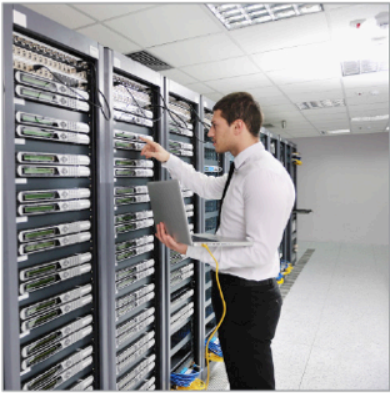


**The  Register**

---



# The DC you have to the DC you need

Get out of your network rut

---

**BROCADE** 

# Why are we here?

---

- The datacentre you have isn't the datacentre you will need in the future.
- How do you use networking to upgrade it?

# On our Regcast today

---

**Marcus Jewell** VP EMEA, Brocade

**Julian Starr** SE Manager – UK/Ireland, Brocade

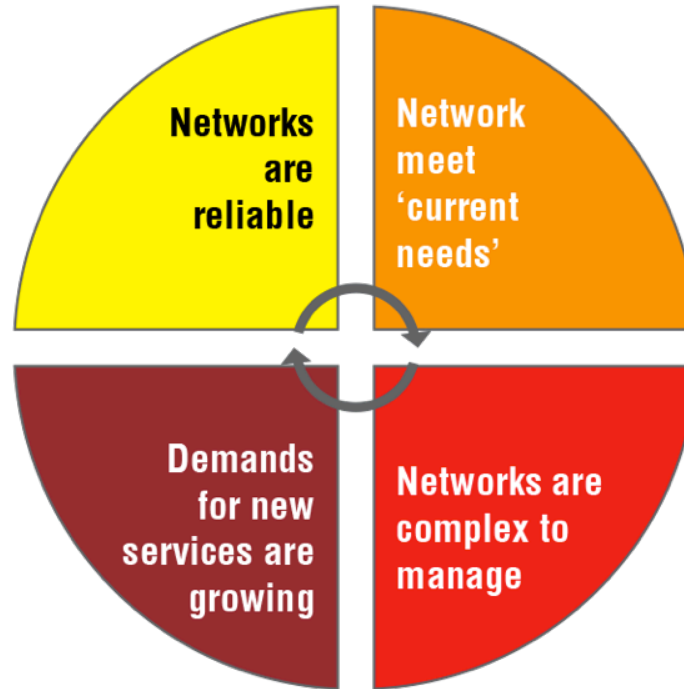
**Tony Lock** Freeform Dynamics

**Tim Phillips** The Register

# The current state of data centre networks

- DC Networks comprise technologies that may span many years
- Budgets are constrained

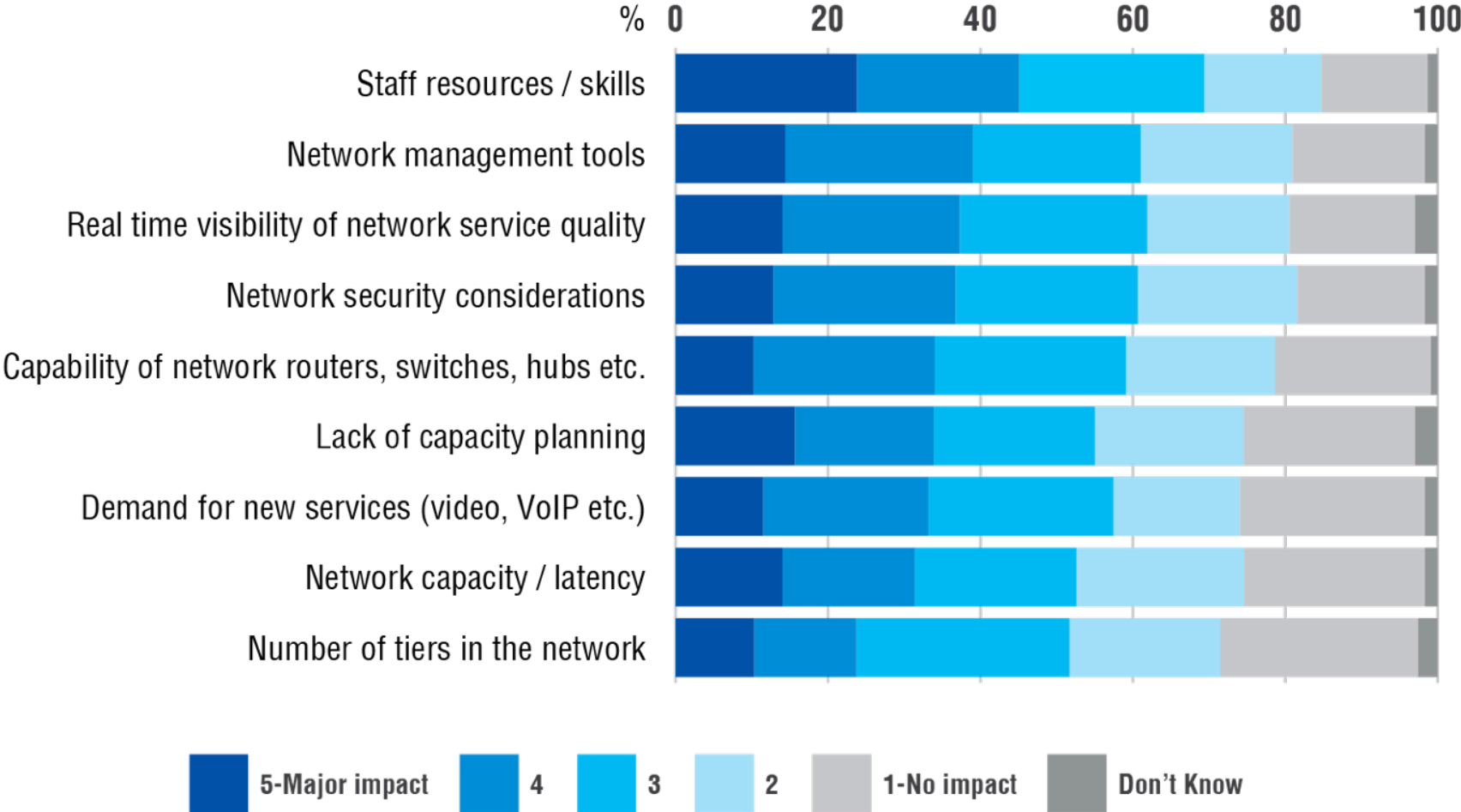
- Virtualisation
- Video
- Voice
- Data Protection
- Real time analysis



