**Infrastructure Optimization solutions brief**

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(Company logo)

(Microsoft Certified Partner icon)

(headline)

Infrastructure Optimization

(subhead)

Using technology for optimal business results

(copy)

All too often, companies view IT as merely a support function. While technology is recognized as crucial for effective day-to-day operations, it rarely is considered the vehicle with which to drive business. Senior management first looks at sales figures to determine the pulse of a company and its overall health.

What sets us apart as [Company] is that, while our expertise is in technology, we look at your business as a whole. That’s why we refer to the Data Center as a Service (DCS) — and provide you with concrete examples so you can “sell” the concept to upper management.

Our **Infrastructure Optimization** (IO) services are designed to not only optimize your system’s infrastructure, but to align your business goals with technology capabilities. It’s a domino effect: IO also results in alignment of departments and projects so your business can achieve — and exceed — overall organization initiatives. IO also will help your business define the projects that are driving these goals.

In today’s competitive arena, businesses must draw on all available resources to stay on top. Infrastructure optimization can give your business an edge over the competition by increasing shareholder value, innovation, productivity, time to market, growth and profit.

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**So what exactly *is* Infrastructure Optimization?**

You’ve probably heard the term before, and likely understand the process from a technical standpoint, but you may not realize its full potential to positively impact your business objectives.

Businesses today are moving toward infrastructure virtualization. [Company]’s Virtualization Infrastructure Process (VIP) enables businesses to optimize their systems across all components of the desktop stack: the operating system, applications and user settings.

First, let’s look at the models associated with IO: Application Platform Optimization (APO), Business Productivity Infrastructure Optimization (BPIO) and Core Infrastructure Optimization (Core IO). Your IT infrastructure may already have reached one of four stages of optimization: basic, standardized, advanced or dynamic. [Company] works with you to determine where you are in terms of optimization and what IO models best suit your business needs.

**Your GPS for business success**

When it comes to infrastructure optimization, [Company] is committed to pointing you in the right direction. We employ a technology roadmap to help you define your goals and determine the stages necessary to achieve those goals. In doing so, you may find that you can actually bypass certain steps and still achieve the same results — for a significant cost savings.

[Company] also utilizes technology process mapping, revolving around IT divisions’ processes, to help your business achieve its goals. It’s part of our Business Transformation Practice (BTP), which includes:

* Project management
* Virtual Desktop Infrastructure (VDI)
* Virtual private compute & storage
* Extension of on-premise data center
* Test, development or production class

Our project portfolio management organization makes it easy for businesses to track IO progress at any stage: project scope, timeline, deliverables, checklists, workflows and documentation. In fact, many customers have adopted these project management tools for their internal projects.



**Why [Company]? Experience counts.**

With over 25 years of experience delivering enterprise solutions, we understand your data access and security needs. Our expertise, of course, is technology. And our services reflect expert-level detail: application and network load balancing, server and application virtualization, system "rightsizing" (network, server, desktop) and more.

We start by assessing your company’s current and future business needs so that we can develop a custom plan to your specifications. Businesses like yours appreciate the flexibility [Company] affords: Our portfolio of services can be used together or separately. We’re with you every step of the way, from project design to deployment to maintenance.

For pricing/cost analysis, references and more information, visit us online at [URL] or contact us at (000) 000-0000 or [email address].