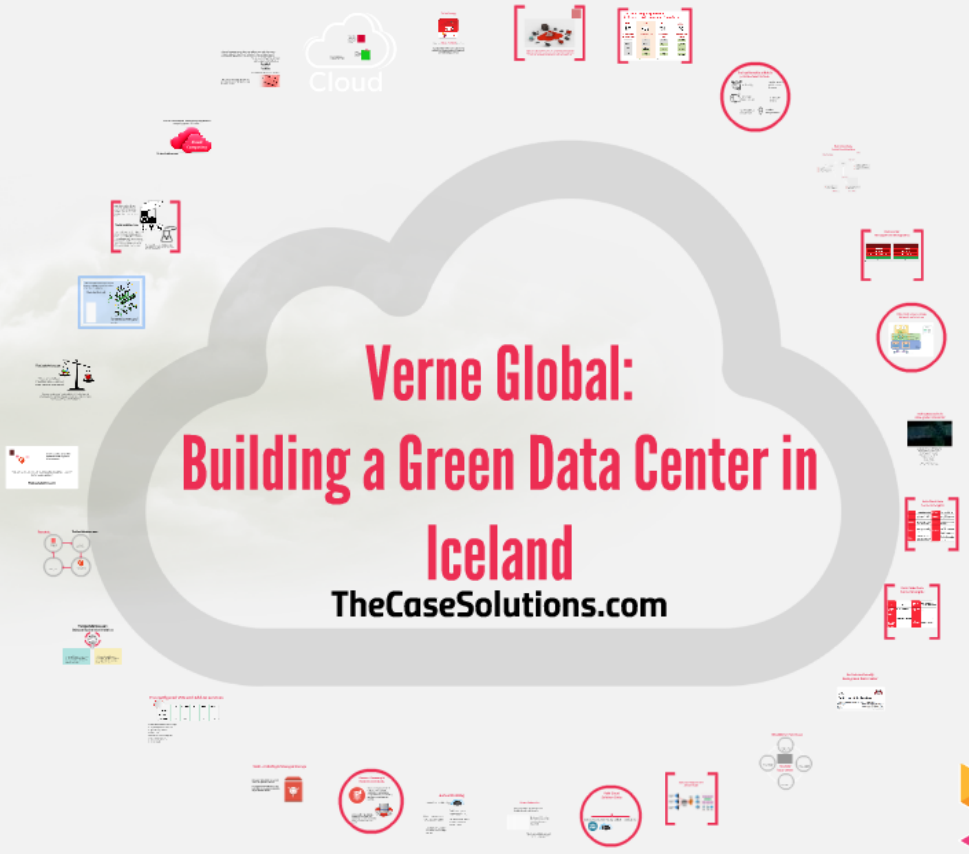

Verne Global: Building a Green Data Center in Iceland

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Business and IT go hand in hand in today's era

A successful business is one that is backed by a **Robust IT System** that can keep pace with changing business landscape

Scaling and **diversifying** your business to increase revenues and profits come with its own changes in the IT infrastructure

These could be...