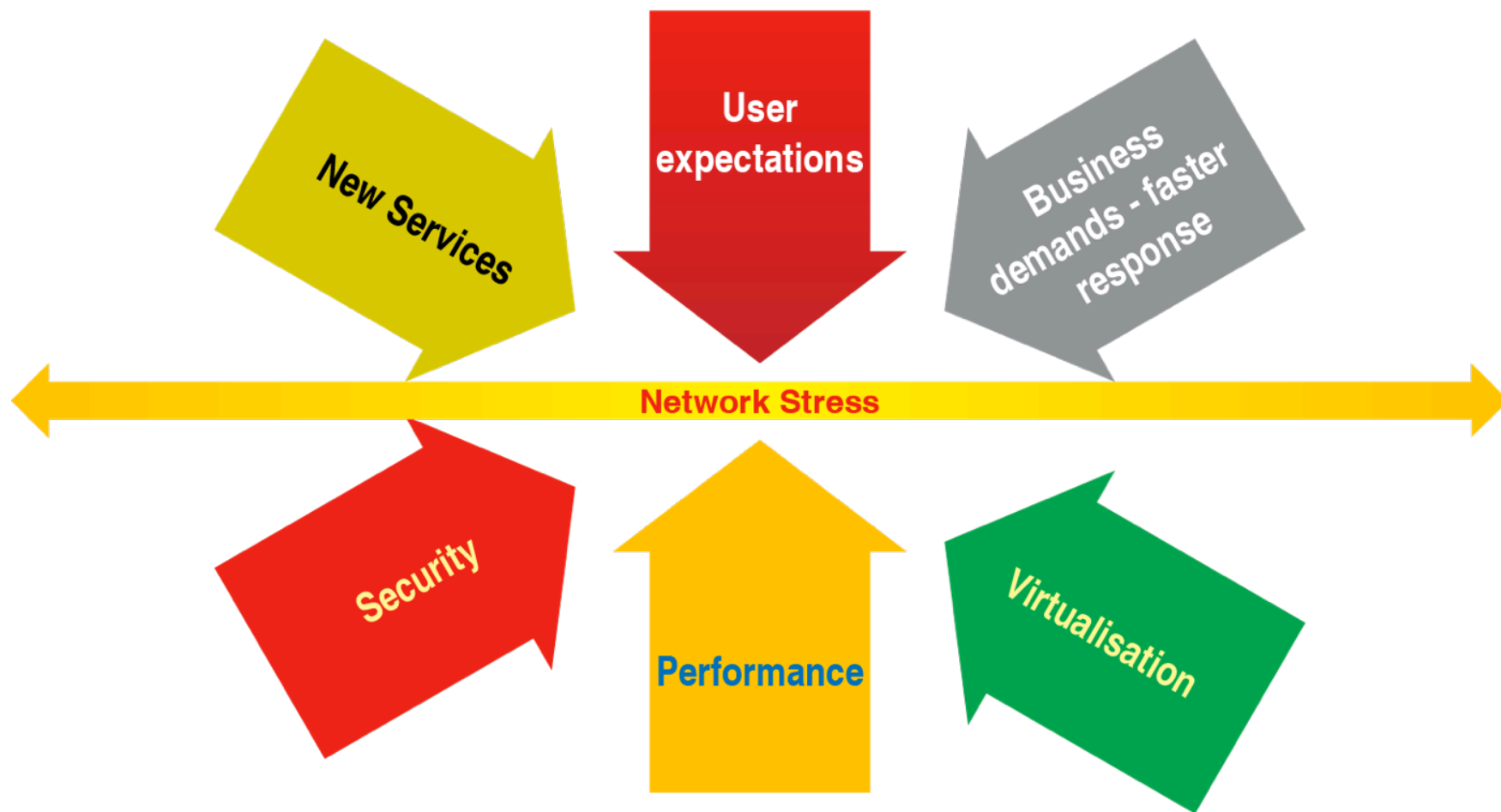
- But user expectations are growing
- Fast reaction times becoming the 'norm'

