

A modern data centre is core infrastructure for a dynamic and profitable business. To be effective the facility must be well designed and managed – otherwise it can become a burden rather than an asset.

With most organisations relying heavily on immediate access to information, interruptions to data access can be critical.

### Springfield Project

Strategic Directions provides a key business and technology role for Springfield – the fastest growing metropolitan region in Australia.

A critical part of the developing city's infrastructure is the Tier III+ Polaris Data Centre, a highly secure ICT facility shared by local business and government agencies.

Strategic Directions is regarded a leading data centre design and planning specialist, and was the Design Authority on the \$220 million Tier 3+ Polaris Data Centre facility, in addition to providing strategic ICT advice, master planning and project management services for Springfield CBD.

Strategic Directions has also performed Data Centre consultancy engagements across Federal, State and Local Government Agencies as well as commercial organisations – and is currently involved in data centre feasibility studies on behalf of other national and multinational organisations.

### Our Services Include:

ICT management

Telecommunications and networking

Project services

Data centre design and planning

Telephony and contact centres

At Strategic Directions we design and plan data centres for the long-term. We closely examine the corporate objectives of an organisation and deliver systems that are robust, flexible and available when they are needed.

Our experience is extensive and includes master planning for one of Australia's most exciting and innovative ICT projects – the Polaris Data Centre at the Springfield city of the future near Brisbane.

### Assessing the options

When designing a data centre, good planning is essential.

We begin with understanding financial feasibility, and a full review of core systems and services infrastructure, such as power, communications systems, water and cooling. If these are not up to standard performance can be compromised.

Because we understand the factors that might jeopardise a smooth operation, we evaluate the options and plan accordingly.

Site location can be critical for new centres, and our data centre specialists work with you on the selection criteria and examine any issues concerning compliance.

Our reviews also cover existing centres, and we examine all aspects of the operation, from facilities and lifecycle management to the effectiveness of systems infrastructure in meeting business requirements.



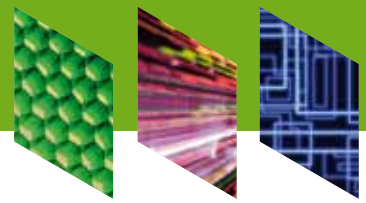
### Engagement Models Include:

Retainer

Fee for service

Project

Standard Business Products



## Managing new technologies

Modern ICT systems are undergoing significant change as a result of increased business reliance, consolidation and virtualisation.

The impact on the data centre environment is extensive, resulting in design reviews and potential relocations.

There are many issues to consider. For example, power loads are increasing through the use of blade servers and storage arrays. This means cooling system capacity can be insufficient in removing the heat load, which in turn may lead to power and water supply problems.

The extra weight of fully loaded IT racks and associated infrastructure can exceed the safe floor loading of many multi-story buildings.

In this complex data centre environment, expertise is required in many areas across multiple disciplines. Someone must manage power reticulation and cooling systems, and maintain infrastructure such as diesel generators, UPS batteries, cooling towers, condensers and chillers.

These are critical areas, but many data centre teams are ill-equipped to handle them.

Data Centre teams are typically staffed by IT professionals with skills in software, hardware and communications. Few have the electrical, mechanical and structural knowledge necessary for effective design enabling a smooth operation.

Strategic Directions works with you to ensure there are no holes in your data centre management.

## System availability

Before presenting data centre options, Strategic Directions works through the design criteria with clients to ensure our proposals are in line with corporate objectives including business and technical expectations.

A critical area of the design is data availability and the level of redundancy, or systems back-up, that is required.

High availability is achieved through redundancy of essential infrastructure and having contingencies for events such as power failures. Scheduled maintenance can also result in network downtime unless carefully planned.

The eventual configuration of the facility is established by undertaking a full risk assessment and working with the client on the ideal level of system accessibility.

A fully redundant, fault-tolerant system is an absolute necessity for some organisations, but an unnecessary expense for others.

Physical access and data security is an area that cannot be compromised, and Strategic Directions advises highly robust technologies and management systems to provide the highest level of protection.

Redundancy can come at a cost, and Strategic Directions is able to determine the most effective resilience model within your financial objectives.

## Looking ahead

Scalability and flexibility is extremely important for an effective data centre design.

It's a significant risk to the business in building a centre that is functional today and past its use-by date tomorrow.

At Strategic Directions we place great emphasis on scalability – systems that allow for growth and the introduction of new technologies.

We can advise on the most appropriate modular systems that can be upgraded quickly to take advantage of an improved business environment or the introduction of additional services for your customers.

And unlike most data centre design companies, Strategic Directions is vendor independent. This means we select data centre infrastructure solutions on performance, capacity, price and project suitability.

## Management options

Deciding on the most appropriate technology is just part of the equation.

When analysing your corporate objectives, Strategic Directions also considers the most effective data centre management plan for your organisation.

Options may include sharing data centre facilities, managing the centre in-house or outsourcing facility management to another service provider. Strategic Directions can provide a full cost-benefit analysis of the options.

Part of our service involves supporting client IT staff, including mentoring and training, or supporting the business in obtaining appropriate skills.

We put in place management performance and reporting systems, as well as support with lifecycle planning to ensure you gain maximum value from your data centre investment.

## About Strategic Directions

Strategic Directions was founded in December 2003 and has quickly established itself as a supplier of top-shelf ICT services, specialist resourcing and project management.

Our advisors are highly qualified with diverse industry experience at the corporate management level. They recognize that technology is simply a tool that can be used to effectively deliver tangible business outcomes.

The sole focus of Strategic Directions is to help clients improve their operational efficiency and maximise the return on their ICT investment – and we achieve this over many disciplines and in various specialist areas of business.

Strategic Directions is vendor independent, which allows us to assess all suitable options to provide balanced and accurate advice.

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