

A man in a white shirt and dark trousers is looking at a tablet in a server room. The room has blue server racks and yellow dotted lines on the left. A yellow banner with the text "WHITE PAPER" is in the top right corner.

WHITE PAPER

Discover, Monitor, Support and Optimize to Eliminate Data Center Outages in a Changing Landscape

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Global adversity has forced organizations to adjust IT strategies to ensure business moves forward and productivity remains at a high level, while preventing interruptions. Doing so takes a significant amount of work in a short period of time, and it forces many businesses to consider if it makes financial sense to upgrade their data centers. This trend doesn't show any signs of stopping, and data center managers will need to further pivot to stay ahead of the curve and ensure their businesses are not negatively affected by service disruptions or a lack of visibility across the system.

Overall, the data center market should increase by nearly 14 percent in 2021, according to ABB's report "[Data Overload: Powering Data Centers in the New Normal](#)." This rebound makes sense when you consider how the pandemic impacted businesses in 2020 and the further, gradual push to switch to cloud compute and storage. However, despite the adjustments made in the past year, there are differing opinions on how to deal with increased data use and a potential space crunch in the physical data center.

Specifically, 53 percent of data center managers noted they would consider upgrading their power system, while 49 percent would consider creating more data center space to meet the increasing demand for data. This isn't a surprise, as 96 percent of those surveyed noted they experienced an increase in data center demand during 2020.

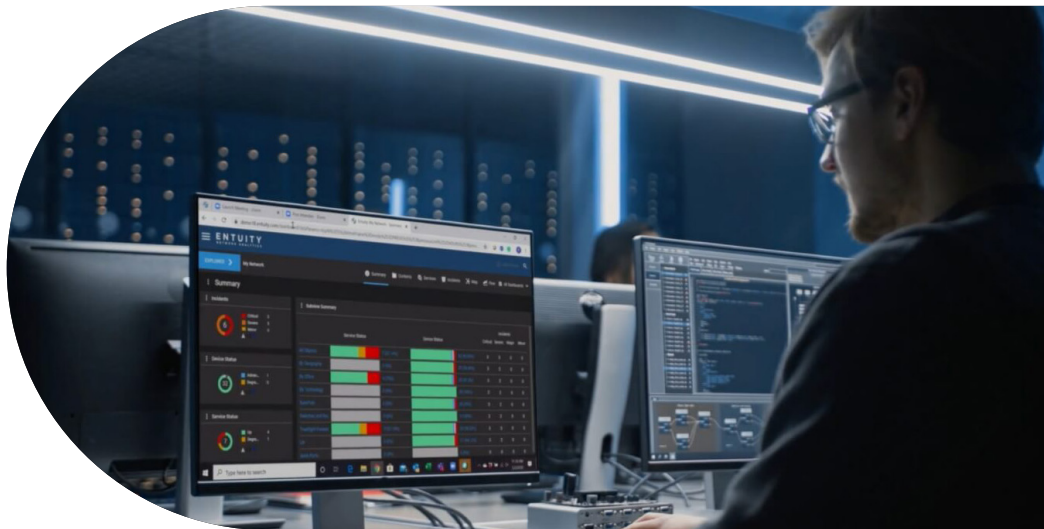
Data Center Issues Persist

As more businesses grapple with adding more space to ensure the data center can handle the data being used, it's also important to know how they're dealing with managing physical data center constraints.

The [2020 Uptime Institute Data Center Survey](#) found that the enterprise data center should remain as a staple for the foreseeable future. Yes, there is a push for moving critical processes to the public cloud, but it's not happening as quickly as some think. More than half of these workloads should remain in the physical, on-premises data center through 2022.

With that in mind, how do you manage these workloads among threats of downtime, power issues and understaffed data centers? These problems aren't going away any time soon, and the survey shows it. The Uptime Institute found:

- **Outages are frequent and difficult** – For the past three years, survey respondents noted an increase in outages, costing businesses significant amounts of money.
- **User error struggles** – Approximately 75 percent of respondents noted they are accountable for outages they deemed preventable, and more investment and the ability to have more staff to pay more attention would solve most of it.
- **Power problems cause outages** – Power failures create a domino effect and are the reason for the largest outages.



Park Place Accommodates Partners

The world is now even more digital as workforces change to a more remote setup. Park Place Technologies adjusted to this to make life easier for partners. Employing a global operational strategy, Park Place remained flexible in a rapidly changing world. Solutions evolved as needed in order to continue providing the highest possible service available. Now, Park Place offers a large catalog of innovative solutions, and it's not just third-party maintenance any longer. Park Place's level of knowledge, specifically proactive notifications, has become more crucial for partners than ever before.

