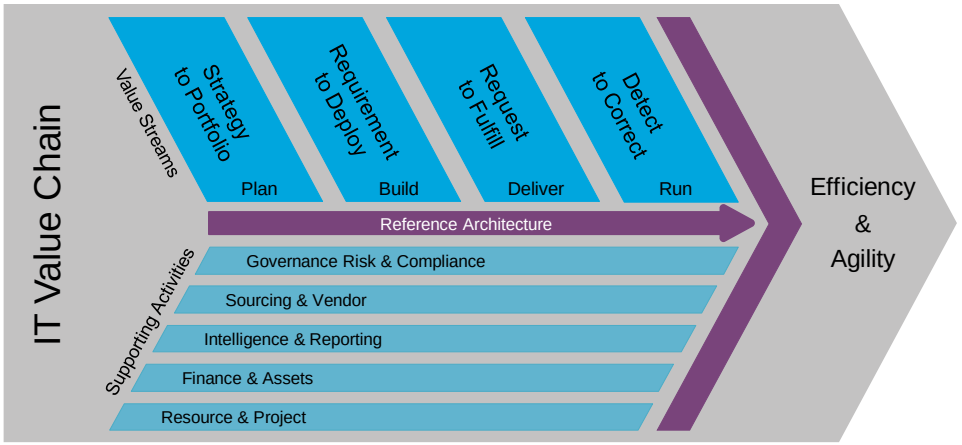
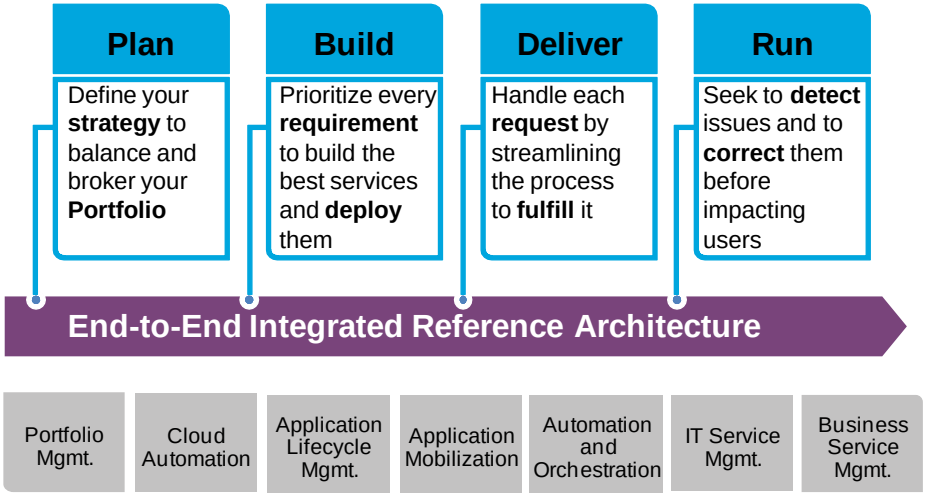
IT4IT™ and the IT Value Chain

