

**Build the IT Backbone of Tomorrow
with Third Party Maintenance ...→**

When the COVID-19 pandemic pushed federal entities to reprioritize and adapt to a remote workforce, IT teams had to shelve current projects and initiatives to accommodate a virtual environment. A year later, agencies are adjusting to a hybrid model and readying themselves for even skinnier budgets as they seek efficiency in data center management and consolidation for the future.

Last year's shift to a fully remote or hybrid environment — with some employees at home and others on-site or in facility — has added new IT challenges for agencies. Many have had to adjust to virtual private networks to accommodate a virtual environment, and from an IT perspective, have begun tackling their 2020 backlogs.

Budget needs are also changing, and agencies want to ensure they're prepared for the next unexpected event. For example, last year's budget focused heavily on adapting to the remote workforce. With little notice, agencies had to respond to the pandemic, and the resulting stimulus spending created tighter purse strings. Plus, federal IT teams worked day and night to ensure government services could be provided in new ways while keeping employees safe.

2021 will continue with similar budget pressures. According to [ITDashboard.gov](https://www.itdashboard.gov), spending on IT across agencies in fiscal 2021 will be \$90.9 billion, only 1.79% higher than in 2020. IT teams are assessing what remains available in the budget for IT-related initiatives going forward.

It's a common refrain, but it all boils down to prioritizing and doing more with less, says Alan Sheppard, Federal Account Manager at Park Place Technologies. Data center consolidation can help agencies get there.



ALAN SHEPPARD •••→
Federal Account Manager
Park Place Technologies

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Third-Party Data Center Maintenance

Data center maintenance and consolidation remains a priority and a challenge for agencies, and an area in which they hope to save money. Agencies often manage multiple vendors at once, with a separate server team, storage team, networking system and applications, making it more difficult to have all maintenance under a single scope.

Shuttering redundant data centers, and optimizing needed ones, is at the forefront of agency priorities while also adding to budget pressures.

For many years, well before the pandemic, Park Place has been providing agencies with maintenance services - helping them consolidate and manage the renewals across platforms under a single contract from servers and storage to networking.

"One of our biggest value points with the government from Park Place's standpoint is to consolidate those contracts," Sheppard says. "There's a number to call for support, plus a portal and mobile app to log into to see what contracts the agency has with Park Place."

"At the end of the day, the key mission of the agency IT Teams is to support the day-to-day operations for that agency," Sheppard

continues. "They don't want to be distracted by non-mission essential tasks, but if we can help them consolidate data center maintenance contracts, it takes a lot of pressure off their plate."

Managing a data center effectively also prepares agencies for unexpected events or extreme circumstances like a global pandemic.

Park Place supports 110,000 data centers globally, from a maintenance standpoint. Its goal is to take that task off the customer's hands, and support, monitor and optimize current assets.

As a post-warranty third-party data center maintenance company, Park Place also supports data center hardware with a cost-effective advantage. When an agency's 3-year server warranty is up, for instance, extending with a third-party like Park Place guarantees support of the devices as-is.

Plus, the addition of consolidation, a contract-of-advantage for the customer, is maintenance preparation for the future and, ultimately, allows more space in the budget for other needed IT projects.

"We want to make sure that is really what we're focused on; taking that pressure off the customer's shoulders, and providing support with only W2, badged and cleared Park Place employees," Sheppard says.



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"It's all about one pane of glass. We can support the gear and also help them optimize," Sheppard adds. "You have a strict budget right now. We can help you better understand how to best utilize that budget throughout your different projects in the data center."

Global Reach

With 21,000 customers globally, including 24+ federal agencies and dozens of federal system integrators, it's the extra mile past maintenance and its global reach that sets Park Place apart. The company turns to its Client Advisory Board to keep up with the latest federal pain points, customer needs, and areas it can help or improve — including consolidation.

The scope and scale of its services reaches federal hardware outside the continental U.S., too. With customers in 154 countries, logistically, the company can maintain data centers worldwide with its own W2

employees. This way, Park Place controls the quality of work from start to finish on its service tickets.

Tailored Customer Experience

Park Place also provides a unique, unmatched customer experience. With ParkView, the company's 24/7 hardware monitoring service, customers don't have to walk around a data center to find red lights and faults. It's all monitored proactively: ParkView alerts their support center to an issue or potential issue. And if maintenance is required, your dedicated field engineer will contact you to coordinate the visit.

Park Place also provides a customer portal and mobile app where both parties can manage their relationship. Customers can manage equipment under contract, open and check status their tickets, and more!

The customer service experience didn't slip during the pandemic, either. During the



The Numbers

LOOKING AT THE BIG PICTURE

21K⁺

Customers
Globally

154⁺

Countries

24⁺

Federal
Agencies

pandemic, Park Place had a 100% customer satisfaction rate.

"That goes to show you the backbone that we have in the federal space and why our customers truly rely on us and trust us for support," Sheppard says.

Park Place can also customize the experience by optimizing SLAs down to the individual pieces of hardware, offering flexible contract lengths and calibrating reporting to the needs of the customer.

Some Defense Department customers need certain clearances or contract vehicles. Park Place doesn't outsource contracts, even on a global scale, and ensures they understand the customer's needs to tailor services accordingly. Park Place did this during the pandemic to meet federal agencies' requirements as they evolved. Agencies had various access protocols in place during the pandemic, and a limit to how many people could be inside a data center at once. Park Place had, and still has, these needs covered.

With the ability to monitor and manage data centers on a single portal or mobile application, agencies can better manage their

several contracts and different environments. "When the agency logs into the customer portal or pull up their mobile app, they can see what's going on behind the scenes," Sheppard says. "There's no confusion, there's just one number to call at Park Place if you need assistance. We've got you covered. We've got your back."

Building a Backbone for the Future

Getting a jumpstart on data center maintenance now will help agencies prepare themselves for a year like 2020 — or worse.

"With the number of platforms agencies use and a lack of space in the IT budget, having a maintenance backbone to prepare and adapt to future events is critical," Sheppard says.

"Everything could be going great right now, but in a blink of an eye, things can change," he says. "Proactively, have everything in line, have a backup plan, just have your ducks in a row to make sure you're ready to go when the next storm hits."

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ALAN SHEPPARD | Federal Account Manager, Park Place Technologies





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