

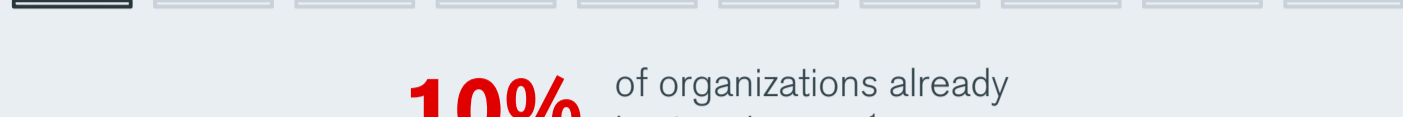
helping our customers do amazing things

The ever-evolving datacentre:  
Compelling events driving rapid change.

Gartner predicts that by 2025



**80%** of enterprises will shut down their traditional datacentres, with



**10%** of organizations already having done so<sup>1</sup>.

But what are the events driving today's rapidly changing datacentre landscape?

Office space reduction



UK directors will reduce long-term use of office space due to hybrid working<sup>2</sup>

Environmental impact



of UK generation could be devoured by datacentre power consumption in the next few years<sup>3</sup>

Soaring costs



Average cost per year to operate a large datacentre<sup>4</sup>

In addition, the datacentre industry is struggling with supply chain issues. Semiconductors are becoming increasingly hard to come by with experts warning of....

**2023<sup>5</sup>**

A global semiconductor shortage that could stretch to

**52-week<sup>6</sup>**

Lead time for many other datacentre components

**50-week+**

Lead times for switch-silicon

**70-80% increase<sup>7</sup>**

Above the average datacentre supply order backlog

As a result....

**87% of organisations**

Agree material shortages have delayed datacentre construction<sup>8</sup>

Sustainability drivers are also driving organisations to consider their datacentre supply chain:

**75%**  
of all UK organisations

Report commercial benefits after going green<sup>9</sup>



**62%**  
of executives

Consider becoming a sustainable company necessary to stay competitive<sup>10</sup>



**75%**  
of customers

Choose organisations because they are sustainable<sup>11</sup>



**98%**  
of investors

Use climate change markers to evaluate non-financial performance<sup>12</sup>



**50%**  
reduced

Employee turnover rate possible with a strong CSR policy<sup>13</sup>



Moving to the cloud solves many of these challenges. But for those not quite ready to transition, what's the alternative?

- A costly hardware refresh?
- A further 3-5 year contract commitment?

There is another solution....

Microsoft Azure VMware Solution (AVS) can be used as a steppingstone, enabling you to move out of your on-premises datacentre quickly and easily, giving you time to work out the next steps on your cloud journey.



**Innovate at speed**

- Test new apps at speed
- Put ideas into action at serious pace
- Achieve scale, automation, and fast provisioning
- Modernise your business to keep pace with change



**Cut costs**

- Save on upfront costs for assets and dependence on ageing hardware
- Pay for what you need - as you need it
- Avoid overprovisioning resources for peak usage
- Eliminate training and recruitment costs by re-using VMWare skills



**Drive sustainability**

- Better support the hybrid workforce and drive employee appeal
- Become Net Zero once all workloads are migrated
- Demonstrate to customers your ethical approach to sustainability



**Reduce migration complexity**

- Migrate existing assets as-is with no need to re-architecture
- Use apps in exactly the same way with the same VMWare tools
- Leverage your VMware investments in the cloud
- Zero changes to your people, operations, processes, or technology



**Ensure business continuity**

- Get a fully consistent, on-demand disaster recovery site for on-premises datacentre
- Deploy on Azure with primary or secondary on-demand recovery site
- Access Azure's built-in security across all layers of your architecture
- Easily turn on through every stage of the development lifecycle



**Modernise at your own pace**

- Seamlessly modernise applications running on VMware over time
- Move fast with time to work out the next steps on your cloud journey
- Modernise at the pace that's right for your business
- Lay the foundation for developers to build new cloud-based applications



**Move fast with expert support from Claranet that enables you to...**

- Reduce risk with proven replication features
- Migrate quickly with virtually zero downtime
- Remain in full control every step of the way
- Reduce recovery time from weeks to minutes

Claranet's team of VMware and Azure experts can meet your unique business goals. As a...

**Microsoft Azure MSP and Gold Partner**

Gold  
Microsoft  
Partner



Azure  
Expert  
MSP

And

**VMware Premier Service Provider Partner**

We offer pure play AVS expertise and a fast, effective, convenient path to migration: no matter where you are on your Azure journey.

vmware®

*"Thanks to Claranet's expert technical capability, we were able to move 1,100 virtual servers out of our two on-premises datacentres in the UK and Germany in less than 3 months. This resulted in dual running cost avoidance of approximately £500,000, and reduced disaster recovery times from seven days to approximately 4 hours across 'production' workloads."*

Find out more.

1. Gartner 2. Altus Group 3. Computer Weekly 4. Dummies 5. Data Center Dynamics 6. Data Center Knowledge 7. Data Center Dynamics 8. Turner and Townsend 9. Renewable Energy Hub 10. IMD 11. Business Leader 12. Microsoft: Sustainability. Good for Business. Executive Playbook 13. Good360