



High performance. Delivered.

Next Generation IT Infrastructure

From Next Generation Data Center to Services in the Cloud

Roma, 14 Maggio
Università La Sapienza

Agenda



15:00 Accenture at a Glance

15:20 Cloud Computing Journey with Accenture Technology Consulting

15.40 Client Experience

16:00 Question and Answer

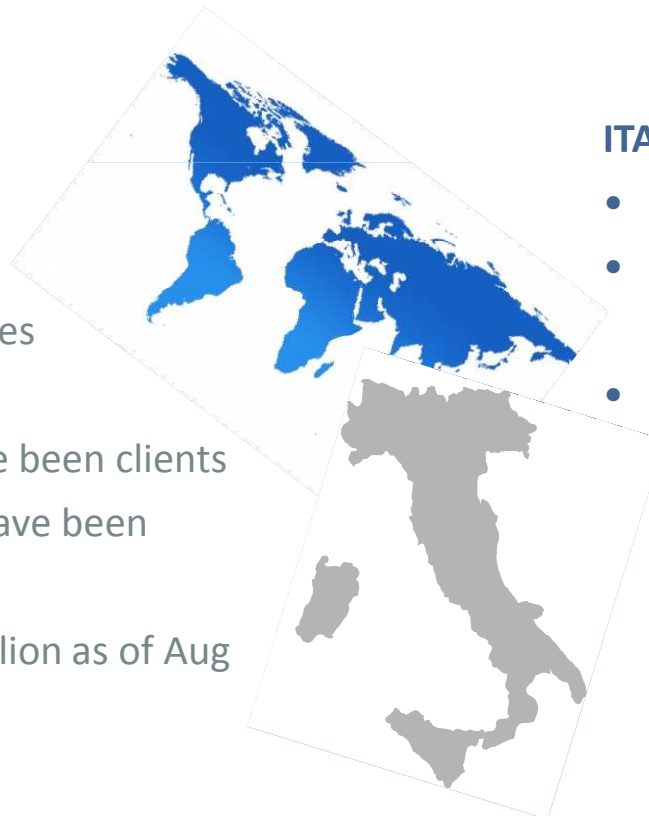
Accenture at glance



A global **management consulting, technology services** and **outsourcing** company that helps clients become **high-performance** businesses and governments, thanks a deep understanding of **emerging technologies** to identify new business and **technology trends** and to implement solutions under demanding time constraints

WORLD

- 181.000 professionals in 52 countries
- 4.000 clients from all industries in 120 countries
- 99 of our top 100 clients have been clients for at least 5 years, and 91 have been clients for at least 10 years
- Net revenues of US\$21,58 billion as of Aug 2009



ITALY

- More than 9.200 professionals
- Principals site in Milano, Roma, Torino and Verona
- Collaboration with:
 - 15 between the first 20 national financial groups
 - The first 4 insurance companies
 - 11 among the top 15 industrial groups

Awards and Recognitions



- Ranked No. 84 in *Fortune* magazine's 2010 **Best Companies to Work For** list
- Ranked No. 49 in *Fortune*'s "**World's Most Admired Companies**" 2009 list, ranked No. 2 in the Information Technology Services category
- Made Ethisphere Institute's 2009 list of most ethical companies
- *Working Mother* magazine's "**100 Best Companies for Working Mothers**" in 2009 for the seventh year straight year
- One of the 50 top companies for diversity by *DiversityInc*
- *BusinessWeek*'s **Best Global Brands/Top 100 Brands** (Accenture ranked No. 45 in 2009)
- Scored of 76 out of 100 in the **Carbon Disclosure Projects 2009 Global 500 Report**

Accenture's Dimensions

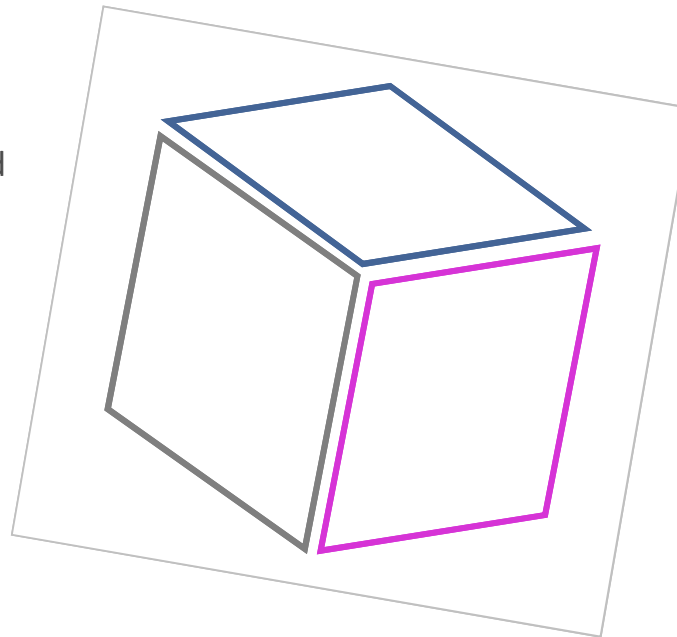


Operating Group

- Development and customer portfolio management
- Strategies, solutions and industry expertise
- Account planning and management of income

Growth Platform

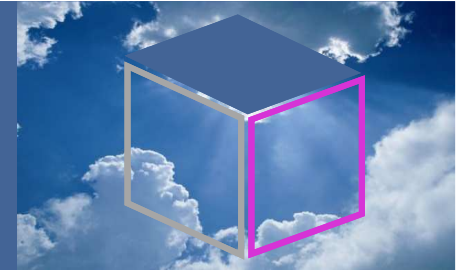
- New solutions development and business offerings
- Development of technological and process capabilities
- Implementation processes optimization (cost, schedule, quality)



Geographic Unit

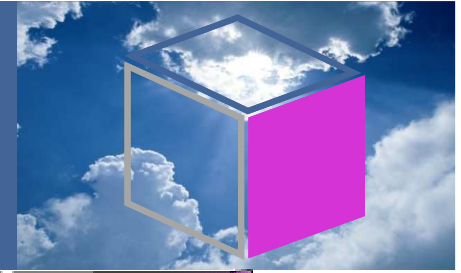
- Integrated development of the geographic market
- Planning and resource allocation
- Management and optimization of processes to support business

Accenture's Dimensions: Operating Groups



<p>Communications & High-Tech</p>	
<p>Financial Services</p>	
<p>Products</p>	
<p>Public Service</p>	
<p>Resources</p>	

