



White Paper

Driving Market Awareness: Strategies for IT High Availability With New Server Architectures

Sponsored by: Fujitsu, Intel, Microsoft

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May 2014

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IDC OPINION

IDC has seen increasing interest in high-availability (HA) solutions over the past few years by firms of all sizes and verticals as technology advances and risks become better understood in the virtualization, cloud, and management automation space.

There are a number of factors contributing to the growing importance of HA:

- Instant access to internal IT resources – including supply chain data, internal databases, and ERP and customer-facing elements such as web sites, online stores, and various IT-powered services – is taken for granted and downtime is often not acceptable. The business environment has become unforgiving to those firms that deliver substandard service, and the loss of core services can make or break a situation.
- According to IDC surveys, European organizations see HA and disaster recovery capabilities as the second most important challenge after cost reduction. IDC recommends that HA solution vendors engage deeper with their potential clients (e.g., through extending their channel partnerships) in order to address their individual pain points with a viable and credible solution instead of a one-size-fits-all approach.
- IDC estimates that the negative business impact resulting from the failure to provide sufficient availability levels can run into hundreds of thousands of dollars in lost revenues and productivity over a five-year period. IDC research has shown for example that a 5,000-employee manufacturing organization can suffer downtime costs of \$570,000 or more per hour. For organizations in the financial services sector these losses are even higher – our research estimates that a 5,000-employee firm in that sector could experience losses of \$1,519,480 an hour.
- HA solution vendors, including Fujitsu, could capture demand from non-x86 customers (e.g., those running on Unix machines) looking for a more future-proof but robust solution at reasonable price. Interest is also expected to come from the transition phase that some large server vendors are currently going through, with organizations open to changing to reputable competitors.