

Recent EY client success stories

Client industry	Client need	EY value delivered
Media and entertainment	A large global media conglomerate needed help establishing ITFM processes and creating an Enterprise Technology service catalog for its newly established IT shared services organization.	<ul style="list-style-type: none">▶ Designed a comprehensive, business-facing IT service catalog that included service performance levels for each service▶ Developed a monthly service usage-reporting process and reports for all IT services▶ Created an IT-specific chart of accounts to align costs with services▶ Built a service-cost model and calculated actual unit service costs▶ Designed a service-cost allocation model covering 26 services and 7 business divisions
Advertising	A large global advertising firm needed to assess its ITFM process maturity and develop a detailed plan for improvement.	<ul style="list-style-type: none">▶ Determined current and target ITFM maturity levels▶ Developed a detailed gap analysis▶ Created 16 improvement recommendations▶ Designed a comprehensive ITFM data and system-end state architecture▶ Provided an executable and prioritized recommendations roadmap
Pharmaceutical	A large global pharmaceutical company needed to improve IT cost transparency and develop an end-state ITFM data and system architecture.	<ul style="list-style-type: none">▶ Assessed the current state of ITFM processes within its Information Technology Shared Services (ITSS) organization▶ Developed unit service-cost model and benchmarked to the market, identifying millions in potential annual savings▶ Designed ITFM data and system-end state architecture
Broadcasting	An international television broadcast network needed to address its fragmented ITFM processes, lack of cost transparency, no service definition nor usage reporting, and an ineffective cost allocation process.	<ul style="list-style-type: none">▶ Performed a current state cost and operational assessment of existing IT function and ITFM processes▶ Designed, developed and supported the launch of a comprehensive IT-service catalog for the newly formed IT shared services organization▶ Defined and documented key ITFM processes▶ Developed an IT service-cost model▶ Identified significant potential reductions in annual IT operating costs

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About EY
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IT financial management journey

