

## **Crisis as an opportunity?**

**Jerome Evans, founder and CEO of diva-e Datacenters GmbH with the firstcolo brand, explains how companies should behave in economically difficult situations with regard to their IT infrastructure:**

"In the event of a crisis, IT infrastructures are often stressed in unforeseen ways and administrators suddenly have to overcome unforeseen challenges. For example, as the US moves towards a likely economic recession, tech companies and start-ups have already begun to take steps to protect themselves. After all, news of hiring freezes, layoffs and budget cuts have become a daily occurrence even among big players in the industry. After all, a recession can drastically change future plans and growth projections. While an economic downturn is always fraught with uncertainty, there are steps businesses can take to protect their company and their employees.

### **Rethinking structures**

First and foremost, an effective IT infrastructure can be instrumental in reducing costs and increasing a company's economic performance. As a result, IT teams are under great pressure to provide their employees with the best possible infrastructure now. In addition, the performance of applications must be ensured and data must be protected. These factors aside, the current IT skills shortage is also proving to be a key issue, causing some companies to rethink their decisions to introduce new technologies into their existing environments. With a tight labour market and the threat of a recruitment slowdown due to the ongoing Ukraine crisis and rising inflation, managers need to retain and invest in their existing staff.

### **Scalable solutions in demand**

It is not only the home office boom that has pushed the use of cloud technology more and more into focus. In order to meet the new challenges strategically, companies are planning higher budgets, yet they also change the priorities of areas for deployment. Likewise, to strategically align IT infrastructure, those in charge must have sufficient computing, storage and network capacity. The pandemic of the past few years has shown in this context that unpredictable market conditions require scalable resources which must be available quickly. Thus, many companies are planning to rely more on flexible consumption models. This can mean, for example, that companies purchase basic capacities or rent additional servers for peak times. As a result, cost shifting through the use of the private cloud and flexible

consumption models enable a flexible and scalable IT infrastructure that allows companies to react quickly to transient business demands without having to make additional investments in physical resources.

## **Important strategic tool**

Current developments show that the scope of tasks for IT departments has changed in recent years and no longer only includes internal technical functionalities, but also important strategic components. A similar perception can also be observed at management level. Thus, a large proportion of managers consider IT to be more than just a mere support role, but more and more as a significant strategic element. For this reason, IT should no longer only guarantee a high-performance infrastructure, but also contribute to success through innovative ideas, business models and processes. In the future, companies will be required to ensure a cost-efficient and agile IT infrastructure as the basis of their business activities, because growth is difficult to predict in times of downturn. Therefore, companies need to build systems that can adapt to changing demand, rather than committing to expenses they cannot control. This principle applies across a range of costs - from cloud computing to marketing and sales spend." For more information about diva-e Datacenters GmbH, visit [first-colo.net](http://first-colo.net).

## **About Jerome Evans**

Jerome Evans is Managing Director Data Centers & Cloud at diva-e Cloud GmbH. He has been involved in IT services and especially data centres for over 15 years: at that time he founded the company firstcolo, which today also belongs to the diva-e group. There, he takes care of the construction and operation of data centres, but increasingly also cloud-based server infrastructures. In addition, Jerome Evans is an expert in blockchain technologies and actively contributes to shaping the future of the transactional experience partner diva-e with his management skills.