



The New Enterprise Data Center Video “We Can Be Heroes”

CIO:
We can't make the world go slower...

IT MANAGER:
Or change where markets are headed...



IT TECH:
Or hold back new technologies...

IT MANAGER:
While we focus on day-to-day IT operations.

CIO:
But there is something we can do...



IT MANAGER:
Right now.

IT TECH:
To react faster.

IT MANAGER:
To be more efficient.



CIO:
To provide innovations for our business and our customers.

IT MANAGER:
It's not some new gadget...

IT TECH:
Or quick fix software.



CIO:
It's a strategy,

IT MANAGER:
A vision,

IT TECH:
An understanding...



IT MANAGER:
That helps address our operational issues,

CIO:
While supporting our business goals through
a new, efficient IT service delivery model -

TECH:
The new enterprise data center.



CIO:
IBM knows our challenges,

IT TECH:
Understands the latest technologies,

IT MANAGER:
And has the experience to help us harness
them to make our business more
competitive.



CIO:
IBM experience helps point us in the right
direction,

IT TECH:
Away from operational tasks that take time,

CIO:
Towards services that add business value.



IT MANAGER:

IBM has a blueprint that can help us:

MALE 30s – IT TECH:

Simplify - to reduce costs for infrastructure, operations and management;

IT MANAGER:

Share resources - for rapid deployment of infrastructure at any scale;



CIO:

And respond - to new business service requests across the company and beyond.

IT TECH:

As we transform our data center,



IT MANAGER:

IBM provides new benefits every step of the way -

CIO:

More efficient.

IT TECH:

More responsive.

IT MANAGER:

In real time.



CIO:

The world can go as fast as it wants.

IT MANAGER:

Markets can go wherever they choose.

IT TECH:

And technology can advance at breakneck speed.



IT MANAGER:

We'll be there...

CIO:

To make sure our business...

IT TECH:

Has the information and services it needs...

CIO:

To seize opportunities whenever – wherever.



IT MANAGER:

The new enterprise data center -

IT TECH:

An evolution for our IT...

CIO:

To revolutionize how we do business.

