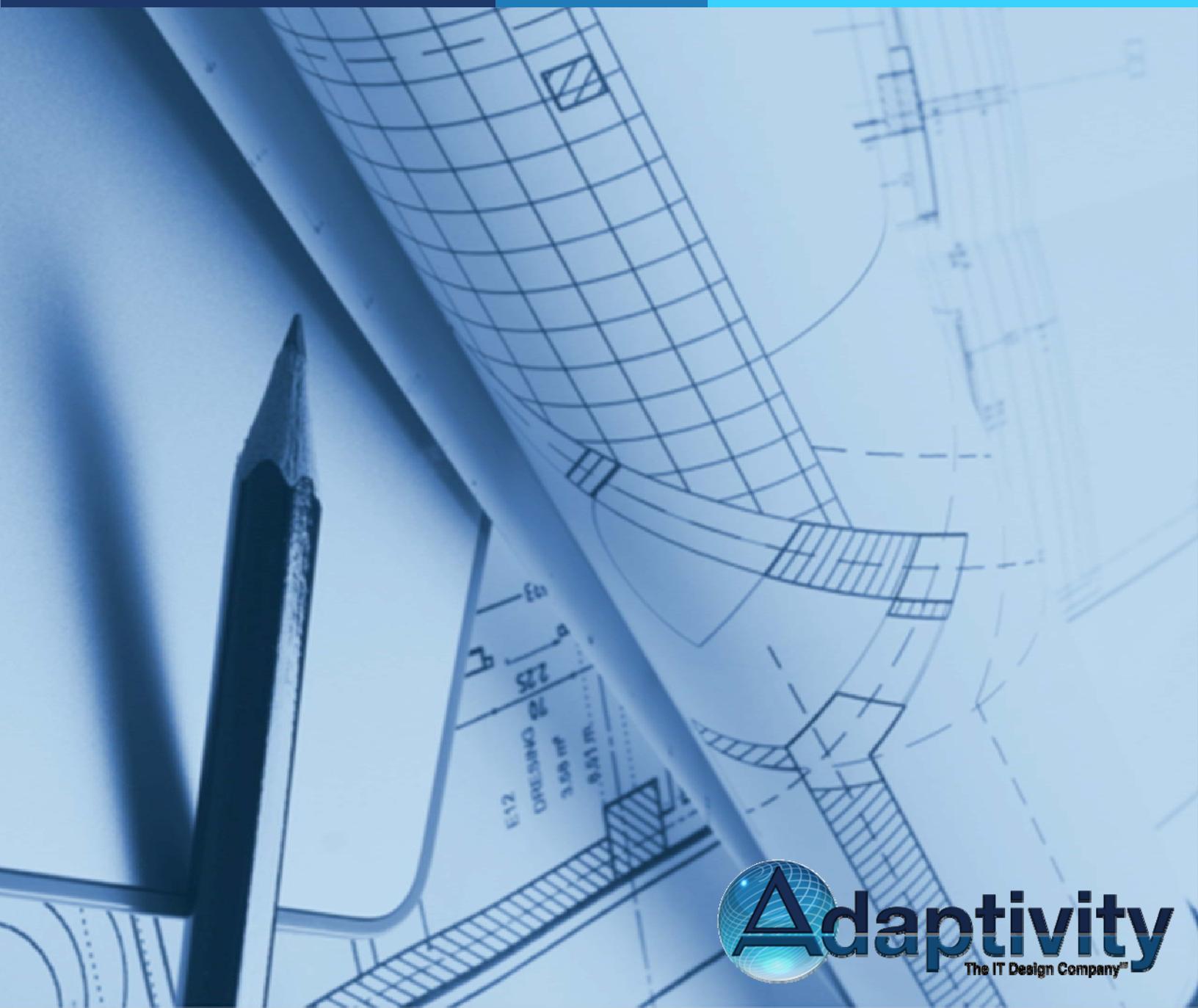




# The BluePrint<sup>4IT</sup> Lifecycle Suite Program for Systems Integrators and Technology Partners



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## 1 Introduction

Let's get real; the IT industry is not what it used to be. Game-changing innovations like virtualization and cloud computing have leveled the playing field when it comes to IT service and technology providers. No longer is our field dominated by a handful of big consulting firms and technology providers; in fact, there has been an exponential increase in service and technology providers over the past year with new "advisory this" services and "technology that" products—all vying for your customers' dollars. Market share is no longer the primary driving force; it's recognition, differentiation, and speed to delivery that today's businesses are demanding and IT must deliver. IT needs help, no question about it, but to whom do they turn? Well, they turn to the provider that can demonstrate new ways of doing things, show they have the means to solve these new challenges, and leverage innovative technologies the right way. Are they looking for you?

The advent of cloud computing is changing the way business services are delivered; the supply chain has gone digital and IT can no longer lag behind and simply provide technology solutions to support business applications. We are way past that model! IT truly needs to be aligned and in lockstep with the business, if they are going to contribute to the bottom line and avoid becoming a budgetary statistic. We also know that business demands are real time and being able to respond quickly is critical to survival. In order for IT personnel to respond in real time, they must understand the characteristics of that demand and supply the right response at the right time, every time.