- Deep technical knowledge required
- Skilled staff in short supply / expensive

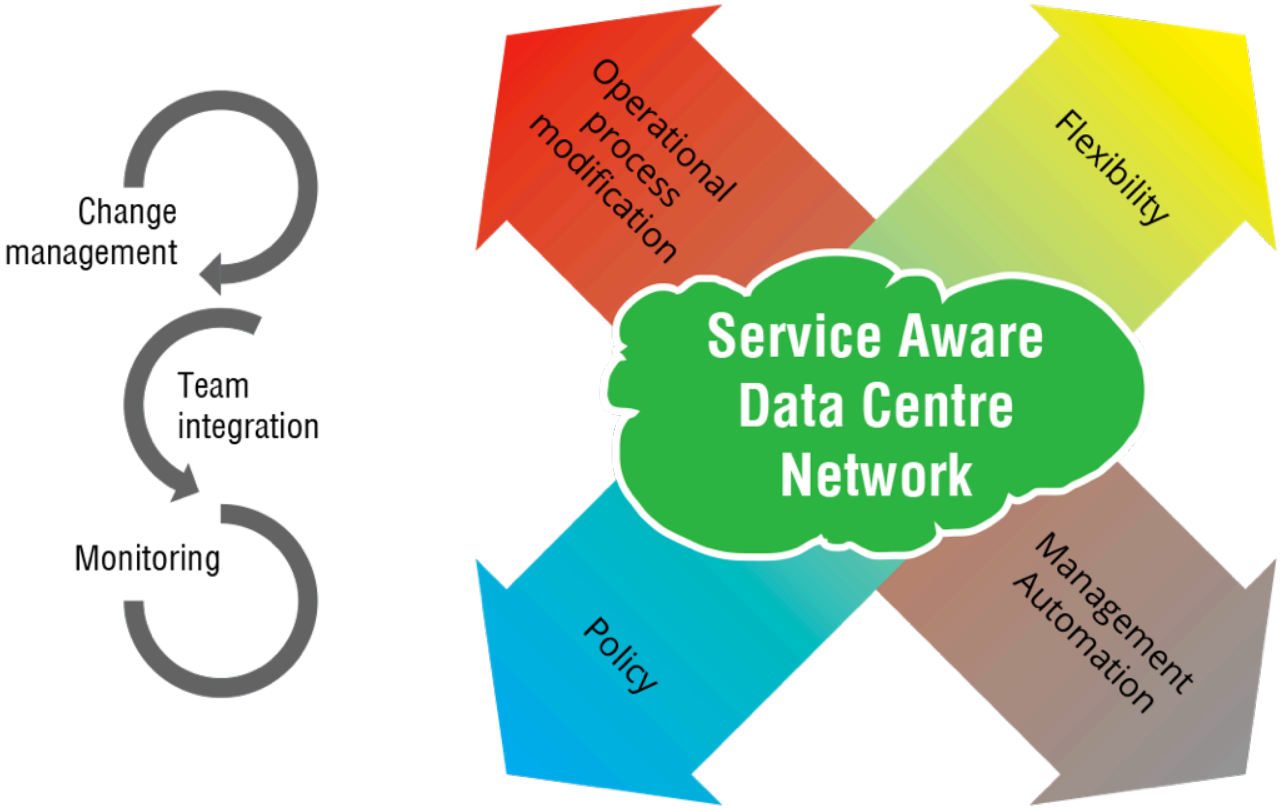
# What is limiting your ability to manage network infrastructure?



