

The *A* Register



ADOPTING NEW TECHNOLOGY TO DRIVE AGILE INFRASTRUCTURE DELIVERY

Real world proof from Unilever's move to private cloud

In association with **Microsoft[®]**

On our Regcast today

Lucy Sherriff | The Register

Andy Buss | Freeform Dynamics

Garry Meaburn | Unilever

Puja Prabhakar | Avanade

About Unilever

“Our vision is to double the size of the business while reducing our environmental impact.”

WINNING IN THE MARKET PLACE

By 2020, the world's population is expected to reach 7.6 billion, and we aim to reach a significant number of these consumers with our brands. Our biggest opportunity lies in addressing all consumer needs across all markets – and we're already finding new ways to do so.

WINNING WITH PEOPLE

Our growth ambitions demand that our organisation has a structure and culture that make us fit to win in a fast-changing environment. Above all, they require us to find and develop the world's best talent and leaders – a challenge we are striving to meet.

WINNING WITH BRANDS AND INNOVATION

Unilever owns some of the world's best known and best loved brands. But ensuring they maintain their place in people's lives requires us to innovate, improve and expand our brands every day.

WINNING THROUGH CONTINUOUS IMPROVEMENT

Small actions can make a big difference. Our focus on operational excellence – doing everything better, every day – is bringing consumers better quality and service, while substantial savings and better environmental performance are ensuring that growth is truly sustainable.

Avanade® Results Realized

Who we are

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies **to help customers realize results.**

Trusted Heritage

We combine the strengths of our founding companies to bring customers unique **insight, innovation** and **expertise** that drive meaningful results.

We are a joint venture designed to meet the growing demand for Microsoft-based services among enterprises **worldwide.**