Another thing we've figured out, through working with our customers and partners, is that many IT organizations suffer from 'executionitis' – the inability to properly balance workload execution where demand meets supply. The consequence of executionitis is a pervasive imbalance between demand and supply that leads to poor fulfillment of business requirements and wasteful use of IT resources – waste, cost, and dissatisfaction.

Finally, we've figured out that today's IT organizations, for many reasons we won't go into, simply can't get out of their own way. They simply don't know where to start, what to make of all the new technologies, or how to efficiently and effectively move to the next generation datacenter. That's where you as IT service and technology providers come in, and where Adaptivity's BluePrint<sup>4IT™</sup> Lifecycle Suite can help you meet your customers' requirements for fast, effective and efficient IT project delivery.

If you are reading this paper, you've decided that you need an edge, something different that sets you apart from the pack, something that will allow you to attract new customers, meet and beat competition and grow your business. That something is Adaptivity's BluePrint<sup>4IT</sup>! Adding Adaptivity's BluePrint<sup>4IT</sup> Lifecycle Suite to your repertoire will give you the edge you are looking for. We've studied ITs problems and the general difficulty in adapting to today's rapidly changing business environment, and we've figured out a few things.

So, if you are interested in understanding how you can deliver customers solutions that solve their problems, deliver 3x to 5x the performance on 1/3 of the infrastructure, and deliver actionable results in a fraction of the time it takes most providers, then read on and we'll tell how we can help.

## 2 The Living Blueprint for Enterprise IT Design

Whether you are a service provider or a technology company, BluePrint<sup>4IT</sup> can deliver the competitive advantage you need to rise above the crowd. Adaptivity's BluePrint<sup>4IT</sup> Living Blueprint provides our partners with the decision platform and communication vehicle to implement and govern change in Enterprise IT in the most effective and efficient manner that executes to the requirements of the business. BluePrint<sup>4IT</sup> Lifecycle Suite consists of three major modules—Modeling Studio, Design Studio and Govern Studio—and together they create a living blueprint that automates, documents and links the following.

- Alignment of business and IT strategy in a common language of workloads, priorities and business outcomes.
- Design and implementation of exact capabilities to fulfill business needs.
- Operations and tracking of IT delivery fulfillment of business needs.
- Sustainment of business and IT lifecycle through effective risk mitigation and optimal resource management,

Before we dive into the three major modules that comprise the BluePrint<sup>4IT</sup> suite, let's discuss the foundational concepts integral to the blueprinting process. These are the concepts that will differentiate you from every other services and technology provider in the marketplace. These concepts and techniques are the essential elements that drive the decisions on how you will take your customer through the transformation and deliver the solutions they need.

**The Business Value Chain (BVC):** the BVC is a technique used to decompose a customer's business into business functions (think Sales) and business activities (think CRM within Sales) to understand how the business makes money, manages risk, and operates. The BVC provides the foundation for mapping business demand (workloads) to IT supply requirements and provides IT the knowledge needed to institutionalize a contextual decision framework for how to design, build, deploy, and operate IT services and infrastructure. We are *linking the business to IT* to understand what IT needs to provide to satisfy business demand.

**Workloads:** are manifestations of applications, processes, and transactions that make up a component of demand. Essentially, workloads represent how demand is met through standard patterns of functional and operational components. Workloads are then mapped to specific qualities (think availability, performance, throughput, etc.) based on what the business requires, which ultimately *defines what IT needs to deliver*.

**Quality profiles:** represent the characteristics (requirements) of



the workload with respect to what the business expects IT to deliver. Quality profiles are used to *define the operational requirements* (IT supply) necessary to support business functions and drive solution architecture design.

**Patterns:** represent recurring process characteristics (workloads) or reusable architectural solutions to known problems and are typically platform independent models that show collaborations of functions and representation of a workload type. Patterns represent how the components of the workload are architected and how they interact with each element. We can determine the appropriate patterns of a given workload by using the quality profiles and some really clever algorithmic calculations. Patterns are used to help us understand a couple of things.

The first thing we can derive from patterns is what the underlying IT supply architecture should look like, and *what will be required to satisfy the demand* based on the quality profiles. Second, patterns have known limitations, and can be used to *quickly identify problems with IT supply (performance, scaling, queuing, etc.) and determine the proper remediation tactics*. We include remediation tactics for all the patterns in the tool.

**Forensics:** is the basic process for capturing and analyzing infrastructure assets (servers, storage, and network) to determine where potential problems may be occurring. Forensics tools and analysis techniques are used to *validate how well the current infrastructure is performing against demand requirements, and to use the analysis to determine what enhancements are needed*. The BluePrint<sup>4IT</sup> software has built-in adapters to accommodate certain discovery tools such as BMC's ADDM (formerly Tideway Foundation) and Cirba that allow you to import the discovery data into the Design Studio and build heatmaps (gap analyses) to identify problem spots and prioritize their remediation actions.

