

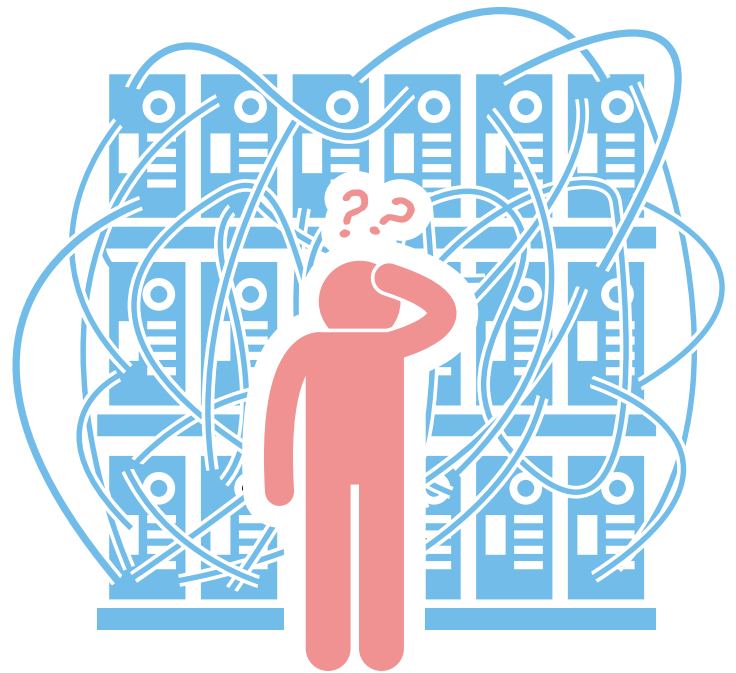
Is Time Running Out For Your Servers?

Refreshing servers doesn't just mean upgrading the operating system – it lets your business lay a foundation for expanding your capabilities.

Your servers may not be the cinematic equivalent of a ticking time bomb, but if they are out of date, they do have the potential to disrupt your business. The longer a business waits to refresh its servers, the harder it will be to provide support and security – and the higher the risk of hampering a company’s agility. Businesses aren’t alone if they haven’t upgraded – analysts suggest that 10 million servers running Windows Server 2003 are still in use today¹, out of at least 44 million in use globally².

Even Windows Server 2008 is six years old. Older servers may work just fine, and it is tempting for small and midsize businesses (SMBs) to think, if it ain’t broke, don’t fix it – but that is a dangerous tack. It’s not just that businesses won’t be able to take advantage of newer applications that only run on the latest version of the Windows operating system. It’s that they run the risk of limiting their ability to expand and offer new features relating to mobility, social media, customer experience, and other state-of-the-art capabilities, and prepare for the future needs of their businesses.

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¹ Scannell, Ed, *Why breaking up with Windows Server 2003 is hard to do*, SearchWindowsServer.com, January 24, 2014.

² Forrest, W., Kaplan, James M., and Kindler, Noah, *Data centers: How to cut carbon emissions and costs*, McKinsey & Company, 2008.

Why It's Time To Refresh

The choice about refreshing servers may, unfortunately, be out of your business' hands: Microsoft ends its support of Windows Server 2003 on July 14, 2015. No one uses an obsolete device like a typewriter; the same applies to an obsolete operating system.

Windows Server 2008 is six years old. That may not seem like a long time in human years, but in computer years, it is. While your business can probably run a server operating system that old, it will not have the capacity to take advantage of new technology.

In fact, new technology is one of the most important reasons to refresh your servers now. Server and virtualization technology has evolved so much that even SMBs have more options than they've ever had before. Virtualization allows businesses to consolidate multiple servers to increase utilization, meaning an SMB's small IT department can run more systems more efficiently, while managing less equipment.

There's more. New servers are designed to use less energy, so upgrading can cut your equipment's power demands and save your business precious funds. According to Energy Star, replacing an

older server with a new model consumes 54% less power.³ At an average of 10 cents per kilowatt hour (kWh), businesses can save anywhere from \$60 (at 50% utilization) to \$120 (when the server is idle) each year.

Further, there have been significant advances in components. Memory and storage are cheaper, and businesses now have more choices for dual-core and quad-core processors in servers – which add up to better performance.