accenture

 **avanade**®
Results Realized

Microsoft®

Avanade fast facts | About Us

US **\$1.3 billion** revenue in FY11

More than **20% average yearly growth** since our inception in 2000

Trusted advisor to more the **800 customers** in all industries

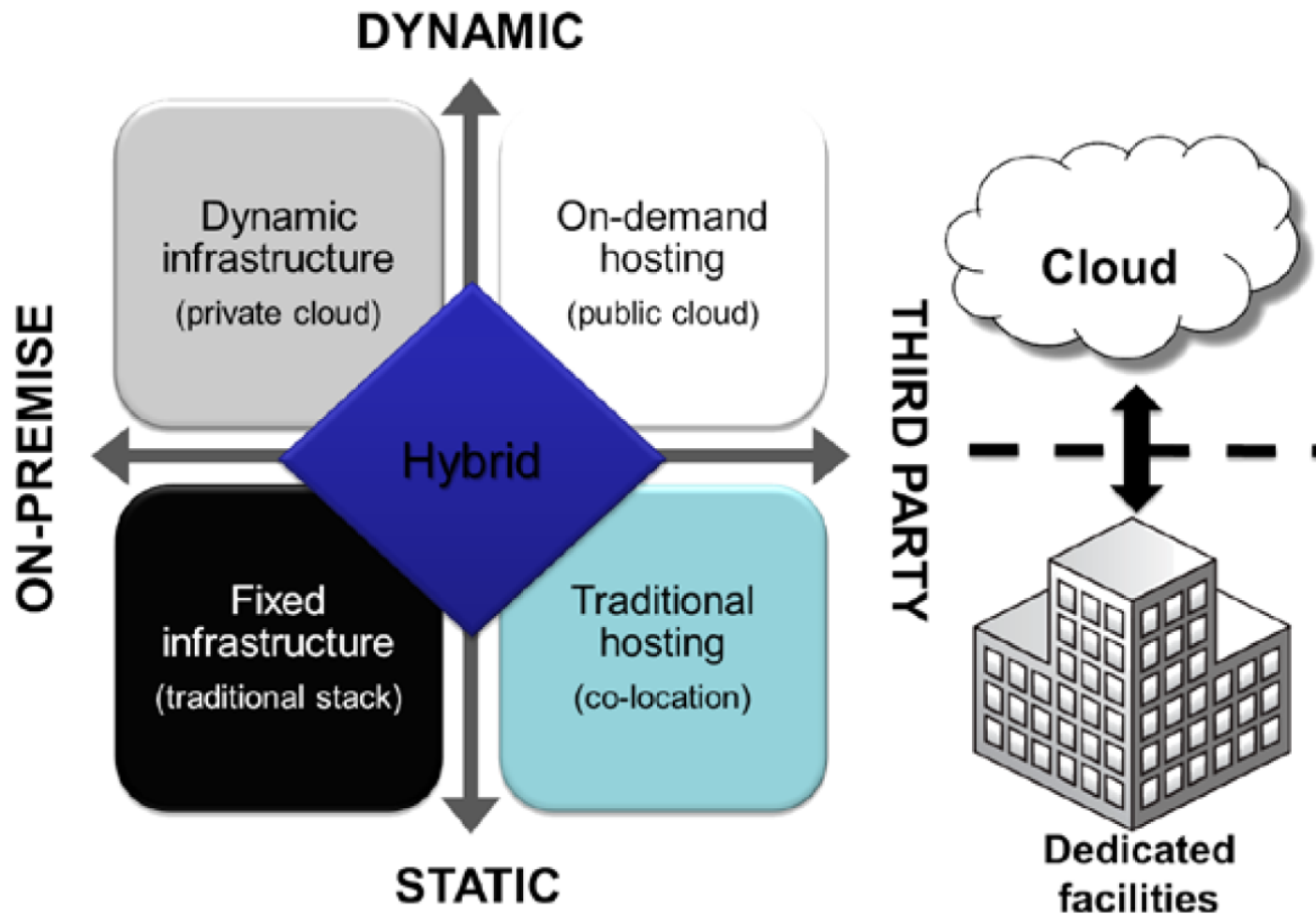
Realized **95% satisfied** customers

More than **60 locations** in **20 countries**

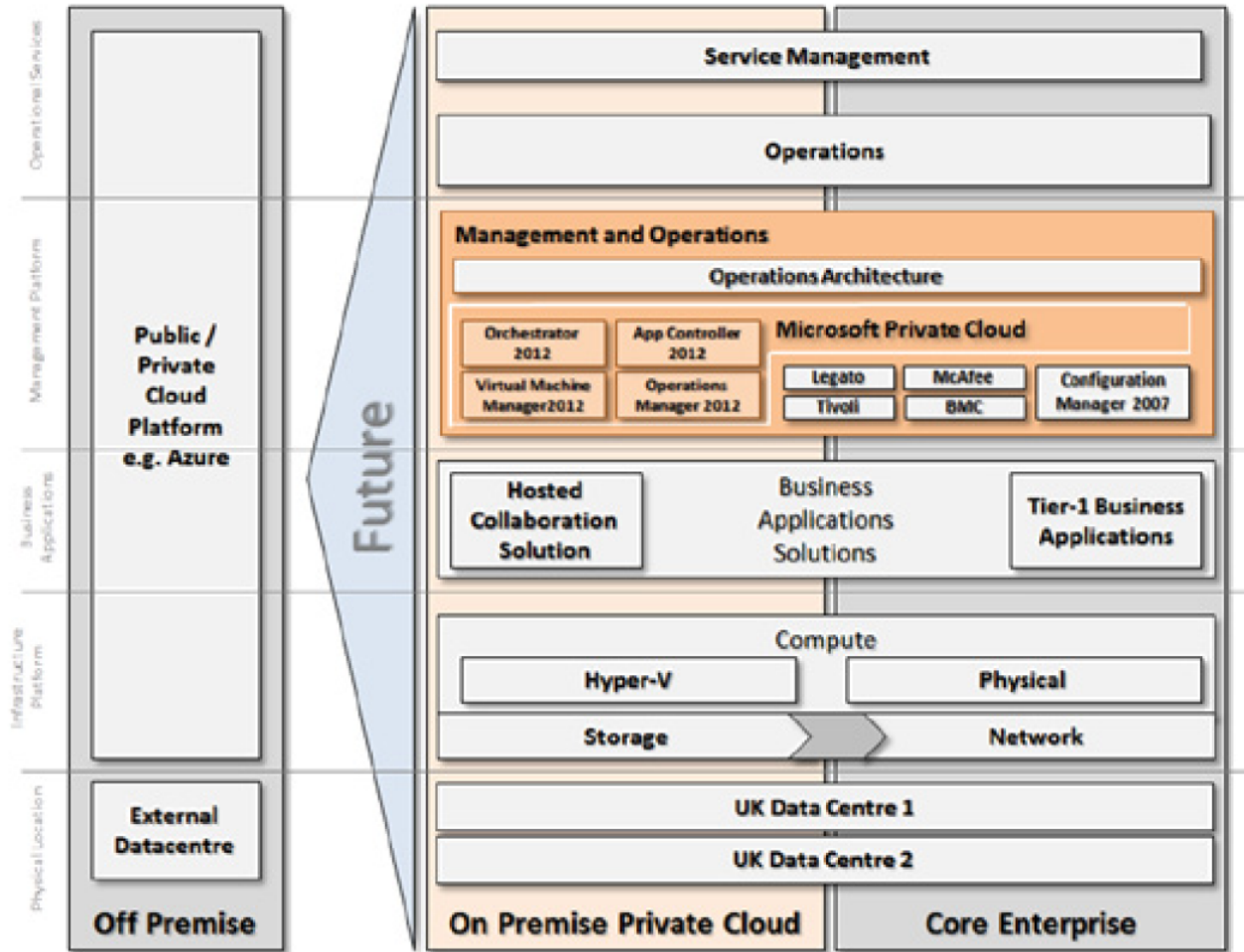


Founded by **accenture** & **Microsoft**[®]

IT service delivery is becoming more responsive



Laying the Foundation for the Future



Enterprise Support - Delivering Value to the Business

Motivations & Drivers

Reduced cost to serve – increased utilisation of existing infrastructure, reduction in manual effort, elimination of errors and rework, reduction in reactive management

Increase business agility – provide increased responsiveness and reduced timeframes for service