# Today's challenges

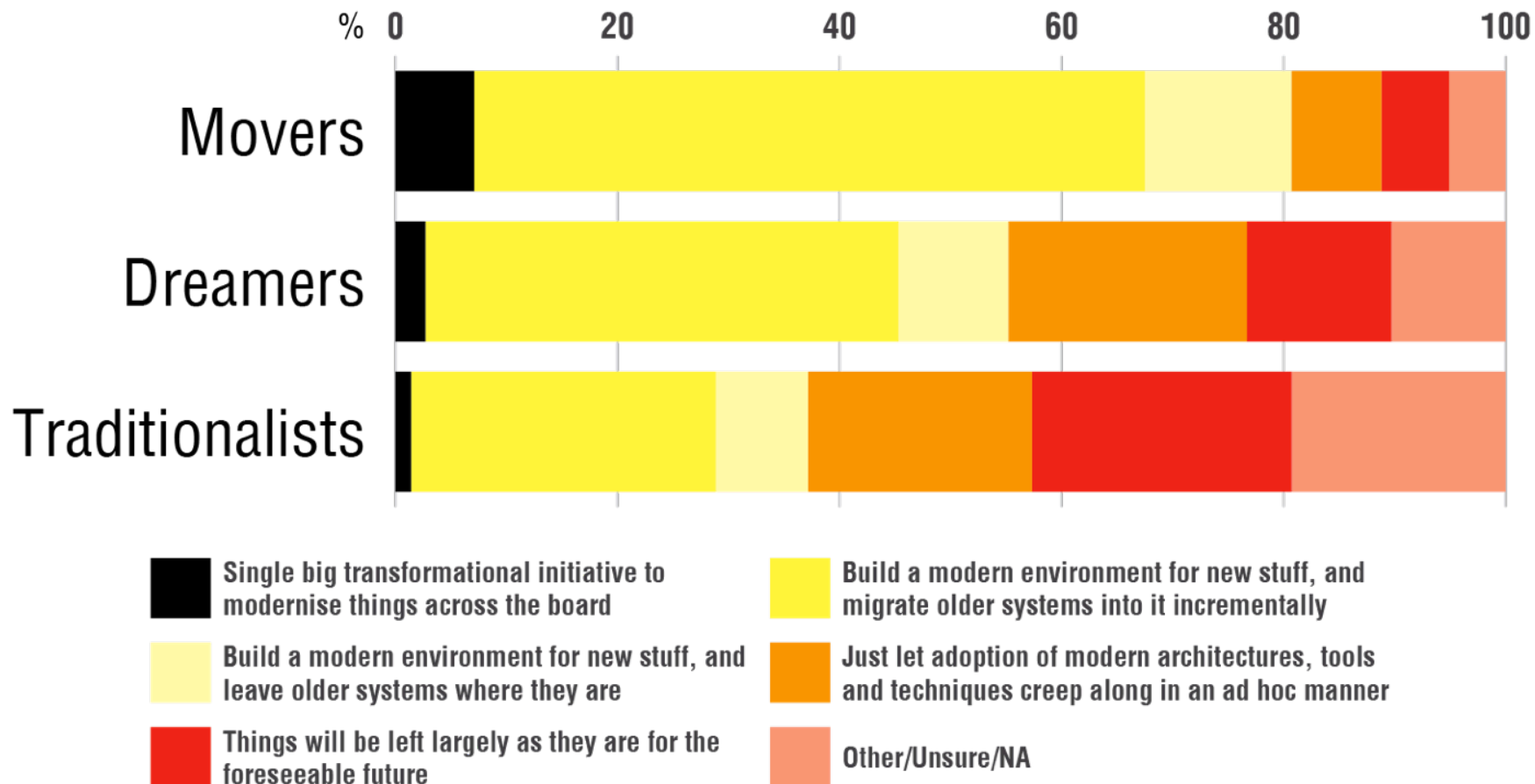


# New networking attributes required



# How to get to tomorrow from today?

How does IT infrastructure modernisation play out in your organisation?





