



**cogentes**

business results first



**Infrastructure is the foundation of the IT function. Without a sound infrastructure, IT cannot deliver on its promises of efficiencies, productivity and value creation.**

# Infrastructure Services

**Business strategy is only as successful as the technology infrastructure that carries it forward.**

## **Alignment of business strategy and IT infrastructure**

Business and IT executives invest vast amounts of time and energy refining strategy and alignment initiatives to ensure the IT function is moving in the right direction. But these plans are predicated on one simple notion - a current, healthy and well-functioning IT infrastructure.

Too often we hear employees lament the performance issues of systems:

- Why are the computers so slow?
- I spent two hours searching for a document I created last week.
- My email keeps crashing.
- I can't access the applications needed to support our customers.
- I'm half as productive as I could be if this stuff just worked right.
- Why does it take so long to roll out that new application?

More often than not, these issues are the result of an aging, insufficiently maintained or inappropriately configured IT infrastructure.

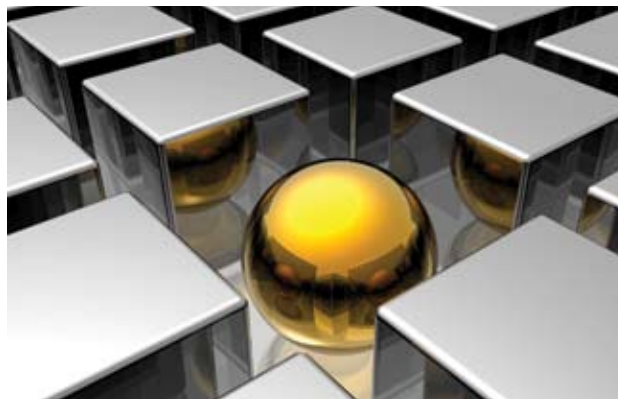
## **How can we help?**

Cogentes provides a complete range of services designed specifically to opti-

mize the performance of IT infrastructure - and thus, save our clients a great deal of money. Those services include:

- Infrastructure optimization
- Virtualization strategy
- Going green initiatives
- High-availability (HA) and disaster recovery (DR)
- Data protection and recovery
- Messaging and collaboration/unified communications strategy
- Directory services strategy

Cogentes consultants are domain-level experts in the technologies and processes associated with infrastructure improvements, for on premise, hosted, co-located and managed infrastructure. We work closely with our clients to create substantially improved technology infrastructure that delivers real financial impact and business value.



**Investing in infrastructure improvements is like finding gold on your data center floor.**

# Optimized & Virtualized Infrastructure Deliver Results

**Reduce costs while improving service levels: that's the value of a finely tuned infrastructure viewed as a true strategic asset.**

## **Infrastructure optimization and strategy development**

IT assets resting on an unstable foundation will cost your organization additional production cycles and money, and will likely not deliver the highest quality services possible. Our infrastructure optimization service provides a methodical approach to understanding the needs of your business, assessing current infrastructure capabilities, and defining a “master plan” to put your operations on a solid foundation as well as grow their business enablement capability. All of this starts with assessing the current level of infrastructure maturity and determining the optimal maturity level for your company and your industry today

Our consultants work with your domain experts to understand the business priorities that your infrastructure must support. Once a strategy and architecture for infrastructure is established, we work with you to execute the plan to deliver affordable solutions that fit the needs of your company and increase productivity. We can help turn your infrastructure capabilities into strategic assets for your organization. Core focus areas of the standard infrastructure optimization service are:

- Directory Services and Identity Management
- Messaging and Collaboration
- Data Protection and Recovery
- Systems Management

## **Virtualization strategy development and deployment**

Advances in virtualization technology allow businesses to wring more value from existing server and infrastructure capacity and to realize greater flexibility in deploying, managing and delivering application resources. Our consultants have extensive and current experience with large scale operating systems and service virtualization and can help you design and implement virtualization architecture to achieve significant bottom line results.

If virtualization is new to your organization, we can design and deliver Proofs of Concept (PoC) that prove the viability of virtualization in your environment so the value can be tested without placing your ongoing operations at risk. For companies with more mature needs around virtualization, we can ensure you have a comprehensive virtualization deployment, management and growth strategy. Our core services in this area address:

- Virtualization Assessment, Strategy and Planning
- VMware™ Virtual Infrastructure Design and Implementation
- Microsoft™ Virtualization & Microsoft Server 2008 Hyper-V Design & Implementation
- Server, Client and Application Consolidation & Virtualization
- Virtual Infrastructure Provisioning and Management Solution



*A solid infrastructure will pay for itself quickly through decreased operational expenses, all while advancing the productivity and efficiencies of your work force.*

# Green Initiatives That Save Money

And... high availability, disaster recovery, and data protection strategies to keep your business on track with goals.