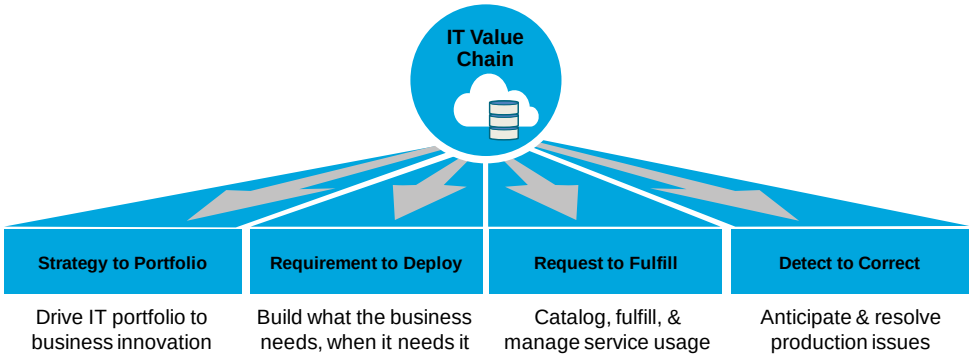
Leveraging Business Value Chain Success



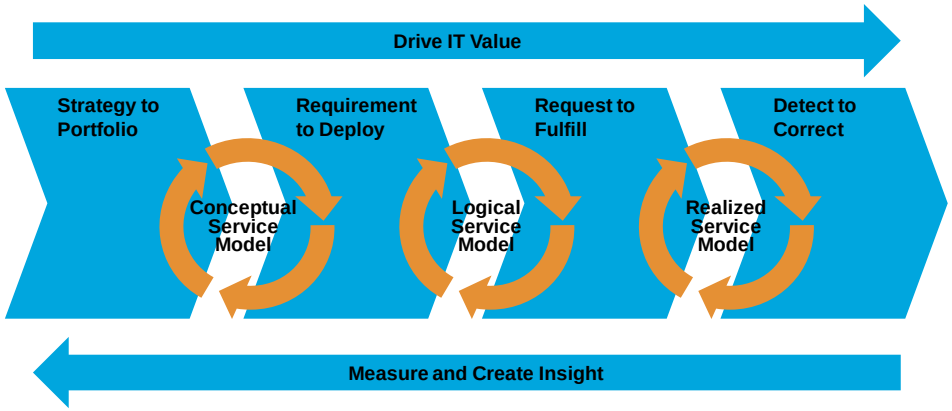
An Operating Model for the New Style of IT



Value Stream Overview



Service Model Lifecycle



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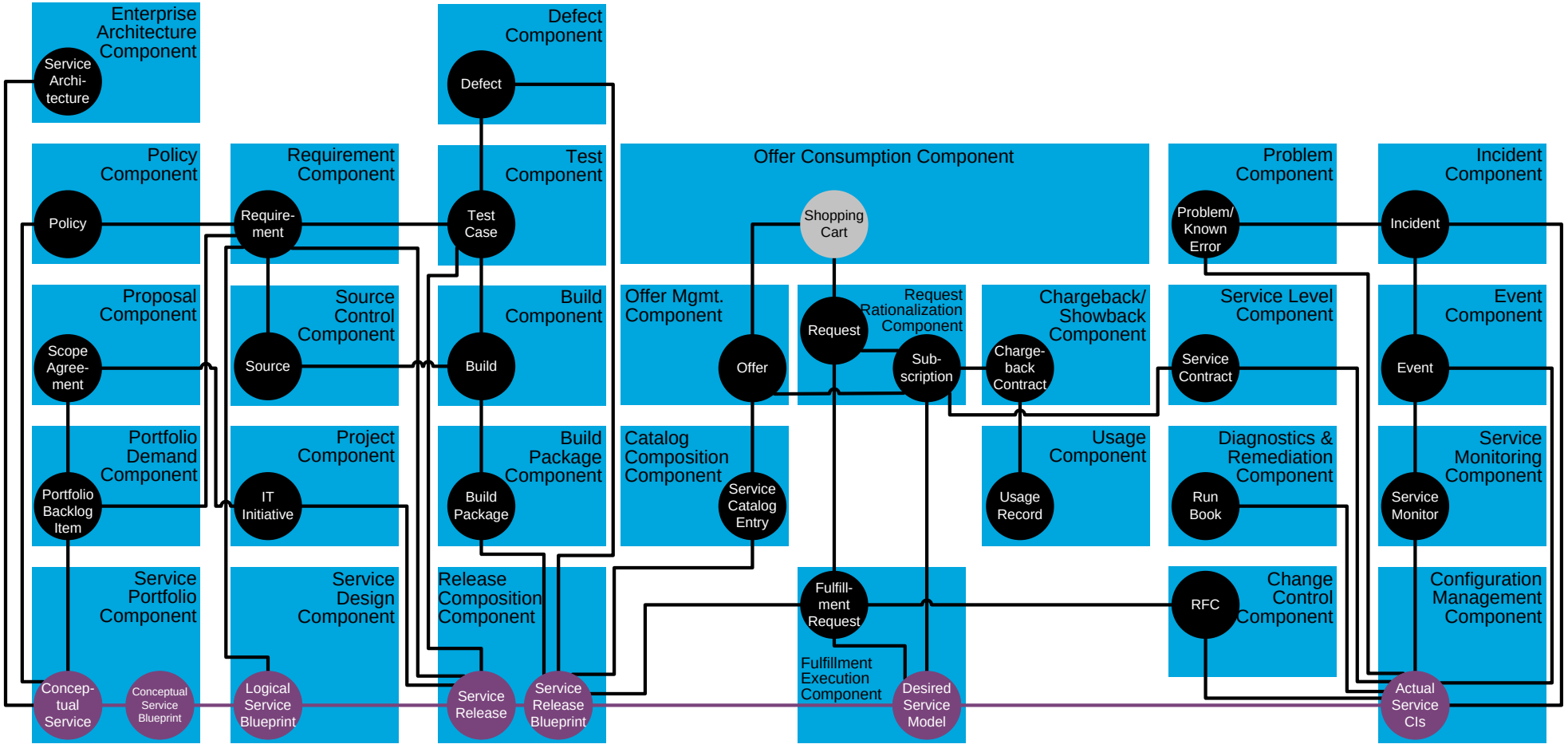
IT4IT™ Reference Architecture, Level 1

