

# Data Center Strategy

## Issue: IT & Business

The rise of Shadow IT and Public Clouds is forcing enterprise data centers to revisit the important role of internal data centers in an organization by focusing on the strategic value and critical role it plays within a company. This new effort to better align IT with the overall business often treats operations as a secondary issue which is a critical error as operational issues were the reason most internal departments chose shadow IT in the first place.

IT management must now accept that a variety of infrastructure models exist beyond their internal data centers and ensuring a cohesive and flexible solution to managing across these models should be considered a foundational aspect of a data center strategy.

## Impact: Regain Control

Gaining back control of your business data, services, and security is a priority for IT business leaders and understanding that your internal business customers will not return to the days of IT having complete authority. Your new data center strategy must take into account not only today's variety of deployment options but also remain flexible as the rapid acceleration of delivery models continues to rise.

Our fast, simple, and open physical provisioning solution delivers your data center strategy the fundamental building block for your operations team to manage not only their internal data center but also external clouds as well as the up and coming bare metal hardware offering. Our open source approach ensures that RackN is always delivering tools for the next generation delivery models.

## RackN Solution: Operations Excellence

RackN allows Enterprises to quickly transform their current physical data centers from basic workflows to cloud-like integrated processes. We turned decades of infrastructure experience into data center provisioning software so simple it only takes 5 minutes to install and provides a progressive path to full autonomy. Our critical insight was to deliver automation in a layered way that allows operations teams to quickly adopt the

platform into their current processes and incrementally add autonomous and self-service features.

It is this new layered-automation process that ensures your operations team can quickly meet the needs of your data center strategy as you adapt to the increasing demand for new delivery models for your internal and external business customers.