Another advantage of upgrading: the ability – and sometimes the necessity – of using the latest software. It is not just the opportunity to use the latest versions and features of software applications so much as it is the utilities that businesses have come to rely on – especially security software, browsers, and the like. It's unlikely that security software will work with older server operating systems. As businesses of all sizes generate and store more data, security becomes increasingly important, making the ability to take advantage of the latest antivirus and anti-malware capabilities even more crucial.



³Energy Star, *Energy Savings from Energy Star-Qualified Servers*, August 2010.

Five Years Ahead: The Business Advantage of a Sever Refresh

Think back to five years ago. Few businesses were thinking about social media, and the smartphone was just two years old. It's hard to know what kind of technological advances the next five years will bring, but new servers will help businesses prepare for new capabilities. SMBs must be able to leverage their inherent agility to take advantage of the most innovative applications, but those applications may not be backward-compatible.

For instance, with their resources already stretched, SMBs are looking for ways to make their employees more efficient. They may need to deploy more mobile capabilities. They may also want to give their customers mobile access to data. That means having a server that can accommodate mobile access 24/7. And even though mobile devices have become more powerful themselves, you still want to have most of the processing occurring at the server.

New servers help SMBs not just replace what they have, but prepare them for new capabilities like mobility for employees and customer access to back-end databases.

SMBs may have an advantage over big companies when it comes to agility, but sometimes they need help just like any other business. New servers help SMBs not just replace what they have, but prepare them for new capabilities like mobility for employees and customer access to back-end databases.



Next Steps: Migration Planning

Preparing an infrastructure for new technology is not, unfortunately, as easy as ordering new servers. Your business needs to conduct an assessment of its entire system. Begin with answering these questions:

- Is the network fast enough for current and future needs?
- Is storage capacity sufficient?
- How will storage, networking, and server systems work together?

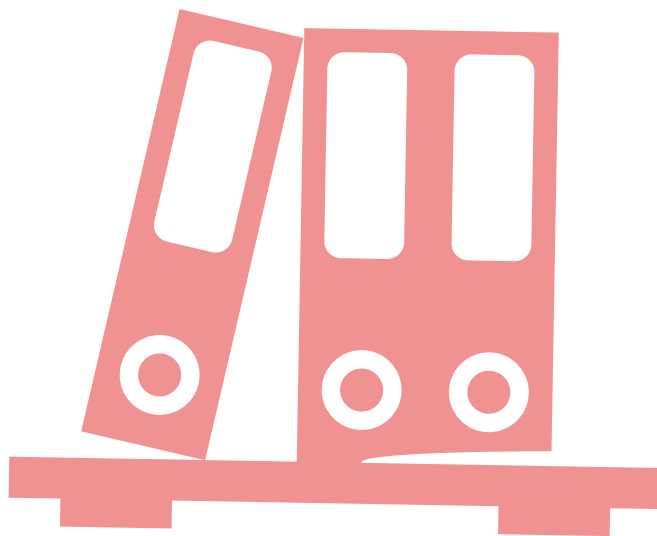
Bear in mind that as business processes become more digitized, businesses will generate large quantities of data; in fact, according to IDC, the amount of overall data will grow by 50 times between 2011 and 2020⁴. Storage needs should therefore be given due consideration.

Once your business has determined the new technologies it will implement, you need to measure organizational readiness.

- Does the IT staff understand new technologies like virtualization and converged infrastructure?
- Does IT have the resources it needs to install the upgraded servers and any other systems that may be upgraded at the same time?

Developing a strategic plan with these considerations in mind should yield specific steps to secure budget, procure equipment, and schedule the migration for the most appropriate time.

Timing will be key to executing a successful migration. If your business does not carefully plan the migration with enough lead time, it may face a frantic and stressful migration that risks continuity of service, support, and security. Anyone who's been through an upgrade knows that's no fun. Businesses rely on their computer systems more than ever, so you must develop a well-planned migration — one that does not present risks to continuity of service, support, and security.



⁴The 2011 IDC Digital Universe Study, (Infographic), IDC and EMC, 2011.

How Ricoh Can Help: Why It's Best to Get A Second Opinion

Even SMBs well-versed in servers face a learning curve when it comes to new developments. This does not apply only to what different vendors offer, but also the costs and benefits of each option, and their suitability for your business.

SMBs may not have the time to research everything that's new about servers. It may be exciting to dive into new technologies, but it's also easy to become overwhelmed by all the capabilities. It might be prudent to partner with someone who lives, eats, and breathes them. Ricoh is here to help answer your questions and assist with assessments and deployments.

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The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, imagine. change. Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

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