Accenture's Dimensions: Geography



IGEM

Italy, Greece,
Central & Eastern Europe, Russia,
Middle East

Italy

Greece

Central & Eastern Europe

Czech Republic

Poland

Slovakia

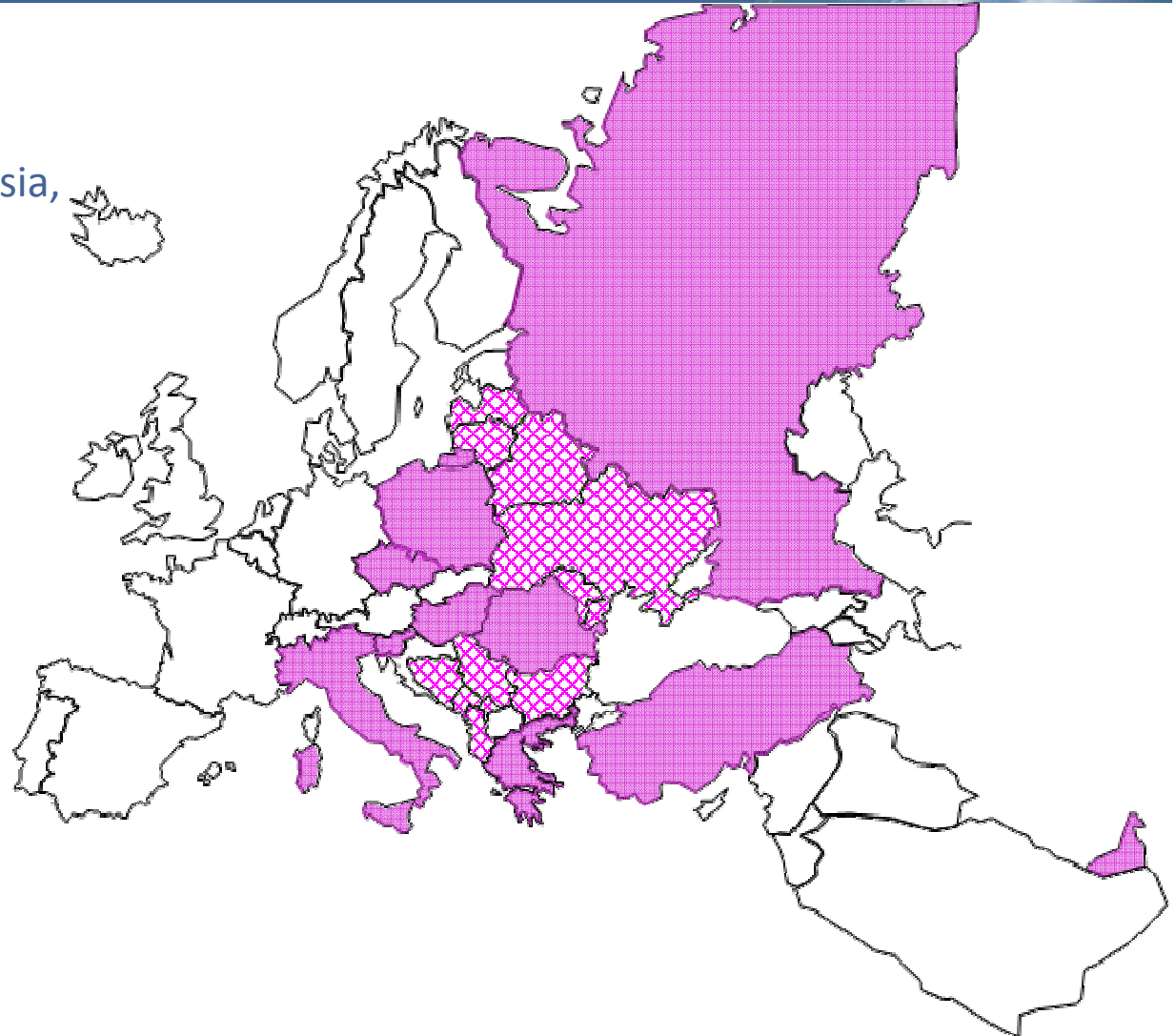
Turkey

Hungary

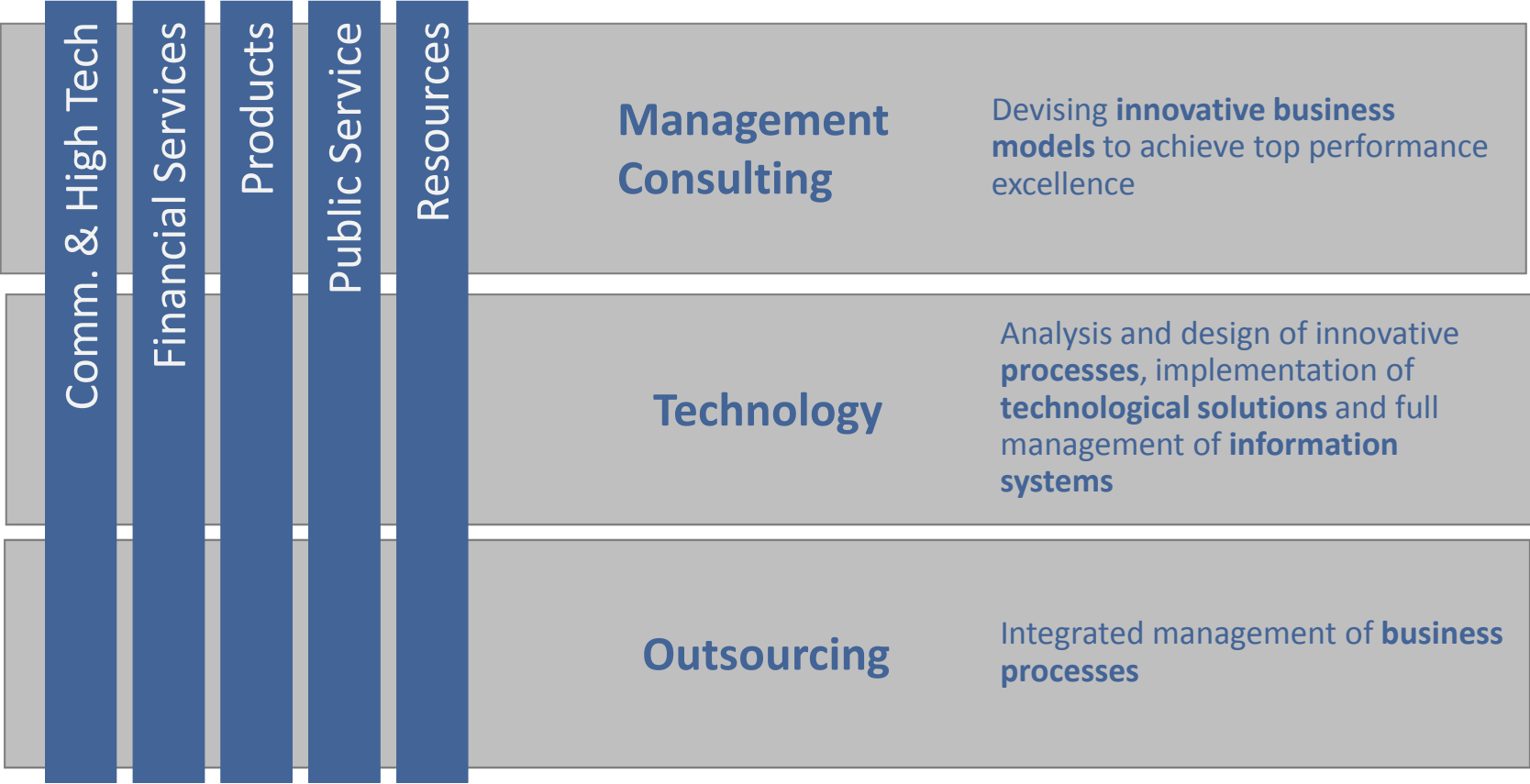
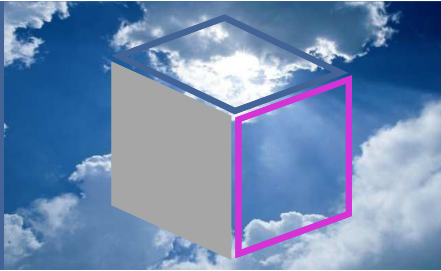
Romania