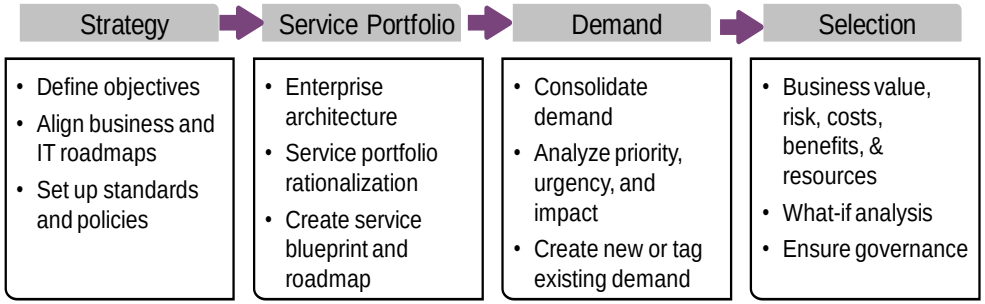


S2P: Strategy to Portfolio

Manage your IT Portfolio and Investments to Drive Business Innovation

- Provides the strategy to balance and broker your portfolio
- Provides a unified viewpoint across PMO, enterprise architecture, and service portfolio
- Improves data quality for decision-making
- Provides KPIs and roadmaps to improve business communication

Key Activities



Value Drivers

Holistic Demand
Across PMO, enterprise architecture, and service portfolio mgmt.

Business Priorities
Decisions are based on business needs.

Data Consistency
Reliability and trust based on consistent data across services.

Financial Visibility
Information on investment activity and value realization.

Traceability
Link from business request to what was delivered.

Communication
With business stakeholders through service roadmaps.

Proof Points

Innovation	% of new investment vs maintenance
Demand	By source and type
Capital	% CapEx vs OpEx
Usage	% satisfied customers per service
Costs	% planned vs actual
Compliance	Deficiencies in security policies and standards

