



CLOUD ADOPTION METHODOLOGY

Helping you maximise
the value of Cloud

Cable&Wireless
Worldwide



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For all but a few businesses today, the products and services they deliver to the market are underpinned by technology solutions. However, operating the infrastructure that enables these technologies is generally not the organisation's core focus.

IT organisations are constantly being tasked with delivering more for less and as a result, they are considering hosting their IT infrastructure with external suppliers in order to take advantage of the expertise, efficiencies and economies of scale a service provider can offer.

Businesses looking at transitioning to hosting services or reviewing their current outsourcing strategy are likely to be faced with a range of delivery models and potential risks. Businesses need to understand their own drivers and objectives in order to select an IT delivery model that suits their requirements and ultimately delivers the greatest benefits - whether this is co-location, dedicated hosting, shared or a hybrid of all three.

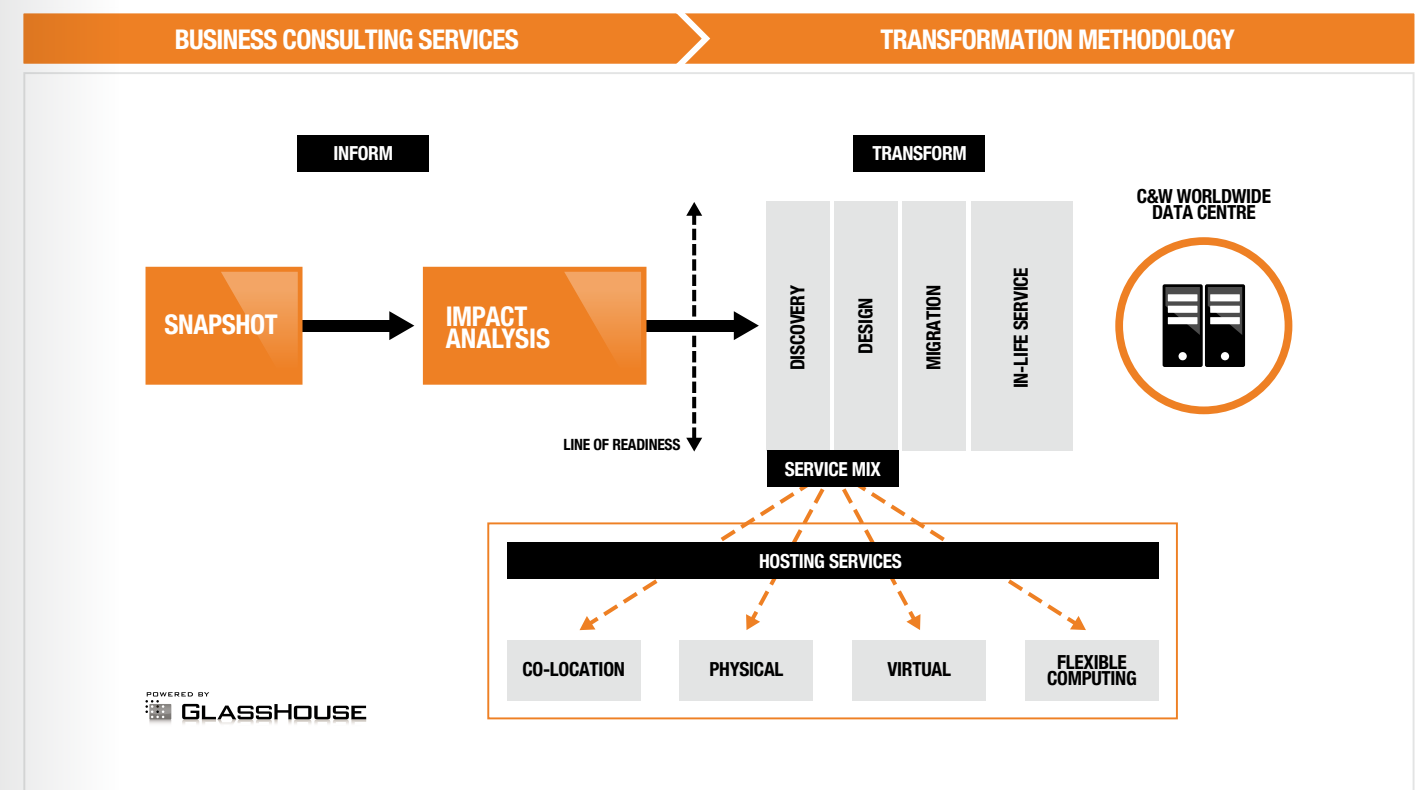
Adopting Cloud-based and hosting services is a big step, and may not be right for all organisations. At Cable&Wireless Worldwide we focus on ensuring the journey to Cloud is as smooth and seamless as the operational and costs benefits are great.

