

**“Musick hath charms...  
...to sooth the savage beast”?**

Clive Longbottom,

Service Director, Quocirca Ltd

# Orchestrating the data centre



- How can we make the data centre play the same tune?
  - Just who is the conductor?
    - CIO
    - COO
    - CEO
    - The user
- All of them?

# Or is it a techie battle?



# Cloud can be a problem



- Is it easy to put in place “The One Conductor To Rule Them All”?
- Or – do we end up with the wrong kind of conductor?

# Cloud can be a problem



- Who conducts multiple environments?
- How do you get tools that can monitor – and manage – a multi-tenanted environment?

# But it's not just the data centre and the cloud



- How do we deal with the outliers?
  - Contractors, consultants?
  - The extended value chain – suppliers, customers?
  - The lone wolf rock star
  - Social networking, shadow IT, BYOD?