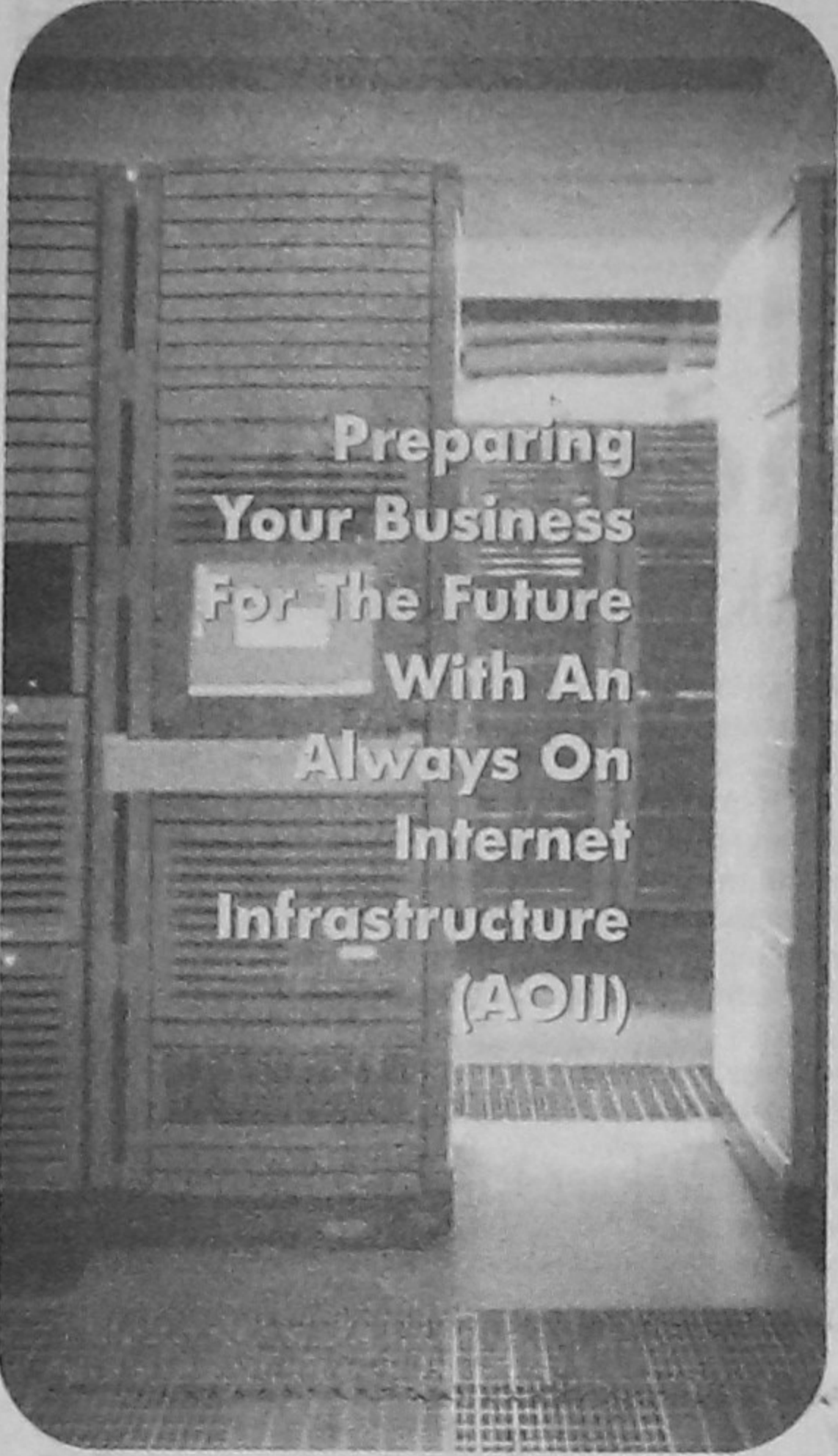