Russia

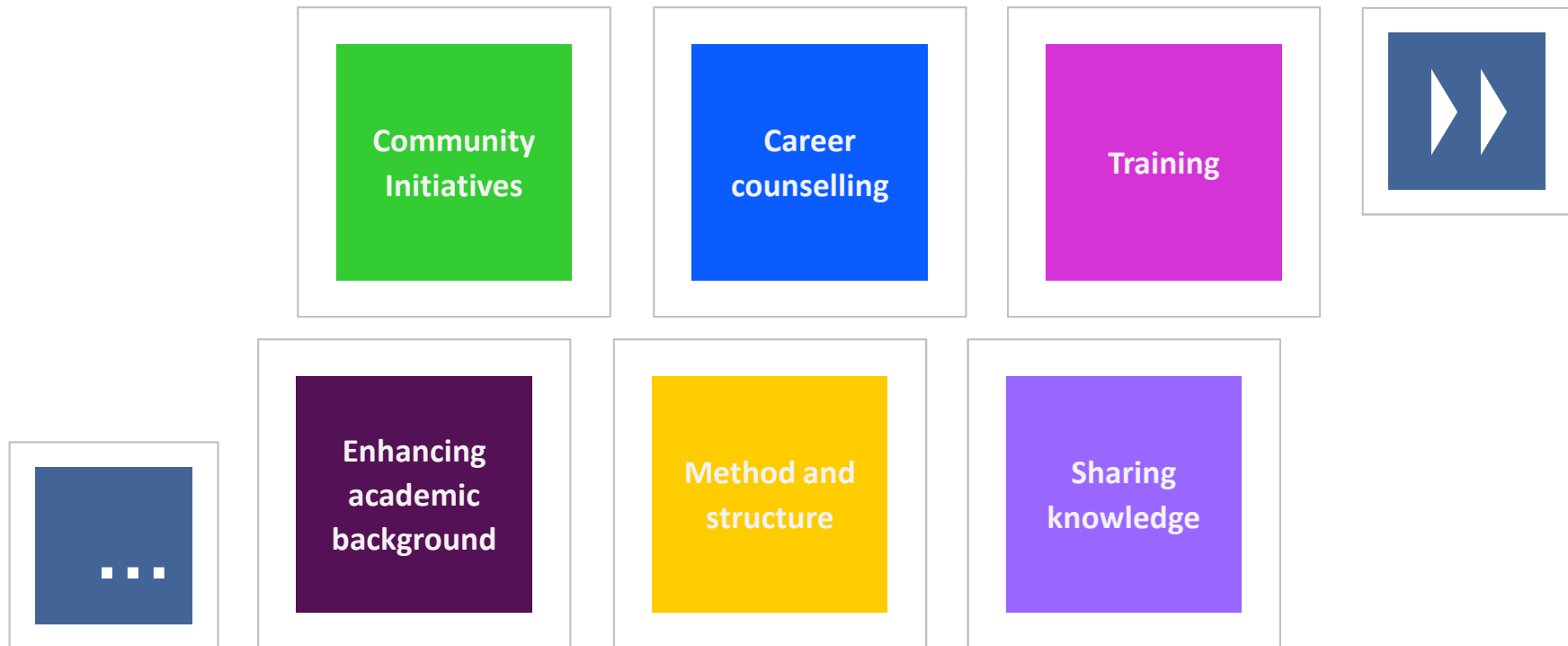
Middle East



Accenture's Dimensions: Growth Platform



Professional Development



Accenture looks for



Young graduates

**Energy and
determination**

**Curiosity and
mental vivacity**

Initiative

**Interest in
technology**

Teamwork



Cloud Computing journey with Accenture Technology Consulting

ATC Capabilities



Accenture Technology Consulting

- **IT Strategy & Transformation**
- **Application Portfolio Optimization**
- **Network Enabled Solution**
- **Security**
- **Infrastructure Consulting**
- **Infrastructure Outsourcing**

Technology Delivery Center

- **IT Spend Management:** IT asset management, sourcing and category management, and IT/telecom expense management to reduce overall IT non-salary spend. 2+ billion dollars
- **Service Desk:** Single point of contact for support and online portal services to resolve frontline issues. 630,000 users
- **Workplace Services:** Lifecycle management for desktops, field services and mobile devices, Messaging, Collaboration, MS Online, thin client and file and print services
- **Security Services:** Identity management, intrusion and firewall protection, end-user device and policy and awareness
- **Network Services:** Data and voice network management, optimization and converged services
- **Data Center Services:** Hosting to support development and production environments, storage services, database administration and application technical services. 87,000 servers, 30 petabytes of storage, 30,000 MIPS managed

