

Simplifying and Standardizing Management of Complex IT Infrastructures



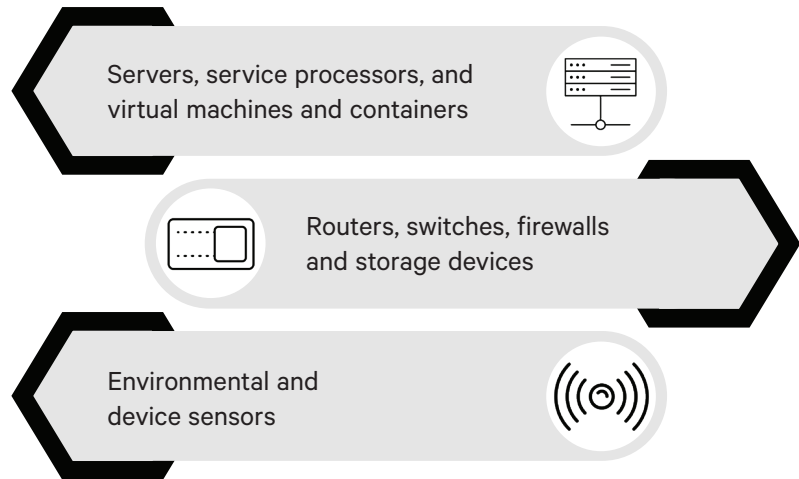
How Vertiv™ Avocent® ADX Platform Brings Clarity and Control to IT Processes

Overview

It's never been a better or more challenging time to be an IT leader. While years ago, you used to defend headcount and budgets vigorously to the C-suite, now you and your team are viewed as strategic architects of your firm's digital transformation. During the ongoing pandemic, you've worked with other business functions to rapidly evolve the digital customer experience, innovate new products and services, and streamline operations. However, all this progress has likely come at a cost: the growing complexity of your IT infrastructure.

A recent survey found that 76 percent of CIOs surveyed said that increased IT complexity may soon make it impossible to efficiently manage digital performanceⁱ. As users and endpoints grow, IT leaders and their teams need a way to standardize management processes to scale their talent's ability to perform key duties. Vertiv™ Avocent® ADX Platform meets this need, providing a centralized, extensible platform and the automated processes you need to bring clarity and control to IT management and growth.

Manage Your Growing Device Base



Digital Business Is Increasing IT Complexity

Here's how Vertiv™ Avocent® ADX Platform can help your IT organization capitalize on critical marketplace trends and create a solid, stable foundation for business growth:

Digital business is growing: Every business is now a digital business. Organizations in industries as various as education, healthcare and retail that relied on face-to-face interactions have virtualized their solutions and service delivery model. Both your business and your customers are overseeing more robust websites with end-to-end digital processes, mobile apps and myriad back-end systems. As an example, a single web or mobile transaction which crossed 22 different technology systems or components in 2013 now traverses more than 35ⁱⁱ. As a result, you need a scalable platform like Vertiv™ Avocent® ADX Platform to support your back-end infrastructure. In addition, Vertiv™ Avocent® ADX Platform provides out-of-band management capabilities meaning you'll always be able to troubleshoot IT issues and provide faster resolutions, ensuring high network uptime and availability for your business and its customers.

Organizations are going cloud-first: To keep up with business demand, you are adopting a multi-cloud strategy (92 percent of enterprises) or hybrid cloud strategy (82 percent of enterprises)ⁱⁱⁱ. As a result, you are increasingly minimizing your on-premises infrastructure in favor of harnessing cloud capabilities, scalability and economics, among other gains.

Vertiv™ Avocent® ADX Platform is a cloud-native solution that leverages containers, microservices, automation and application programming interfaces (APIs) to provide the flexibility and scalability you seek. You can deploy Vertiv™ Avocent® ADX Platform on-premises or on a private or public cloud, to meet your business needs, while

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benefitting from ongoing access to updates that don't require downtime to implement.