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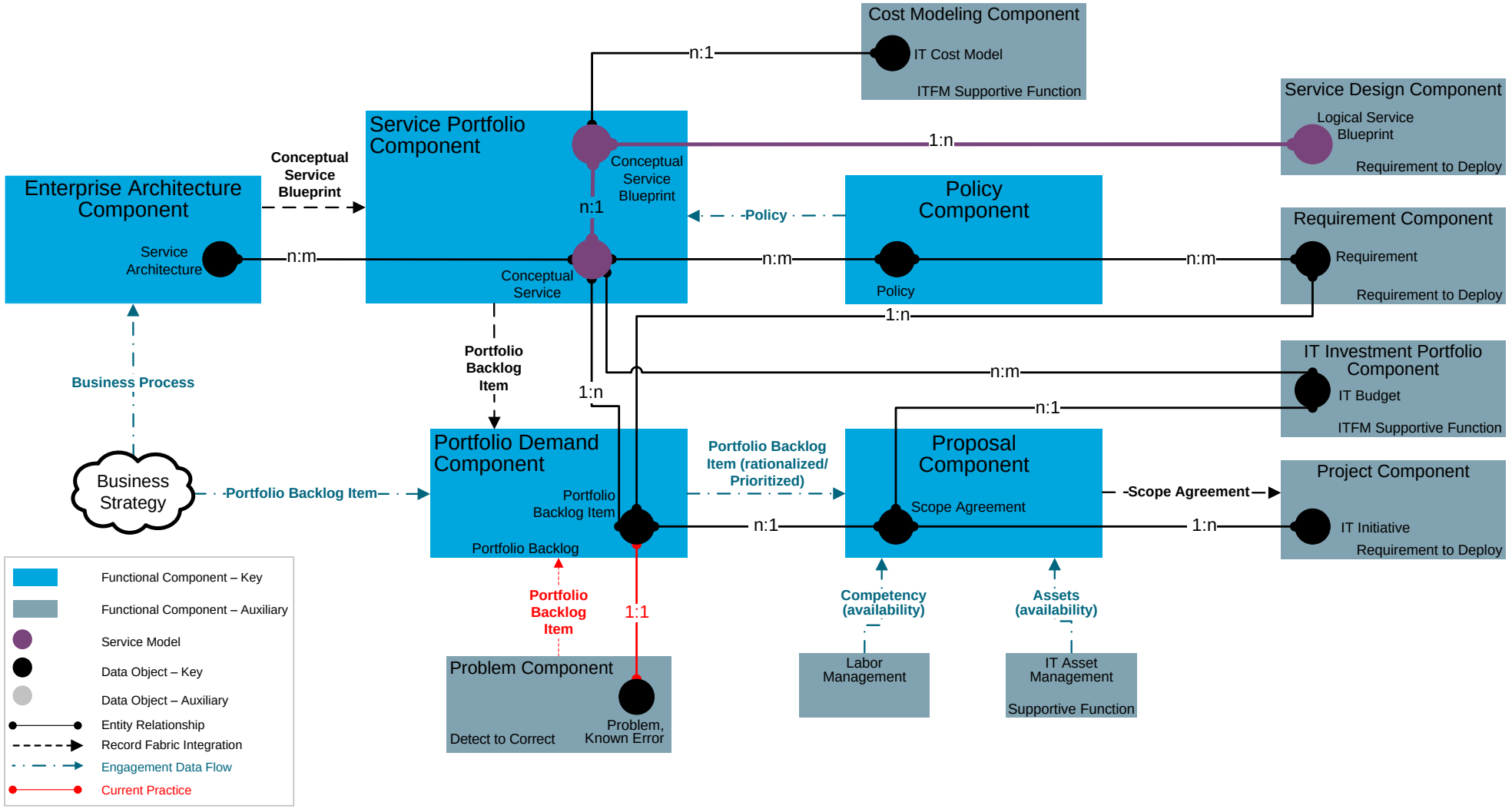
S2P: Strategy to Portfolio



R2D: Requirement to Deploy

Prioritize Every Requirement to Build the Best Services and Deploy Them

- Provides a framework for creating, modifying, or sourcing a service
- Supports agile and traditional development methodologies
- Enables visibility of the quality, utility, schedule, and cost of the services you deliver
- Defines continuous integration and deployment control points

Key Activities

Plan & design	Develop	Test	Deploy
• IT project plan • Logical service model • Requirements • Functional & technical • Standards & policies	• Development: agile, iterative, waterfall, … • Source & set up dev. environment • Version control • Developer testing	• Functional: desktop, web, mobile • Performance: desktop, web, mobile • Security: static, dynamic	• Release plan • Change and configuration process • Knowledge management • Application and security monitors