**Heatmaps:** these are typically represented in a matrix fashion, exposing potential problem areas and the degree of impact they may have on the infrastructure. The heatmap *provides the ability to prioritize which problems get fixed first, second, third, and so on* (think project roadmap). The heatmap is created by the tool based on the differences between how the IT organization perceives their infrastructure functioning (IT self-assessment) and what the forensics analysis shows. The quality profile of the workload is also used as a set of expectations (future-state requirements) mapped against the current-state infrastructure's capability to support the workload.

Legend		IT GAP			
		Large	Medium	Small	Meets requirements
Complexity of Remediation	High				
	Medium				
	Low				

Not Applicable

Not Collected

**Ensembles:** are essentially capability stacks that are represented in a layered architecture, identifying at each layer what requirements need to be met in order to satisfy the workload(s) being addressed. These ensembles can be used by the systems integrator or technology provider to make several recommendations such as what the deployment architecture should look like, where the integration points will be within the current infrastructure, what technologies are required, what remediation tactics are recommended for the existing infrastructure to meet expectations, and so on.

**Fit-for-Purpose Design:** is a tactic used to design an operating platform *that optimizes the performance of an application based on the workload types* that the application exhibits. Fit-for-purpose designs consist of ensembles (capability stacks) organized and tuned to specific workload

characteristics to ensure that IT meets business expectations. This is not a one-size-fits-all design; rather, it is tailored specifically to a set of business demand characteristics.

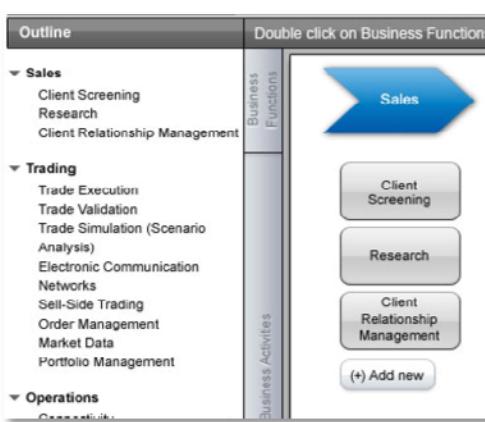
There are lots of other concepts and techniques used in the operation and functioning of BluePrint<sup>4IT</sup> software. However, these are the primary concepts that our partners need to embrace so they can effectively articulate the benefits and value of using this approach over the standard consulting and discovery techniques used today, which have not kept up the science of IT design.

Keeping these concepts and techniques in mind, let's move on to discussing the three major components of the BluePrint<sup>4IT</sup> Lifecycle Suite: Model Studio, Design Studio, and Govern Studio.

## 2.1 Modeling Studio

Adaptivity's BluePrint<sup>4IT</sup> Lifecycle Suite Modeling Studio is a web-based collaborative work environment that allows you to quickly document, profile, analyze, and link business demand with the IT Supply Chain. Systems integrators can easily generate a Business Value Chain (business map) that describes what business functions and activities are being executed—with clearly documented linkages to the Application Portfolio—*effectively creating a visual and functional business to IT alignment representation*. We have provided a number of pre-defined templates for several

industries to minimize custom development of your client's business structure. However, we understand that not all businesses conform to a standardized structure, so we provide the capability to customize the templates to accurately reflect your customer's BVC.



The Modeling Studio enables you to profile the customer's workload. There are a number of benefits to profiling the workload; for example, *workload profiles tell you exactly what IT needs to deliver in order to meet service level requirements (SLAs)*. Profiling also *identifies conflicts and inadequacies in IT service delivery* and provides you with specific focus areas to remediate.

Profiling, in conjunction with the BVC, *can expose duplication and redundancies of applications and processes*, further justifying additional consolidation and optimization requirements.

Within the Modeling Studio, the qualities of an application and its workload are captured as part of the process and are directly linked to the infrastructure architecture, engineering, and operational model for IT delivery and execution. The workload profiles captures and quantifies both business key performance indicators (KPIs) and over 50 operational characteristics to ensure a complete, consistent, and accurate understanding of how business workloads consume IT resources.

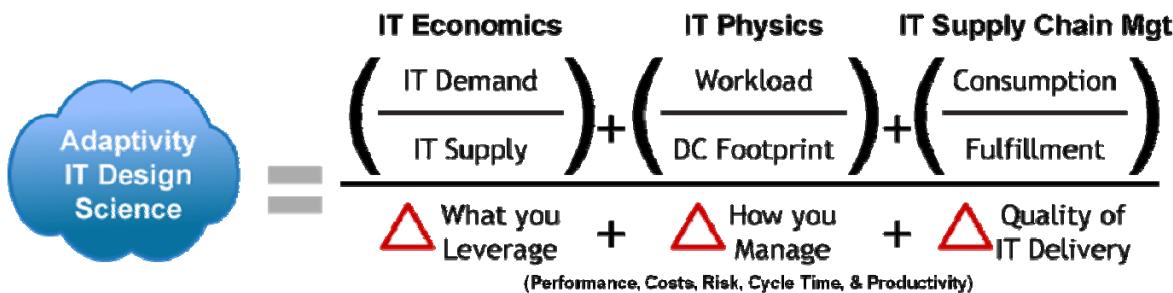
Select Quality Profiles				
Categories	N	L	M	H
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Availability Target % Uptime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Availability Requirement - Days of Operation	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Availability Requirement - Hours of Operation	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability Requirement - SLA for MTTR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Availability Requirement - Fast Recovery Time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Data Source Integration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Requirement for Guaranteed Delivery	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Asynchronous Message Delivery	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of Protocols	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Now that we have our Business Value Chain built, our workloads identified and profiled, and our target areas for design or remediation defined, we can move on to the Design Studio to begin developing our architecture deployment model.

