



SHOULD YOU REALLY BE IN THE DATA CENTER BUSINESS?

Amid a web of competing priorities, organizations must ensure they deliver maximum value to their customers in order to maintain their competitive advantage. Letting a leader like Sungard AS manage your data center can help achieve this. Here's why.

Managing workloads running in data centers is costly, resource-intensive and increasingly complex. But when your IT staff is focused on just keeping the lights on, it's hard to think about anything else — like growing your business and increasing market

share. Over the long run, this can undermine competitive advantage — and in turn, the survival of your organization. This begs the question: *Should you really be in the data center business?*

Still not sure? Here's how to know you're ready:



Time and resources spent managing data centers, paying for data center real estate, overhead and future capacity planning is limiting the ability for you to offer more “value-added services.”



Disaster recovery and high-availability assets mostly sit idle in data centers but still require resources to maintain and update.

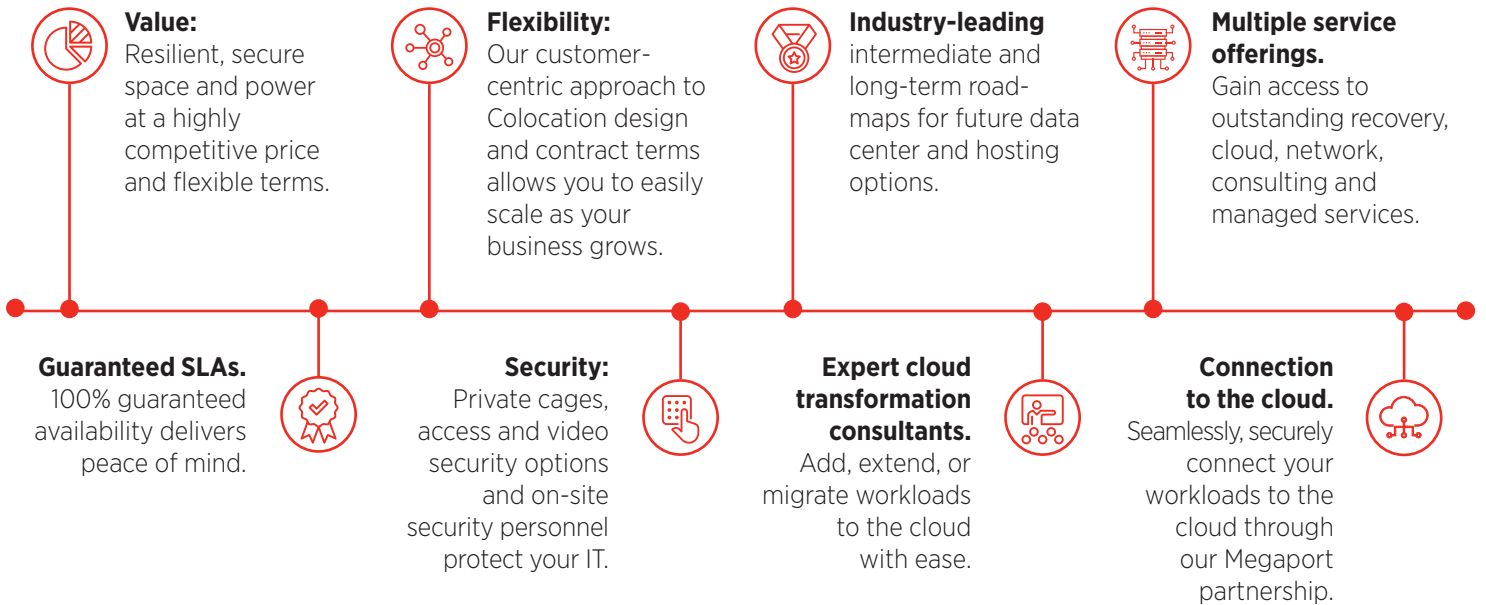


Insufficient provisioning of hosting platforms by application development/DevOps teams slows down deployment timelines.



CapEx expenditures exceed investment in OpEx solutions that scale up and down according to actual business and technology needs.

How Sungard AS can help



www.sungardas.com

Visit sungardas.com to learn more about how Sungard AS can build your availability roadmap and provide the services and solutions that will help you deliver the right outcomes to your business.

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