

Integration, configuration and set up is part, to automate, or to create processes systems ensure that business is as usual is very important.

MOVING INTO CONSULTANCIES

Today, companies that need high availability and 24-hour services outsource their datacenter services. And this gives SPs an opportunity to move into consultancies for their end-customers as well. SPs are working towards creating customized services by emphasizing pre-design and planning services to provide the optimal solutions to meet their clients' needs. Although most of the end-customers are putting efforts into building their own datacenters, outsourcing and co-location is one option if any of these customers do not have enough space and resources to build their own datacenters. Here, an opportunity for SPs is to help these customers in migration. And since high availability or 24-hour services has become a synonym with IT infrastructure, this throws up a whole new basket of opportunities in terms of providing consultancy to end-users to migrate their datacenters to high availability datacenters.

K V Jagannath, CEO and MD, Choice Solutions, asserted, "Whether you are building a new datacenter or optimizing/relocating an existing one for better performance, we can help you with the assessment, design, and deployment (relocation) of any and all aspects of the physical infrastructure – power, cooling, fire prevention and suppression, security, tiling, physical security, environmental control and air quality. Our certified datacenter consultants help clients bring industry standards and best practices into their datacenters and DR centers."

According to Sujeet Narula, CEO of Associated Business Computers, SPs have to

lead with consultative sales to leverage disaster-recovery and business continuity opportunities. Datacenter services can be an entry ticket to overall IT consultancy opportunity. Once you are responsible for storing, managing and securing someone's data, the customers also look up to you for consultancy in other aspects as well. It definitely gives you an edge over others.

Datacenter solutions starts from consulting services in terms of facility and IT facility consulting services include planning and pre-design, power and cooling system analysis, feasibility and project cost budgeting, availability and risk assessment, technology planning, business continuity and disaster recovery, energy usage and energy efficiency assessment.

On the other hand IT consulting services include virtualization assessment and consultancy, DR assessment, optimization, consolidation evaluation and planning, technology roadmap planning, switch, router and network security planning, and storage and data protection planning. Here, SPs just need to perform necessary modifications to adjust to new way of operations and manage the change and, lastly, implement power saving ideas. This in itself has become a new growth area.

"Sai InfoSystem sees opportunities for itself in the datacenter consultancy, as providing consultancy for building datacenter is emerging as a big business opportunity. As an IT and system integration company, we have been sort of giving this service, so far, free of cost in

terms of educating the customer in order to get a deal. Maybe now, the time has come to start charging for such services that could make a big impact to the customer's future operations," added Sunil Kakkad, CEO, Sai InfoSystem India.

DEALING WITH THE ROADBLOCKS

Despite huge scope and endless opportunities, development of datacenters in India faces a few roadblocks including security

"In datacenter business, we need to work with large SIs, as merely giving consultancy won't work"



K V JAGANNATH
Choice Solutions

connectivity architecture are also adding to it. Accurate modeling and quantification, implementing energy-monitoring tools, accelerating consolidation and virtualization projects are the measures that QuantM adopts to eliminate these issues. QuantM incorporates innovative datacenter designs and adopt the concept of green IT and virtualization technologies to overcome these challenges."

Additionally, the end-to-end datacenter business requires taking care of aspects like roofing, fire control and similar civil work. Normally, a solution provider doesn't provide civil work. The main domain of SPs in the datacenter business is IT. Overcoming these challenges is a prerequisite to delivering prompt service and ensuring client's satisfaction. Generally, SPs deal with such challenges by outsourcing. The industry experts also feel that most of the customers plan to build datacenters in traditional ways and expect SP to integrate the complete solutions including physical securities. Customers also tend to decide on the datacenter site and then discuss with SP to arrive at the solution. However, in practice, this should work the other way around. Customers should consult with SPs before deciding on the datacenter site.

"We face challenges when it comes to competition with the biggies like TCS, Wipro, HCL, and others. These large SIs are directly coming into the picture and building the datacenters. Even the customers feel comfortable working with big names. The challenge is giving comfort level to the customers in terms of what we can really do. But having said that, we are making our presence felt in the marketplace by working with some of the large enterprises as well," said Girish Madhavan, Director, Quadsel Systems.

Some of the other common challenges include selection of right solution for a specific customer, as the concept of 'One Size Fits all'