Hybrid work is here to stay: Whether your organization is discussing fully remote or hybrid work models, the office will be filled with fewer people in the years to come. You need to equip workers with all the devices and applications they need for remote and mobile work and provide IT teams with out-of-band network access, so that they can keep corporate resources up and available.

Vertiv™ Avocent® ADX Platform provides IT and other business users with the secure, remote access they need to work productively, enabling flexible work models. IT teams gain the secure access they need to manage servers; service processors; virtual machines; and keyboard, video and mouse over Internet Protocol (KVM over IP) devices.

consolidate devices from multiple vendors on a single platform. With Vertiv™ Avocent® ADX Platform, you can simplify IT management, reduce security gaps and drive overall performance.

Vertiv™ Avocent® ADX Platform enables your IT teams to control, monitor, audit, configure and update your devices, whether they live in corporate data centers or remote edge sites. In addition, business users can tap secure remote 4K streaming capabilities to perform critical duties, such as testing IT equipment, developing software and creating video games, while avoiding work or eye strain.

You're using more vendor tools: If you work with multiple vendors, your team is learning, deploying, managing, patching and upgrading a large number of devices using multiple tools. A recent survey found that nearly 25 percent of large enterprises use eight or more network performance monitoring tools, with some supporting as many as 25^{iv}. Clearly, there can be too much of a good thing. Your IT team wants to consolidate vendor tools to simplify management capabilities, without compromising on visibility or performance. Vertiv™ Avocent® ADX Platform is that platform, enabling you to

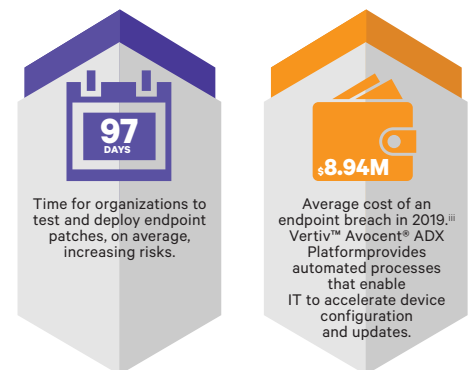
How Vertiv™ Avocent® ADX Platform Helps Centralize IT Management

In conclusion, fast-paced transformation is straining your IT organization like never before, causing you to rethink your management approach. You want to empower your IT team to meet business demands, by automating processes and gaining a centralized view of your users, sessions and devices across all the locations you serve.

Vertiv™ Avocent® ADX Platform helps you meet growing business demands by simplifying the management and control of your physical and virtual infrastructure, from the enterprise to the edge. This robust, scalable solution includes a management platform, rack manager, interface modules and a serial console.

You can use the platform to monitor and manage devices via a single IP address, support more user sessions and higher bandwidth requirements, and automate deployment and configuration tasks using APIs, among other gains. You can also support users who need 4K streaming access to do their jobs by integrating 4K keyboard, video and mouse over Internet Protocol (KVM over IP) devices into the platform and authorizing and controlling sessions.

When it comes to digital business, it pays to plan ahead. Implementing a centralized monitoring and management system now will help you streamline IT duties and reduce IT complexity, while providing the responsiveness, security and uptime your business requires to sustain growth. Get started with Vertiv™ Avocent® ADX Platform today.



ⁱ Dan Alaimo, "76% of CIOs Say IT Complexity Makes It Impossible to Manage Performance," Article, RetailDive, February 1, 2018, <https://www.retaildive.com/news/76-of-cios-say-it-complexity-makes-it-impossible-to-manage-performance/516065/>

ⁱⁱ "76% of CIOs," *ibid*.

ⁱⁱⁱ Tanner Luxner, Cloud Computing Trends: 2021 State of the Cloud Report, Flexera, March 15, 2021, <https://www.flexera.com/blog/cloud/cloud-computing-trends-2021-state-of-the-cloud-report/>

^{iv} Abe Ankumah, "Too Many Monitoring Tools Drive New Demands for Consolidation," article, Network Computing, October 19, 2019, <https://www.networkcomputing.com/networking/too-many-monitoring-tools-drive-new-demands-consolidation>

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