



**Think-IT
Services, LLC**

DATA CENTER CONCEPTUALIZATION AND PLANNING (DCCP)

MINIMIZING RISK / MAXIMIZING INVESTMENT

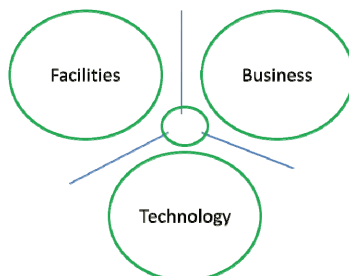


Data Center Conceptualization and Planning

Organizations are increasingly dependent upon their IT infrastructure to drive mission critical operations throughout the organization. As dependency on IT infrastructure increases, organizations need to evaluate their current and future data center requirements.

For many organizations, the implementation of a new data center; data center expansion or data center consolidation can be one of the largest, most costly and complicated projects ever undertaken. Failure impacts the entire business. If planned well, these projects can provide an organization with future cost savings through the use of newer technologies and resources.

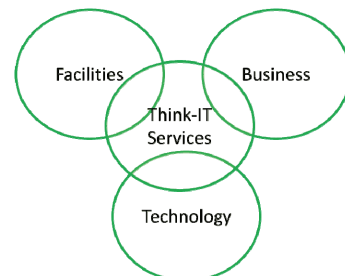
At the heart of any data center project is how it is aligned with the business objectives. The services need to be viewed from the business' perspective with focus on the interdependencies of Facilities and IT. Traditionally:



- Facilities drives a new data center build or expansion project.
- Walls or silos exist between the Facilities, IT and Business.
- Silos lead to the lack of stakeholder alignment, incorrect assumptions that lack a unified solution and potential higher long term costs.
- Decisions are made based on square footage, power and cooling requirements, not business requirements.
- No clear business case for large investment in new data center.

Think-IT's DCCP experience and processes help companies navigate through mission-critical changes in their data center environments by:

- Identifying business requirements that are driving the data center requirements.
- Bridging the walls and silos within the organization.
- Facilitating stakeholder alignment and executive buy-in.
- Establishing a baseline for the existing data center environment.
- Identification of operational and financial risks.



By taking a business driven approach, our clients are better able to develop unified solutions as well as an improved cost model directed at satisfying the business requirements and stakeholders' needs.

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