This push to support customers, especially during times of global adversity and change, is an example of the company's prioritization of the customer experience. Park Place lives by a comprehensive, seamless service experience that centers around a follow-the-sun model. Support centers provide service in 170 languages and are open 24/7 to help businesses with any issues that arise. This global operational strategy ensures that customers are taken care of and can fully rely on Park Place in order to eliminate data center problems.



How Park Place Makes the Data Center Better

Park Place calls this category of services Discover, Monitor, Support and Optimize (DMSO). Partners want tools that drive insights and actions in real time, and they need it through a single pane of glass. Having all these tools together will solve a number of data center problems.

DSMO increases flexibility, as partners are able to sell solutions that create more choices for customers, facilitating the journey to success. Partners will know what is in their customers' environments and how it's functioning. They also will know someone has their back, and is monitoring their customers' infrastructure 24/7, and reacts to issues before they become problems. And when there is a problem, they want to know they can count on a high level of service to restore hardware environment anywhere around the globe.

DMSO consists of the following four categories:

1. Discover

This data center asset listing is holistic and accurate across OEMs. Through ParkView Discovery™, you receive automated IT asset discovery, dependency mapping and comprehensive coverage of desktops, servers, peripherals and edge devices, and Cloud services. This means you will have complete visibility into your data center and cloud systems.

It's easy to set up, too. Once you send your VPN data and credentials, this will be up and running in less than an hour. And ParkView Discovery™ drives add-on business. Park Place estimates \$14 follow-on revenue in products and services for every \$1 of Discovery services sold.

2. Monitor

Park Place's monitoring solutions include monitoring hardware and software. Keep track of storage, server and network, while also monitoring Linux, Windows and Virtual Machines. Your data center becomes more complicated by the day, especially with so much infrastructure moving to the edge. Park Place helps provide you with the important information you need, when you need it. Monitoring tools include:

- **ParkView Hardware Monitoring™** – Uptime isn't an issue when this is monitoring everything in the data center, including storage, server and networking hardware. Know when some events are happening even before they do.
- **ParkView Server Management™** – Park Place provides support on a global level to ensure that both x86 and UNIX server environments in the data center are running and fix them if they're having problems. This service provides select OS support as well, at basic and advanced levels.
- **ParkView Network Management™** – Make network management a breeze through ensuring end-users are happy, hybrid environments are managed, and new technologies are supported. Forecasting network trends are available to enable capacity planning and management.
- **Entuity™ Software** – Easily see when something has gone wrong, automate network discovery and see both high-level and low-level views to determine network health.

