

Build Or Outsource Your Data Center? - IO



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Learn What the Worlds Largest Companies Are Doing

What are world-class CIOs doing to operate more efficiently and cost-effectively than their peers? The answer is in the data center. Experienced CIO, Fred Mapp, introduced a new white paper today entitled "*Building vs. Outsourcing Your Data Center: A Business Proclamation*". The white paper, presented by IO Data Centers, offers a description of best practices for companies to consider in developing strategic plans for the data center.

A majority of IT organizations are challenged by the fast-paced growth of their businesses and challenged to keep up with them. Providing state-of-the-art applications and technology within the data center is more than a full-time job. Unfortunately, data centers are increasingly limited in capacity, and building out new capacity can be cost-prohibitive for many companies.

As Fred Mapp shares, outsourcing all or portions of the data center is emerging as a very important strategic lever available to today's CIOs and COOs to address growth. It can genuinely help overcome many of the cost pressures faced in these tough times and help implement critical IT initiatives cost effectively despite IT budget freezes.

Mapp continues to explain that soon it will not be justifiable for businesses to manage their own data centers because the price of outsourced services will be too attractive to ignore. Businesses will need to consider letting the data center outsourcing experts incorporate best practices and processes that can achieve economies of scale.

The data center outsourcing white paper is available for free from the IO Data Centers website and includes:

- surveys of leading companies on data center issues;
- information about how to manage growth, business continuity, and costs;
- tactics for determining core competencies; and
- strategies for leveraging outsourcing to maximize return on investment.

About Fred Mapp

Fred Mapp served as CIO at various Fortune 100 companies and is presently a consultant and motivational speaker with more than 40 years of experience in IT. He has held key positions at IBM, InfoSpan Corporation, American Express, Honeywell, AMD and the World Congress on Information Technology. His book, *Mapping Information Technology to Your Business*, was published by Groundbreaking Press.

About IO

IO is a global leader in software-defined data centers and has pioneered the next generation of data center infrastructure technology. IO's integrated hardware and software data center technology platform offers enterprises, governments, and service providers an innovative way to deploy, provision, and optimize data center capacity anywhere in the world. IO technology lowers the total cost of data center ownership compared to traditional data centers, enabling dynamic deployment and intelligent control based on the needs of IT equipment and applications in the data center.

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