver the business outcomes that are right for you.

> "
> We are now very much leading the way amongst our peers by adopting an outsourced and multi-location approach to data centre operations and information availability. Knowing that our data is in safe hands has allowed us to focus our resources on other projects which provide better systems for our staff and students. "
>
> **Adrian Ellison,**
> Assistant Director in IT services,
> LSE

LSE

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blog.sungardas.co.uk

EMEA Head Office
Unit B Heathrow Corporate Park, Green Lane,
Hounslow, Middlesex, TW4 6ER, United Kingdom.

United Kingdom	+44 (0)800 143 413	www.sungardas.co.uk
Belgium	+32 (0)2 513 3618	www.sungardas.be
France	+33 (0)1 64 80 61 61	www.sungardas.fr
India	(+91)20 673 10 400	www.sungardas.in
Ireland	+353 (0)1 467 3650	www.sungardas.ie
Luxembourg	+352 357305-1	www.sungardas.lu
Sweden	+46 (0)8 666 32 00	www.sungardas.se

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.co.uk or call 0800 143 413

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