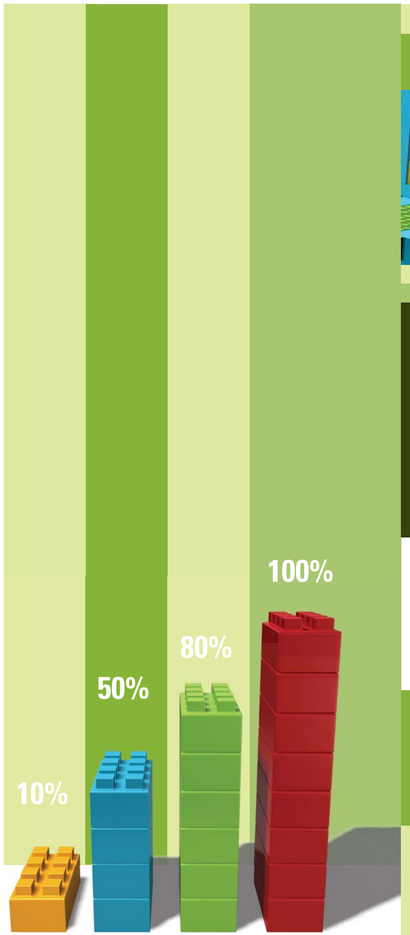
SERVERS RUNNING AT 10 PERCENT CAPACITY MAKE YOUR DATA CENTER 90 PERCENT INEFFICIENT

Even if your data center is meeting business service requirements, most individual servers are operating at 10 percent capacity or less. By implementing strategies for server consolidation and virtualization, you can significantly reduce the total number of servers in your data center, drive down costs, and become even more responsive to the needs of your business.

BMC solutions for data center optimization ensure you will know the right amount of server capacity needed to meet dynamic changes in business demand. They give you the automated change control to provision the right capacity to meet service demands — at the right time in your business cycle. This approach gives you management control and visibility across your consolidated, virtualized production environment — reducing risk.

By optimizing and more effectively managing a less complex data center, you unlock the potential of virtualization and consolidation. You will enhance your ability to rapidly adapt your IT infrastructure to market-driven business needs.



This is the REVEAL PANEL
Folds out to reveal the full center spread

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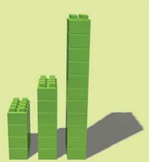
MORE ISN'T ALWAYS MORE

HOW CAN YOU DO MORE WITH LESS?

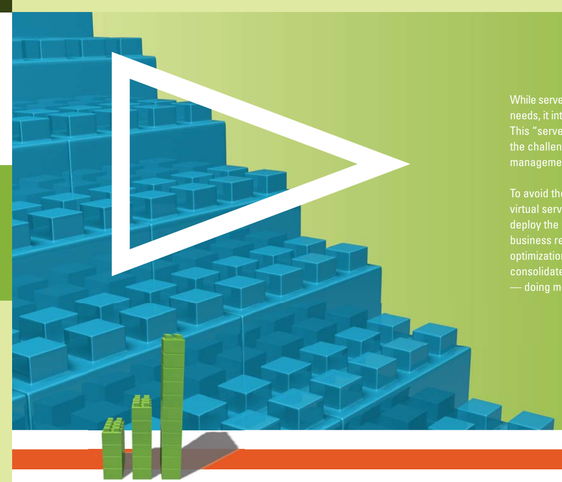
Find out by viewing the Webinar *Global Warning: Optimization Strategies to Solve the IT Energy Crisis.*
Visit **www.bmc.com/domorewithless** today.



THE SMARTER WAY TO PROVISION YOUR DATA CENTER IS A STEP-BY-STEP APPROACH TO DATA CENTER OPTIMIZATION — SO YOU CAN DO MORE WITH FEWER BLOCKS

Data center optimization provides an intelligent path to adding efficiency — not servers

Enterprise organizations increasingly depend on their data centers to support new and existing applications and operations as cost effectively as possible. This means IT staff are being asked to do more things, more rapidly than ever before — and they are deploying more and more physical and virtual servers to meet enterprise goals.



While server proliferation may solve ad-hoc business needs, it introduces greater complexity to data centers. This "server sprawl" increases costs and intensifies the challenges of change, configuration, and capacity management across the data center.

To avoid the added complexity of more physical and virtual servers, IT must become more efficient and only deploy the right amount of server resources to meet business requirements. BMC® solutions for data center optimization provide a comprehensive method to consolidate your data center and increase efficiency — doing more with less.