Enhanced IT agility – provision of self-service facilities to self provision tasks and reduce admin & operational overheads

Standardise & simplify processes – provide process efficiencies while eliminating repetitious, time consuming & manual operational tasks

Sustainability & Green IT – enhanced power management capabilities in UK data centres & improved capability to manage VM's combined with higher density of VM's



Enterprise Support - Delivering Value to the Business

Motivations & Drivers

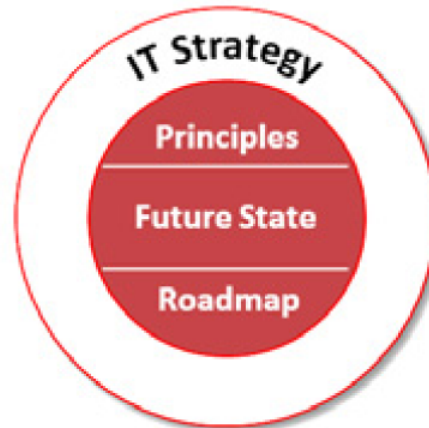
Reduced cost to serve

Increase business agility

Enhanced IT agility

Standardise & simplify processes

Sustainability & Green IT



Outcomes

Automation of operational tasks resulting in significant labour savings

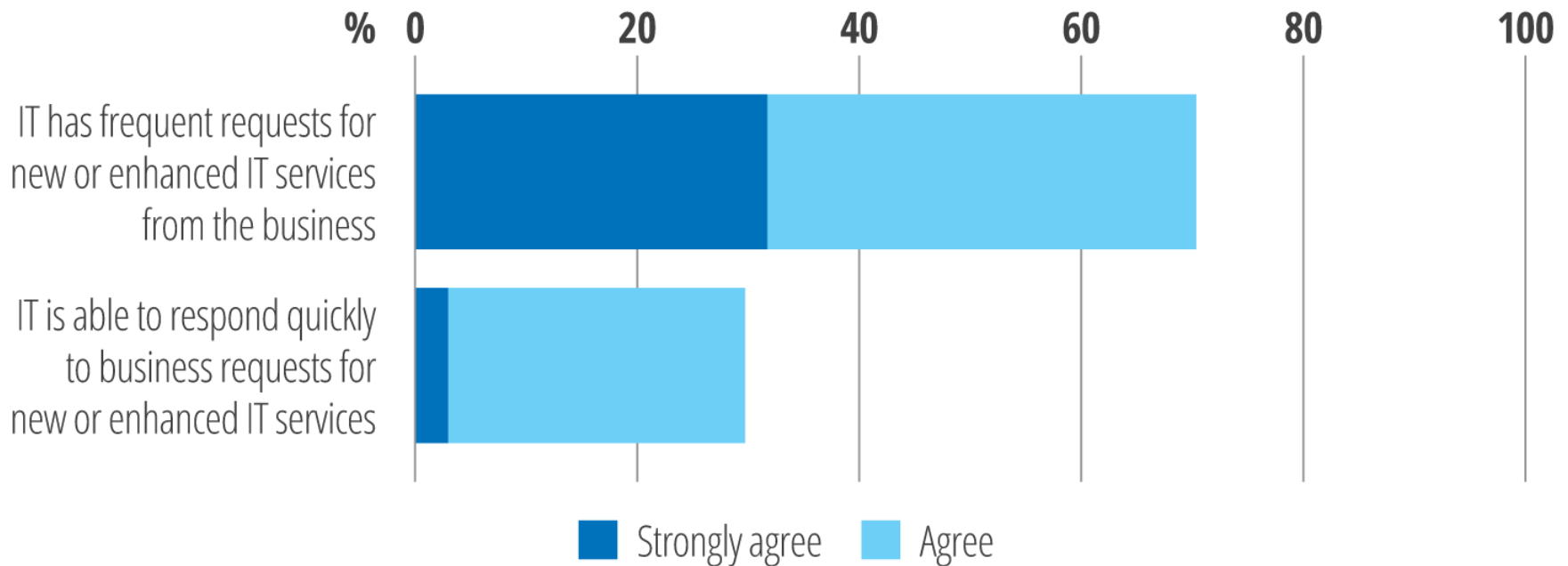
Improved time to market by reducing server provisioning timeframes by 40%