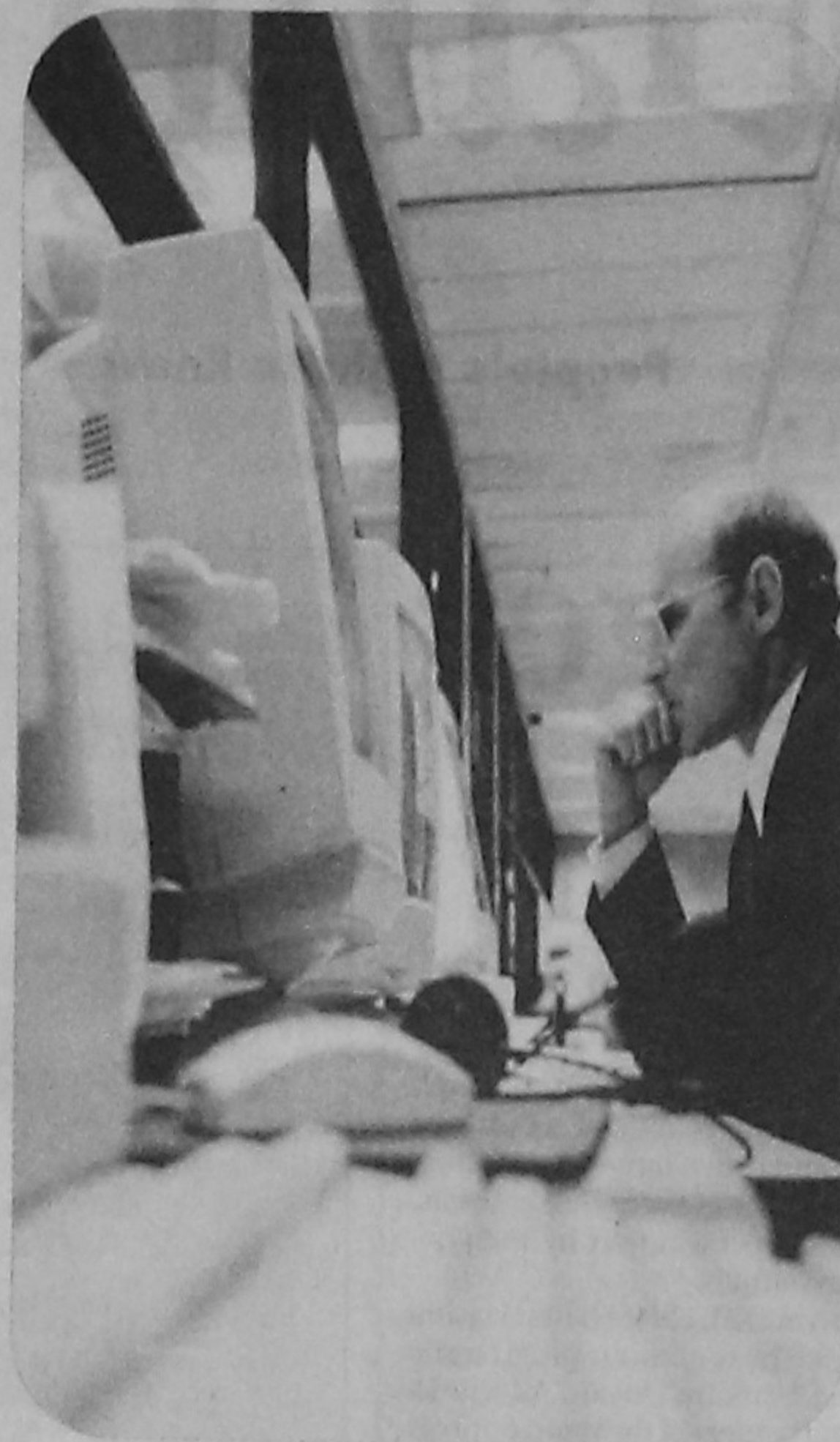# ADVERTISEMENT