## 2.2 Design Studio

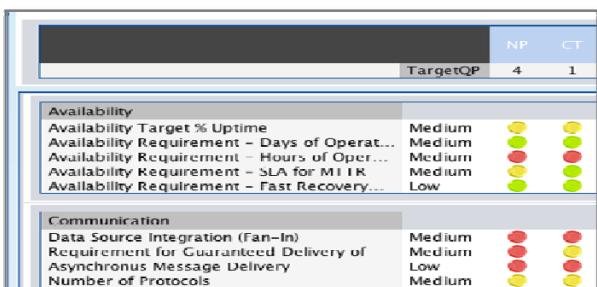
In today's IT environment, multiple dimensions must be considered when building and managing IT. The goal is to ensure that what is designed is right the first time and is correctly deployed into runtime environments. Design Studio takes care of understanding the relationships and dependencies between the business drivers, workload requirements, infrastructure capabilities, and the various IT deployment models to ensure the selection and design of IT infrastructure solutions satisfy business needs.

Adaptivity's Design Studio provides the IT Design "science" and automation to create tailored IT blueprints and prescriptive roadmaps that link architecture, engineering and system operations into "business-optimized" IT designs that respect workloads, physics, and business outcomes. In addition, because Design Studio utilizes discrete statistics, advanced number theory, and Bayesian probability logic, you are now able to iteratively refine IT design to achieve a business aligned target state.



What does all that mean? It means we've taken the guesswork (and trial and error) out of the IT design process and replaced it with design science—business-driven, fact-based, tailored, consistent, and repeatable design processes based on tangible business requirements. Think about it...no more over-provisioning (just in case), no more wasted assets, no more cost overruns, and no more excuses for the business and new servers can't support the workload. Genius!

It is truly genius, but because we know each customer has different requirements (technology preferences, policies, and compliance mandates, and other unique requirements), we've designed the BluePrint<sup>4IT</sup> Design Studio as an extensible platform. This enables an IT provider to harvest and harden their customers' best practices, enterprise architecture standards, and technology portfolio. As systems integrators and technology providers, this allows you to *codify the rules for how to properly design, engineer, and operate any customer's IT Supply Chain* within acceptable thresholds for business performance, agility, and efficiency. With this knowledge captured within Design Studio, you can now leverage the automation available to consistently implement and apply rules, standards, and best practices to deliver new application, service, or technology capabilities tailored to your customers' unique environment—from concept to build to run.



What's really cool in the Design Studio is we've provided you with a baseline of expert knowledge that can be tailored to your customer's needs. It is based on an Enterprise IT taxonomy of 300+ capabilities that allow you to standardize the use of hardware, software, and process driven by workload and

KPIs that is influenced by a maturity model. In addition to the 300+ capabilities, we also included a *robust repository of known problems and known remediations*—typical problems that cause disruption to normal service operations in the data center. The repository is built around patterns that enable the tool to *discern not only what is causing the problem, but also identify the proper remediation tactic to solve it*. Think about the value you can provide to your customers with the ability to quickly diagnose and resolve problems.

So let's say you're working with the tool and you identify several problems with your customer's current infrastructure based on the workload profiling, analysis, and forensics discovery work you've completed. How do you know which problem to recommend to your customer to tackle first? Well, the first thing you need to understand is how different technologies and deployment models affect the ability to meet business demands. The next thing you need to understand is which problems can be resolved quickly, and which problems are going to take a while. The Design Studio provides an auto-generated visual heatmap that *clearly identifies how well combinations of technical and process capabilities satisfy business workload requirements, and assesses the impact of the problem to the business and how difficult it will be to resolve*. When you think about this capability, the heatmap actually provides you with a baseline to *score your customer's maturity level against factual data* and build out a project plan to attack the problem list based on impact to the business and ease of resolution. It also provides a nice visual to discuss trade-offs and modifications based on customer needs.

At the end of the design process, you will have the capability to generate your blueprint complete with deployment architectures, heatmaps, quality profiles, your BVC and KPIs representing the business side of the equation, and last, but not least, a bill of materials that identifies the appropriate materials for building the solution to specification. It also provides a prioritized list of what capabilities (think technologies) are needed as well as the recommended provider of each capability for turnkey program execution—from design to build to run. The recommended provider of these capabilities can be tailored to incorporate your OEM partner relationships or your clients' preferences.