Introducing our approach

Based on our extensive experience helping organisations realise their hosting and Cloud strategies, we have developed a formal approach, the Cloud Adoption Methodology (see diagram opposite).

This approach takes you from Inform to Transform, ensuring you quickly understand the business benefits to your organisation and are assisted through each step to achieving those benefits in an accelerated timeframe, whilst mitigating your risk.

We also understand that organisations will be at different points within the adoption process and as a result we have designed the journey to enable you to engage at any given point, eliminating repetitive analysis.



INFORM PHASE

During the Inform phase of the journey, our strategic and technology focused consulting services have been designed to help you qualify the opportunity to take advantage of Cable&Wireless Worldwide hosting services and quantify the potential benefits.

Inform is comprised of two parts: a Snapshot and an Impact Analysis. Depending on your current position, it may be necessary to complete both phases. If you are already making internal preparations for moving current applications and services to a hosted environment, you may be able to go straight to the second phase, an Impact Analysis. This phase will make use of discovery tools and capacity management applications to investigate current infrastructure utilisation, in addition to structured workshops and data analysis.

Snapshot

This is a light touch assessment delivered over a two to four week period and designed to:

- Clarify and qualify the scale of opportunity for your business
- Identify the scope of options required and areas of greatest potential to your business
- Evaluate your readiness to make the transition to Cloud services, and
- Highlight current service risks and any major obstacles to adoption.

Impact Analysis

This is a more detailed assessment requiring significant customer interaction, typically delivered over a four to six week period. It focuses on specific infrastructure, services and applications in order to identify:

- Your current infrastructure utilisation
- The cost savings you could expect from the implementation of hosting services
- The organisational and operational changes you would be required to make and their associated benefits
- The application modifications that would be required to maximise your Cloud service compatibility, and
- The subsequent budgetary cost and duration of your migration onto C&W Worldwide hosting services.

At the end of the Inform phase, your business will have a solid understanding of the steps required to successfully move to a Cloud model, and a business case that highlights the associated benefits. Armed with these tools, you will be ready to move to the next stage of the process and Transform your environment.

Consolidation and transformation identified as a result of our consulting services means not just a reduction in 'like-for-like' costs, but also in the infrastructure footprint required.