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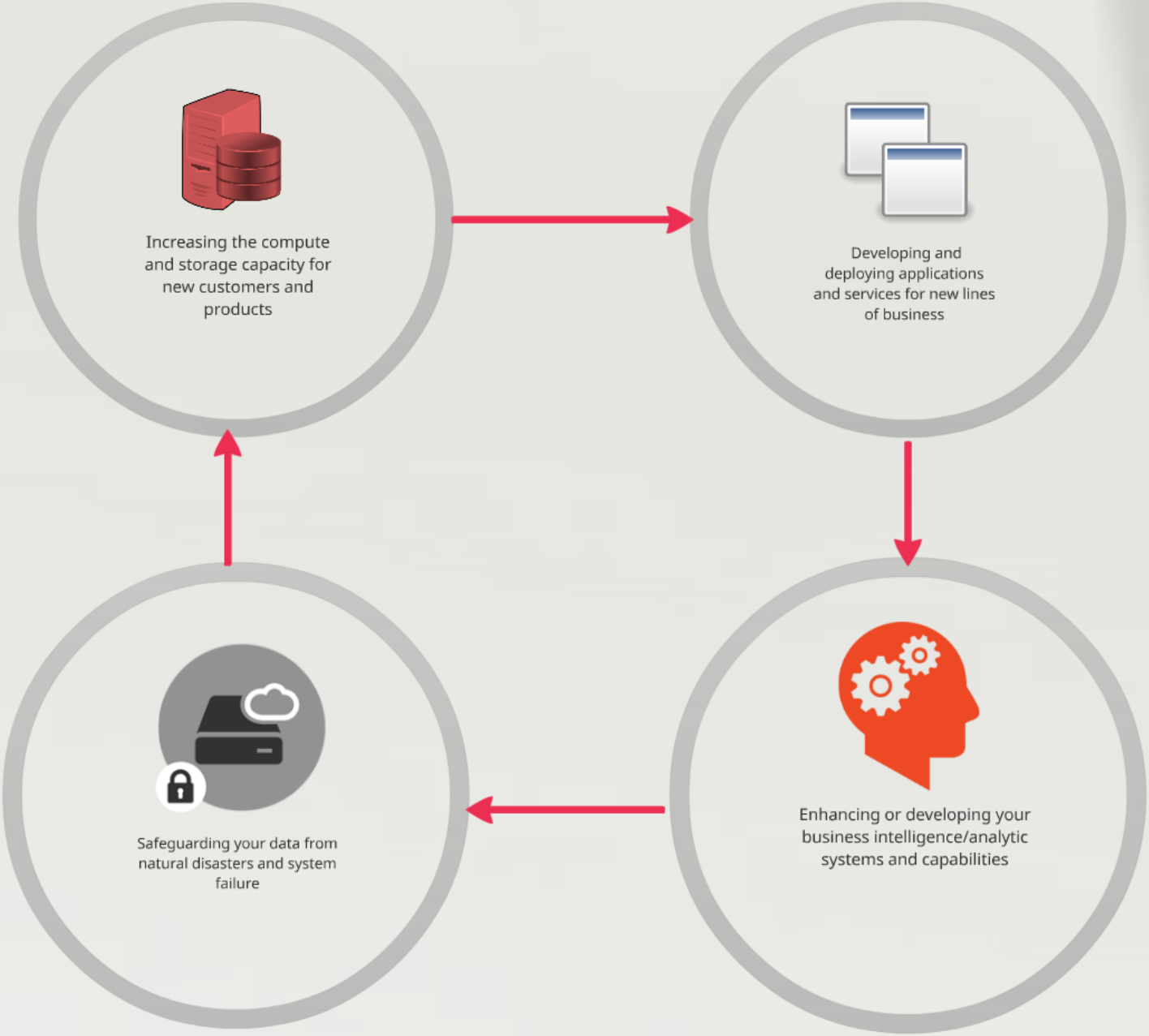

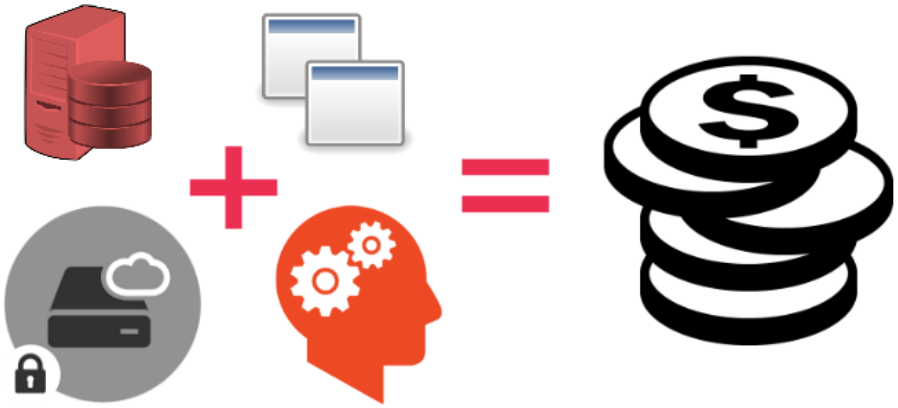

All of the above come with increased costs in your IT infrastructure.