Resolve Problem via Capability				
Pattern	Quality Violation	Affected Resource	Problem	Impact
Select	Select	Data	Select	Design
<b>Results</b>				
Symptom	Known Problem	Remedial Action	Avoidance	Impact
The unstructured data to support the pattern grows exponentially or in an unbounded manner.	The unstructured data to support the pattern grows exponentially, skewing cost, and adding operational complexity because usage criticality is not clear.	Use tiered appropriate memory management policies to limit and manage growth.	Data	Infrastructure
ETL process does not complete within operational windows.	Extracts are taking too long.	Run multiple extracts in parallel against the source database.	Grid Engine	Engine

Adaptivity Execution Engine			
Technology	No #	Topic	Possible Provider
1.	1.	Duplication Threads	Sherpa, Avalon Business System
2.	2.	Load Balancing	Domino Server, MaxUsers feature
3.	3.	Load Balancing	Scalent (for DMZ balancing at bare metal)
4.	4.	Virtual Storage Gtr. Mgmt.	Hitaachi Virtual Storage Manager
5.	5.	Dynamic Load balancing	TIBCO Fabric Server
6.	6.	Distributed Cache	Oracle (Coherence)
7.	7.	Application Monitoring	Integriti
8.	8.	Application Monitoring	OpTee CoreFirst
9.	9.	Network QoS	CISCO QoS Bandwidth Management
10.	10.	CMDB	Boardsware

Moreover, for our partners that like to tinker, there is a Blueprint Development Kit (BDK) that allows you to re-engineer your design process or your customer's design process to take advantage of the algorithmic design engine and automated blueprint generation capabilities. This BDK enables you to define custom blueprint sheets and design rules tailored to the customer engagement you are working on. It also allows you to import reference architecture and engineering build standards so that compliance with the customer's organization policies becomes seamless every step of the way.

## 2.3 Govern Studio

The notion of governance seems to be a bad word in the realm of IT. We believe this is the case for several reasons, but the most consistent reason we find is that most IT organizations don't understand what it is, and therefore, do not understand the benefits of good governance. ISACA defines governance this way, *"IT governance is a framework that supports the effective and efficient management of information resources (e.g., people, funding and information) to facilitate the achievement of corporate objectives. The focus is on the measurement and management of IT performance to ensure that the risks and costs associated with IT are appropriately controlled."*<sup>1</sup>

If you consider what the Adaptivity BluePrint<sup>4IT</sup>Lifecycle Suite provides, there is a direct correlation to applied governance techniques in how we align corporate objectives (represented by business KPIs) to IT with respect to traceability, workload correlation, operations, and capabilities. Each step in the blueprinting process is thoroughly documented, linked, catalogued, and auditable. If we agree that success for enterprise IT in any organization is measured by how consistently all functions of the enterprise (from business analyst through software and systems personnel to IT auditor) follow the same process and procedure, or as we like to say, work off the same page, then these attributes are the cornerstone of a solid governance structure.

Specifically, the living blueprint enables a COBIT-compliant framework communication process. The blueprint is the communication vehicle to help firms transcend organizational boundaries to ensure consistent execution and to provide the automation, communication, and linkage to enterprise IT operations by creating a smart artifact repository that enables auditable and traceable IT execution. Traceability of IT decision-making and execution is a critical function for any CIO to manage, if business goals, objectives, and outcomes are to be realized.

Considering the data captured, analyzed, aligned and stored, you can think of the BluePrint<sup>4IT</sup>repository as a unification strategy, much like a CMDB helps track and answer the following.

- Who requested what change, when, and for what specific business activity or goal?
- How did that change request translate into design, adherence to architecture and engineering standards?
- What project is it aligned to?
- What funding source was approved and applied?
- When and where was the change request implemented?
- How is the solution tracking against the original request, best practice design and engineering standards?
- How is the solution being measured and managed in an ongoing basis?

As we mentioned before, the BluePrint<sup>4IT</sup>software incorporates the categories of COBIT as dimensions of the blueprint. The software supports standard workflow automation and can be exported in various file formats that link to existing IT Service and Change Management processes (e.g., ITIL). This affords an organization the unique ability to adopt a living blueprint strategy, plug into existing control and delivery processes, and effect more easily governed and sustained quality improvements .

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<sup>1</sup> ISACA, Ken Doughty, *Governance Pass or Fail*. <http://www.itgi.org/Template.cfm?Section=Home&CONTENTID=34330&TEMPLATE=/ContentManagement/ContentDisplay.cfm>

The roadmap for using the BluePrint<sup>4IT</sup> Lifecycle Suite to implement control and governance over IT consists of establishing traceability of IT decisions to ensure the focus is on business needs without sacrificing IT efficiency. The approach is to create the living blueprint for continuous improvement and alignment that is followed iteratively, building a sustainable discipline and process over time.