24 x 7 operational processes & provisioning

Predictable & consistent service outcomes reducing error and rework

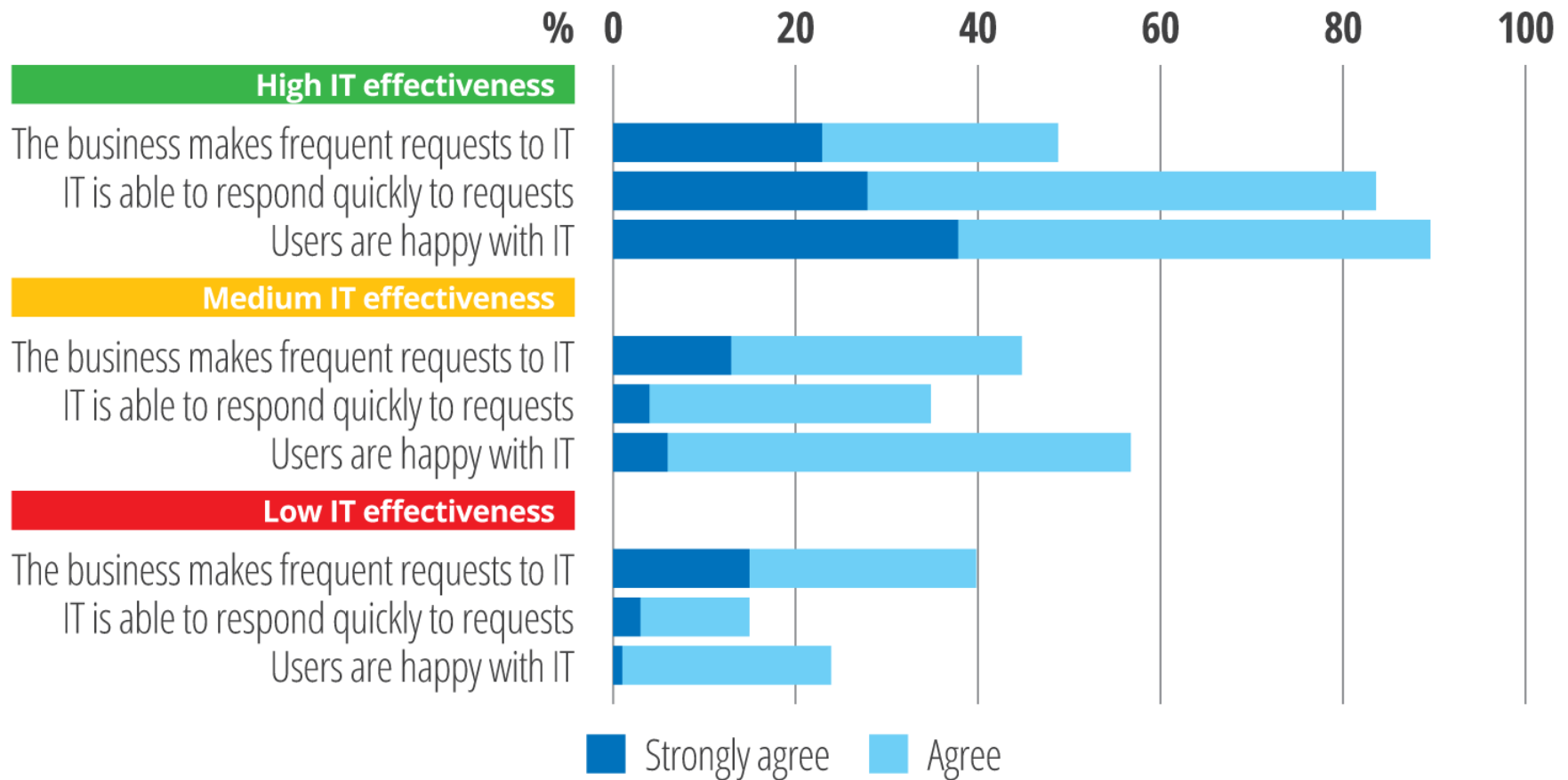
Increased virtualisation & utilisation of existing infrastructure