Cloud context



While the market shows strong growth of cloud services (\$ 150B by 2013), IT moves on different internal needs and sizes

MARKET OPPORTUNITIES

- Worldwide increase IaaS 2008-2012 Public Cloud Market: + 535% [Gartner, 2009]
- Worldwide increase overall 2008-12 Public Cloud Market: + 146% [Gartner, 2009]
- Worldwide increase IT Spending 2008 -2012 on Cloud Services: +260% [IDC, Oct-2008]
- % of IT Services decision maker interested / realize Cloud in 2010: >50% [Forrester, 09]

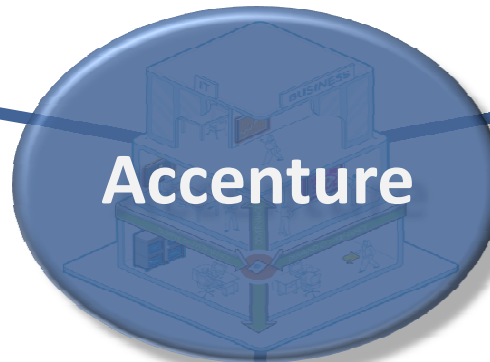
Gartner

IDC
Analyze the Future

FORRESTER

NEW IT TRENDS

- Virtualization
- Green IT
- Cloud
- Cyber Security
- Virtual Desktop
- Unified Comm. & Collaboration
- Smart Grid



IT CHALLENGES

- High time to delivery
- Infrastructure sizing on peak
 - “SILOS” Services with Infrastructure- Application Lock
 - Poor resource utilization
- Exponential growth trend for server/storage
- High obsolescence, high energy utilization

Cloud Computing for Accenture

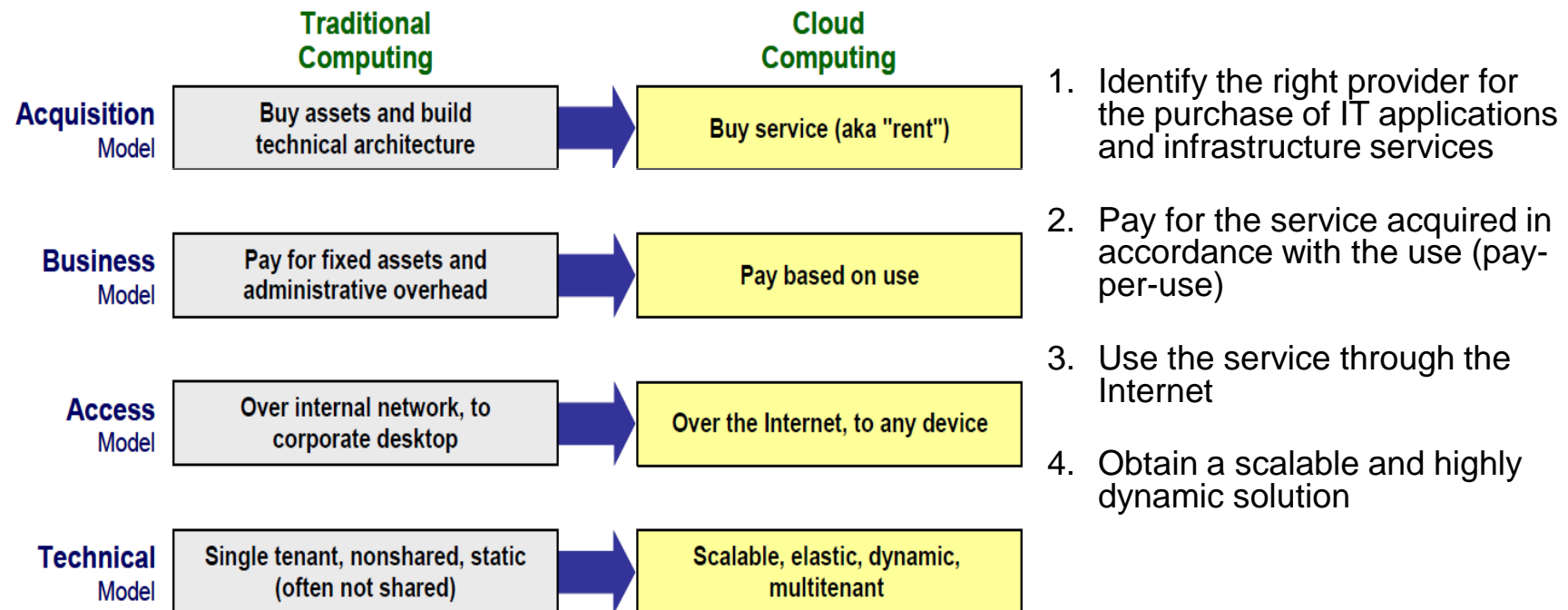
A collection of Networked Services priced on real use, accessible at any time from any device, reliable and flexible to adapt to user demand based on SLA

1	SERVICE BASED	Access to services with the same user experience/interaction as “in house” services
2	SCALABLE AND ELASTIC	Services scale on demand to add or remove resources as needed based on contractual SLA
3	SHARED	Services share a pool of resources to build economies of scale
4	METERED BY USE	Services are tracked with usage metrics to enable multiple payment modes
5	SELF SERVED	Customers have full power and control on purchased services

A new IT approach



IT Market is evolving towards the Cloud Computing, proposing a new cultural approach, providing the transition from the purchase of technology to the purchase of services.



Source: Gartner (September 2008)

IT Managers shift the attention from the acquisition of new technologies to the search of the services meeting their needs.

Classification



Software as Service
IaaS

The background image for this section shows a vast, flat landscape under a sky with scattered white clouds and a bright sun.

Delivery of business applications accessible by the client on demand, eliminating the need to run application on customer's computers and simplifying maintenance and support



Platform as Service
PaaS

The background image for this section shows a sky filled with large, white, fluffy clouds against a blue background.

