

## synapse infrastructure services

**are you getting best value from your IT infrastructure?**

In a business environment driven by technology, you need to know you're getting maximum performance from your network.

That means optimum support for your mission-critical operations, and the enterprise applications and tools your people use every day. Not forgetting the communications capabilities that keep your business connected to your customers, colleagues, partners and suppliers.

Thinking to the future, you also need to be sure that your network will be able to meet the demands of convergence. Or real-time infrastructure, where your networks, servers and storage can be virtualised and shared across workgroups, partners or customers.

**inspirational solutions**  
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## reaching your business goals

synapse is the expert partner you need to help you maximise performance, cost efficiencies and availability – now and into the future.

Whether you are implementing a new network environment or looking to get more from your existing systems, we can help you align your IT infrastructure to your business goals.

synapse is your proven partner to deliver a significant return on your infrastructure investment, across the complete lifecycle of your network.

This is achieved through:

- Managed procurement and deployment
- Maximising availability and scalability
- A strong product portfolio
- Key technology partnerships
- Proven in-house expertise
- Establishing long-term partnerships with customers

Our partnership approach is based on a holistic view of integration which covers four key aspects of infrastructure performance:

- Strategic planning
- Managed procurement and deployment
- Availability and scalability
- Maximising utilisation

## strategic planning

We work with you to define your optimum IT infrastructure, and then generate an architectural blueprint for creating it. Key to our success is collaboration. We take onboard your present and projected business needs, and produce solutions aligned to these, while at the same time maximising your resources.

## managed procurement and deployment

Our commitment to our clients extends from initial planning meetings, through the complete project lifecycle, and includes full support for systems once these are deployed.

We also play a proactive role in managing your growth programme – whether this is localised on one site or on a global basis.

## availability and scalability

Downtime can have a major impact on profitability, not only in lost day-to-day business, but also in terms of damaged credibility and lost customers. The importance of uninterrupted operation is now greater than ever with the growing need for businesses to operate 24 x 7 in real-time, in order to compete realistically in a global marketplace.

To maximise profitability and competitiveness, companies need to design in high availability across their enterprise and beyond, so they can offer continuous service to their business partners and customers.

## cost-effective scaling

The ability to add capacity as needed ensures a productive and scalable environment without over-investment in technology. As well as meeting the predicted requirements of your business, you can also dynamically deploy infrastructure resources to meet peaks in demand via a common pool.

Benefits include:

- Management of IT budgets and resources to optimise computing power
- Quick and seamless addition of capacity when needed
- Utilisation of existing resources to cover seasonal or unplanned demands

## maximising utilisation

This is achieved in five key areas:

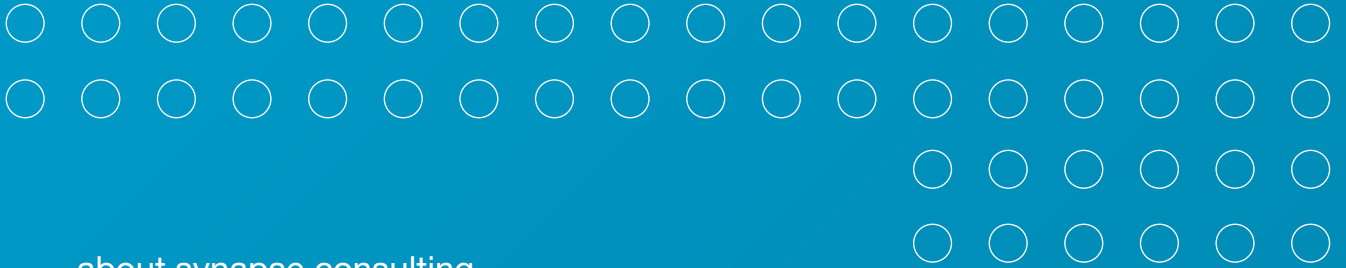
**logical consolidation** – implementing best-practice procedures across infrastructures, including the use of consistent deployment, change management and monitoring methodologies.

**physical consolidation** – reducing the number of server and storage locations can simplify day-to-day management and operation of these devices.

**workload consolidation** – moving applications to fewer, more powerful servers instead of having the same application distributed across several locations.

**storage consolidation** – combining disparate storage resources and adopting a networked approach simplifies storage management and improves utilisation.

**application consolidation** – using new server virtualisation technology, this allows several applications to reside on the same server. This technology also allows an unlimited number of virtual machines to be supported.



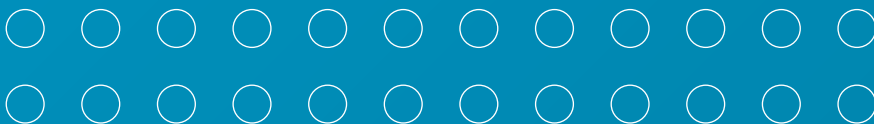
## about synapse consulting

As a leading provider of managed services to blue-chip organisations worldwide, our infrastructure expertise enables our customers to ensure they stay one step ahead of the competition.

Handling everything from initial configuration to ongoing updates, support and monitoring, our approach is holistic and proactive. We focus on continuous improvement to help you deliver value to your business. Through our portfolio of services we help our customers manage operational risk, and build a flexible, resilient IT environment.

## for more information

To find out more about our infrastructure services, contact us on +44 (0)1624 675000 or visit [www.synapsecn.com](http://www.synapsecn.com)



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