Responding quickly is hard for most



Better agility results in a happier relationship with the business

How much would you agree with the following statements with regards to the business?

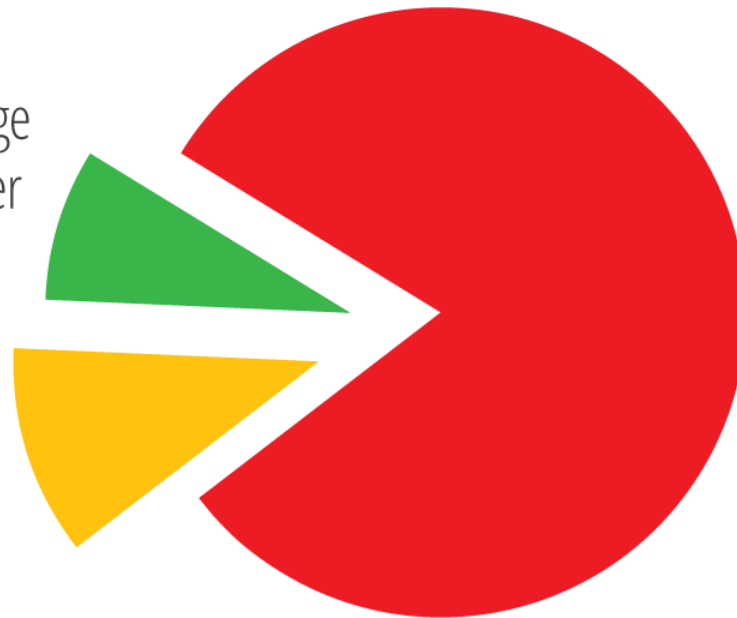


Operations teams and tools are most often fragmented

Which of the following best defines your tools for managing servers, storage and networking?

A single tool that manages servers, storage and networking together

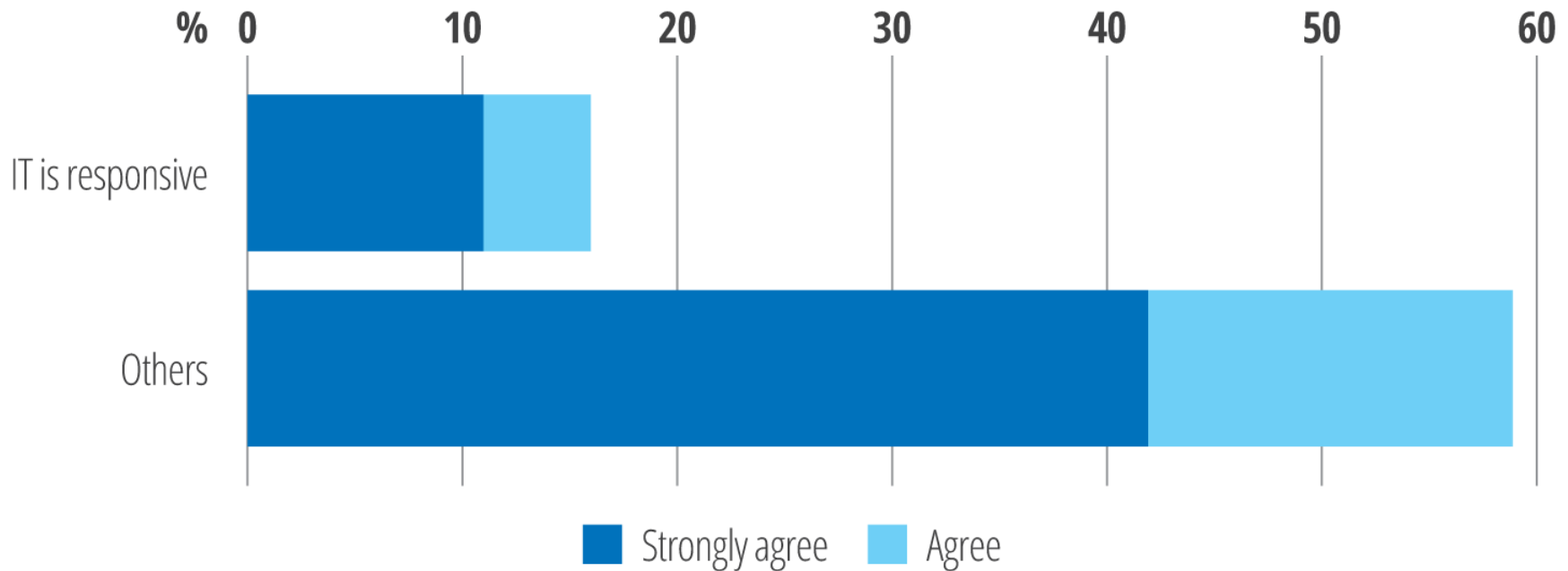
Some integration of tools, but still mostly separate