always on internet infrastructure seminar

today's dreams –tomorrow's challenges

Preparing Your Business For The Future With An Always On Internet Infrastructure (AOII)

IT Must-Haves In Managing Change

Convenience, choice, and cost are often the factors that govern most of our daily actions. They really matter to customers throughout the retail world. They are vital for IT as well. An always-on Internet infrastructure (AOII) offers a way to get a handle on three C's important to customers: convenience, choice, and cost. And it helps your business manage a fourth C: change, which unfortunately, is a constant in our world today. Let's define what we mean by an AOII.

The key word is "always." Think of it as "all ways" anytime, anywhere. It's a big promise, always, implying scalability, security, and reliability. In the current competitive landscape, "almost always" doesn't cut it.

"On" is clear. "Internet" is more complex. It's much more than the Web or e-commerce. The Internet includes communication functions performed entirely inside the firewall as well as furnishing information beyond it to partners, employees, customers, and suppliers. By "infrastructure," I mean software, hardware, networking, services, storage, and personal computing devices; perhaps you would include your printing and imaging investments as well.

What Can an AOII Do for You?

Convenience is so popular that many retail stores have extended their hours. And then there's the rise of the Internet and e-commerce. We're living in a 24x7 world, which is wonderful if you need cough syrup at 3 a.m. but maybe not so wonderful if you are selling it then. The around-the-clock globe has speeded everything up, making just-in-time delivery not only possible but also preferable, leaving little margin for error. An AOII is more than convenient it's essential, from a financial standpoint as well as a technological one.

Our customers say an always-on Internet infrastructure must meet four basic criteria you must be able to design it effectively, manage it seamlessly, optimize it dynamically, and evolve it intelligently. These criteria are about choices, which are important. Choices let you maintain control and adapt to the changes your organization faces. Together, these criteria enable your organization to profit from IT that's secure, future proof, holistic, and open. So your infrastructure is flexible and available. In other words, IT your way. What works for you. And your customers.

Design effectively

Your infrastructure must reflect your business needs and adapt to your needs tomorrow. To achieve that, you need choices. An effective design builds in flexibility. For example, some of the San Francisco Bay Area's infrastructure free way overpasses, bridges, major buildings designed to be "earthquake proof," able to withstand the sudden and unpredictable upheavals in the fault lines that criss-cross the region. You can similarly design your infrastructure to handle the seismic shifts of the global economy.