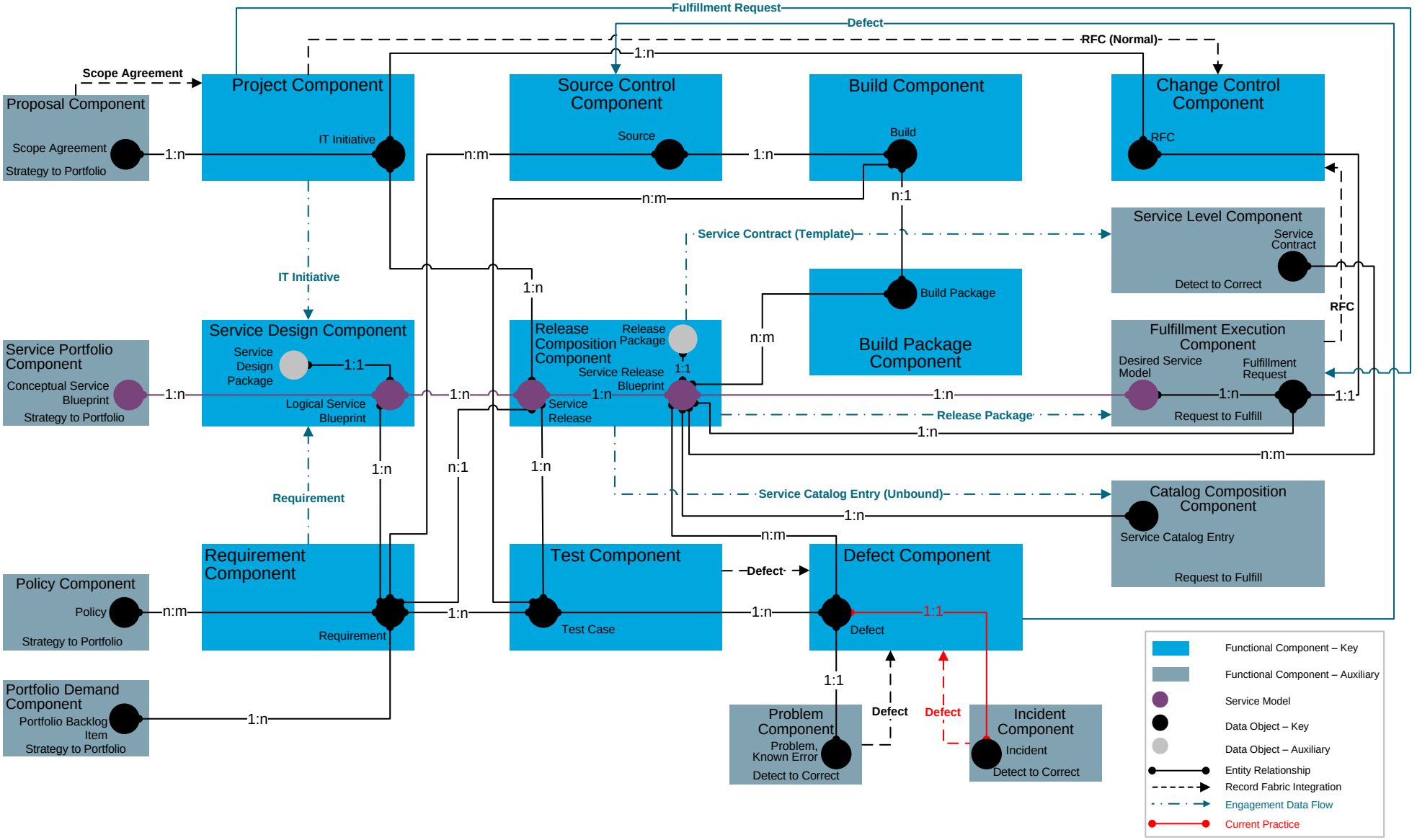
Value Drivers

Reuse Re-use of services and requirements becomes the norm.	**Time-to-Market** Faster time-to-market for service realization.	**Supplier Info.** Increased traceability across internal and external suppliers.
Financial Visibility Improved inputs to IT Financial Management on full service cost.	**Predictability** Control point facts for quality, utility, security, and cost.	**Policy Compliance** Across security, risk, enterprise architecture, and finance.