# Enterprise data centres

## Key imperatives for enterprise IT

Reduce cost and  
consolidate



Eliminate complexity



Speed time to deploy  
new applications



Transition to service-  
orientation



# Enterprise data centres

## Key imperatives for enterprise IT

Multi-tenancy



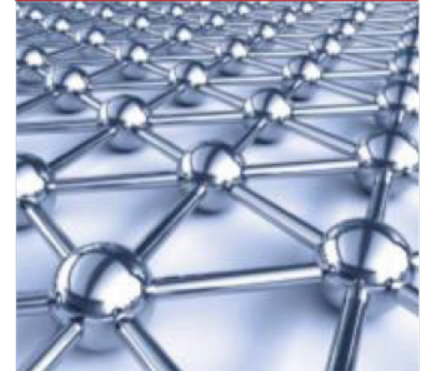
Resource flexibility



Automation and orchestration



Real-time, massive scalability

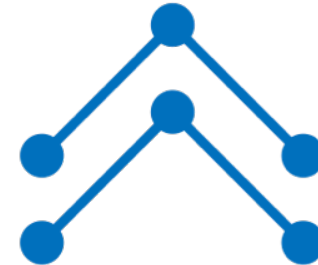


# Network complexity vs. New IT paradigms



Rise of  
processing  
power

Decrease in  
memory cost



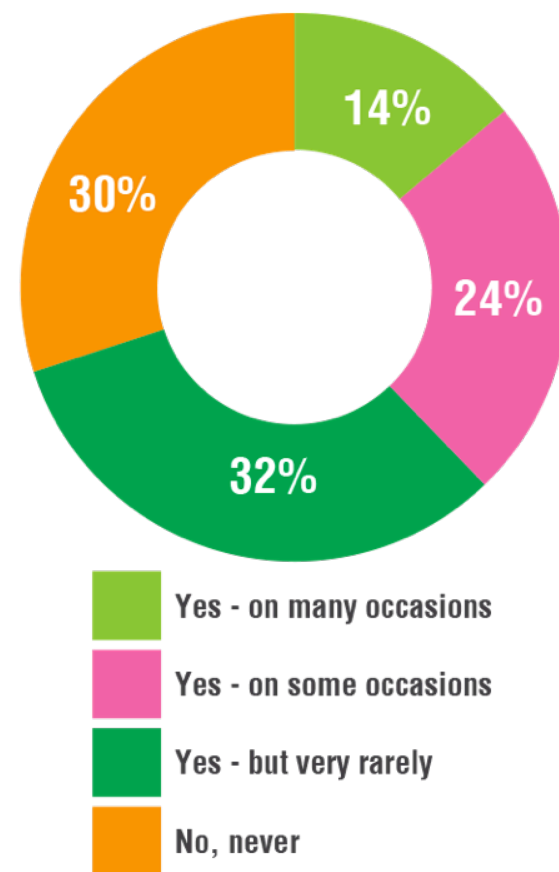
Virtualised data  
centre resources

# Commercial consequences

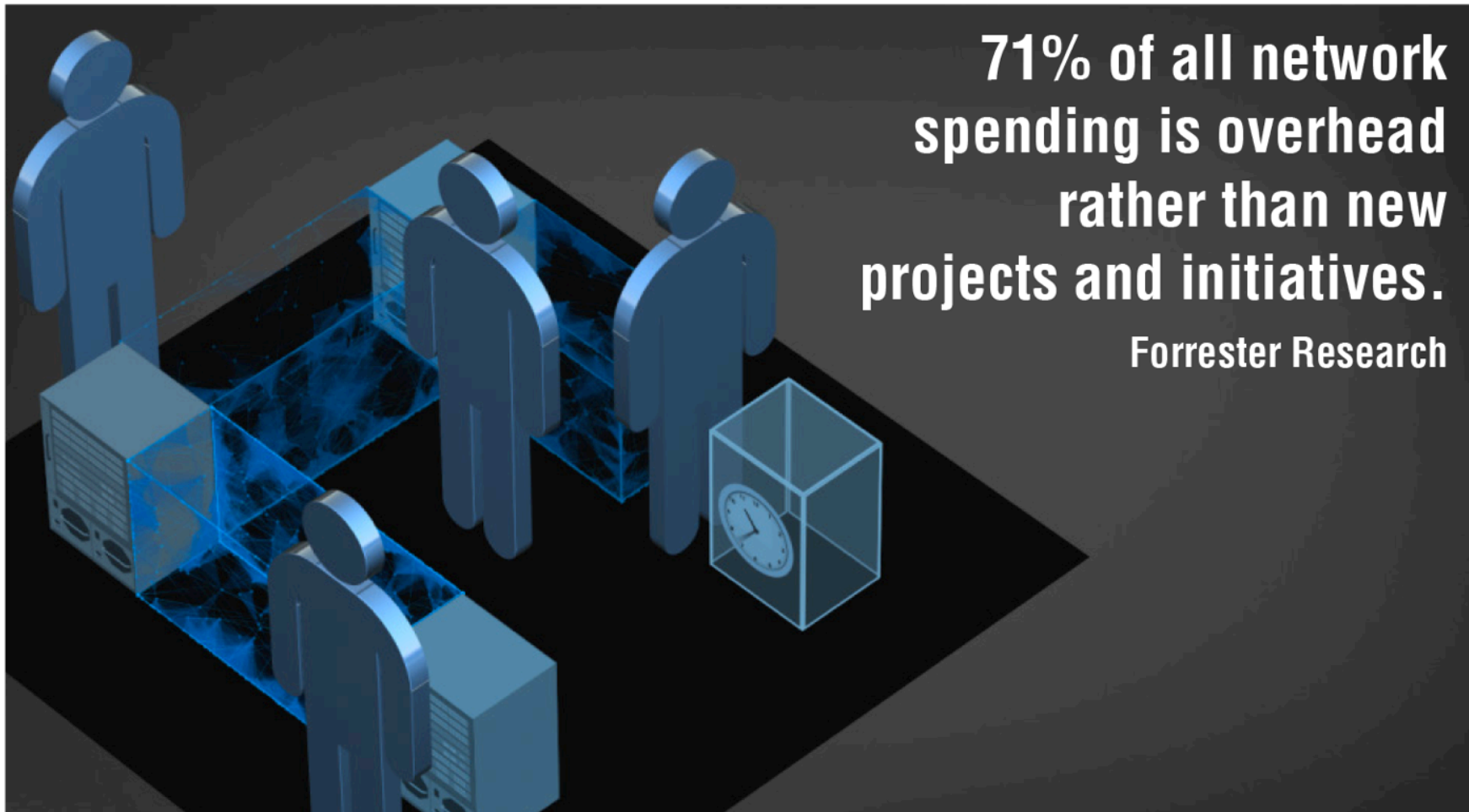
## Risk to reputation and financial loss

- Two-thirds admit outages led to delayed delivery to a customer
- 70% confirmed this had led to customers having to be informed of their network issues
- 45% said customers lost confidence/ felt they were unprofessional as a result; 41% experienced some form of financial penalty

## Customers informed of outage



# Greater overhead



**71% of all network  
spending is overhead  
rather than new  
projects and initiatives.**

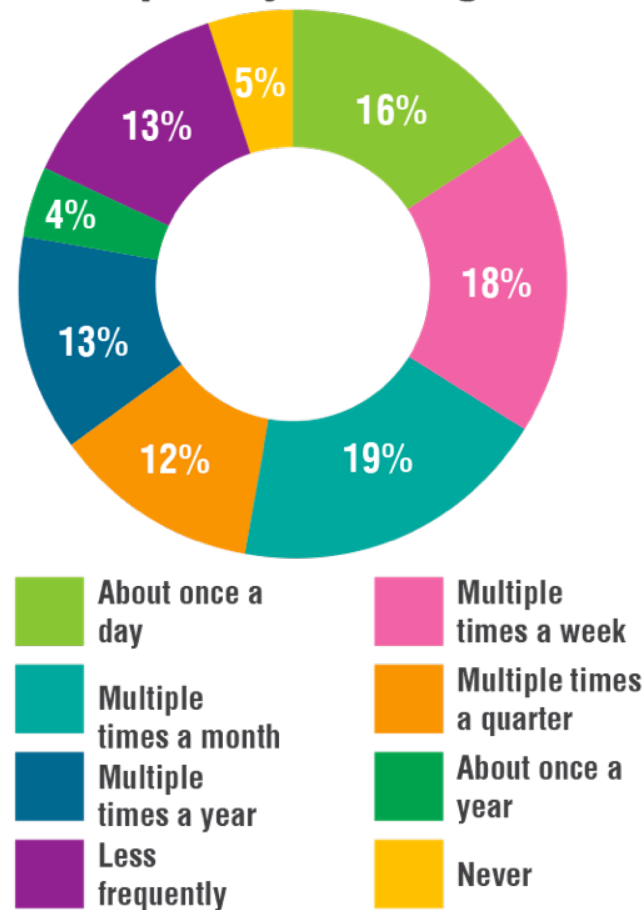
Forrester Research

# Productivity impact of inadequate infrastructure

## Regular network downtime disruption

- Over half of employees report problems connecting to applications occur multiple times every month
- Almost 70% say this has a significant, very significant, or critical impact on their productivity; well over half claim they have an equal level of impact on their company's performance

