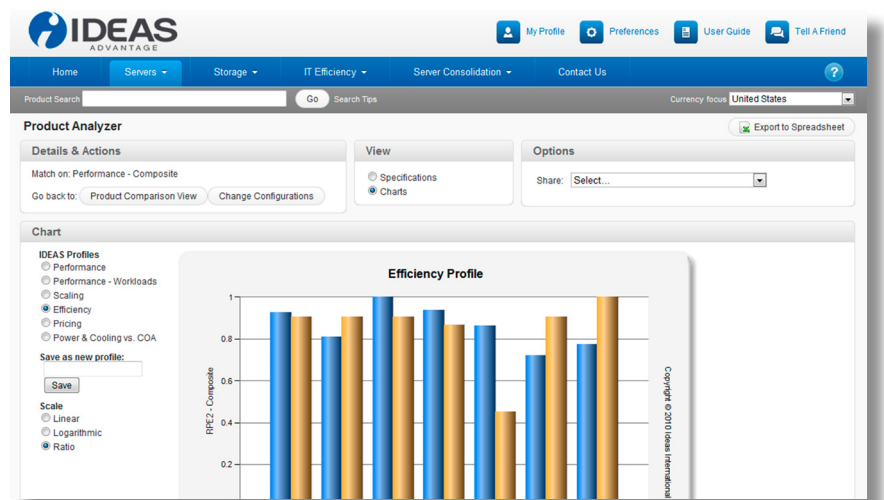


Overview

A family of information and analysis tools to help buyers with their IT planning and decision making.



Used for:

- » Understanding relative server performance and efficiency
- » Planning server and storage replacements
- » Modeling server consolidation scenarios
- » Establishing price benchmark models
- » Creating chargeback processes
- » Justifying decisions within your organization
- » Staying abreast of key server and storage product developments
- » Driving internal planning tools based on reliable data
- » Analyzing and tracking carbon footprint
- » Monitoring IT sustainability goals

Used by:

- » Infrastructure Architects
- » Server and Storage Specialists
- » Datacenter Management
- » Supplier Management
- » Infrastructure Management
- » Facilities Management
- » IT Architects
- » Performance Planning
- » Capacity Planning
- » IT Sustainability
- » Solution Architects
- » CxOs (CIOs, CMOs, CFOs, and even CEOs)

| | Features | Benefits |
|--------------------|---|--|
| Unique | IDEAS Advantage's unique perspectives – including IDEAS own comprehensive server relative performance estimates (RPE2) – provide insights not available from any other source. The tools include information and analysis on both current and historical systems dating back over 10 years, giving you visibility not offered on the web today. You can also merge your own server inventory data with IDEAS-collected environmental information on 19,000+ server configurations to create truly customized analyses and outcomes. | IDEAS Advantage offers a more accurate IT infrastructure analysis and planning platform for your organization. |
| Independent | We provide a truly unbiased and independent offering to facilitate your planning and decision making. The IDEAS Advantage tools allow you to draw your own conclusions, based on the criteria you value the most. | You can rely on IDEAS Advantage to help you manage and plan your IT infrastructure. |
| Relevant | Our tools support extensive personalization and customization. | IDEAS Advantage outcomes are targeted and highly relevant to your specific circumstances. |
| Productive | We offer convenient, one-stop access to comprehensive, and often unique, sets of data. Our tools enable you to easily traverse this information landscape and quickly find the most relevant outcomes for your needs. | Save time and money. Make better IT decisions, faster, with IDEAS Advantage. |
| Easy to Use | IDEAS Advantage's web-based interface is simple, intuitive, and readily accessible. With no per-seat restrictions, usage limitations, or additional software requirements, you can easily bring your entire team on board and exploit IDEAS Advantage's collaborative capabilities. | Every member of your team can enjoy the IDEAS Advantage service when they need it, without hassle. Expand your IDEAS Advantage user base to maximize your investment and your productivity simultaneously. |

Planning is particularly critical when managing a datacenter with outmoded equipment and a limited budget.

Scope

IT Efficiency

A datacenter analysis tool that enables IT buyers to manage their server inventory, identify their least efficient servers, and track their server carbon footprint over time, across different datacenter locations.

Server CAR

A server consolidation planning tool that quantifies footprint, energy, and carbon emissions savings, while accelerating project timelines with greater accuracy.

Servers

A server information and analysis tool to help buyers with their IT planning and decision making.

Storage

A storage information and analysis tool to help buyers with their IT planning and decision making.

Datacenter efficiency has become an important topic of global discussion among end users, policy makers, technology providers, facility architects, and utility companies.

About Ideas International

Ideas International (IDEAS) is the leading global supplier of comparative intelligence on enterprise IT infrastructure. Servicing both IT vendors and large-scale IT users, IDEAS products focus on: servers; storage; virtualization and consolidation; and software and infrastructure services.

IDEAS online products are backed up by expert industry analysts who can also deliver specialized advisory and consulting services.

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