



**Partners:** Accenture, Avanade

**Web Sites:** [www.accenture.com](http://www.accenture.com),  
[www.avanade.com](http://www.avanade.com)

**Partner Size:**

Accenture: 180,000 employees

Avanade: 8,600 employees

**Country or Region:** United States

**Industry:** Professional services—IT services

**Partner Profile**

Accenture is a global management consulting, technology services, and outsourcing company that collaborates with clients to help them become high-performance businesses and governments. Avanade, a Seattle-based business technology service provider founded by Accenture and Microsoft, applies expertise in Microsoft® technologies from its global network of consultants to help customers realize results.

**Software and Services**

- Microsoft Server Product Portfolio
  - Windows Server 2008
  - Microsoft System Center
- Technologies
  - Active Directory
  - Hyper-V

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[www.microsoft.com/casestudies](http://www.microsoft.com/casestudies)

## IT Service Providers Enhance Data Center Solutions with Infrastructure Optimization

“The Microsoft Core Infrastructure Optimization approach for data centers makes it possible to position ourselves as long-term strategic solution providers for our typical customer base of Fortune 500 companies.”

Scott Rodgers, Senior Vice President, Infrastructure Capability Group, Avanade

Managing and improving data center technology for business growth can be a daunting challenge. Accenture and Avanade, two technology service providers, use a Microsoft® Core Infrastructure Optimization approach and Microsoft products to provide flexible, long-term solutions that can help companies get the most out of their data centers, so they can foster business growth while controlling costs.

### Business Needs

Accenture and Avanade are IT service providers that deliver strategic guidance and technology implementations to help organizations improve their performance, productivity, and sales. The companies employ nearly 190,000 people combined and serve customers in more than 120 countries.

Accenture and Avanade often encounter customers that are struggling to innovate in difficult economic times using poorly connected or aging IT systems. The problem is especially acute with large data centers. IT departments

often lack the ability to allocate the proper resources to manage mission-critical enterprise data centers. As a result, IT administrators spend more time and money maintaining what they have instead of innovating to advance their business goals.

“A lot of customer IT infrastructures are pretty basic, with many systems and technologies that are aging or that exist in silos,” says Scott Rodgers, Senior Vice President of the Infrastructure Capability Group at Avanade. “That makes them difficult and costly to manage, which in turn affects a company’s ability to use its



data center technology for a competitive advantage.”

To address the problem, Accenture and Avanade sought technical solutions that would help them enhance and expand their role as trusted advisors, provide ongoing value to their customers, and increase their own business performance.

## Solution

Accenture and Avanade develop next generation data center solutions based on Microsoft® Core Infrastructure Optimization. This approach provides structured, systematic processes for assessing IT systems so that organizations can create efficient, dynamic IT environments that are more responsive to business needs.

To create their optimized data center solutions, Accenture and Avanade focus on the Core Infrastructure Optimization capabilities for server management. This approach uses a range of Microsoft products and technologies that include the Windows Server® 2008 operating system, Microsoft SQL Server® 2008 data management software, Hyper-V™ virtualization technology, the Microsoft System Center product family, and the Active Directory® service.

The goal for Accenture and Avanade is to provide each customer with the greatest amount of information and analysis about how to enhance their data centers within specific budgets and time frames. Then Accenture and Avanade implement strategies using Microsoft methodologies and products.

“With Core Infrastructure Optimization for data centers, we can help our

customers better understand and analyze existing or planned data center technologies,” says Rodgers. “Using the innovative tools, methodologies, and accelerators provided by Microsoft, we can then implement more flexible and dynamic information repositories that help drive their business operations.”

## Benefits

By using Microsoft Core Infrastructure Optimization for data centers, Accenture and Avanade have secured successful engagements with large customers that need to extract more business value and opportunities from their data centers. The Core Infrastructure Optimization approach makes it possible for Accenture and Avanade to expand their role as trusted IT advisors, and it helps them deliver increased business value through data center solutions. The Microsoft methodologies and technologies also help the consultancies improve their own business performance through retention of existing customers and expansion into new customer markets.

**Helps enhance IT advisory role.** By taking advantage of the Core Infrastructure Optimization approach, Accenture and Avanade enhance their role as trusted IT partners by delivering long-term, multifaceted next generation data center solutions for customers. “It lets us view a customer’s needs from many different angles and then create alternatives that provide a better understanding of their current and future needs,” says Rodgers. “It helps us, and our customers, embark on projects with a long-term view that helps secure our role as IT consultants.”

## Delivers enhanced business value.

Designing and implementing optimized data center solutions helps Accenture and Avanade deliver more business value to customers. “Using Core Infrastructure Optimization methodologies and Microsoft products, we’ve created data center virtualization solutions that typically save customers between 15 and 30 percent on their annual data center costs,” says Rodgers. “It also helps to consolidate and standardize data center technology, which can save customers up to 30 percent on long-term operational expenses.”

## Increases partners’ business performance.

The Core Infrastructure Optimization approach helps Accenture and Avanade boost their own businesses. “The Microsoft Core Infrastructure Optimization approach for data centers makes it possible to position ourselves as long-term strategic solution providers for our typical customer base of Fortune 500 companies,” says Rodgers. “That helps build strong, high-level relationships that continue to enhance our business growth.”