Separate management tools for servers, networking and storage

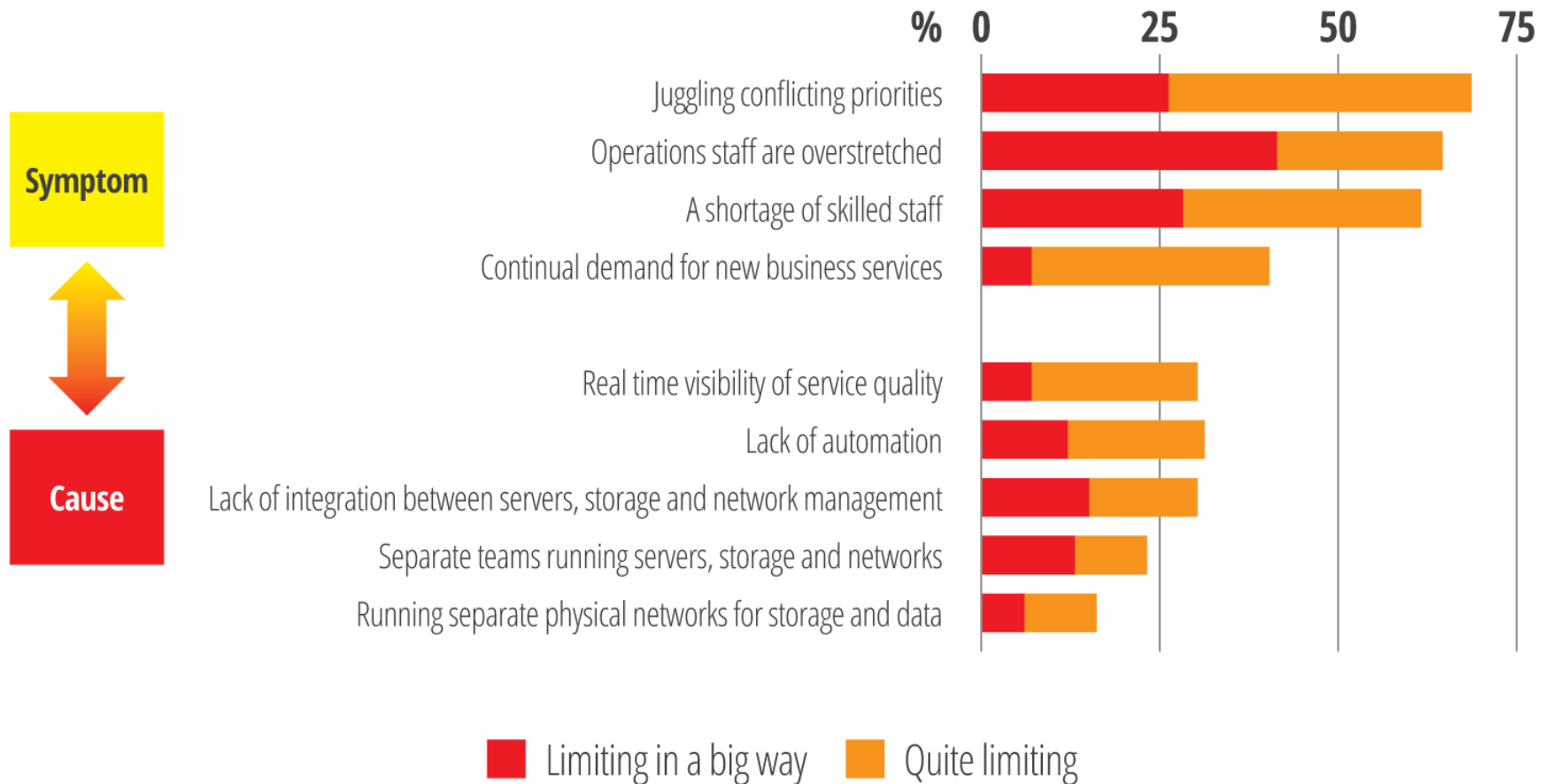
Responsive IT departments have better integrated teams and tools