### Frequency of outages



# Inefficient design and operation

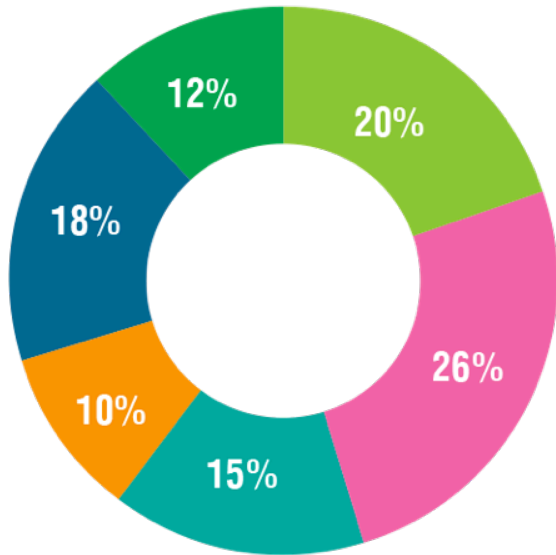


# Deployment delays impact business imperatives

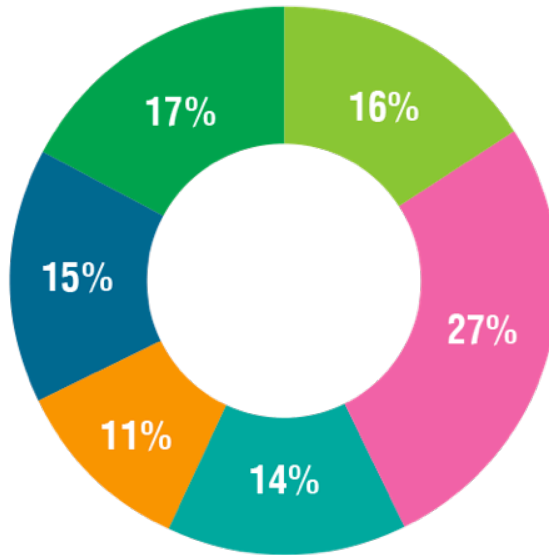
Network complexity drives cloud consideration