Distributed environment to support the complete cycle of implementation and delivery of applications wholly available in Internet without software downloading or special installations on client premises



Infrastructure as Service
IaaS

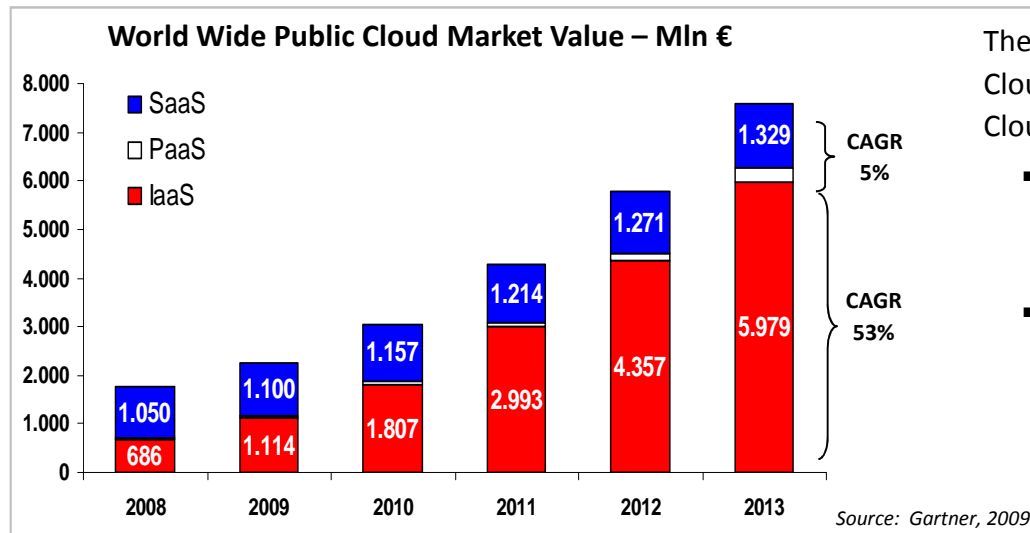
The background image for this section shows a perspective view of a grid of blue lines, resembling a virtual computing environment or a network, set against a sky with clouds.

Delivery over a network of an appropriately configured virtual computing environment, based on a request for a given service level

Market Value



The Public Cloud Market worldwide will see significant growth over the next five years. Specifically, the Public Infrastructure Cloud (IaaS) will expand its market value with an annual growth rate of 53% (CAGR)



The Gartner analysis of the worldwide Cloud Market is focused on the Public Cloud and doesn't include:

- **Traditional Outsourcing:** Data Center Infrastructure outsourcing and application outsourcing
- **"Private" cloud services:** where a cloudlike service is developed by an enterprise solely for its own internal use

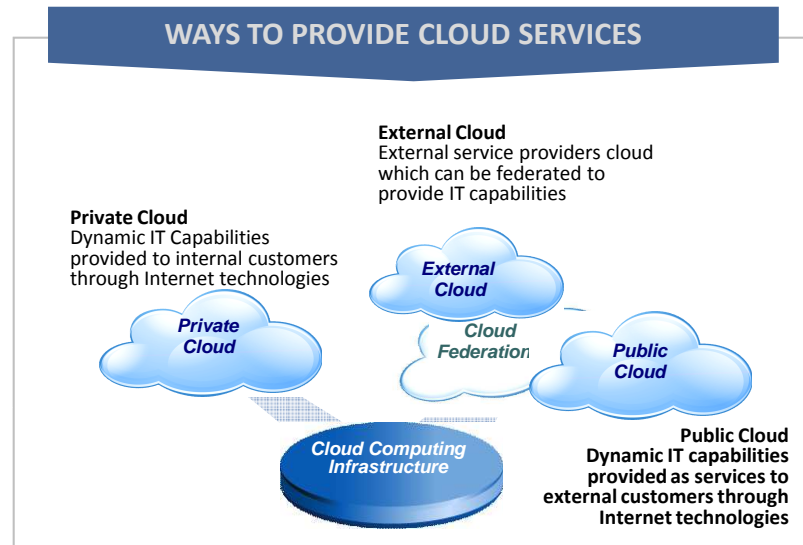


During the next five years, while the total value of the infrastructure market will remain almost constant, we will assist to a **reduction of dedicated HW** (in house infrastructure) spending, and a **progressive shift towards Cloud Computing Services**

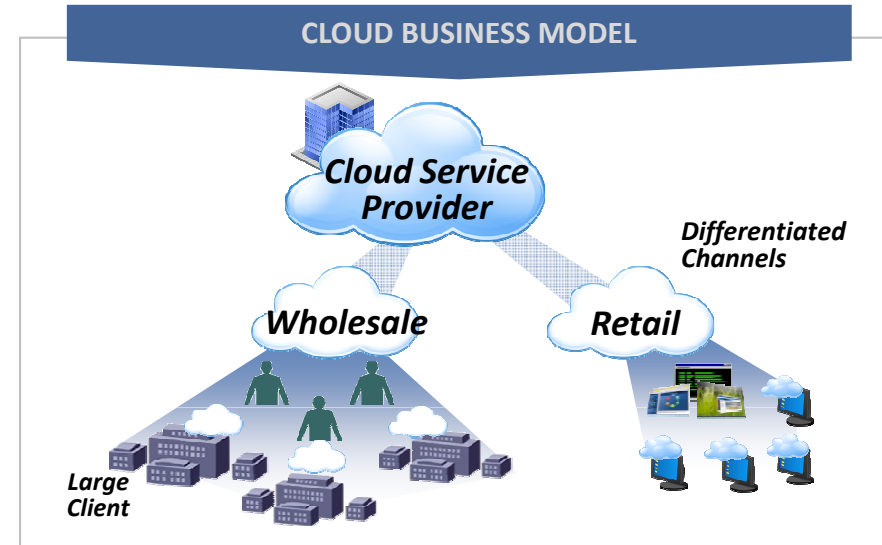
Business Model



WAYS TO PROVIDE CLOUD SERVICES



CLOUD BUSINESS MODEL



External/Public Cloud

- **Services located outside of an enterprise infrastructure**
- Managed by cloud service providers and accessed by organizations and individuals (typically via the Internet)
- Service provider delivers specific IT services per individual needs

Internal/Private Cloud

- **Implemented within an organization**
- The internal IT department acts as an “intra-enterprise cloud” service provider with a **cost-effective infrastructure**
- **Used for mission-critical applications** that cannot be extended to an external cloud

