

# IBM and Attenda in Partnership

## Delivering Always On Enterprise Virtualisation Solutions

As mid market enterprises look for ways to maximise the return on IT infrastructure investments, consolidating workloads onto a single larger system becomes an attractive proposition. IBM and Attenda are working in partnership to deliver industry-leading fully managed enterprise virtualisation solutions, using the capabilities of IBM's PowerVM™ family of technologies & offerings.



Attenda has the proven expertise and in-depth skills in managing the applications and infrastructure of many of Europe's leading organisations, making sure that their critical enterprise and internet applications are 'always on'. Attenda's extensive experience of deploying and managing virtual infrastructures ensures that your computing environment has the agility to adapt to your changing business needs.

IBM PowerVM™ technology is designed to consolidate and optimise your IT infrastructure. Available on POWER™ servers and supported by the AIX, Linux and IBM i operating systems, this comprehensive set of systems technologies and services enable you to aggregate and consolidate your computing resources.

Together IBM and Attenda will help you to transform your IT infrastructure delivering increased business agility through a highly available, more flexible and responsive infrastructure that supports your business critical enterprise and internet applications. We manage growth, complexity and risk whilst you benefit from improved availability and application performance.

### **Our joint virtualisation solutions will help your business to:**

- Improve server utilisation and share I/O resources to reduce total cost of ownership and make better use of IT resources
- Improve business responsiveness and operational speed by dynamically reallocating resources to applications as needed
- Optimise your IT infrastructure by making workloads independent of physical hardware resources – enabling resources to be delivered against a service level requirement

## Why IBM Platform?

IBM servers offer the highest performance in the Unix marketplace, they all use the same POWER6™ technology and run the same applications and operating systems (AIX, Linux, IBM i). This means that you can choose the right size of server for your business today, knowing that future changes can be accommodated without disruption to the business.

Every POWER6™ server offers the same virtualisation capabilities and can actively share processors and adapters between multiple operating systems. This can lead to dramatic reductions in cost of ownership and environmental impact whilst allowing for rapid delivery of new services.

## Why Attenda Managed Services?

Most enterprises rely on a combination of systems to maximise and maintain business efficiency and effectiveness. Today, it is hard to find an application within the enterprise that is not business critical or that does not require 24 x 7 operational support.

Attenda is a dedicated IT Services Provider, with the capability to undertake specific responsibility for the operation and pro-active monitoring and management of IT infrastructures. Whether it is a virtual or physical infrastructure, Attenda can provide the highest levels of availability, scalability, performance and security for your critical enterprise applications, irrespective of the physical location of the infrastructure.

**Attenda**  
Always On Managed Services

**IBM**  
Business  
Partner

**Attenda Virtualised Infrastructure Managed Service on IBM POWER6™ platform can deliver a more dynamic, efficient and available computing environment.**

- Increase agility
- Consolidate onto fewer servers
- Reduce cost and complexity
- Lower data centre costs
- Gain agility & flexibility
- Increase service and availability levels
- Manage risk

We provide the transformation and operational responsibility for your vital applications and infrastructure, leveraging virtualisation, where appropriate, to reduce the total cost of ownership – be it computing power, storage or networking. The solution ensures that your IT infrastructure is more responsive to your business needs, delivering higher availability, instant provisioning and a more flexible and cost effective disaster recovery capability.

**Nisa Today's has entrusted the management of its business critical applications to Attenda, built upon a solid IBM platform foundation.**

Nisa Today's has simplified its IT infrastructure by optimising the use of IBM POWER™ servers, as well as upgrading the operating systems, database and application servers. A virtualised server solution has been implemented using IBM's Hypervisor virtualisation technology, with processing capabilities shared across the server pool, improving scalability and reliability.

The result for Nisa Today's is a more flexible IT environment, server resources can be shared and utilised on demand. This has enabled batch processing time to be cut in half, whilst improving the user online transaction experience.

**"We are now able to process orders 20 to 30 times faster than before, much shorter than the maximum time limit that we have to adhere to, and it is much easier to cater for growing numbers of users."**

Wayne Swallow, IT Director, Nisa Today's.

## Complete Infrastructure solutions from partners you can trust:

Demand for IT Services has led to rapid and uncontrolled expansion of data centre infrastructure. As a result, server, storage, networking and software investments have become difficult to manage. Some 80% of data centres are constrained by limits in space, power and cooling.

In partnership IBM and Attenda can implement, operate and manage infrastructure solutions that incorporate and integrate virtualisation-specific products, best practices and proven strategies to reduce cost and complexity and improve utilisation of the infrastructure.



IBM is the world leader in IT services and consulting, the world leader in server sales and middleware and the second largest software company. In the category of enterprise-class virtualisation solutions, IBM delivers a diverse suite spanning many different categories of business functionality.

IBM offers a full complement of server, storage, application and workstation virtualisation technologies and capabilities and network optimisation solutions. IBM servers combine best in class features, performance and integration to address virtualisation strategies of all types.

## Attenda

Always On Managed Services

Attenda's approach to solving these challenges is to enable businesses to selectively outsource some or all of their data centre operation to Attenda. We have many years of experience in operating web-based technologies, enterprise applications and complex virtualised and physical infrastructures.

Attenda is committed to operating and managing business critical systems, ensuring that they are always on, delivering IT certainty and business confidence. Our continual investment in the latest generations of virtualized infrastructures, including software ensures that your investment remains current at all times.

## Attenda

One London Road  
Staines TW18 4EX  
United Kingdom  
t: 01784 211100  
w: www.attenda.net

