

## UTILITY COMPUTING

*A Utility Compute environment provides the pay-as-you go and cost transparency that a modern business requires, coupled with a service model and a standardised infrastructure, freeing the IT division from translucent investment costs.*

### Key Benefits

- Commoditising of infrastructure
- Maximising efficiency of infrastructure
- Focus on service

### Key Features

- Pay-as-you go infrastructure
- Standardisation of infrastructure
- Defined SLAs
- Mainstream appeal

### Business Challenge

In today's ever changing technology environment IT managers are charged with maximising investment against usage and producing a highly manageable operating environment.

A utility computing model seeks to maximise the efficient use of resources and/or minimise associated costs whilst maintaining flexibility to allow the maximum number of applications to benefit from the platform.

In simplistic terms, utility computing lets you pay as you go. You only pay for what you use.

The challenge for corporations is to identify a utility that matches and can support the mainstream IT operation, without compromise to its functionality and reliability to deliver a low cost service.

### Our Solution

#### Initial assessment

During the initial assessment it is crucial to drive in a utility compute model that works for both the businesses and the IT division. There are three key activities:

- Technical architecture
- Business model
- Operation and support model.

The initial assessment revolves around establishing a fact base and future requirements for these work streams.

#### Implementation

With these models in place, a technical architecture deployment programme can be implemented backed up by a business model, which will allow the customer to establish usage.

#### Ongoing service

Once the utility is complete and populated there is an opportunity, if required, to provide an on demand service to the customer, paid for on an as used basis.



***“Utility Computing raises the bar, enabling high quality IT service at the lowest possible cost”***

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## Business Benefits

Amiitas helps organisations address the challenges of utility computing with many attractive results.

With Utility Computing in place the businesses gain cost transparency. This in turn allows them to adapt and modify their cost base.

An additional benefit of a Utility Computing environment is the flexibility it produces to react to business needs (e.g. new deployments etc). This enables the rapid deployment of new applications without the associated infrastructure costs.

Utility Computing allows for the most efficient operating service model available which reduces support costs and allows more investment in new infrastructure.

## Clients who have benefited from our services include:

*Deutsche Bank  
Hitachi  
BT  
Verizon  
Emagine  
Royal & Sun Alliance  
IATA  
Resolution Life*

## About Us & Our Approach

We pride ourselves on working in partnership with our clients to ensure business objectives are met. No matter how difficult or complex the project may be, we always work as a team and ensure all of our stakeholders are successful. We are open, honest and are trusted by our clients to honour our commitments.

Service is our business and customer satisfaction our goal. We have a can do ethos which means that we will always deliver what has been asked.

## Key Deliverables

Working closely with our clients Amiitas undertake due diligence to fully understand the technology landscape. It is essential that the business modelling for the utility is completed.

Our clients should expect the following:

- Technical architecture
- Utility business model
- Utility operating model
- Utility internal sales and marketing promotion.



## The Amiitas Advantage

### Proven Track Record of Experts

Our service delivery experts have real operational experience gained from holding senior management and executive positions at many global and blue chip companies such as Morgan Stanley, Goldman Sachs, Motorola, HBOS to name but a few. This wealth of experience, coupled with our customer diversity means that optimal solutions can be implemented in short time frames according to our customer's requirements.

### Vendor Agnostic and Market Knowledge

We hold a vehement vendor agnostic position when it comes to selecting products and tools. We firmly believe in maximising the use of existing client investments and will not try to sell you something that we do not believe you require. Our extensive knowledge of the marketplace allows us to provide our clients with the advice they need when additional investment is deemed necessary.

### Delivery, quality, results and value

We are business people who pride ourselves on exceeding the expectations of our clients through the quality of service we deliver and value we create. We only have one agenda, to ensure that our client's business objectives are successfully achieved!