Governance Topic	Governance Concern	Blueprint Solution
<b>Strategic Alignment</b>	IT Planning	IT Planning Objectives & KPIs Strategic Alignment Scorecard IT Improvement Program by IT KPI IT Improvement Program by IT Function
	Application Portfolio Management	Application Future State Portfolio Application Component Harvesting & Re-Use Application Portfolio Transition Application Status by Portfolio Process Stage
<b>IT Value Delivery</b>	IT Value Alignment	IT Value Model by Project Initiative Value Delivered Summary
	Utility Value Improvement	Utility Utilization Utility Investment in Transformation Utility Resource Re-Useable Capacity Plan Utility Resource Re-Use By Project
<b>Risk Management</b>	IT Policy & Standards	IT Policy by IT Function IT Policy Compliance by Application
	Architectural Control	Architecture Council Strategic Priorities Application Architecture Review Status Architecture Review Scorecard by Application Architecture Remediation Action Plan by Application
	Operational Risk Mitigation	Operational Risk Reduction Strategic Priorities Operational Risk Reduction by Capability Operational Risk Reduction by Capability by Project
<b>IT Performance Measurement</b>	Capability Maturity Improvement	Capability Assessment by IT Function Capability Usage by IT Project Capability Improvement Program Roadmap by IT Function Capability Maturity Improvement by Utility Focus Area
		SLA by Business Value Chain Function OLA by Application

The value this approach provides to our partners is tremendous when you consider that most organizations do a poor job of aligning and tracking corporate objectives, projects, technology funding, procurement, and deployment, not to mention following consistent processes. BluePrint<sup>4IT</sup> Lifecycle Suite provides a solid foundation for you to deliver to your customers—it's built in!

### 3 How You Can Leverage the Power of the BluePrint<sup>4IT</sup> Lifecycle Suite

The first question on your mind is (or should be) how does Adaptivity make me a rock star in my field of IT? Simple, really. We start with understanding your business model, how you go to market with

your services or technologies (or both), and where you are finding challenges, like breaking through to new customers, fending off competition, or getting your business out of a rut. Once we understand that, we work with you to integrate our approach and tools into your way of doing things, making sure to address your challenges.

### **3.1 For Systems Integrators**

Our approach for on-boarding systems integrators and IT service providers follows a logical track, starting with an in-depth review of our BluePrint<sup>4IT</sup> software and methodology, followed by a deep-dive into your objectives and how you do business. Each session is typically conducted in a workshop format facilitated by Adaptivity subject matter experts. The team that facilitates the workshop sessions remains throughout the process to ensure consistency and continuity until the project has been completed.

#### **3.1.1 Understanding and Aligning to Your Business Model**

The first thing we do is work with you and your team(s) to understand your objectives, constraints, and challenges to determine how best to integrate our methodology and tools. Understanding your business and go-to-market model helps us set the stage as to how we proceed with aligning the methodologies, developing the service workflows, and any customization of the tool that may be necessary to satisfy your requirements.

##### ***Methodology Alignment***

Our BluePrint<sup>4IT</sup> subject matter experts work with your team to decompose your methodology into process workflows and identify infusion points where elements of our methodology will best fit to accommodate the use of the tool (and certain steps that must be completed in the course of your consulting process to create the blueprint). As we progress through the methodology, each step will be analyzed and correlated to the Adaptivity methodology and eventually documented in your own vernacular to ensure your team fully understands the changes and techniques. We also identify relevant artifacts that may be required to complete the alignment. Once we are comfortable with the enhancements to your methodology and agree on the additions, artifacts, and other pertinent requirements, we progress to decomposing your service delivery approach and workflow.

##### ***Service Delivery Workflow Integration***

The next step in the process is to decompose your service delivery approach and workflow so we can map the BluePrint<sup>4IT</sup> requirements into your workflow processes as seamlessly as possible. To be clear, when we talk about your service workflow process, we are talking about your general approach to service delivery, not a specific service. Much like we decompose your overall methodology, we use the same approach with your service delivery process to create a current-state workflow and modify it to accommodate the tool and other necessary steps required for deployment. Each step in your delivery workflow is analyzed and correlated to the Adaptivity approach. Changes are noted, explained, and documented to your specification and satisfaction. Once we are comfortable with the enhancements to your services workflow and agree on the additions, artifacts, and other pertinent requirements, we progress to determining if any modification to the BluePrint<sup>4IT</sup> Lifecycle Suite is required.

##### ***BluePrint<sup>4IT</sup> Lifecycle Suite Integration***

Based on your business model and go to market model we can determine if modifications to the BluePrint<sup>4IT</sup> software is required to support your environment. For example, you may require a

complete customized BVC template for a specific industry, or you may desire to add other KPIs that are important to your clients and not entirely represented in the tool. There may be other modifications or additions you require, such as importing your reference architectures, policies, and other relevant items that support your delivery process. Each addition, modification, or change is carefully evaluated and if accepted, a project plan and timeline is developed to represent the work effort involved to incorporate each change.

### **3.1.2 Enhancing Your Portfolio**

As we work with our partners to integrate the BluePrint<sup>4IT</sup>software suite and enhance their methodologies and delivery workflows, we often find existing services that would be better served if modified to incorporate new techniques that support the use of the tool. In addition, because of the broad spectrum of applicability of the BluePrint<sup>4IT</sup>software, we frequently discover new service offerings are warranted.

