



# How IT should be for the business leader

  
**Hewlett Packard**  
Enterprise

  
zynstra

# How IT should be for the business leader

Zynstra's guide for business leaders on how they can now deploy the IT their business needs whilst reducing costs and improving efficiencies.

## **IT: an important challenge for the business leader – but one of many**

As a business leader you know that your organisation needs high performance, secure and reliable IT to survive. If your IT doesn't deliver and make the most of the technology available in the market today, it's hard to stay competitive and be as efficient as you need to be.

But IT must not distract you from the job of actually running the company. You need IT to just work. And you want to avoid it becoming a drain on your capital and operational costs. IT needs to be a business asset, not a drain on your scarce time and resources.

There are many ways you might be meeting your IT needs today. You might manage your IT in-house with IT professionals, or keep it up and running yourself with no IT resource, or you might have a managed service partner that handles IT for you. No matter which method you use, the world of IT is changing, and new opportunities are arising for organisations of all shapes and sizes to adopt a new methodology which saves cost, increases choice, and can give you the state-of-the-art, always-current IT solution that your business needs.

## **IT for competitive advantage**

The larger organisations in your industry can afford to buy, support and maintain the very best and most up-to-date IT that the industry has to offer. They use this to keep ahead of the curve and drive innovation across many areas of their business. They also have teams of IT gurus to keep the lights on – dealing with the hassle of updates, IT security, backup, disaster recovery and ensuring that it is the right size for the business. This gives them the luxury of being able to scale their IT infrastructure across both on-premises and cloud in order to drive higher performance as well as cost efficiencies.

Until now, this has given the larger enterprise a real competitive advantage. But recent developments in Hybrid IT, delivered as a service, means that smaller organisations can now enjoy enterprise-grade IT delivered as a service, with no distraction, no need for upfront capital, and no surprises.



## What your IT needs to deliver

The IT industry is massive, complex and, at times, confusing, even for the industry insider. How is a business manager supposed to assess all of the options available to them and make the best choice for their business, even if they are supported by some internal IT specialist?

The truth of the matter is that the business manager needs to understand what an IT solution will do for their business, whilst leaving the specifics of the IT infrastructure to the experts.

There are a number of core capabilities that an IT infrastructure should deliver:

**Run your applications:** As a base level requirement, your IT has to run all the business applications you need, be they on your premises, or accessed via the internet (in the cloud).

**Reliability:** It has to keep running reliably, without constant worry about its fragility.

**Storage capabilities:** Managing storage growth and identifying suitable backup, recovery and archive solutions are some of the highest pain points identified by business owners and IT professionals. You need resilient storage on board and a fully managed backup process to keep the data secure, including off-site cloud backup and Disaster Recovery.

**Security:** Data security is paramount. Your IT has to be always up to date with the latest security upgrades to avoid increasing malicious threats.

**Back up:** You need to automatically back up your data, either locally or remotely.

**Disaster Recovery:** Should the worst happen, you need to know you can get your IT up and running again quickly so that you can continue to run your business.

**Avoid expensive upgrade surprises:** Your IT can get out of date, or stop being supported by the vendor, leaving you with a large bill to upgrade. You need to choose an IT solution that stays up to date and avoids these nasty surprises.

**Protect customer data:** You need to know where your customer data is stored, that you comply with data protection regulation, and that it's secure.

**Managed:** A managed solution allows you to increase cost efficiency and contain your IT costs by using the expertise of external experts to monitor and manage your IT. It would also release your IT team to focus on strategic projects that support your organisation's growth as opposed to the day to day firefighting is required to simply keep the lights on.

**Maintenance-free:** Maintenance is expensive. If you can source a solution where it is just taken care of, that's one more headache removed.

**Capex Free Subscription Model:** It is now possible to source your IT on a subscription-based commercial model that requires no capital expenditure. Predictable monthly subscription fees are far more attractive to your finance team.

**Increases productivity:** You need your IT to improve employee efficiency, be they office-based, home-based, or always on the road.

**Supports business growth:** Your IT needs to scale to your business and support growth without huge capital outlay.

**Contain liability:** Holding and managing data implies liability, particularly in financial transactions. Your IT system needs to support the business in managing liability.

**Reduce complexity:** Many organisations and IT departments are struggling to adopt new capabilities, and are missing out on technology that can deliver significant results. Your IT infrastructure needs to give you all the IT you need, while reducing complexity.

**High performance:** The internet has revolutionized the modern world, but not every organisation is able to benefit today, due to the lack of high bandwidth, low latency connectivity in every location, at an affordable price. You may need local performance for data and applications, close to your users.

**Adopt cloud applications:** The IT world has changed. Your IT infrastructure needs to be able to cater for giving you more choice in selecting cloud applications that can enhance your business.

## How IT should be

The IT landscape is changing, and it is now possible to meet all of these needs, no matter if you are a small company or large, single site or multi-site, business or public service organisation.

Technology referred to as Hybrid IT is bringing new levels of flexibility and choice. Hybrid IT means a blend of on-site, local IT resources, be they servers, or applications, or data storage, combined in an integrated way with IT resources held for you in the cloud and accessed through the internet.