## Time to deploy

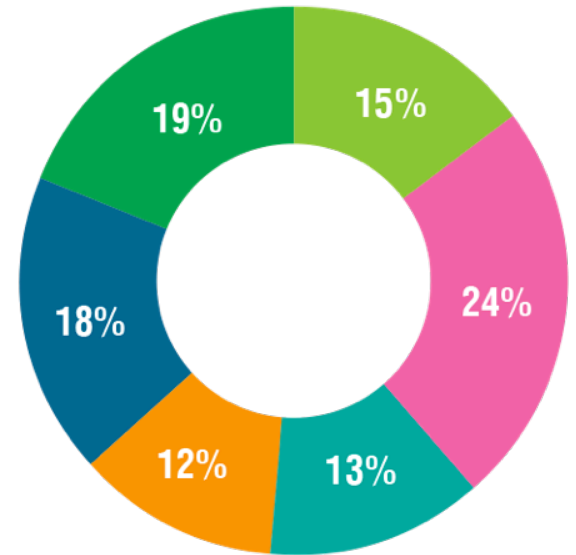
Devices



Applications



Services



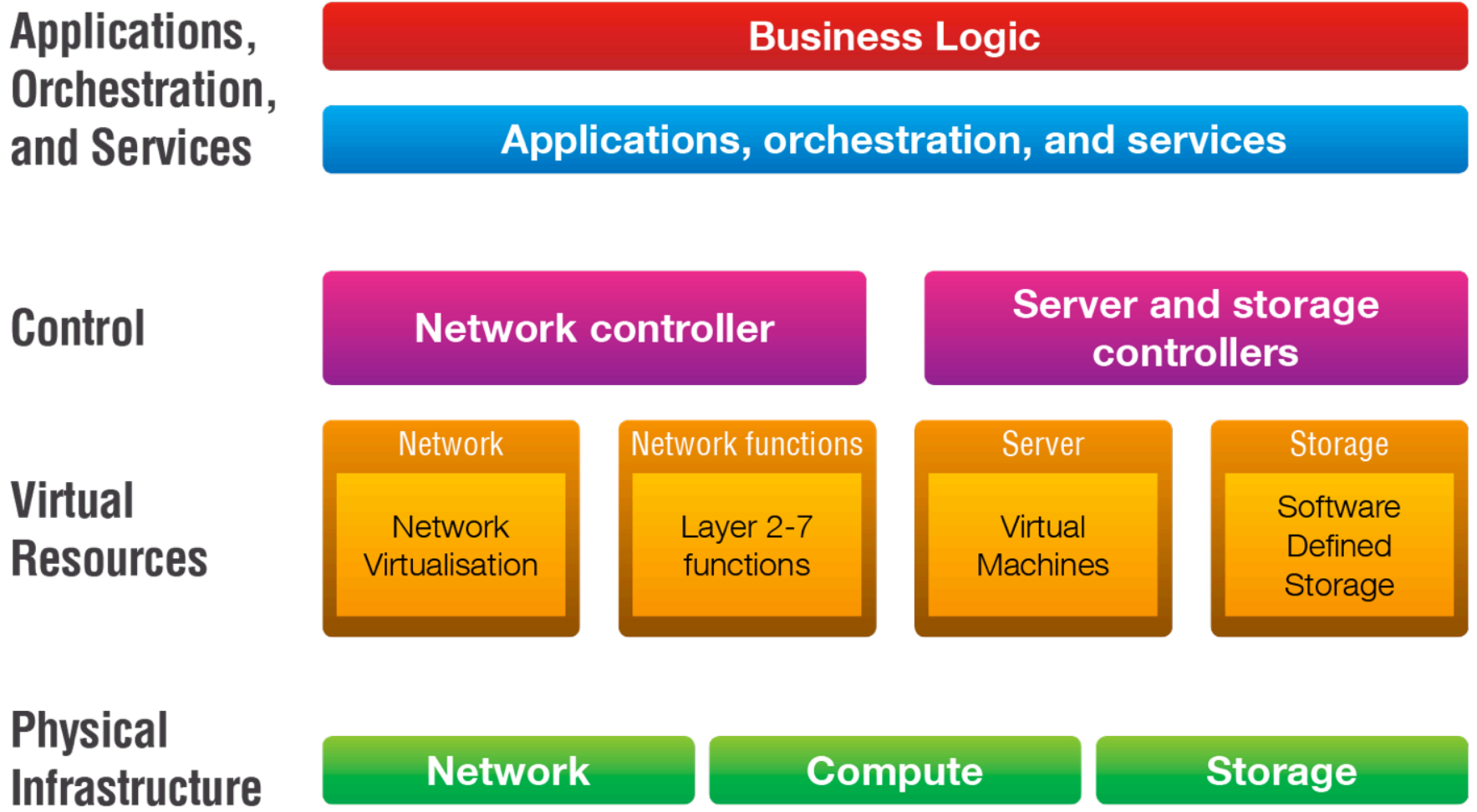


# Unacceptable provisioning time

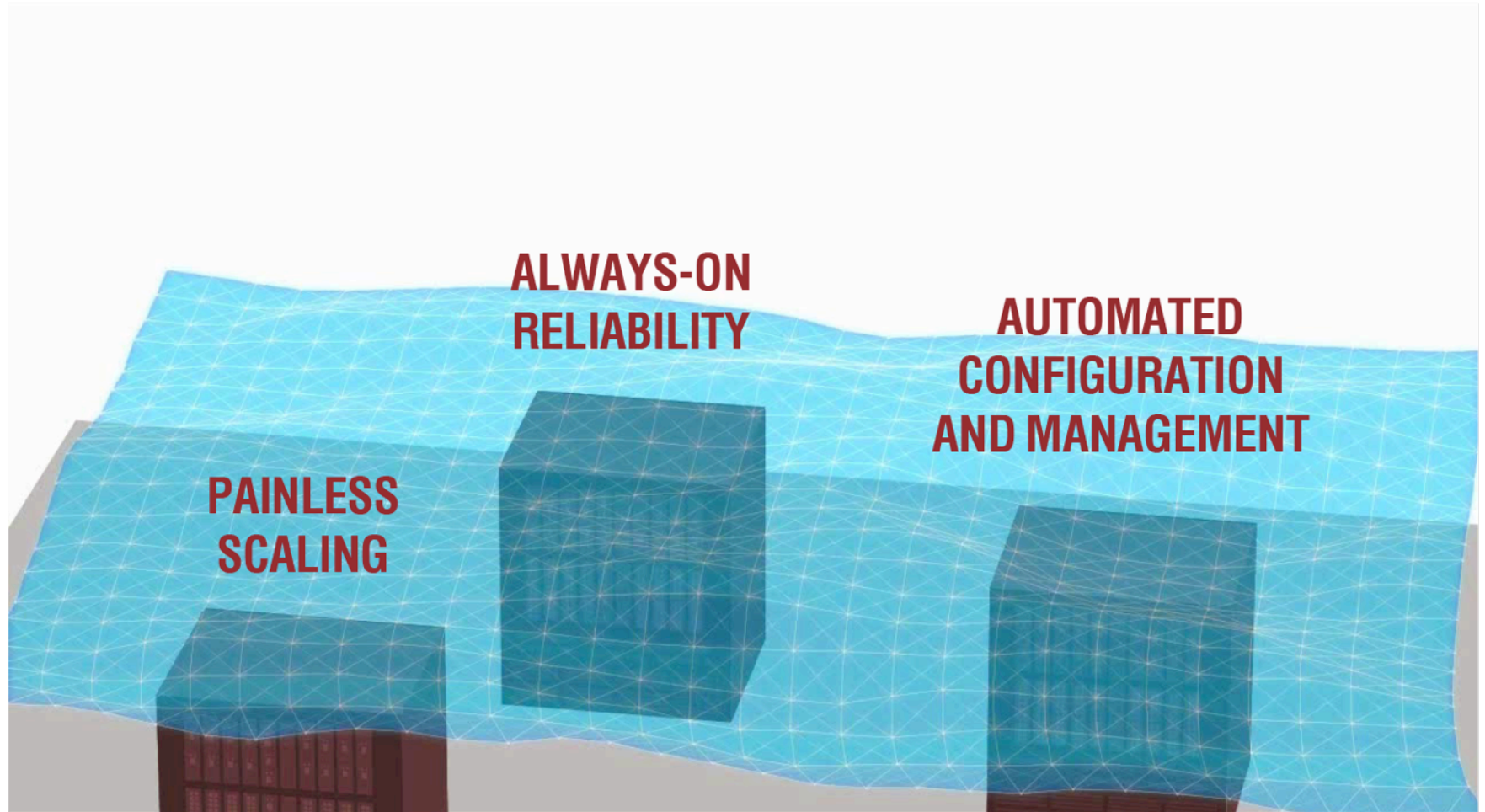


# Data centre architecture of the future

## The on-demand data centre

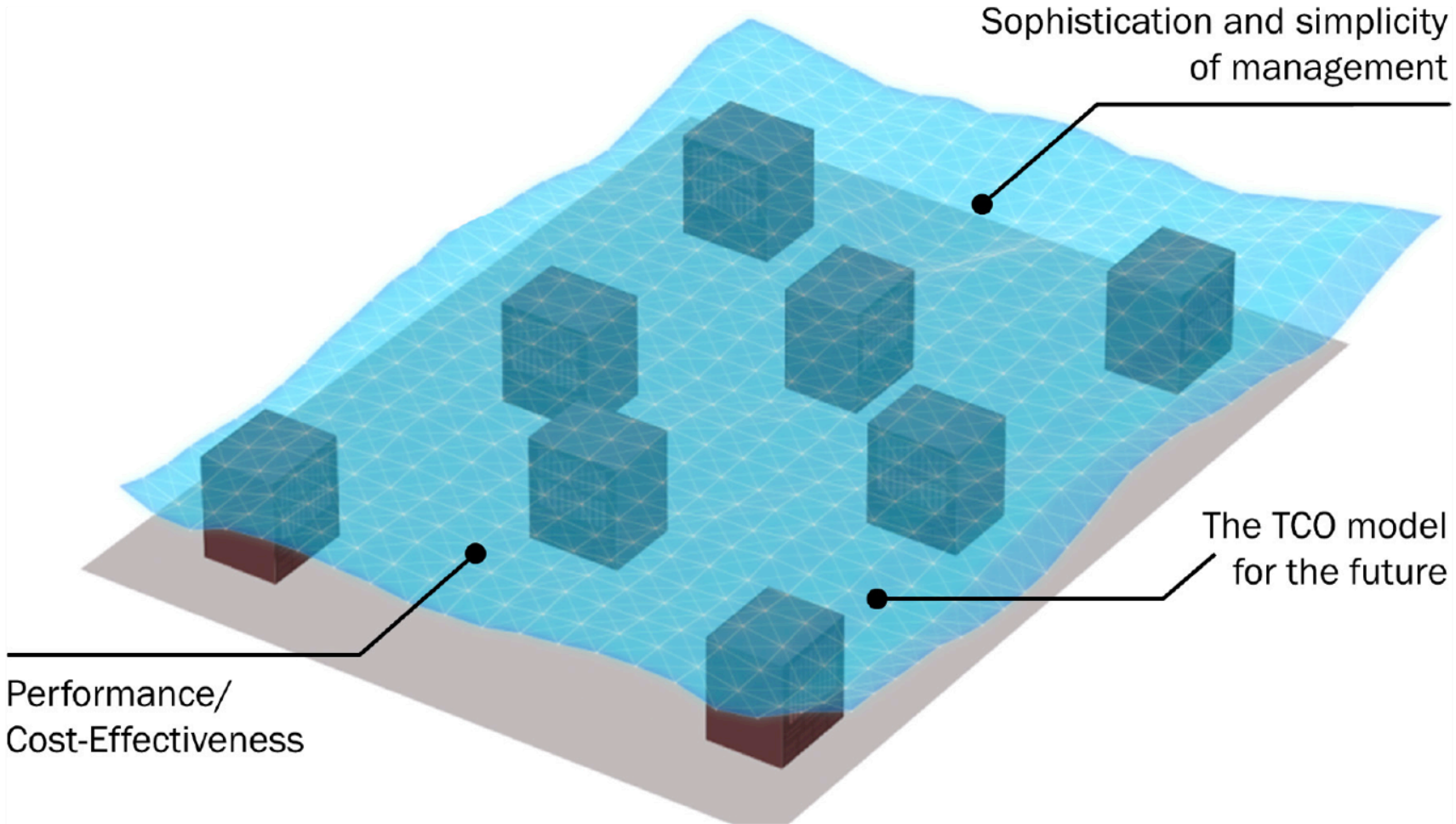


# Key networking requirements for virtualisation and cloud



# Fabrics

The de facto network architecture for the era of virtualisation and cloud



# Further reading

## Brocade

- <http://bit.ly/17j7H8H>
- <http://bit.ly/1bWyPy1>
- <http://bit.ly/17j7QsX>
- <http://bit.ly/17j7SRt>

## Freeform Dynamics

- **A Vision for the data centre**  
<http://bit.ly/19Ql3Xv>
- **Delivering better services with integrated management**  
<http://bit.ly/169F3XH>
- **Six common impediments to effective IT Change Management**  
<http://bit.ly/16ZbkgE>
- **Revamp the network to deal with the explosion in mobile kit**  
<http://bit.ly/19bPxIw>
- **Mixing network traffic types on Ethernet**  
<http://bit.ly/1dS4sH7>
- **Cumulo Ethernet: Building Ethernet cloud fabrics**  
<http://bit.ly/16ZbrsK>

# Thanks for joining us

---



**An archived version of today's events will be made available on The Register in the near future.**

---