Proof Points

Requirements	% of requirements – dev, test, deploy	**Defects**	% of detected *versus* closed at release
Automation	% of automated build, tests, deploy	**Deploy**	% of successful deployments
On Time	% of project tasks or cycles on time	**Change**	% of emergency changes

R2D: Requirement to Deploy

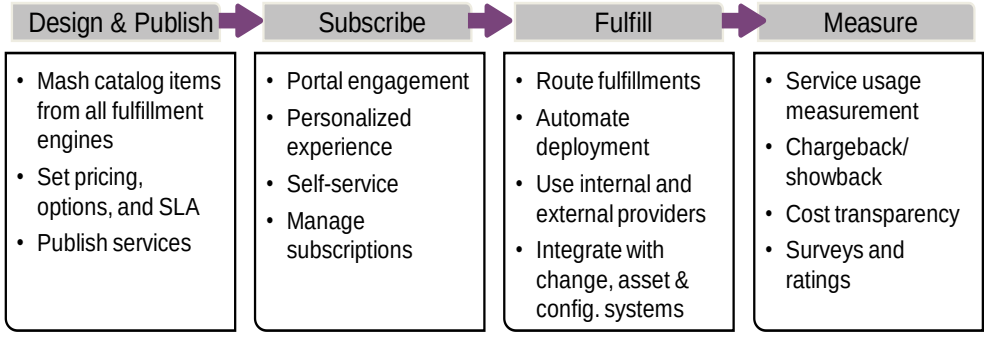


R2F: Request to Fulfill

Manage Catalog, Subscriptions, and Fulfillment across Multiple Providers

- Helps your IT organization transition to a service broker model
- Presents a single catalog with items from multiple supplier catalogs
- Efficiently manages subscriptions and total cost of service
- Manages and measures fulfillments across multiple suppliers

Key Activities



Value Drivers

Consumption	Single Catalog	Service Broker
Consumers easily find and subscribe via self-service.	Single offer catalog with multiple fulfillment providers.	Transition from request management to broker.
Efficiency	**Traceability**	**Cost Optimization**
Standard subscription process with policies and automation.	Across subscription, usage, and chargeback.	Recover expired and unused subscriptions and licenses.

Proof Points

Deliver	Subscriptions per period per service	**Broker**	% of subscriptions active or expiring
Speed	% of orders fulfilled with automation	**Usage**	% of successful deployments
Costs	% of self-service requests	**Satisfaction**	% of subscriptions requiring an incident