Ernst & Young Perspectives

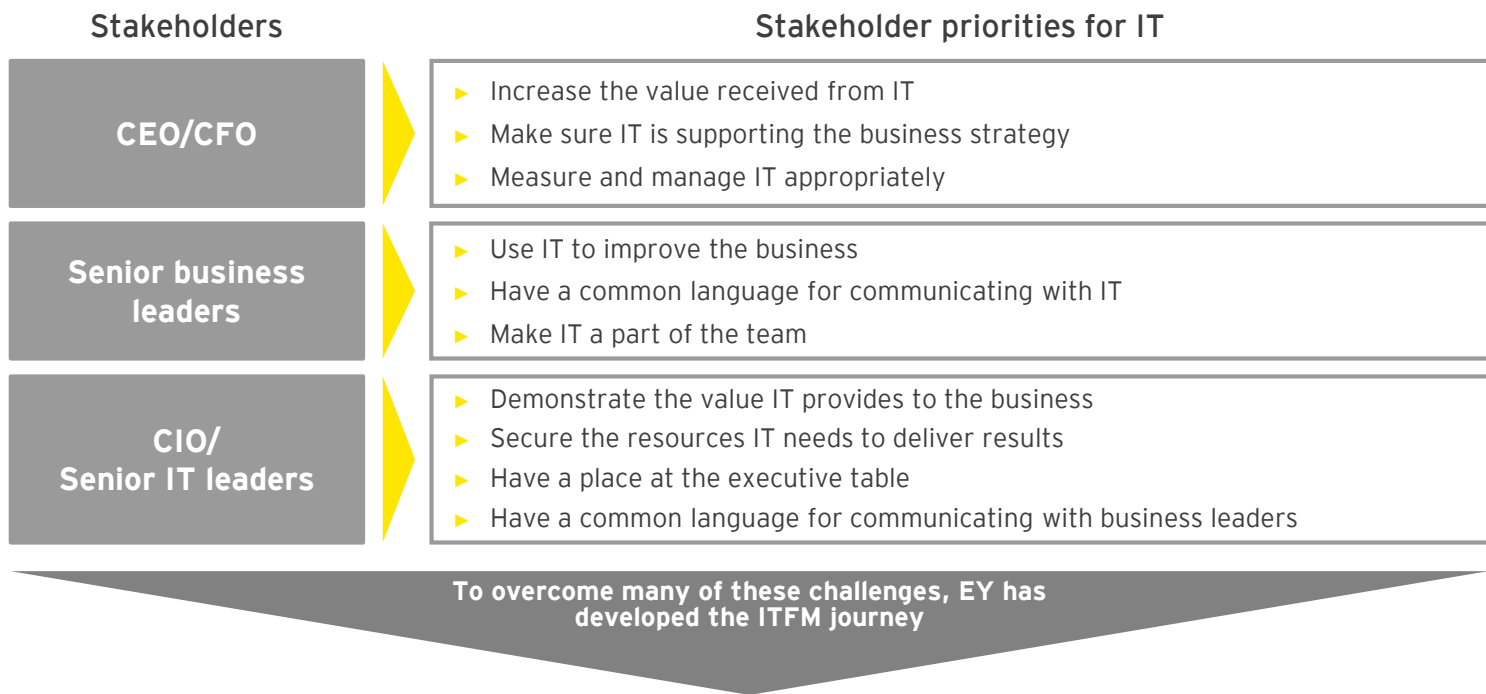


EY

Building a better working world

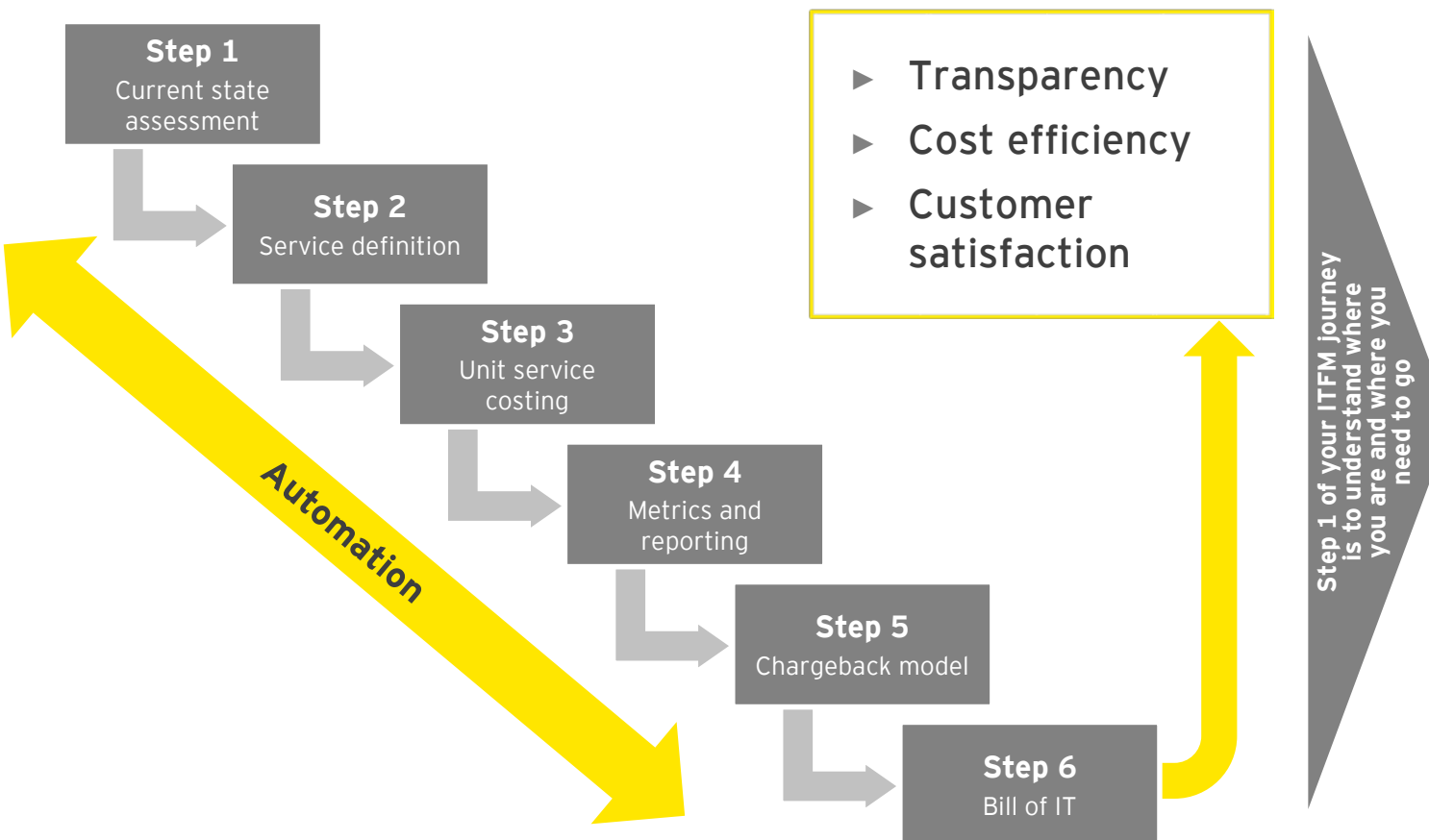
Current challenges faced by clients

We often find that there are multiple executive level stakeholders with varying needs and priorities for their IT organizations that must be understood and addressed.