This is the first panel seen after the cover

ADDING SERVER AFTER SERVER TO YOUR DATA CENTER INCREASES ELECTRICITY BILLS, CREATES EXCESS HEAT, AND ADDS TO YOUR BULK — WITHOUT ADDING EFFICIENCY

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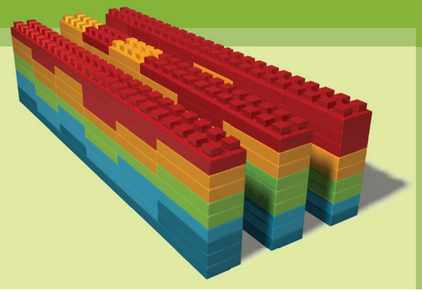
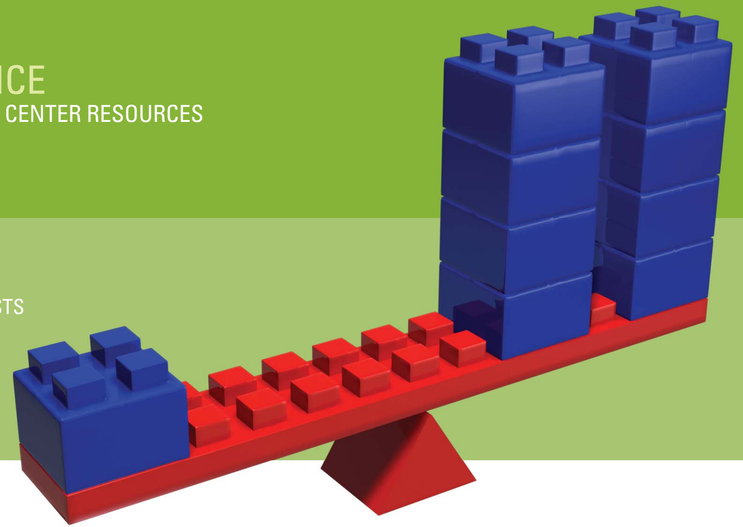
BALANCE
YOUR DATA CENTER RESOURCES



Data centers generate heat based on the number and type of servers. Over-provisioned servers with low utilization are costing your company hundreds of thousands to millions of dollars a year — in power and cooling costs alone.

INCREASE EFFICIENCY, ENSURE SERVICE LEVELS, AND REDUCE COSTS WITH BMC SOLUTIONS FOR DATA CENTER OPTIMIZATION



HOW CAN YOU DO MORE WITH LESS?

Find out by viewing the Webinar *Global Warning: Optimization Strategies to Solve the IT Energy Crisis.* Forrester Research Vice President Jean-Pierre Garbani explores how you can meet the growing demand for server capacity while reducing data center energy costs though consolidation and more efficient server resource utilization.

Visit **www.bmc.com/domorewithless** and view the Webinar today.

As you add more servers, you multiply associated costs. It takes electricity to run each server — whether sitting idle or 100 percent utilized. And the heat they generate takes additional electricity for air conditioning. With power costs rising at double-digit rates, this represents one of the largest total expenditures of your data center.

In addition to power and cooling, you must factor in the cost of hardware, software, floor space, and people — all of which directly relate to the number of physical and virtual servers in production. The costs of over-provisioning your data center are simply too great to ignore.

BMC solutions for data center optimization help companies build an accurate and forward-looking plan for implementing and managing data center resources. Automated implementation speeds significant server consolidation, drastically reducing management complexity and costs while increasing your efficiency — not your bulk.

BMC solutions for data center optimization help you discover what you have, determine what you need, and automatically implement the appropriate resources for your specific needs — while controlling change and ensuring business service levels.

With BMC solutions for data center optimization, you can follow a four-step plan to successfully optimize your data center resources:

1. DISCOVERY

Discover and track an enterprisewide view of your IT resource environment, closing the loop on changes by tracking and verifying successful change execution.

The BMC® Discovery solution automatically gathers the information you need and maintains it in a centralized repository — the BMC® Atrium™ Configuration Management Database (CMDB). Discovery data includes asset hardware and software configurations, their physical and logical dependencies, and their associated users. The BMC® Performance Manager solution automatically and rapidly reports on server utilization rates to rapidly target your optimization projects.

2. ANALYSIS AND PLANNING

Analyze approaches to balance resource utilization rates and service performance requirements. Build configuration resource plans that balance cost and business service level needs.

Using data collected in the Capacity Management Database (CDB) — a federated member of the BMC Atrium CMDB — BMC® Performance Assurance solutions automatically evaluate and balance resource configurations, service levels, and utilization. Automated reports and recommendations rapidly identify and categorize servers for potential repurposing, consolidation, or virtualization. The result is a set of resource plans for automated implementation that optimize your physical and virtual server environment.

3. IMPLEMENTATION

Automatically implement resource configuration changes, ensuring compliance and successful execution.

The BMC® Change and Configuration Management solution automates the processes and tasks associated with configuration change under change management control. The entire Change lifecycle — from request for change (RFC) through authorization, tracking, implementation, and verification — is automated. This ensures compliance with internal and external controls, and reduces service risks associated with implementing consolidation and virtualization projects.

4. OPERATIONAL MANAGEMENT AND OPTIMIZATION

Dynamically optimize resources to meet unpredictable service demands.

Post consolidation and virtualization, more critical business services are supported on fewer, shared resources. To manage this increased risk, you must deliver ongoing automated management and control of the environment. Continued use of BMC® Discovery, BMC Performance Manager, BMC Performance Assurance, and BMC Change and Configuration Management solutions is required.

With the addition of BMC solutions for Proactive Incident and Problem Management and BMC solution for Unified Service Level Management, you can:

- Ensure ongoing service level delivery
- Prevent production performance and capacity problems
- Speed root-cause problem isolation efforts

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