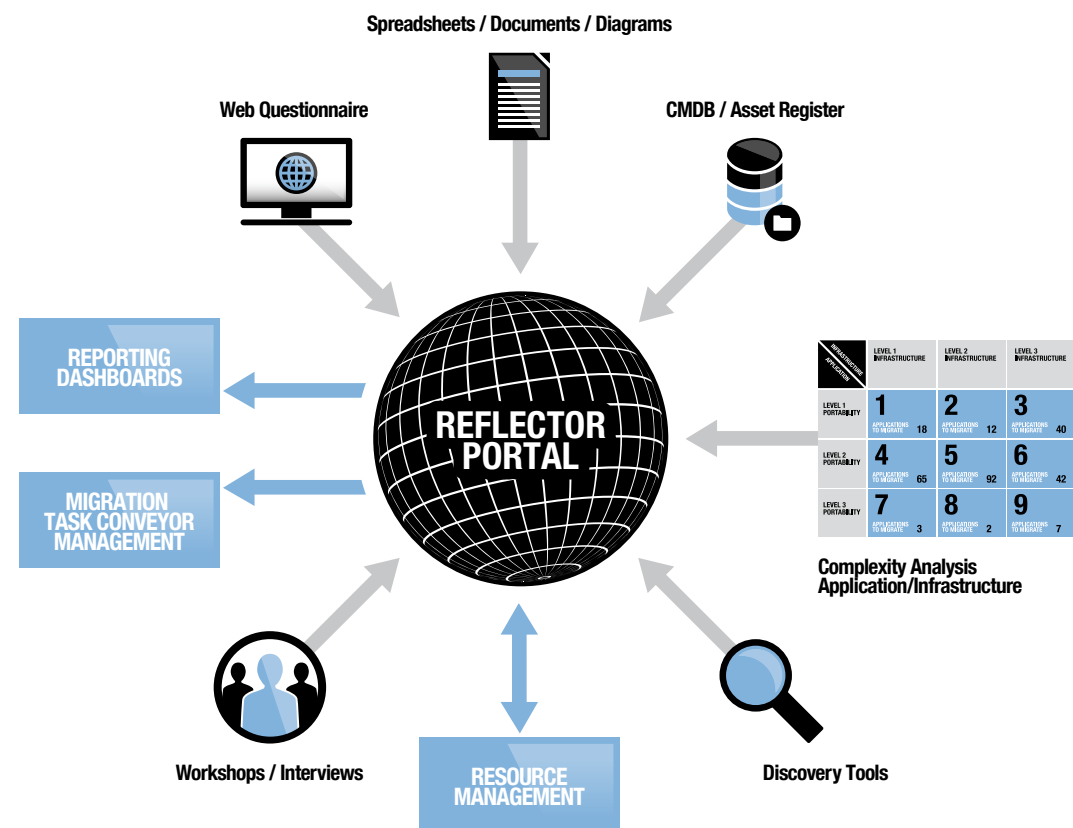
TRANSFORM PHASE

Once a business case is delivered in the Inform stage and a service has been purchased, the organisation is then ready to proceed into Transform, which guides you through the process of service migration. Transform consists of four key stages: Discovery, Design, Migration and In-Life.

The work performed during these four phases is complex and supported by a unique framework, called Reflector. Reflector includes a proprietary portal designed to provide a central repository for data and to reduce the complexity associated with managing multiple interdependent work streams, while continuing to support business processes with minimal interruption.

Cable&Wireless Worldwide has evolved the process of data centre and application migration from an ad hoc project plan to a streamlined "assembly line," reducing the time required to start the migration and minimise the associated business risk.

While the majority of individual tasks performed in a data centre or application service migration are standard IT operations, a successful transformation requires meticulous planning and the careful synchronisation of tasks to ensure they are executed in the correct order and with all associated details addressed.



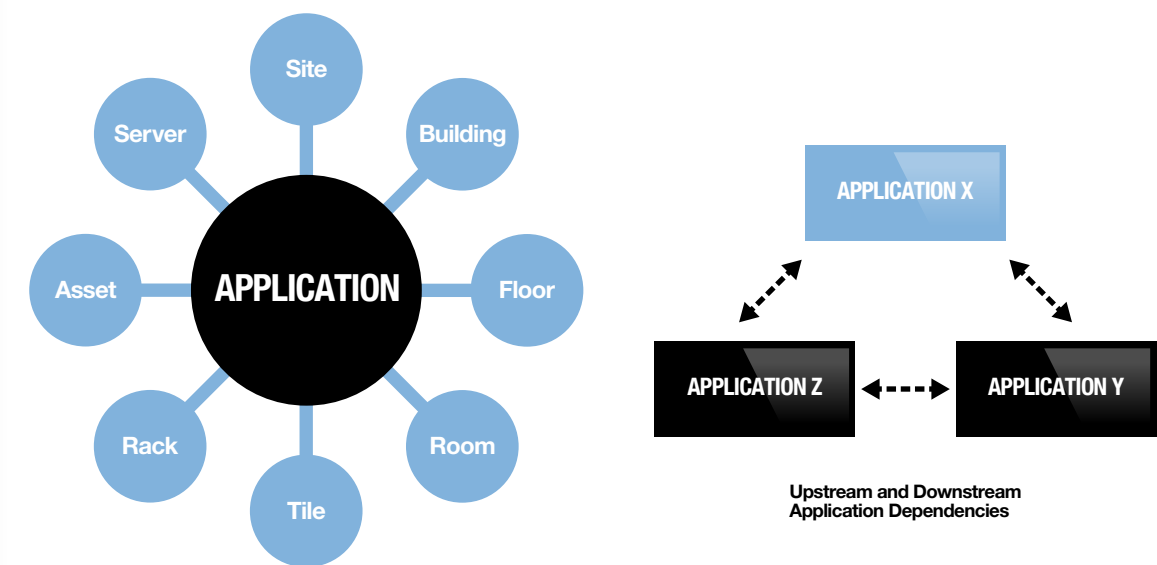
Transformation Discovery

Transformation Discovery is comprised of two distinct phases. The first phase of Discovery looks to determine the actual scale of the migration and the potential levels of risk associated with the project, most affected by application complexity and application knowledge.

