

A FORSYTHE CASE STUDY

Data Center Assessment and Design

A Major Book, Music, and Home Entertainment Retailer

Business Challenge

The director of IT at a major book, music, and home entertainment retailer recognized that the company's data center was approaching capacity. In addition to being nearly out of space for new equipment, the facility had "hot spots," making it difficult to maintain a consistent temperature. The facility also lacked a backup generator and a comprehensive universal power source. Furthermore, the director had concluded that the company's location—a remote city in a tornado zone—dictated the need for a more robust building to host its data center. However, she needed to be able to present senior management with a business case to justify the investment.

Solution

As a baseline for drafting a new plan and compiling the business case, Forsythe began by performing a detailed assessment of the current state of the data center facility's strengths and weaknesses, including interviews and photographs. Alongside this evaluation, Forsythe gathered information about the history of the business to understand precisely what the data center had been initially designed to support and how the demands upon it had grown over time. Likewise, information was obtained regarding actual IT utilization and IT asset inventory currently and over the life of the data center.

Results

Having previously worked with Forsythe to develop a plan and an approved budget for its new Tier II+ data center facility (on a scale of I-IV as defined by the Uptime Institute, which publishes industry standards) the retailer was able to take the concept from plan to blueprint to completed, operational facility on time and on budget, thanks to Forsythe's attention to the details. The cost-savings produced by situating the new facility in an existing, unused section was able to rely on a single point of contact and accountability to successfully accomplish an enormous undertaking on time, on budget, and without business interruption. Forsythe will continue to assist the retailer with the final stages of its data center relocation, and with its ongoing IT infrastructure needs.

For more information about Forsythe's offerings, visit www.forsythe.com

