MEDIA & ENTERTAINMENT

Hiring
The Right IT People

Keith Morrow, EVP, CIO, Epsilon

Epsilon is an Alliance Data company is the global leader in creating customer connections that build brand and business equity and employs over 5,000 associates in 60 offices worldwide.

Leveraging technology for quicker delivery

Some of the big challenges will be the ongoing shift from traditional marketing technology approaches to an intense focus on real time data analysis and decision making.

Marketers can now leverage the cloud, Big Data and machine learning to speed the time to serve their customers and prospects into instantaneous interactions that can occur mid-stream in the shopping or transaction process. This places greater demands on applications, infrastructure and people. Solutions providers need to provide the technology underpinnings to allow for this increased level of performance, resiliency, scalability and self-healing capabilities brands demand. Some specific areas we are focusing on include Private Cloud and Big Data Management tools which can manage workload, and performance as well as repair themselves on the fly.

Utilizing latest technology for securing information

Security is always a top concern for our organization and any company in today's complex digital ecosystem. As a result, we take every step available to ensure we understand and utilize the latest technologies available to protect information and remain vigilant. The second area that comes to mind is attracting, training and retaining the most talented and experienced associates. The complexity involved in new marketing technology is extremely high. We need our engineering leaders and technical people trained and empowered to tackle this challenge. Even with high unemployment in the US, qualified IT people are in very short supply.

Technology trends impacting business

Cloud, Mobile, Social and Software Defined Networks are a few technology trends that are impacting our business. These emerging areas are rapidly becoming mainstream in solution offerings. Marketers are experimenting with these technologies in concert with digital agencies. Better customer insights, individually tailored consumer interactions and real-time customer loyalty rewards are all possible now leveraging these technologies and they will continue to have a significant impact.

My role as a CIO

I've personally been charged with enabling revenue growth and cost efficiency through the use of technology more so than ever in my career—keeping things running smoothly and maintaining high services levels while optimizing cost is imperative. Many top CIOs have a mandate to grow a profitable business which requires innovation and leadership.

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Advice to fellow CIOs

My advice is to always possess a technology vision coupled with detailed plans that are developed in concert with your key investors, executive team and stakeholders in the company. They should be socialized with this group regularly so we can stay aligned on the future technology direction in the firm. To me, the job of a CIO is to have an overarching view of how the business works, what enables sales growth and how technology can best be used to drive the strategy. The other lesson is that people and relationships are what push the business of technology forward. This requires the CIO to have stewardship for their team and create a workplace environment where everyone can succeed at their primary mission. It's probably said best by the training and development firm Franklin Covey's 4DX = "The Four Disciplines of Execution" methodology which refers to this as "creating a winnable game" for the CIO's team and their stakeholders.

RACKWISE

Comprehensive Data Center Infrastructure Management (DCIM) Software Suite

Value Proposition

The largest expense in the data center is energy and the most precious commodity is space. The challenge for optimization comes from complexity and knowing what needs to be optimized, when, and justifying it financially.

Rackwise DCiM X™ empowers facility managers, IT, and business leaders by providing one pane of glass to gain insight and make informed decisions about:

- What needs to be optimized
- How to justify the optimization
- Measuring the optimization's benefits

No more point-solutions that can't talk to each other, disparate spreadsheets, or unsupportable home-grown systems; **Rackwise DCiM X™** provides an easy to use solution to simplify data center management, monitoring and reporting.

> *"Unisys Corporation leverages Rackwise across 13 global data centers for managing our customers' IT support requirements as well as our hybrid cloud environment with great results", said Michael Westerheim, Unisys Director of Global Data Center Services.*
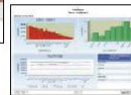
Plan views of data center and elevation views of racks and equipment

More than 32,000 diagrams from over 500 equipment manufacturers or model your own with generic ones

Visualize and edit entire power-chain with single-line power modeling

Over 100 preconfigured reports and ability to easily create custom reports

Features and Benefits

Visualization

- Accurately show data centers, enterprise IT, IDF closets
- Drill into racks, devices, and component-level details (front and back)
- Color overlays for power, space, temperature, and more
- Layer support for aisle containment, reserved space, cable pathways, and more

Asset Management

- Physical equipment, software and virtualization inventory
- Manage warranty, lease, maintenance, and device lifecycle
- Fully integrates with leading workflow and CMDB solutions
- Map relationships to business, customers, and departments

Capacity Planning

- Calculates power, cooling, and network headroom
- Intelligent search and optimal placement of new equipment
- Analyze present and future impact of changes to the infrastructure
- Easily build multiple models to best understand impact of changes before they occur

Real-time Monitoring.

- Power, Current, Temperature, Humidity, and more
- Integrates with your Building Management System (BMS)
- Device and Circuit-level monitoring
- Detect capacity hot-spots within your infrastructure
- Supports any manufacturer of intelligent equipment

Advanced Reporting and Analytics

- Chargeback by customer based on resource consumption
- Detailed reporting on energy consumption, capital and operational expenses associated with business service, applications, customers, departments, and others
- Real world analytics for power utilization and capacity
- Calculates resource and cost savings before any changes
- Build tech-refresh business case with break-even analysis

Data Center Optimization

Optimize your infrastructure through specifically designed "what-if" analysis features created to continuously review resource consumption, technology refresh opportunities, decommission and commissioning of new equipment:

- Determine top power consumers by type and location
- Identify stranded capacity and virtualization candidates by:
  - Low CPU utilization
  - High power consumption
  - High heat generation
  - Space utilization
  - Business service association
- Review and instantly compare business service costs across all data center locations.
- Continuously calculates PUE for Green reporting and supports your ENERGY STAR® scoring initiatives.

Register now to attend one of our monthly webinars with a live-demonstration at www.rackwise.com/events.