



# Power and the 24x7 imperative

## What's required to ensure business continuity in the datacentre?

Modern businesses depend on IT. As a result, more and more core IT systems need to run 24x7, which places considerable stress on the underlying power infrastructure and management tools. This means that service interruptions occur in many datacentres with notable frequency. A recent survey by Freeform Dynamics of 320 datacentre professionals shows that many recognise power management is an area in which they need to do better.



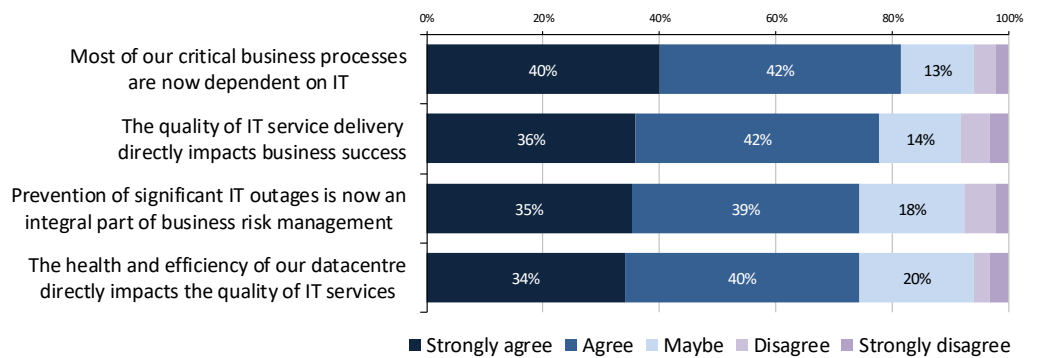
in association with



To succeed in a highly competitive world, every organisation requires its core business processes to run smoothly. Most depend on IT for these processes to function and with 24x7 operations now established as 'the norm', it is very clear that business continuity is impossible if the IT is not working.

*Business continuity now relies on IT.*

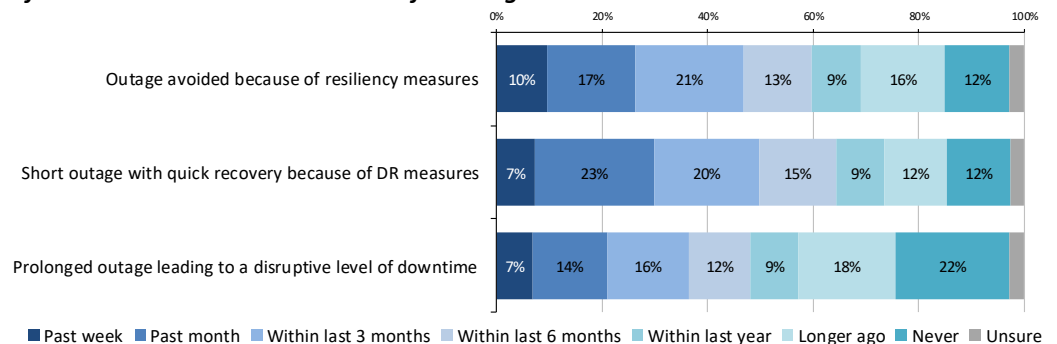
### How much would you agree or disagree with the following statements?



*Service interruptions are not yet a thing of the past.*

With this in mind, the survey illustrates that, due to the dependence of the business on IT, steps have already been taken to prevent outages. But it also shows that service interruptions are not yet a thing of the past. Indeed, half of all respondents had experienced at least one short outage in the last three months. More importantly, almost as many had suffered a prolonged outage and disruption within the last six months.

### Picking up on that last point, when was the last time you experienced a significant facilities event that resulted in the following?

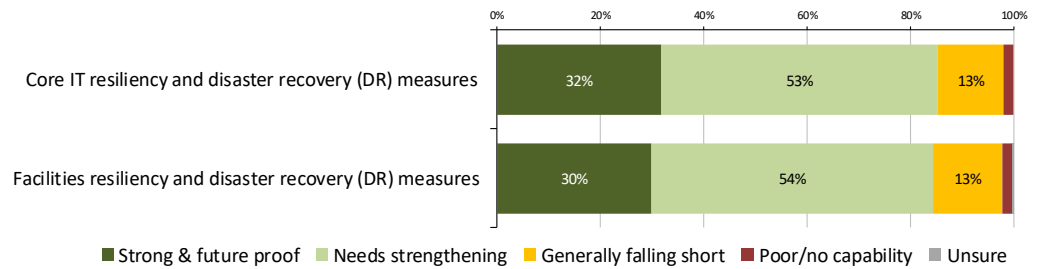


*Almost half of organisations have had a prolonged outage and disruption within the last six months.*

Such findings indicate that core IT resiliency and disaster recovery (DR) measures need to be improved - a fact recognised by more than two thirds of those surveyed. Even

more worryingly, within this more than one in eight said their recovery capabilities are already ‘falling short’. A further two or three percent indicated that they had ‘poor or no’ capabilities whatsoever.

