

**GOINGGREEN**

# Nexus Helps Save Green by Going Green

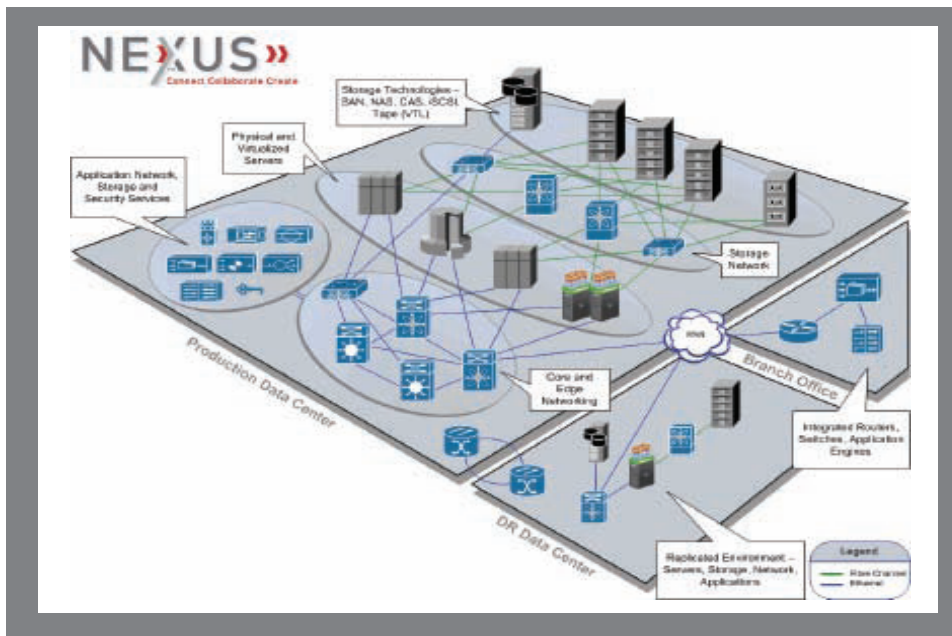
**"G**oing Green" – what does that mean? A great majority of businesses today are investigating ways to reduce power, physical footprint, and resource consumption. There are new technologies and solutions available in IT that will assist companies in addressing these needs, but you will need to know how to employ them to receive the maximum money saving benefits. The name of the game is efficiency and valued solution providers are helping customers leverage new technologies to achieve high levels of efficiency. Virtualization, de-duplication, compression, acceleration, and Hierarchical Storage Management (HSM) are all technologies that will drive efficiencies and cost savings. How do you know which of these technologies will assure that you will achieve your organizational goals?

"I would contend that technological expertise does not lie only with the manufacturers," says Steve Patterson, industry expert and Director of the Data Center Practice at Nexus. "Nothing personal, but sometimes it would seem that the manufacturers are unaware or naive to the bigger picture and the challenges with all of the separate piece parts working well together. The "whole" is meant to be synergistic, and by definition this synergy means that the sum is greater than all of the parts combined. That is to say, the true value is in the complete solution – and what a valued integrator brings to this equation is that they can use all of the best of breed offers, along with some experience and expertise to create a synergistic solution, and THAT is powerful!"

In going green, it's important to work with integrators that have done it before and that have the Intellectual Property of how all of the applications need to be designed to work together to solve the customer issues, while gaining financial benefit.

**Green initiatives**

When asked to comment on the term "green initiatives," Patterson had much to say. "It's a rather nebulous term," he remarked. "However when we say that we will reduce power, we are using consolidation technologies, virtualization, air-flow, power consumption reduction and more to create this energy efficient approach. There is a great deal of knowledge that will be required to understand exactly how an IT organization or data center environment will react to the level of "green"



that is required and what tools will be necessary. Nexus has the experience, the expertise, the tools and most importantly, the people to execute and make the difference."

What are all of the parts that might be required for a green initiative to improve a customer's environment? First, there needs to be consolidation of hardware. The first place to start is with servers, because whether you have 5, 50, or 5000, you probably have too many to manage effectively. In today's distributed computing environments, proliferation of servers is the norm and it is a typical goal of most IT organizations to reduce and simplify management of these assets. Next, add consolidated storage to reduce complexity, increase utilization and reduce TCO. Other benefits of storage consolidation are:

- Easier Backup & Recovery
- Increased Availability
- Improved Scalability
- Storage Resource Pooling

In many cases, when you collapse the servers and storage within the data center, there may be an impact on the network that necessitates consolidation in the networks and backup environ-

ments (perhaps utilizing de-duplication). All of this will reduce actual power consumption as well as physical space required – this alone will strike at the heart of a "Going Green" movement. Add Virtualization to this (both systems and storage) and you will further reduce space and power requirements. Next, add a layer of system management and automation and you will allow an organization's most valuable assets (the people) to be more productive and improve the operations of the business with a strategic approach instead of a tactical one.

Finally, although we don't believe that tape is dead (yet), you need to reduce the media and components that are disposable. While there are multiple ways to address all types of disposable technologies in IT, the key is to extend the usable life of all of the assets, while lowering the overall operational costs involved. By leveraging some of the aforementioned technologies, companies can create savings of space, man-power and cold hard cash. Going Green is definitely about the many savings mentioned above, but it is also about lowering overall IT costs. At a minimum you will create a much easier to manage SOLUTION environment that will meet the needs of the business, while improving your Return on Investment.

For more information, please contact Steve Patterson, Director, Data Center Practice at Nexus by calling 949.265.6131. Visit [www.nexusis.com](http://www.nexusis.com) for further details.



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