#### ***Reviewing Your Current Services***

As we progress through the methodologies and workflow decompositions, we often find opportunities to enhance current discrete services that are impacted by the new techniques and tool. Our team of SMEs reviews each of the services impacted by the new techniques and tool integration, as defined by you, to ensure there are no disconnects in their unique delivery process and that the new techniques and use of the tool is appropriately positioned in the consulting and delivery process. Where we find discrepancies, we provide suggestions for remediation and work with your team to modify the process to your satisfaction.

#### ***Defining New Services***

As you begin to understand the capabilities of the BluePrint<sup>4IT</sup>Lifecycle Suite, you will undoubtedly discover new opportunities for new services and potentially new customers. As an option to our on-boarding service, we can extend our team's efforts to help you build new services and identify new markets of opportunity. Our process is the same; we document the opportunity, set goals and metrics to measure success, develop the workflows and points of integration for the tool, and help you build the appropriate artifacts to support the new service(s).

## **3.2 For Technology Providers (OEMs)**

The on-boarding process for our technology partners focuses on tool integration and less on service delivery, although there is an element of service delivery that must be addressed. Our approach for on-boarding technology partners follows a logical track, starting with an in-depth review of our BluePrint<sup>4IT</sup>software and methodology, followed by a deep-dive into your objectives and how you do business. Each session is typically conducted in a workshop format facilitated by Adaptivity subject matter experts. The team that facilitates the workshop sessions remains throughout the process to ensure consistency and continuity until the project has been completed. We also work with your team to develop the appropriate service workflows, and any customization of the tool that may be necessary to satisfy your requirements.

### **3.2.1 Understanding and Aligning to Your Business Model**

The first thing we do is work with your team(s) to understand your objectives, constraints and challenges to determine how best to integrate our methodology and tools. Understanding your business model and go-to-market model will help us set the stage as to how we proceed with



aligning the methodologies, developing the service workflows, as required, and any customization of the tool that may be necessary to satisfy your requirements.

### ***Methodology Alignment***

Our BluePrint<sup>4IT</sup>subject matter experts work with your team to decompose your delivery methodology into process workflows, and identify infusion points where elements of our methodology will best fit to incorporate certain steps that must be completed to create the blueprint. As we progress through your methodology, each step is analyzed and correlated to the Adaptivity methodology and eventually documented in your own vernacular to ensure your team fully understands the changes and techniques. We also identify relevant artifacts that may be required to complete this alignment. Once we are comfortable with the enhancements to your methodology and agree on the additions, artifacts, and other pertinent requirements, we move to aligning your portfolio with the tool.

### **3.2.2 Portfolio Alignment**

Aligning your portfolio consists of understanding what aspect of your portfolio you wish to integrate with the BluePrint<sup>4IT</sup>software suite, and then determining the best approach to facilitate that integration.

#### ***BluePrint<sup>4IT</sup>Lifecycle Suite Integration***

Based on your portfolio selection and our evaluation, we determine the extent of the modifications to the BluePrint<sup>4IT</sup>software required to support your environment. For example, it is common for our technology partners to have their products mapped to our ensembles (capability stacks) and represented in the final bill of materials. It is also common to have our partners logos placed on each rendering of the blueprint pages as a point of recognition and ownership. In addition to these typical requirements, other logic changes will be required to associate patterns, qualities, and capabilities to the partners' technologies to ensure a consistent match is found. There may be other modifications or additions you require, such as importing your reference architectures, technology specs, and other relevant items that support your requirement. Each addition, modification or change is carefully evaluated and if accepted, a project plan and timeline is developed to represent the work effort to accommodate each change.

### **3.2.3 Creating Delivery Services**

Our partners commonly require upfront service components to ensure the tool is properly populated and the final blueprint bill of material accurately reflects your portfolio. In these situations, the Adaptivity team works with you to develop front-end services to support the integration and delivery of the BluePrint<sup>4IT</sup>software. As with all our on-boarding services, we fully document the workflows, identify accompanying artifacts and other requirements, and ensure your delivery team is fully trained on the new processes.

## **3.3 Mentoring and Supporting your engagement teams**

Adaptivity stands behind our partners with sales-enablement and mentoring services to ensure you have the best opportunity to succeed. Every partner is provided the opportunity to become a certified BluePrint<sup>4IT</sup>specialist, take advantage our resources to support your engagements, and leverage our factory support programs for ongoing enhancements to your BluePrint<sup>4IT</sup>solutions.

### 3.3.1 Training Programs

Through our BluePrint<sup>4IT</sup>University, Adaptivity provides a number of training programs to suit your needs from computer-based training delivered over the web, to fully certified BluePrint<sup>4IT</sup>specialists. Our Adaptivity team works to develop the right training curriculum to suit your needs. We offer innovative and proven educational resources, flexible curriculum framework and course materials. Below are some of the programs we offer.

#### ***BluePrint<sup>4IT</sup>University Features***

- Role-based Education
- Tool Competency-SDK, Import/Export blueprints, rules, product catalogue
- Hands-on mentoring, onsite at customer location or at third-party location
- On-Demand Courses
- Advising and Workshops for Accelerated Learning
- BluePrint<sup>4IT</sup>Certification Program

### 3.3.2 On-site Engagement Support

Adaptivity provides our partners with on-site engagement support as an optional service. In those scenarios, we work with you on your engagements, badged under your logo, wherever your clients may be. We can provide resources on a project basis, or you can contract for resources for a prescribed timeframe to use at your discretion. Either way, we are here to make sure you are successful.