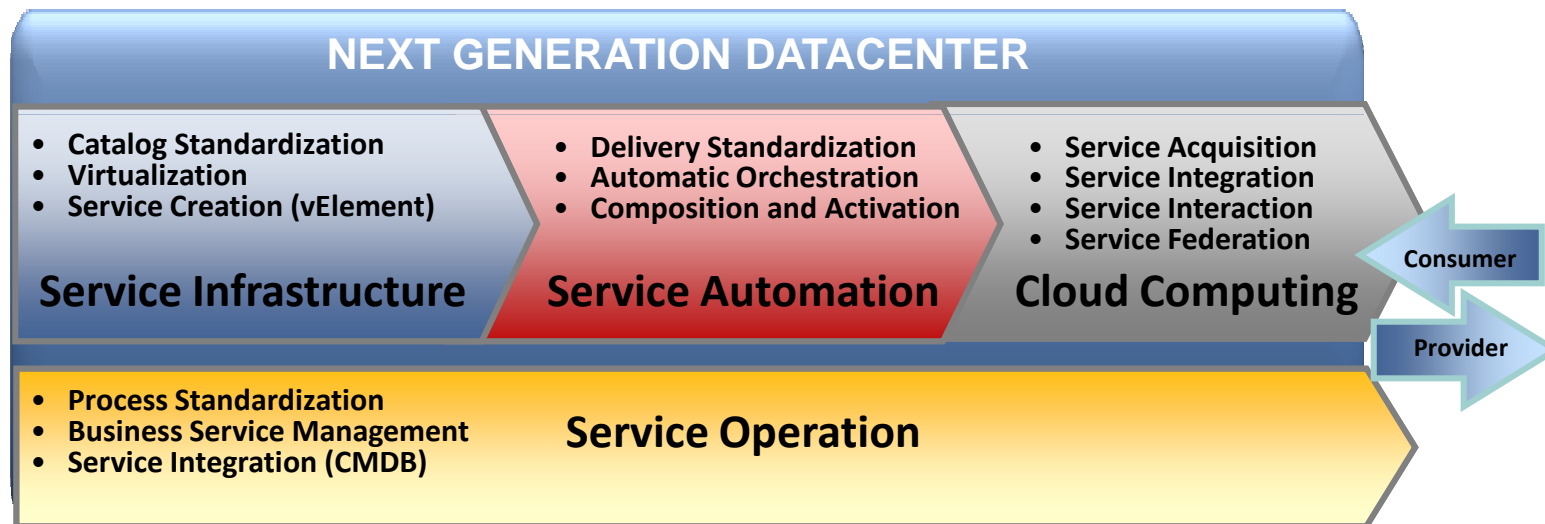
Hybrid Cloud

- **Combination of external enterprise clouds and internal clouds**
- Hybrids help achieve both **elasticity and control over service quality**, data and other variables

Cloud HL Roadmap



Accenture, leveraging international experiences and HW/SW vendors partnerships, designed the roadmap enabling Cloud Computing, defining a path focused on value generation for each phase



Accenture Value Proposition



Accenture guide its customers through **IT transformation** developing initiative that are **self financing**, bring **results** in the **short term** and that are in line with the **strategic program** of development to the **Cloud**

- **Standard methodologies** and extensive experience **effectively support** every phase of the program
- Pragmatic **approach** based on the actual **value** of each individual action that can achieve and maintain **high efficiency**
- Asset developed to allow design and implementation of transparent and **fast migration programs**
- **International experience** in government models highly oriented to service, client and next step sustainability
- **Global Delivery Network** and **Tech Labs** focused in **innovative solutions** industrialization and introduction
- Important **partnership** with **leading HW and SW market player** to support the client in best service provider choice

Disaster Recovery	Business Continuity	Pre -Production & Development Control Services	Open Source Express Activation	Vertical & Horizontal Applications
Cloud Computing Elastic Portal Framework	Accenture Cloud Computing Java Builder Accelerator	Enterprise Cloud Console	Accenture Cloud Computing Foundation	Cloud Enablement Solutions
Next Generation Data Center Bus AWS Orchestration	Amazon Web Services (AWS) Best Practices	Cloud Security Issues and Considerations Guide	Cloud Computing Point of View	Cloud Best Practices
Accenture Cloud Computing Assessment Tool (ACCAT)	ACCAT Extensions	Accenture Cloud Computing Accelerator	Cloud Planning and Strategy	

Why Accenture?



By leveraging relationships with technology providers, Accenture is able to deliver the best in specialized skills and tailored solutions for each individual client's needs

- World's largest technology-independent consulting organization

We recommend and implement the right solutions, regardless of technology vendor

- World's largest technology integrator

We offer consistent quality and execution over multiple sites and geographies, over thousands of milestones

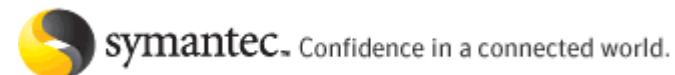
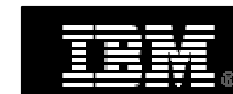
- Strong alliances and large purchasing agreements with all leading network vendors and major service providers

We have the expertise and business relationships to quickly, efficiently and cost-effectively deliver high-quality implementations