**How would you sum up the state of the following within your datacentre environment?**

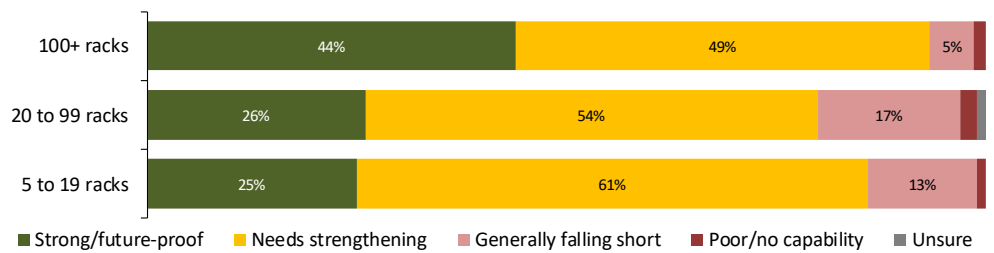


*Power and facilities management capabilities are now more of a “must have” than a “nice to have”.*

Notably, the results were very similar for the power and infrastructure facilities on which critical IT systems depend.

The research also indicated that the smaller the datacentre, the greater the amount of work that needs to be done.

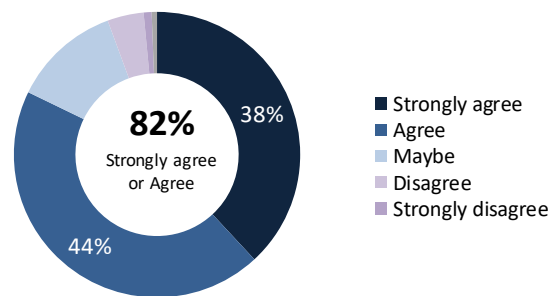
**How would you sum up the state of your facilities resilience and DR measures?**



But on the positive side, most datacentre professionals did recognise that having effective power and facilities management capabilities in place is now a “must have” rather than a “nice to have”.

*Although strengthening power management capabilities takes considerable planning and consumes budgets and resources, the time to improve the situation is now.*

**Effective management of datacentre facilities is important for business continuity**

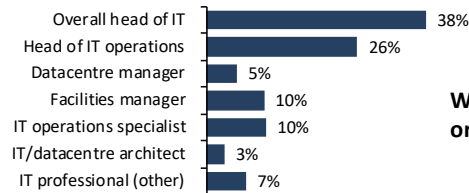


In summary, the survey has revealed that, while attention frequently needs to be paid to improving DR and extending high availability to cover key IT systems, it’s important that the facilities infrastructure is also considered as part of any improvement and investment activity. Although strengthening aspects of facilities such as power management takes considerable planning and consumes budgets and resources, the time to improve the situation is now. If your business is as reliant as most are on IT to serve their customers, good power management will be essential to maintain services and control costs.

# About the research

The research referenced in this document was designed and executed by Freeform Dynamics with sponsorship from Eaton. Input was gathered via an online survey of 320 datacentre professionals during September 2016.

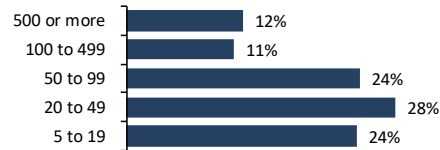
### Which of the following best describes your role?



### How many full-time employees work for your organisation worldwide?

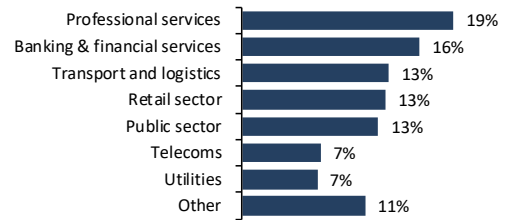


### Approximately how many racks of equipment are installed in your datacentre(s) overall?

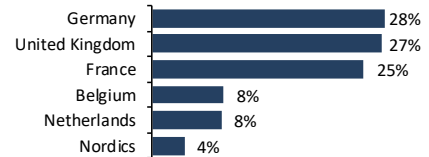


## RESEARCH SAMPLE

### Which of the following best describes your organisation's core business?



### Which country/region are you based in?



**320 total respondents**

Please note that the online methodology used tends to attract respondents who are more knowledgeable and/or interested in the subject matter being investigated. While every effort has been made to minimise this effect, the possibility of some degree of bias in the sample must be acknowledged. However, such limitations have been borne in mind when interpreting the research and are unlikely to have significantly impacted the observations and conclusions outlined.

## About Freeform Dynamics

Freeform Dynamics is an IT industry analyst firm. Through our research and insights, we aim to help busy IT and business professionals get up to speed on the latest technology developments, and make better-informed investment decisions.

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