The EY IT Financial Management (ITFM) journey

EY's ITFM journey provides a clear and easy-to-follow path to enable the delivery of cost-effective services to the business, improve transparency and increase satisfaction.

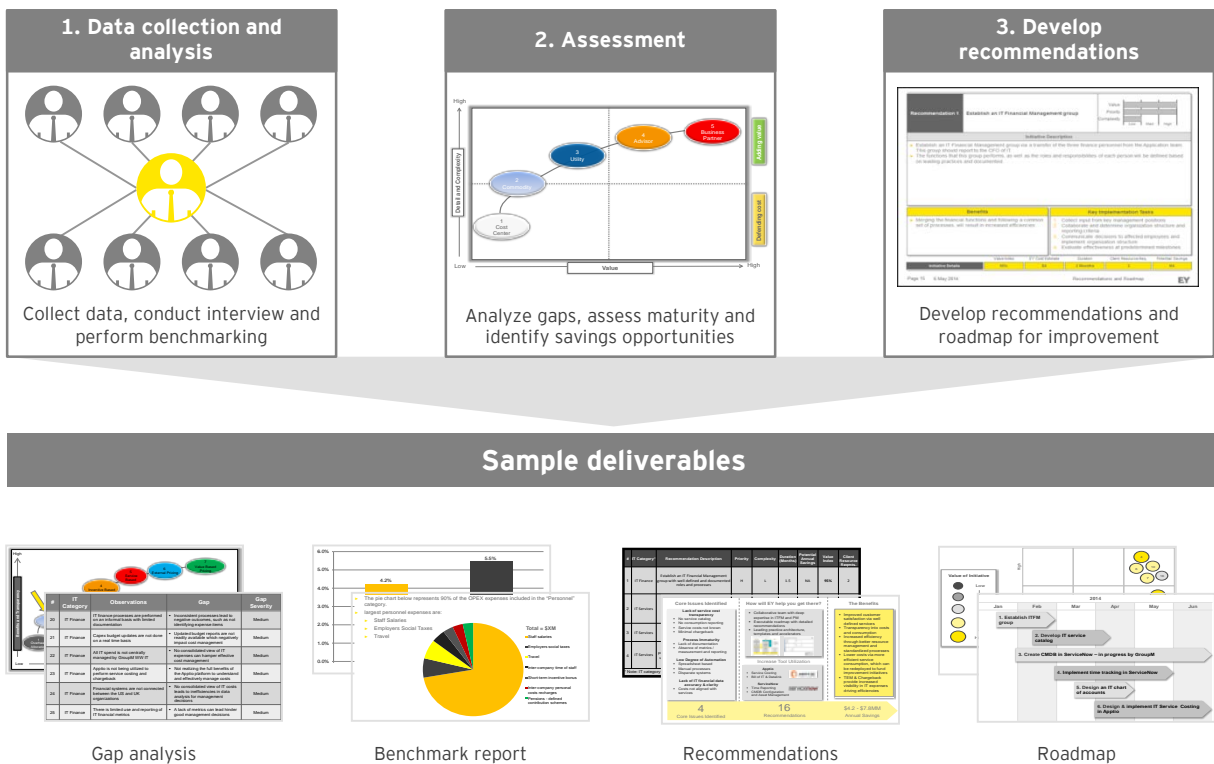


Why EY

- ▶ EY's collaborative culture, experience and depth of knowledge in ITFM uniquely positions us to help today's IT organizations overcome their ITFM challenges.
- ▶ EY has a proven approach with a long track record of success.
- ▶ We have the ability to seamlessly integrate with client teams to get the work done with minimal disruptions.

Step 1: ITFM assessment overview

EY's eight-week approach provides clear objectives, activities and practical recommendations that can be rapidly implemented.



Benefits realized from Step 1

- ▶ Understand the IT cost baseline, benchmark position and ITFM process maturity levels
- ▶ Identify actionable savings opportunities
- ▶ Have detailed recommendations and an executable roadmap for improvement