You can tackle all of them by **investing heavily** on your IT system development

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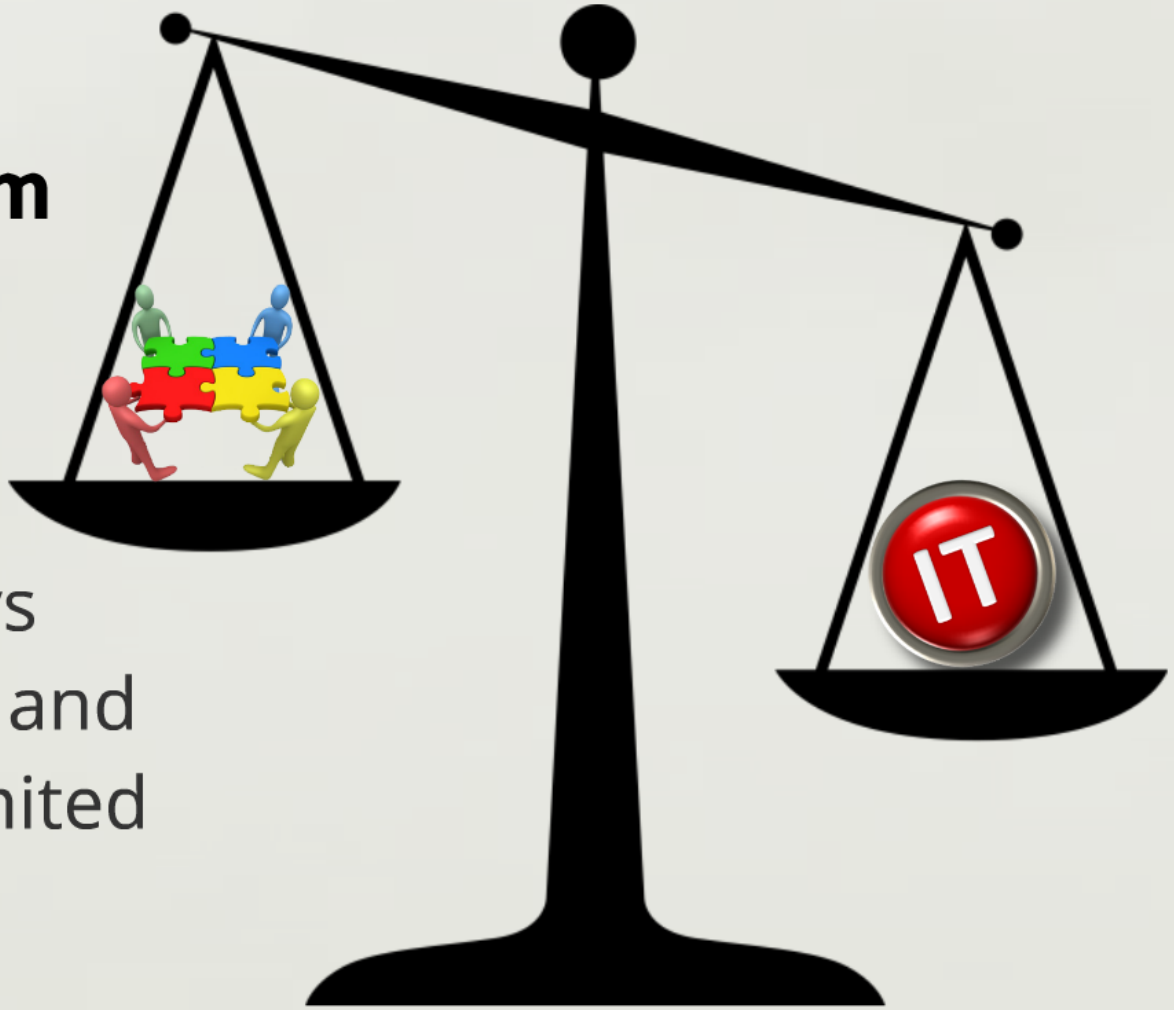

This is almost always impossible as budgets and investments remain limited

Business leaders are faced with the difficult choice of choosing how much to allocate investments between core business services and IT systems

In the old days, businesses had to procure, setup, run and maintain their own IT systems.

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This was much like the generation of electricity before the power grid was invented

Every factory had to build their own private power-stations to generate power for production. This was expensive and tedious. Employee productivity levels were low.

