



# GET READY FOR DATA CENTER SERVICE OPTIMIZATION

By Mark Gaydos

Let's face it, despite their many benefits, data centers are expensive to operate. The operational burden for these facilities falls squarely on the shoulders of IT services and facility management, as they continually try to squeeze out additional productivity while also reducing costs. Adding to their burden, management is attempting to achieve these goals without visibility into the overall data center operational environment. In other words, they are flying blind while looking for infrastructure details to accurately decode and analyze a very complex infrastructure. However, there is hope.

Over the past few years there's been an evolution in data center software that has taken a more service and business-oriented view of both IT and facility-related environments. This new approach allows all data center administrators to improve the performance and efficiency of their facilities by empowering them with visibility into all performance-related characteristics – IT, facilities and business. This next generation of data center management software is referred to as Data Center Service

Optimization (DCSO). DCSO extends the familiar Data Center Infrastructure Management (DCIM) features from the realm of environmental power condition monitoring and into end-to-end business efficiencies. DCSO also helps manage the supply and demand associated with a data center's physical and virtual resources, including on-site power generation and other utility sources.

In addition DCSO solutions offer administrators a single pane of glass that delivers real-time analytics for more accurate decision-making. These DCSO-based analytics enable views into business planning, service and energy management and service-based costing. The new software tool has visibility into multiple systems such as IT service management, energy sourcing, optimizing data center resources and services for agility, financial and operational energy efficiency, as well as for virtual machine management – while integrating with typical DCIM features.

How big is this market? According to 451 Research, total DCIM

revenue in 2016 is \$819M and predicted to climb to \$1,683M in 2019 and total DCSO revenue in 2016 is \$88M and predicted to climb to \$176M in 2019. The leading research organization cites energy efficiencies, virtualization, IT and M&E integration, CAPEX and other initiatives as the market drivers.

DCSO also brings added value to data center managers because it helps optimize the life cycle of assets according to business criteria and not merely IT assets or hot and cold aisles. The granular visibility dives deep into the storage distribution and overall energy usage while reporting on virtual devices and operational costs. When combined with DCIM features such as asset configuration management, power, cooling, and environmental monitoring, and inventory management, data center operators are empowered with critical data that is needed to help meet business and service-oriented goals while optimizing the data center's performance. Given all the aforementioned characteristics, it's easy to realize the tangible benefits DCSO solutions can provide.

## CONCLUSION

As data centers continue to evolve it is important to depart from an environment of disparate management software silos and embrace an integrated solution that offers a single, holistic view into the entire global operations. Only these types of integrated DCSO solutions will demonstrate true ROI as they bridge together information extracted from islands of data to review, reveal and revitalize data center operations.

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