A high level service mapping is conducted which enables Cable&Wireless Worldwide to start populating the Reflector portal and have an initial data driven discussion around migration candidates, service ownership, relative complexities, data availability, resource needs, timelines and budget.

During the next phase in the Discovery process we undertake a detailed discovery of the applications and their supporting infrastructure. The detailed Discovery phase provides the information required to enable full service categorisation whilst also mapping those services to the appropriate owners and infrastructure, such as server OS, asset, rack and building, and also maps full Application interdependencies, both internal and external.

The result of the full Discovery process provides enough detail and understanding of your environment to move into the Design phase.



Discovery provides the information to identify consolidation and transformation targets as well as the building blocks for risk mitigated migrations.

TRANSFORM PHASE

Design

Moving into the design and planning stage, the challenge of successfully migrating a data centre is primarily one of data accuracy and task synchronisation. In reality, the work is largely nothing more than massive quantities of business as usual tasks – build servers, carve up storage, setup backup schedules, do data migrations, etc. The gap between success and failure is reflected in the sequencing and timing of those activities.

The simplest analogy to this is one of a symphony orchestra. If you get to hear an orchestra warm up ahead of a performance, the sound is difficult to listen to. Nonetheless, each player is amongst the best at their profession and is generally practicing a piece of music at their given talent level.

Once a conductor steps to the podium and begins the process of controlling timing and sequencing, the sounds changes to symphony.

In the design and planning stage of the process, Reflector helps establish the specific migration delivery work streams and applications are assigned into logical move groups. Because Reflector tracks dependencies, we can have multiple work streams running simultaneously and immediately understand the implications to the current and future plans if a given application migration is suddenly put “on hold”. All of this allows your internal resources to understand the specific work they need to perform and requisite deadlines without overwhelming them with the entire strategic plan.

Migration

The migration phase is tailored specifically for your business. This is where the carefully synchronised workflow is executed and tracked. The flexibility built into Reflector allows rapid adjustment for the unforeseen changes that inevitably arise.

The ability to model new scenarios based on those changes and immediately identify interdependencies and risks, means the time traditionally spent by individuals trying to re-map their respective data-tracking sheets and synchronise them with their peers is dramatically reduced.