To what extent do you agree with the following statement:
We have separate teams responsible for servers, networks and storage?



What is limiting your ability to better manage your virtual IT infrastructure?

How much would you agree with the following statements with regards to the business?



Three Step Approach to the Private Cloud

Simplify

- Industrialise operations
- Drive up utilisation
- Tackle infrastructure sprawl
- Optimize “pluggable capacity”
- Reduce support costs
- Free up equipment

Automate

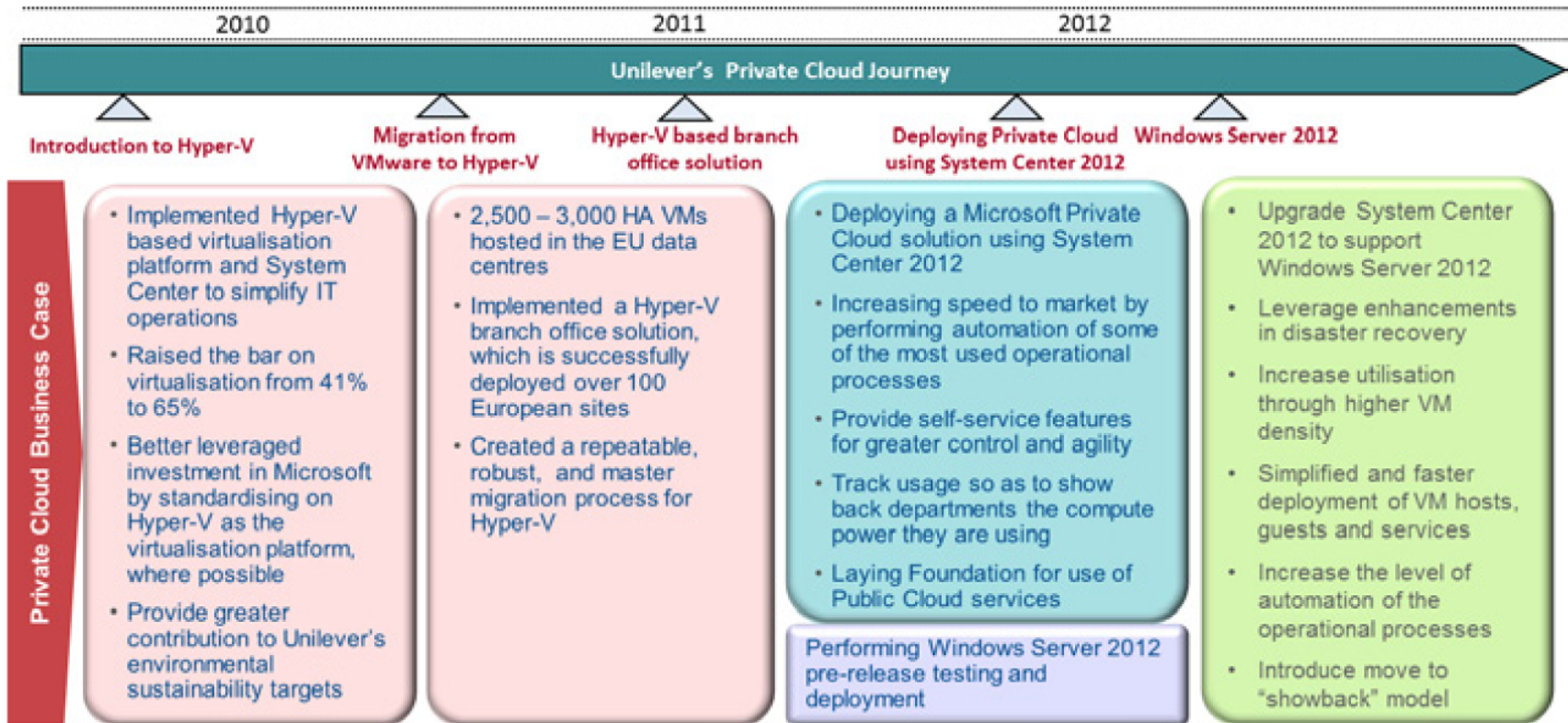
- Enable automated provisioning
- Server centric monitoring
- Identify and “wrap” workloads
- Workload mobility

