



The Future of I.T. Computing Models and Cloud Technologies

Technology continues to evolve at a rapid pace providing incredible opportunities for some while making it very challenging for others. The pace of Consumer I.T. and the power for home users with new technology is now placing demands on Corporate I.T. to keep up. Traditional I.T. Models that incorporate strict policies in the name of security and compliance need to balance the needs of end users and the need for better collaboration, mobility and simplification.

Traditional I.T. models must evolve to provide a higher level of service to the business, be highly scalable, resilient and secure. I.T. economics must change to lower the cost of operations, enabling the investment into new technologies designed to drive growth in the business.

How does this get accomplished? Enter **Cloud Technologies**. The term *cloud* has created a huge amount of confusion in the market place among both end users and technology providers. It's use and it's meaning is very much based on the context of how it is used. *Cloud* can be used to represent technology or it can be used to describe a business model.

Cloud: Technology

To meet the aggressive goals of lowering costs while providing improved service levels, companies must consolidate, standardize and optimize their core infrastructure. Virtualization is a key technology to enable this and a result of virtualization is an I.T. model of pooling I.T. assets into resource pools to be carved up, consumed, and released back into the pool as work loads require. Data Centers that are designed in this way provide a more utility-like experience and are designed to support defined services supporting the business. This would be considered a **Private Cloud**. This *Private Cloud* is typically on premise but may be 100% owned by the business yet located at a third party hosting facility. Services or applications sourced from third-party providers where resources are shared among all subscribers is known as a **Public Cloud**.

IT is Innovative Thinking

DTM Systems' mission is to ensure our clients get the most strategic value from their Business Technology Investments. We specialize in:

We've been interacting with DTM Systems for many years. Canaccord is a company of relationships, which is one of the reasons we're comfortable with DTM Systems. They're good at what they do, they're ethical, they're patient and friendly. Working with DTM is almost like working with a family-run business. Beyond that, they have a solid back-end infrastructure, excellent technical expertise, and they maintain good relationships with top industry vendors.

**Greg Drazenovic, VP
Enterprise Infrastructure
Canaccord Financial**



Contact Us

130 - 2323 Boundary Rd
Vancouver BC V5M 4V8
P: 604.257.6700 F: 604.257.6749
Toll Free: 888.655.3282
www.dtm.ca

Cloud: Business Model

A huge benefit of this I.T. transformation is the ability to know the cost of each I.T. service provided to support the business. Knowing the cost of providing an application allows companies to look at **Public Cloud** offerings that promise much greater cost savings. A key difference with Public Clouds is that a business is now sharing this cloud with other organizations, therefore making security a risk management issue, and thus weighing the cost of the service against the lack of control or security that may be inherent in **Public Cloud**.

The Business Model definition of the Cloud then allows an organization to consume services from internal resources (**Private Cloud**) or external resources (**Public Cloud**). **Hybrid Cloud** is the term used when a company uses a combination of both services.

Managing I.T. as a Service is a characteristic of a more advanced Computing Model. The journey of transforming a company's traditional I.T. strategy to that of a computing model which is tightly integrated to the business can be mapped across the 5 stages below in DTM's Business and Technology Growth Model.

DTM Consulting Services work with companies to assess the current state of their I.T. environment, map out the business services and develop a comprehensive plan to move towards a much more strategic I.T. Computing Model. The result from this will be to drive down the cost of operations, reduce the ongoing need of I.T. acquisitions, provide a dynamic infrastructure to deploy new applications quickly and increase service levels improving end-user satisfaction and productivity.

Business and Technology Growth Model

	REACTIVE	PROGRESSIVE	ORGANIZED	COLLABORATIVE	STRATEGIC
Business Impressions	<ul style="list-style-type: none"> Delayed Projects Common Budget Overruns Little Business to IT Synergy 	<ul style="list-style-type: none"> Understand the Need for Change Initial Adoption of Best Practices Agreement to Support IT 	<ul style="list-style-type: none"> Understanding of Technical Resources Understanding of the IT TCO Increased End-User Satisfaction 	<ul style="list-style-type: none"> Relationship Between Initiatives as relates to IT TCO Requirements Accurate Reporting on IT Costs Accurate OpEx Budgets 	<ul style="list-style-type: none"> Strategic Roadmap Projectized Technology Delivery of IT Direct Line from Business to Technology CapEx and OpEx Budget Controls
IT Impressions	<ul style="list-style-type: none"> Break/Fix Atmosphere Resource Constraints Budget Control Issues Technology Focused 	<ul style="list-style-type: none"> Conduct Needs Assessment Review of Industry Standards Initial Adoption of Best Practices An Agreement to Align with Business 	<ul style="list-style-type: none"> Efforts to collect information/data/metrics Implementation of Change Control Understanding of TCO 	<ul style="list-style-type: none"> Regular Communications with Business Business/Technology Relationship for Services Completed Service Catalogue 	<ul style="list-style-type: none"> Proactive Support Model Operational Support Resources Available for Strategic Initiatives Business Enabling Focused

Source: DTM Systems, February 2011