Manage seamlessly

A key criterion of the always-on Internet infrastructure involves seamlessly integrating your disparate systems to deliver the optimal customer experience. With AOII, you can eliminate those headaches, improve overall system health, and increase the convenience of your heterogeneous environment. Such an approach translates into less unplanned downtime, which means improved productivity and increased revenue.
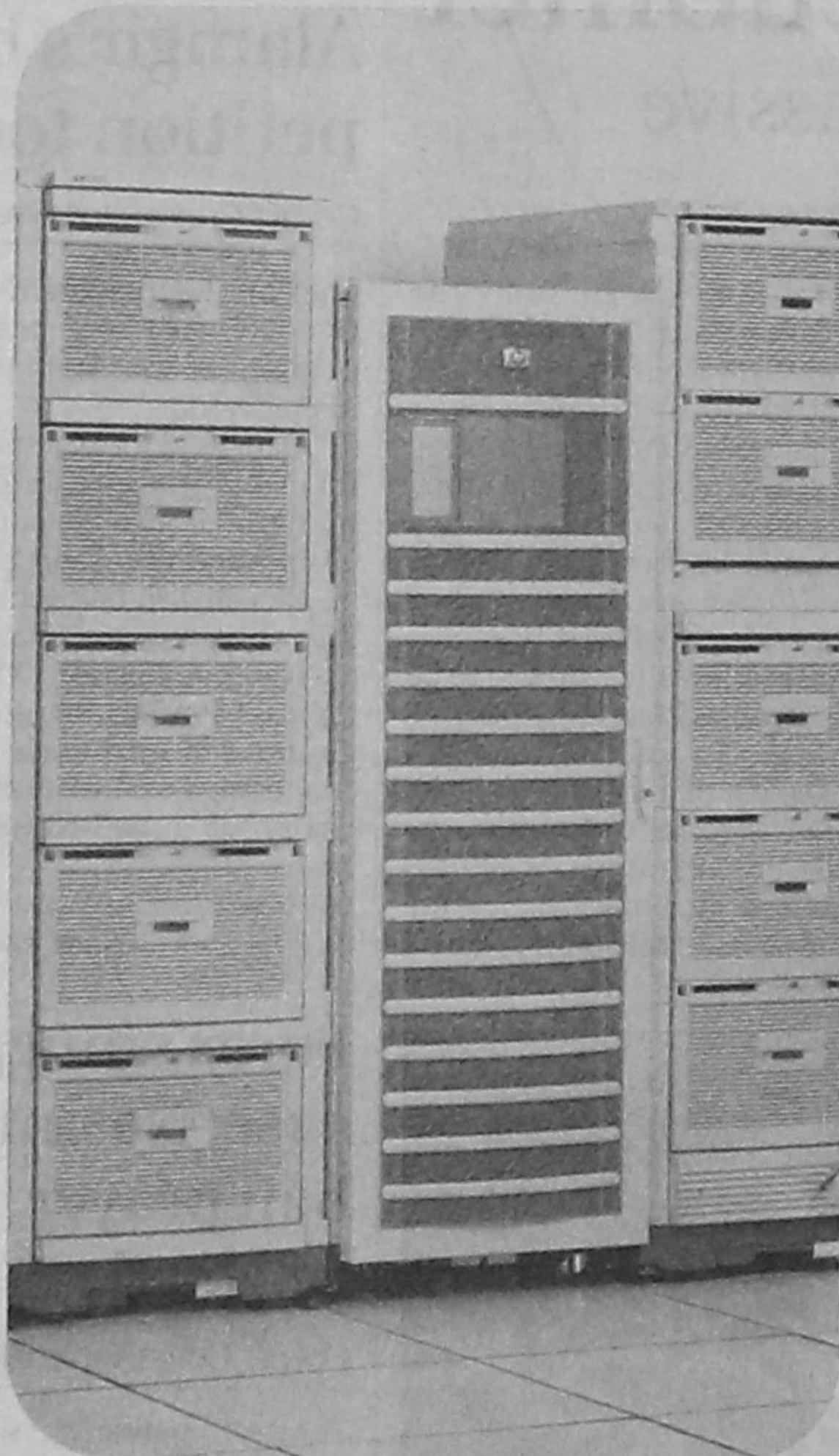
Optimize dynamically

Optimize dynamically is a fancy way of saying "get the most from what you've got," a motto of today's business world. Linking data centers is among the methods you can use to get the most out of your existing assets while cost-effectively integrating new technologies. Doing so requires a well-designed infrastructure. Utility computing is another way to save money and get the most from your investment. By activating and paying for resources as you need them (and turning them off when you don't), you can quickly expand storage, server, and network capacity and improve your response to changes in demand. Make the most of scalability while maintaining appropriate levels of services and support.

Evolve intelligently

This fourth criterion of an AOII harks back to the first: build a foundation that welcomes change, so you'll be prepared for the future. Your IT infrastructure needs to be dependable and nimbleable to alter as quickly as your business or the marketplace. Relying on open standards is one way to enable the anytime, anywhere access that customers expect today although "open" is not synonymous with "easy." Yet it's possible to add capabilities without adding complications.

AOII — the watchword for the IT-savvy

HP started using the phrase Always On Internet Infrastructure in a really big way just last year. But it is a practice we have been preaching internally within HP throughout our global networks. Obviously it is also a message we preach and practice when dealing with our customers – in designing and maintaining their IT systems. The better way to manage an IT environment

programme

7.00 PM	• Welcome
7.05 PM	• **Hp Bangladesh Vision** **Chong Kok Leong** Country Manager Bangladesh & Brunei Business Customer Organization Hewlett-Packard Singapore (Sales) Pte Ltd
7.30 PM	• **Blade Server Launch** **Gary Hang** Server Solutions Sales Manager Asia Emerging Countries/Vietnam Business Customer Organization Hewlett-Packard Singapore (Sales) Pte Ltd
7.50 PM	• **MS Enterprise Strategy-The** **Agile Business** **Ahmed Reda Chami** Director of Business Development for South Asia, Microsoft
8.20 PM	• Dinner

*Attendance by Invitation Only

24th March 2002
Conference room
Bangladesh-China
Friendship Conference Center
Agargaon, Dhaka

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