Enhance

- Establish new functionality
 - Elasticity — move workloads between Cloud and legacy environments
 - Accounting — metering and “showback”
 - Self-service portal for IT services



Unilever Private Cloud Roadmap



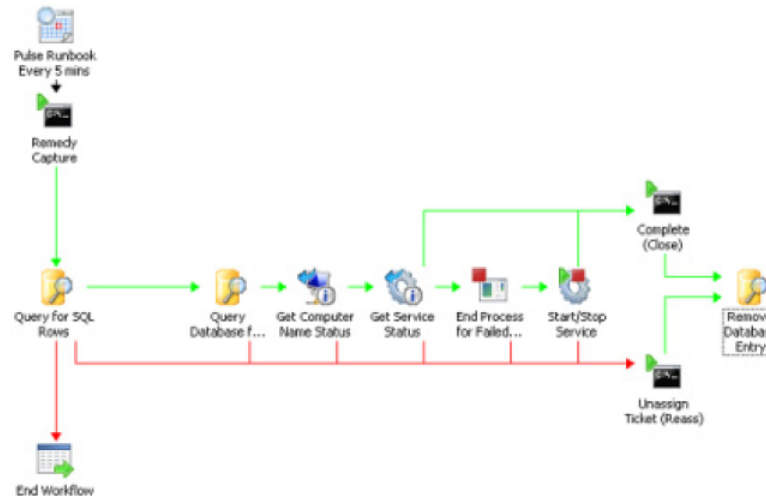
Runbook Automation – Wave I

Build Automation

- Physical Windows Server Build
- Virtual Windows Server Build
- Hyper-V Server Cluster Build

Core Application Deployment

- SQL Server Deployment
- Webserver Deployment



Maintenance

- Hyper-V Patch Management
- SQL Server Patching

Monitoring

- Server Maintenance and Remediation
- Common Services Alerts
- Admin Account Provisioning

Key Learning's and Challenges

Integration within existing estate

- Making the tools integrate with current tools and processes

Avoiding islands of self service platforms

- Driving integration not isolation within the landscape especially for cross landscape delivery

Supporting processes

- Ability to deliver infrastructure can be hampered by processes that do not support agility

Don't manage the infrastructure the same way as the physical environment

- Just because you do it one way now does not mean it is right when you are driving Virtualisation and agility, play to its strengths

People

- Make sure you take the teams on the journey with you as they are key for making the project a success

Small changes can make a big difference

- Reviewing past assumptions on how to manage Hyper-V where reviewed and challenged, this has shown how we can drive higher utilisation within the existing estate

It's a journey

- Don't think of this as a single project think of it as an enabler and to be used to drive through future innovation

Final thoughts and advice

Freeform Dynamics

Private Cloud in Context

- <http://www.freeformdynamics.com/fullarticle.asp?aid=1526>

Applied Cloud Computing

- <http://www.freeformdynamics.com/fullarticle.asp?aid=1229>

Private Cloud and IT Service Delivery

- <http://www.freeformdynamics.com/fullarticle.asp?aid=1532>

Microsoft

Microsoft Private Cloud

- <http://www.microsoft.com/privatecloud>

Microsoft Virtualisation

- <http://www.microsoft.com/hyperv>

Microsoft System Center

- <http://www.microsoft.com/systemcenter>

Avanade private cloud web content:

- <http://www.thecloudadvantage.com/private-cloud-on-premise.aspx>
- <http://www.thecloudadvantage.com/laaS.aspx>

Video featuring our CTO, Tyson Hartman:

- <http://www.thecloudadvantage.com/video-avoid-cloud-sprawl.aspx>

Thanks for joining us



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