### 3.3.3 Remote Factory Support

Adaptivity provides our partners with remote factory support to ensure seamless upgrades and enhancements to your BluePrint<sup>4IT</sup>solutions. Partners can contract for typical support/maintenance agreements, engage in longer-term development projects, or leverage us as a remote resource for your client engagements.

## 4 The Benefits

The benefits to our partners are clear. BluePrint<sup>4IT</sup>Lifecycle Suite is a game-changer that provides innovative and cutting-edge technology to support the “Science” of Enterprise IT design. Our methods, techniques, tools, and knowledge base provide our partners with unparalleled capability to solve their customers’ most demanding problems while creating new sales opportunities in datacenter transformation, enterprise cloud computing, and applications optimization. Consider the following capabilities as differentiators and ask yourself if you can provide these today.

- Visible alignment of business with IT: BVC construct
- Application portfolio rationalization: workload decomposition
- Tailored and optimized deployment architecture: Fit-for-purpose design
- The ability to quickly identify problems with IT supply (performance, scaling, queuing, etc.) and determine the proper remediation tactics: knowledge repository
- The ability to prioritize which problems get fixed first: the heatmap
- The ability to score your customer’s maturity level against factual data: self assessment and heatmaps

- Easily expose duplication and redundancies of applications and processes: BVC and workload decomposition
- A robust repository of known problems/known remediations: typical problems that cause disruption to normal service operations in the datacenter
- A COBIT-compliant framework upon which to build actionable IT governance policies and processes
- A living blueprint that evolves with your datacenter

## 5 Business Value

Together, these capabilities and differentiators allow our partners to:

- Create new sales opportunities in new and existing accounts
- Increase deal size and expand scope
- Reduce the sales cycle and deliver fast-cycle and actionable results through our intelligent tools and techniques
- Provide a consistent and quality engagement with the customer across both pre- and post-sales models that all customer facing and delivery personnel are able to execute

These are clearly differentiators and game-changing capabilities that no one in the industry has developed. Think of the possibilities—clear advantage over your competition, superior diagnostic and design capabilities, visual linkage between business and IT, and tailored blueprints for customers to leverage as they transform their environments to meet changing, real-time business demands.

## 6 Our Credentials

Our team is comprised of veteran IT experts with many years in the business of running IT and supporting organizations in large financial institutions, service and technology providers, and managing and delivering services for major consulting firms. We also have industry vertical expertise in financial services, Telco's, manufacturing, education, retail and other industries, where we are developing, engineering and designing some of today's innovation solutions.

### Industry Recognition

- Selected Top 3 Enterprise IT Tools for Cloud: 2010 AlwaysOn
- Selected Top 150 Companies in Cloud Computing: 2009 Sys-Con
- Selected for 2009 American Small Business Award
- International Advisory Board for Cloud Expo
- Top 30 Most Influential Cloud Blogger: Ulitzer

### Some highlights of what our BluePrint<sup>4IT</sup> Software helped our clients and partners achieve:

- UK Retail Bank: datacenter consolidation and optimization towards a Private Cloud model was accelerated by 9 months while reducing run-rate costs by 80%.
- Large Wine Maker: datacenter IT design created an optimized infrastructure that could handle 3x increase in volume on ½ the infrastructure.

- Large System Integrator: Built a Cloud Advisory and Transformation Services business generating \$5M in revenue within first 18 months
- System Vendor: A leading ADDM Vendor won a \$1.5M un-forecasted software sell-thru due to integration with BluePrint<sup>4IT</sup>Lifecycle Suite.

## 7 Summary

We are in a business climate where traditional IT no longer provides the desired outcomes that our business partners expect and need if they want to remain viable and competitive in their markets. The cloud, real or perceived, is changing the game and forcing businesses to revisit how they deliver services to their customer base. The driving forces behind this paradigm shift are challenging financial conditions, extreme competition in the market, and an explosion of cloud services and technology providers. Taken in aggregate, these combined forces have mandated businesses in all industries to assess their ability to remain viable in these uncertain times and re-think how to best meet and beat their completion.

It's time for IT to align with the business and change how they think, design, and govern if they hope to keep up with competition and provide the differentiation their customers' demand, but they will need help to make that transition. That is where you, as systems integrators and technology partners, can play a significant role in helping your customers meet the challenges and succeed.

Adaptivity's BluePrint<sup>4IT</sup>Lifecycle Suite integrated into your portfolios, processes, and delivery workflows provides that competitive edge. We have the technology to change how IT designs, manages and governs tomorrow's data centers. You have our commitment to support your efforts and ensure your success. You can be the next game-changing player, delivering a new fast-cycle approach to transforming today's IT provider into tomorrow's business partner.

For more information, resources, white papers and contact information, please visit us at

[www.adaptivity.com](http://www.adaptivity.com) and [www.blueprint4IT.com](http://www.blueprint4IT.com)