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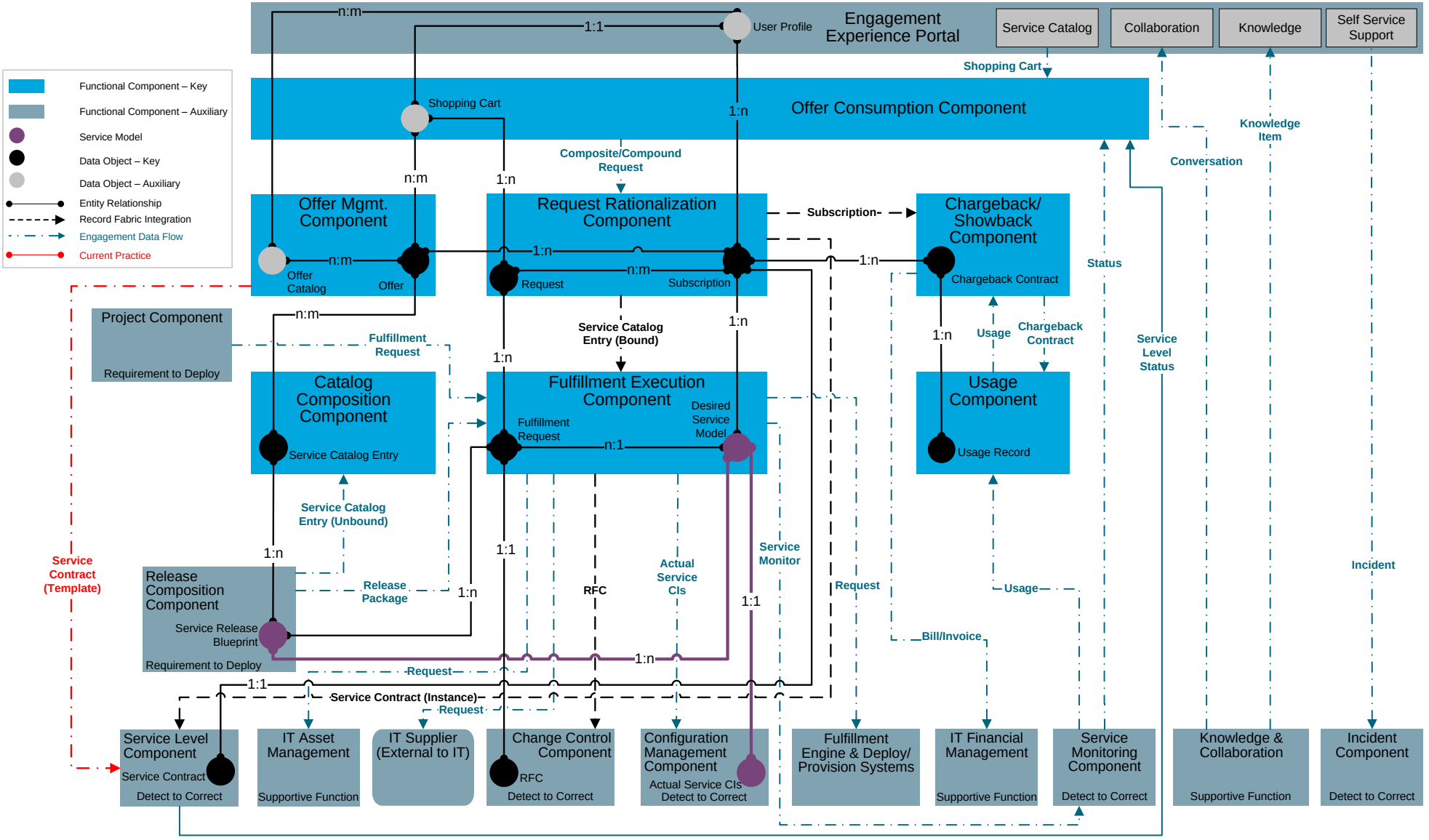
R2F: Request to Fulfill



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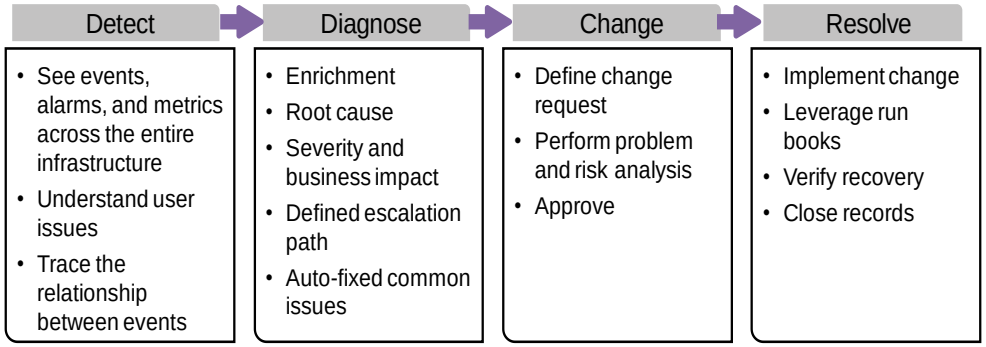
D2C: Detect to Correct

Integrating IT Operations to Quickly Find and Fix Issues

- Brings together IT service operations to enhance results and efficiency
- Enables end-to-end visibility using a shared configuration model
- Identifies issues before they affect users
- Reduces the mean time to repair

Key Activities



Value Drivers

Efficiency	Collaboration	Traceability
End-to-end visibility to quickly identify and resolve.	Common language with consistent data and shared configuration.	Across event, incident, change, and resolution.

Cost	Risk	Improvement
Reduce tickets, war rooms, and duplicate work.	Defined business impact and reduced clannish knowledge.	Shorter mean time to repair and more uptime.

Proof Points

Velocity	Decrease mean time to repair	**Effort**	% of events and incidents escalated
Root Cause	Increase in problems identified and solved	**Teamwork**	% of change-related outages
Costs	% of automated event and incident resolutions	**Satisfaction**	% of first call resolution

D2C: Detect to Correct