Cloud applications have become popular because they offer flexibility and a subscription-based, no capex, commercial model. Flexibility fosters innovation and there are a number of other advantages that prove attractive for the business leader:

- SMB growth spikes are typical, and building out on-premises infrastructure is often cost-prohibitive. The cloud supports infinite growth with its inherent ability to scale.
- On-premises IT can be costly to manage. Adopting a cloud computing model eliminates the capital and operational costs associated with maintaining a team of IT professionals that keep on-premises IT up to date and secure. When it comes to IT, the cloud essentially evens the playing field and enables SMBs to compete with larger companies.
- Cloud delivers worry-free IT and applications, on a simple pay-as-you-go basis, without the hassle of building, maintaining and upgrading it yourself.

Still, SMBs hesitate to move entirely to a cloud-based IT model. Their reasons go beyond security, although that is still a concern. By moving everything to the cloud, SMBs feel they will lose control over their users, data and systems. A number of other concerns relate to:

- Concerns about poor performance of cloud applications where cheap, high-band width, internet connectivity is not readily available.
- Concerns over loss of control, especially administration, of who can do what in your IT estate.
- Lack of support. Faceless cloud services that have no human contact for support or advice, unless you're willing to pay a significant premium.

And so SMBs find themselves in a paradox: continue to manage and support inflexible and costly on-premises IT but maintain control, or migrate to a remotely hosted cloud service and relinquish all oversight of IT. But is it really an all-or-nothing choice?

## Hybrid IT

Hybrid IT provides the best of both worlds. It delivers the flexibility and subscription based commercial model of the public cloud with the control of local IT. You get to choose what data resides where.

And Hybrid IT has already become the new norm for large enterprises, who want the best that cloud services can offer, but want to retain greater control over their data and applications. According to Gartner, "Hybrid IT environments (combining on-premises and cloud) will remain the foreseeable norm," so we can likely expect the number of available Hybrid IT offerings to grow.

When delivered as a service, Hybrid IT also delivers ongoing management and support, with continuous updates and upgrades. It becomes a viable solution for organisations of all sizes.

Many businesses wish to retain a balance between on-site IT but with integration to Office 365. Choose the correct Hybrid IT vendor and you will achieve seamless integration with cloud services from the get-go. So all usernames and passwords on the local Microsoft Active Directory environment sync with the Active Directory environment in Office 365, meaning that you have one user name and password for both. Single sign-on is key for end user productivity.

So if you choose to meet your IT needs by deploying a Hybrid IT solution, delivered as a service you get all the IT you need, where you want it, always scaled to your business, paid for by a simple monthly fee, and with reduced expenditure on expensive IT expertise.





## **Worried about the end of support of Windows Server 2003?**

There has been a lot of press coverage about the end of support of Microsoft Windows Server 2003, and you may be wondering what the implications of this is for your business.

As of 14 July 2015 Microsoft will no longer develop or release any updates or patches to Windows Server 2003. This puts your organisation and applications at risk if you continue to run this operating system. Any new security threats arising after this date will not be addressed, and if your organisation operates under regulation concerning the security and privacy of data, you run a heightened risk of becoming non-compliant. So, if you're running WS2003, you need to start planning your migration now.

One of the factors that have been deterring some business managers from getting on with the task is the reluctance to embark on another expensive IT capital project that will eventually result in the same end of support problems being faced yet again sometime in the future. Hybrid IT technology provides an excellent option for those having to replace their Windows Server 2003 infrastructure. It doesn't require capital expenditure, and can be constantly kept up to date for you through the cloud as a service. It could be the last ever IT refresh.

## **IT as a business enabler, not a distraction or a drain on resources**

The technology is now available to deliver worry-free IT as a managed service, with no upfront capital expenditure. If the time is right to consider an IT refresh, then it's important that you consider the option of utilizing a Hybrid IT solution, consumed as a service. And then you can forget about it and get on with running your business.

## **HPE ProLiant EC200a Managed Hybrid Server**

The HPE ProLiant EC200a Managed Hybrid Server is built for the cloud era, delivering all the IT your customers need in one simple, unique design. Delivered by HPE Partners as a managed service, customers benefit from a solution that is managed and updated via the cloud, delivering advanced capabilities without complexity, and all at an affordable monthly fee

## For more information

Visit [hpe.com/servers/EC200a](http://hpe.com/servers/EC200a) for more information on our solutions.

## The partnership

HPE and Zynstra are working together to transform workplaces across the globe. If you're interested in moving to a simpler, more agile and cost-effective IT infrastructure and/or you are looking to see how your business can benefit from the cloud, get in touch today.

## About Zynstra

Zynstra is a software company, formed by experienced technology and business entrepreneurs. We have a track record in creating enterprise grade software, and delivering it into successful operation inside some of the most complex and rigorous IT organizations in the world.

Our experience has shown us how to delight our customers – with a single-minded focus on how software can help them grow and save them money. Zynstra are the winners of the 2015 IT Industry Awards for Infrastructure Innovation of the Year.



---

© Copyright 2016 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty.

Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.