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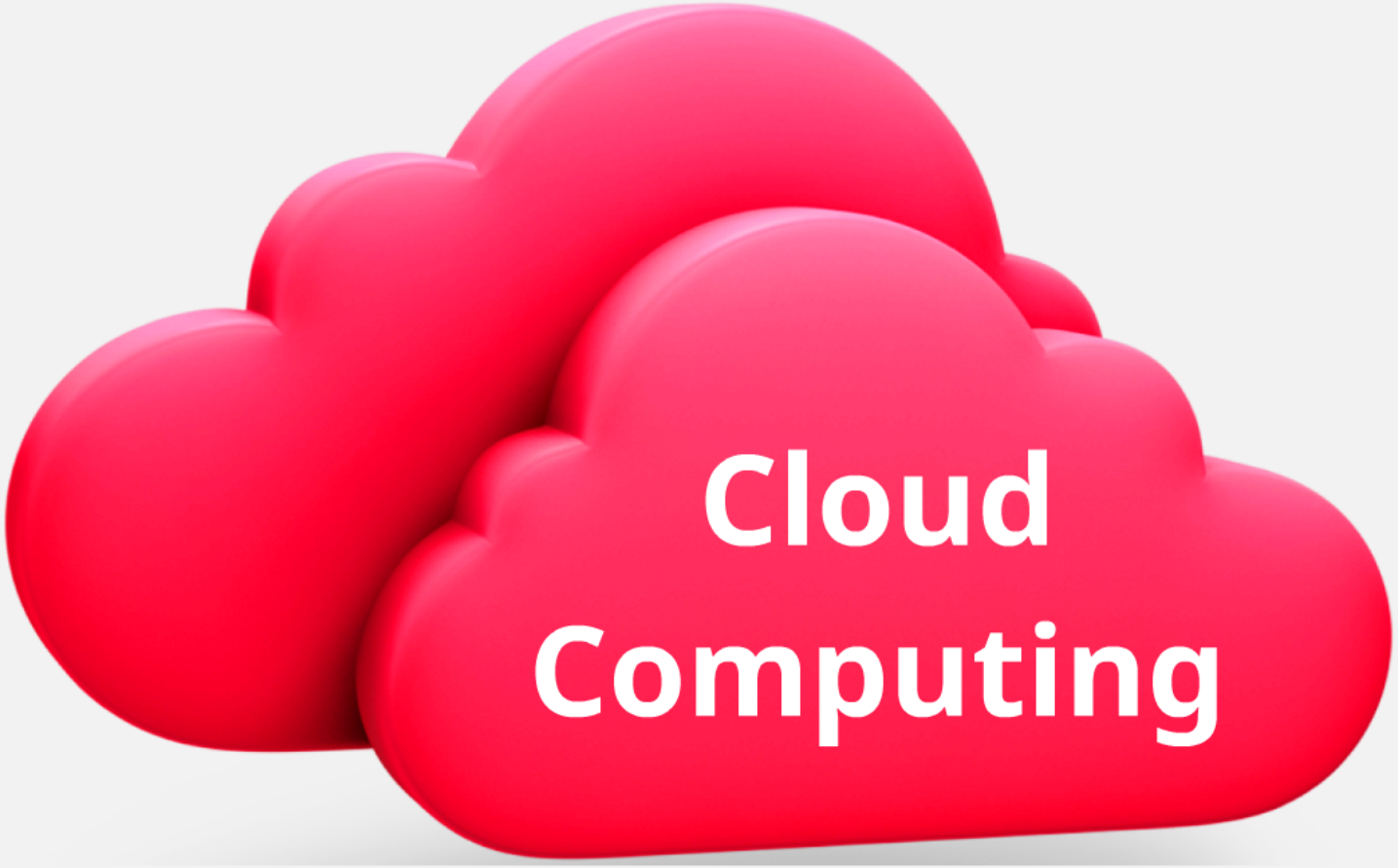
In the early 1900's the development of the turbine power station and the power grid enabled the generation and distribution of large scale power to businesses at a fraction of the cost. This was more reliable and cleaner than generating your own power.

Businesses could use as much power as they required just by connecting to the grid and pay only for what they used.

A similar technological evolution has happened for computing power. We call it...