Microsoft



ORACLE

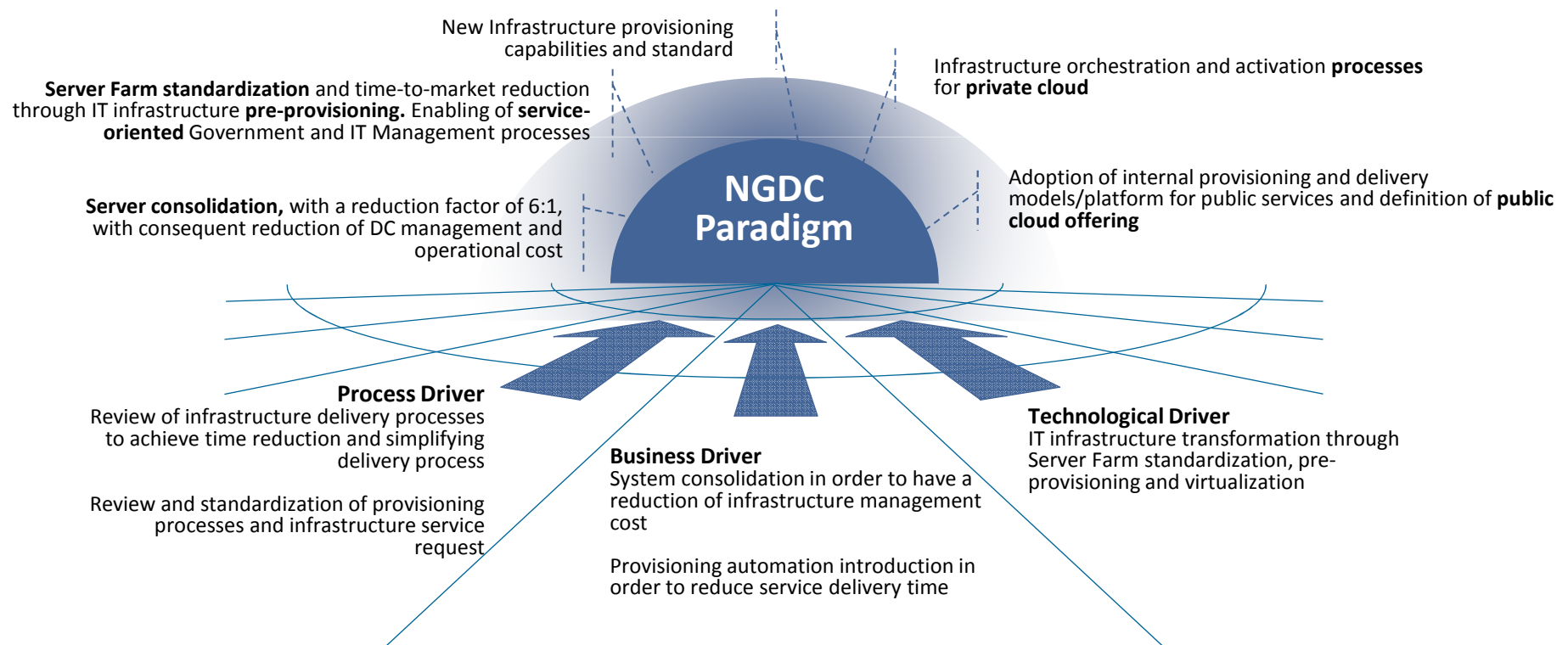




Client Experience Accenture role

Accenture Role in IT transformation

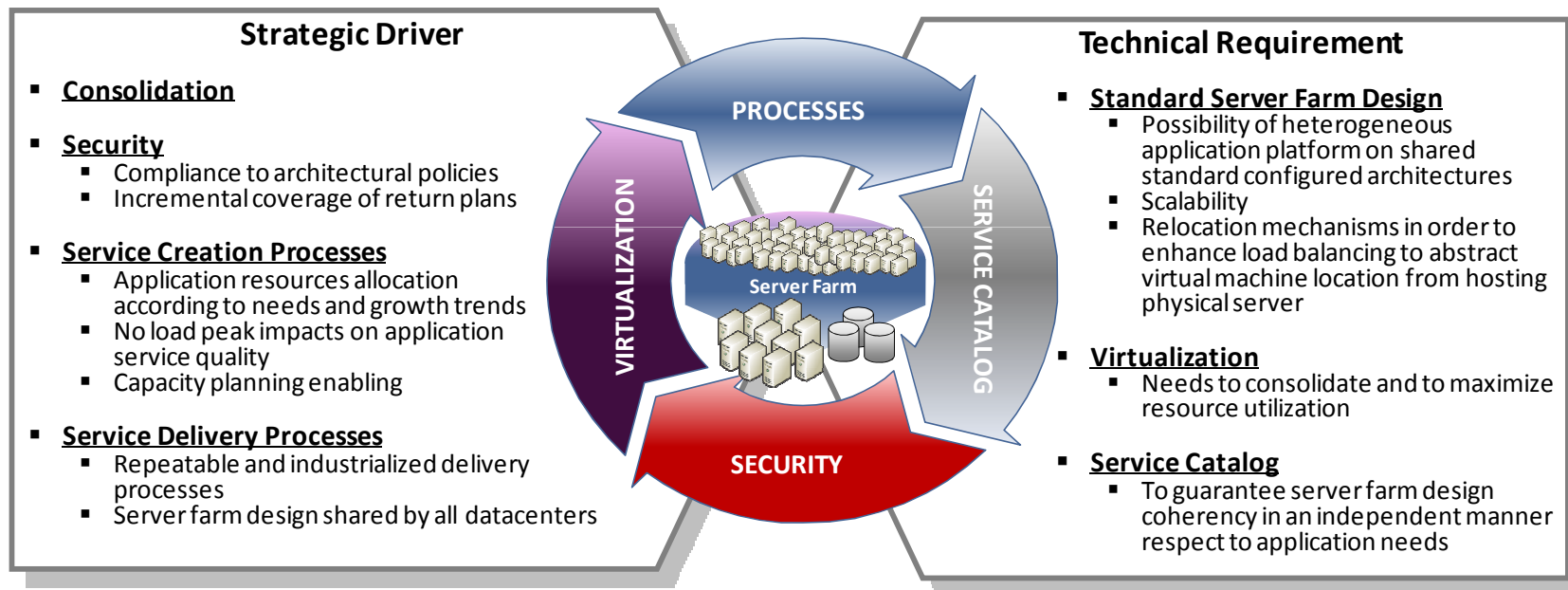
Accenture has defined and implemented IT Infrastructure and Processes transformation and standardization roadmap, in order to achieve maximum benefit from new Datacenter technologies and methodologies



Server Farm Standardization



Starting from **strategic driver** analysis, Accenture has identified **technical and architectural requirements**, that have guided solution design and implementation