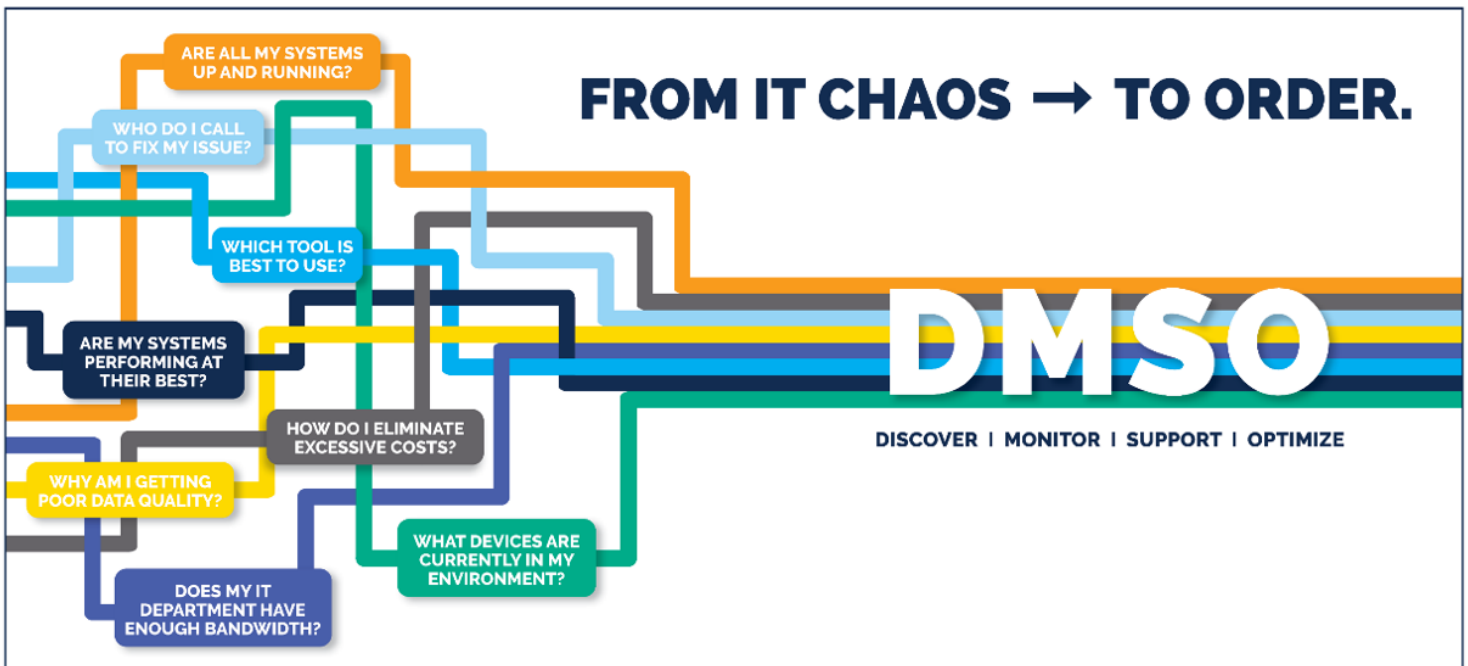
3. Support

There's multi-vendor maintenance and support for networking, storage and server hardware. You also receive remediation and event filtering for hardware, operating systems and network incidents. With this increased level of support at your fingertips, failures and other unwelcome hardware incidents become a thing of the past.

4. Optimize

The complicated structure of hybrid data centers won't produce dividends if there's not a specific way to see everything all at once. IT operations using several products and services just slows down environment management, making it harder to know what is going on. Customers become more efficient and have guaranteed uptime through Park Place's network performance management.

Simply put, the DMSO framework provides significant benefits whether you use one service or bundle them all. Park Place's dynamic, comprehensive options to manage the data center, whether it's on-premises or in the public or private cloud, solve issues of being understaffed, spending exponential amounts of money or just dedicating time customers don't have. DMSO will equip partners with the ability to maximize uptime, increase the speed of operations, grow your return on investment and lessen the burden on the IT department.



Why Partner with Park Place?

Partnering with Park Place is the right choice when it comes to IT data center management, and our track record and services speak for themselves. When you partner with Park Place, you get service that's dedicated to serving you. Since 1991, Park Place has served resellers of IT storage, servers and networking equipment that's a better alternative than working with the OEM. And with industry leading SLA delivery and customer satisfaction ratings, you can be confident your customers will have a great experience.

Park Place has more than 21,500 customers supported and 2,400 spare parts locations in 154 countries with a 94 percent customer satisfaction rate.

You'll build your existing customer relationships by extending their hardware lifecycles through extended warranties. You'll also get your customers customizable SLAs and contract flexibility that you won't find anywhere else. Here's what else Park Place provides:

- Maximize your product portfolio with our data center hardware support and maintenance services.
- Improve your control on accounts by offering hardware sold by other vendors as part of your support. You'll ensure that renewal opportunities will go through your business.
- Gain greater service capabilities and geographic reach through our network of customers and partners all over the world.
- Ensure predictable and recurring revenue streams that will grow your bottom line through data center hardware support alternatives.
- Earn rewards for generating business through opportunity registration and protect your prices at the same time.

There are a number of value propositions when partnering. Park Place always:

Brings choices to the table - Being a partner of Park Place means having access to a virtual catalog of choices and solutions to offer to your customers, allowing them to meet their unique business needs and ultimately, write their own success story. The choices you provide can help deliver results, making you the hero every single time.

Makes doing business easy - No matter what you need to help meet your operational goals, Park Place is there. From providing understandable information to easy-to-get quotes and quick responses to conducting smooth transactions, Park Place prides itself on making every interaction easy and seamless from start to finish.

Keeps you profitable - Park Place's focus is on ensuring partners are always moving up: up in sales, up in margin and up in opportunities. This allows Park Place the ability to offer a strong front-end margin model to support investment in business development and provide special pricing programs that create collaboration to win the big deals.

Let Park Place be your digital transformation partner.

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