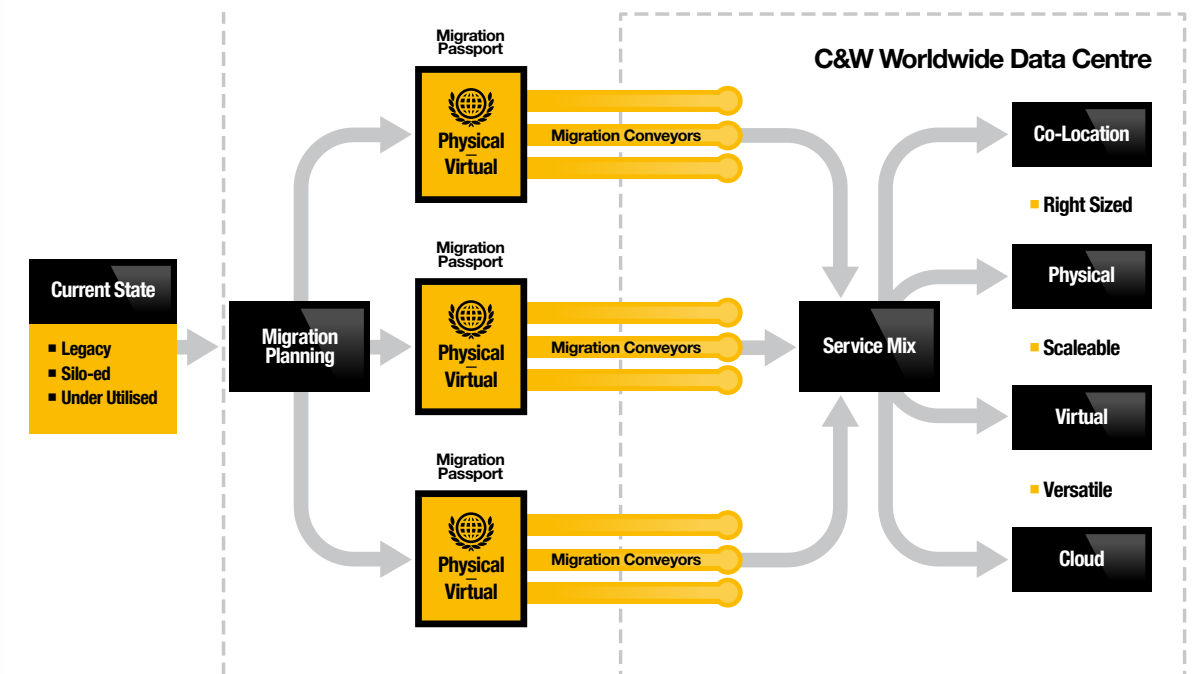
The Reflector portal provides capabilities to automatically notify and update team member task plans. This allows the migration teams to rapidly include lessons learned and disseminate them across the teams quickly.

During the migration process, the combination of our team’s expertise and unique toolset means the migration happens efficiently, with minimal risk, and within your required timeframes. We will work closely with you to ensure that the requirements on your teams are clearly understood and built into the plans.

The Reflector Migration Framework provides a proven governance framework for the migration of the application service through standardisation and repeatable activities backed by skilled migration resources.

Governed by a central repository in a perpetual “learning mode”, the meeting of aggressive deadlines, the controlling of costs, minimising disruption and reducing risk to the business is readily attainable.

Migration passports standardise migrations and build on past experience. They are combined with migration conveyors that understand application and activity dependencies.



IN-LIFE

Application Performance Management

In today's competitive market guaranteeing an application's performance and ensuring a positive end-user experience is becoming increasingly important.

Virtualisation and consolidation projects delivered by hosting services are likely to deliver cost reductions, however the significant levels of transformation required across the entire technology stack can result in a major impact to the performance.

It is therefore critical to benchmark current application performance, assess the existing end-user experience and perform predictive analysis in order to equal or improve performance as a result of the transformation.

This process mitigates risk to the business by ensuring a consistent end user experience is delivered and SLAs continue to be met.

Our profiling tools can compare current performance for various users, locations, time frames and transactions, in addition to response time contributions of client, server and network effects. This profiling effort provides a valuable reference point for comparison over a transformation lifespan.

We then use the predictive analysis capabilities of our tools to analyse the potential impact of the transformation on application performance. The analysis predicts how critical application transactions will be affected by changes in user load, network topology and server infrastructure.

With the results of this predictive analysis, IT departments can proactively address potential performance bottlenecks prior to user impact, thus ensuring a seamless and positive transition process. It also provides realistic expectations to business units and end users regarding application performance in existing and planned environments.

Preparing the enterprise to manage rather than operate

Today, the savvy enterprise is looking to consume IT as a service and focus on their core business. By consuming IT services from organisations who excel in those areas, you are able to establish a service provider model for your enterprise that results in:

- Services aligned to your business requirements
- Guaranteed SLAs and improved services to the business units
- Visibility into how your environment is operating through monitoring and reports
- Proactive, expert support for SLAs, capacity management and cost optimisation
- Predictable, manageable cost structure.

While undergoing this transformation is significant and has widespread impact across your enterprise, the benefits also span throughout your organisation, from allowing your IT team to focus on strategic and critical projects that drive business to providing better and potentially more cost-effective services to your end users.

Regardless of where you are in the process of transforming your IT environment, Cable&Wireless Worldwide's Cloud Adoption Methodology and deep expertise provides a thorough and flexible model that adapts to your business requirements to ensure success.

To find out more about how the Cloud Adoption Methodology from Cable&Wireless Worldwide can help your organisation, contact:

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