## Going green initiatives

Going green is about responsible investment, reducing consumption, and ultimately reducing costs. More and more organizations are seeking to go green and reduce their energy consumption, carbon footprint, and overall operating costs, both inside and outside the data center. For any business, data centers are one of the largest consumers of energy and largest sources of carbon emissions.

Our consultants can help your business analyze patterns of energy consumption and create and execute a solid plan to reduce energy costs and emissions. Areas we examine and create strategies for include:

- Potential for consolidation of systems and data centers, which will have a direct impact on energy and emissions
- Migration of aging architectures to newer, more energy efficient architectures
- Implementation of best-practices regarding data center floor layout, cooling, and management
- Enterprise wide, application and systems architecture review
- How to instantiate the basic principle of 'do more with less'
- Optimal role for virtualization technologies

## High-availability (HA) and disaster recovery (DR)

It is a top priority for most businesses to maximize reliability and minimize downtime through high-availability system architectures and resilient and recoverable infrastructure. Our HA/DR services provide an analysis of your business systems' availability and recoverability requirements and define cost-effective HA/DR solutions to prevent downtime and ensure appropriate recoverability in the event of a disaster.

We incorporate the right degree of component redundancy, data replication, and geographic distribution to

remove single points-of-failure and meet the uptime requirements of your business, based on careful determination of your recovery point objectives (RPO) and recovery time objectives (RTO). The result is a comprehensive high-availability strategy that ensures your organization continues to function, even when threatened by critical failures. Our services in this area include:

- Availability & Recoverability infrastructure assessment
- HA & DR planning & design
- Industry leading design & implementation services for:
  - Veritas™ Storage Foundation
  - Veritas Cluster Server
  - Veritas Global Cluster Option for Disaster Recovery
  - Microsoft Cluster Server Design and Implementation
  - Microsoft Cluster Server 2008 Migrations

## Data Protection and Recovery

Information is perhaps your organization's most critical asset which must be protected from unforeseen loss and unauthorized disclosure. We work with you to clearly identify and prioritize your back-up, archiving, and recovery procedures and devise a strategy to ensure your data resources are protected, based on your organization's recovery point objectives (RPO) and recovery time objectives (RTO). From strategy to planning and implementation, we help assure your sensitive and business-critical information is available to meet the needs of your business. Our services in this area include:

- Archiving & e-discovery
- Backup and recovery assessments
- Industry leading design & implementation services for:
  - Symantec™ Enterprise Vault
  - Veritas NetBackup
  - Microsoft™ Data Protection Server

# Messaging and Directory Services

Take control of the platforms and directory services your business depends on for success.

## Messaging and collaboration/unified communications strategy and migrations

Unified communication services, such as messaging and collaboration, are critical to staff productivity. Businesses often encounter problems with these systems due to aging, rapid company growth, or mergers and acquisitions, among other issues. Unfortunately, manufacturers do not make it easy to sift through the hype surrounding these technologies, define the option that best suits your organization, and ensure your company is primed to take advantage of new productivity-enhancing technology. We can help.

We assess your current messaging capability and work with you to understand the current and projected needs of your business. From this we derive an implementation plan to upgrade or migrate to the envisioned messaging, collaboration and unified communication capabilities that match your business needs, based on both your IT and telecommunications management goals. We can also show you how to integrate messaging and scalable, cost-effective VoIP components for contact centers and organizations seeking lower costs, increased productivity and improved customer service. Our services in this area include:

- Design & migration deployment strategies for Microsoft Exchange:
  - Design & migration deployment strategies for Exchange Server Unified Messaging (Outlook Voice Access)
  - Implementation services for Microsoft Office SharePoint™ Server
  - Microsoft Office Communication Server

## Directory services strategy development and deployment

If your existing directory services need tuning, are spread over multiple systems or are simply no longer current, we can help. We provide directory services assessments, solution selection and design, and planning and implementation services to migrate to the envisioned platform, all based on clear business requirements and clear technology strategy. Our core focus areas of this service include:

- Active Directory™ strategy & deployment
- Active Directory migrations & consolidations
- Directory integration
- Single sign-on assessment

## About Cogentes

Cogentes is a business and technology consulting firm that helps organizations realize their business strategy by maximizing investments in people, process, and technology, substantially increasing shareholder value.

To learn more about Cogentes, please visit our website at [www.cogentes.com](http://www.cogentes.com) or call 866-493-2870.



Cogentes consultants are experts at helping our clients realize the greatest possible value from IT infrastructure.



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