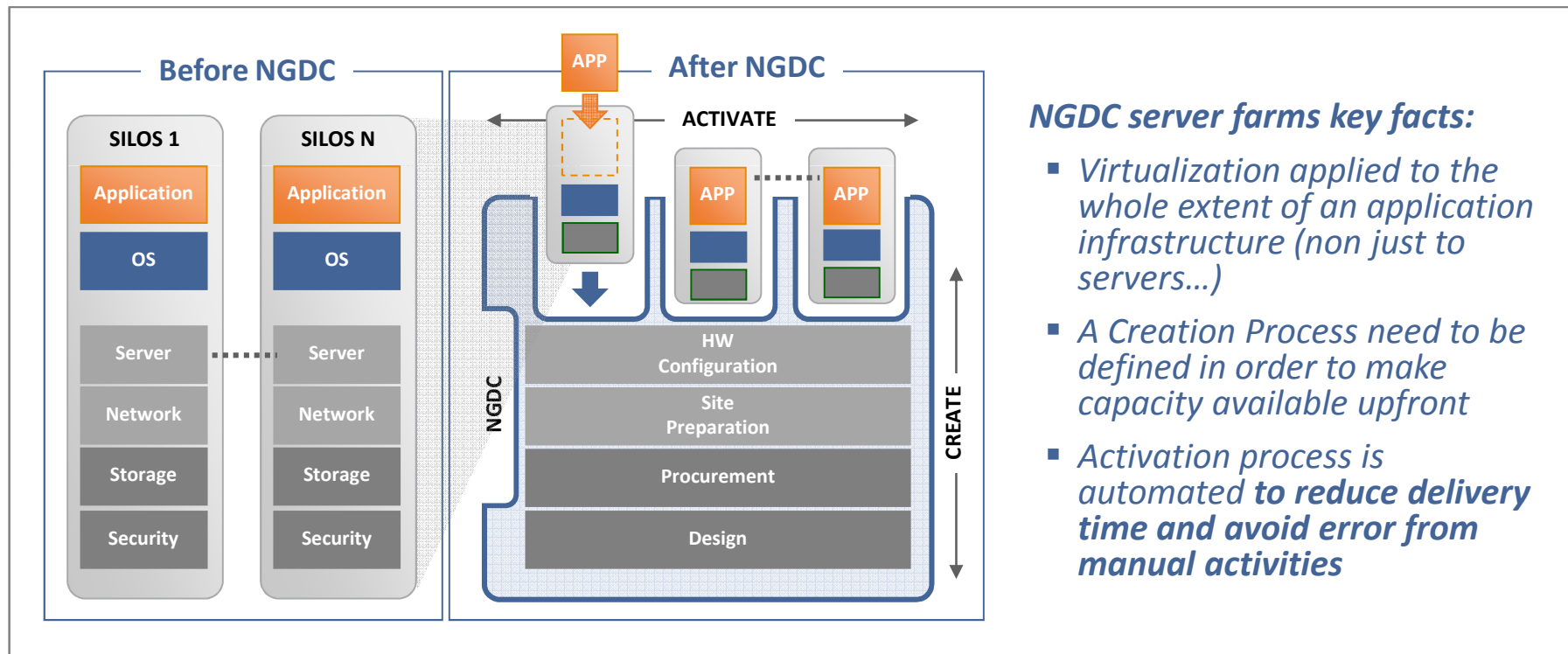


NGDC infrastructure makes the **IT Infrastructure more responsive** to application variable workloads, to marketing needs of rapidly deploying innovative services with **limited upfront investments** in infrastructure, while quickly scaling system's capacity as business volume grows

Business Agility Improvement



A key NGDC objective is to make the IT infrastructure agile, being responsive to marketing needs of rapid deployment of services with limited upfront investments, while at the same time being able to quickly scale system's capacity as business volumes grow



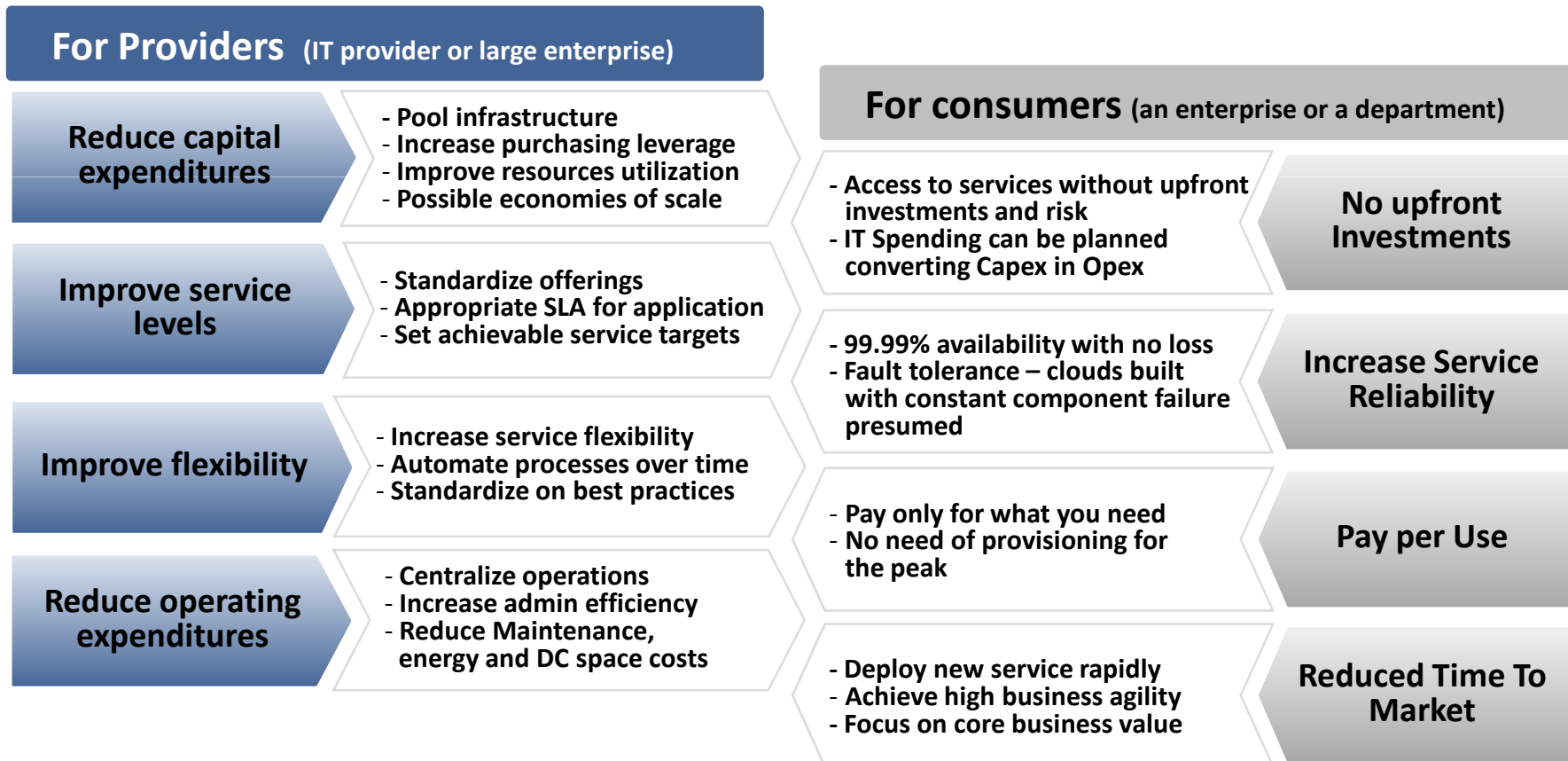
NGDC server farms key facts:

- Virtualization applied to the whole extent of an application infrastructure (non just to servers...)
- A Creation Process need to be defined in order to make capacity available upfront
- Activation process is automated **to reduce delivery time and avoid error from manual activities**

Benefits



Cloud Computing represents a change of the IT paradigm, redefining the rules from the DC Operation till the creation and delivery of IT services: IT resources are shared, dynamically adjusted and provided through the Web





**Could be Accenture best place to work also
for
YOU ?**

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