

IT BUSINESS INTELLIGENCE

SMTDATA.COM

"IT Business Intelligence – ITBI™ provides transparency for the relationship between IT capacity costs and business activities, and helps you control expenditure and improve operational performance."

The values of ITBI from SMT Data

SMT Data delivers services, knowledge and tools to help manage your data center more efficiently.

- Optimize IT infrastructure utilization and performance.
- Link IT resource consumption and IT costs to business activity.
- Control outsourcing providers and optimizing outsourcing costs.
- Connect application development to IT operations - DevOps (demand, cost etc.).
- Consolidate assets and balancing load (for M&A, virtualization etc.).
- Reduce time spent on analyzing and reporting.

ITBI™ - WHAT IS IT ?

ITBI collects capacity and performance data from the IT infrastructure and combines these with business information such as: costs, which application and organizational unit is using the resources, and for what activities. Data is gathered in a data warehouse and made available to the user through an advanced Business Intelligence reporting tool available in a browser or on a mobile device.

ITBI is delivered as a cloud service or installed in the customer's data center.

The selection and transformation of the technical data is governed by more than 200,000 rules and policies that embody SMT Data's deep knowledge of how this data can be used and understood.

A fully automated process transforms terabytes of unstructured technical data to just gigabytes of information in a well-structured data warehouse. The data can be easily analyzed either using the extensive set of ITBI standard reports/analysis or by developing new reports using the standard end-user BI tool. The technical reporting works 'out of the box' and creates immediate value by identifying capacity, performance and demand optimization potential.

The technical data can be mapped to the customer's application structure, organization and related costs. In this way, technical language is translated into business terms - from "Gbit pr. second to million euros pr. quarter". Whereas the technical data is standard, mapping is always unique to the customer, and is offered in the form of services from SMT Data's value-adding partners.

ITBI is easy to implement, and translation data is read in automatically through a standard interface.

This translation provides an overview showing which business units or applications are using which IT resources and at what cost.

The enrichment of the technical data provides an overview as well as insight into the whole company's complex IT infrastructure, and the information is useful to all decision makers within IT operations, application development, vendor management, finance, and senior management. ITBI enables useful dialog and shared responsibility regarding IT capacity costs with other business units across the company.

Just like traditional BI, ITBI enables fact-based decisions and day-to-day follow up.

ITBI frees people to act on the information rather than collecting data. People spend their time problem solving, optimizing, planning, and reporting, rather than finding out where to get the data or whether the data is correct.

The ITBI solution uses the same basic data for all reporting, both for technical and management reporting, but the reporting is in terms and units understandable by the receiver. In this way the data comprises 'one truth' about the infrastructure that is used across the company. It is therefore possible to 'drill down' from a business view to the underlying technical view, for example to understand the technical changes that bring increased costs to a business area, or vice versa.





THE VALUE

ITBI is a unique solution focused on ensuring the lowest possible IT capacity costs and maximum business value per cost unit. Experience shows that this focus typically results in cost reductions related to IT capacity of around 15% the first year and a return on investment within 6 months.

SMT Data and value-adding partners provide a number of services to support the customer in maximizing the value of ITBI, and thereby managing IT costs as effectively as possible. Services include technical optimization of the infrastructure, as well as creating an understanding of which business units and applications use what IT resources, and at what cost.

WHO USES ITBI?

ITBI is for companies with a large and complex IT infrastructure. ITBI is valuable across industries and regardless of whether the company manages its own infrastructure, is outsourced or is itself an outsourcer.

ITBI is for everyone who wants to manage IT with the same overview and efficiency that is expected of other business units, based on facts! Understand how IT infrastructure is used, by whom or what, and at what cost.

ITBI can be used to gather and analyze data from z/OS, Windows, Linux and UNIX platforms.



KPI dashboard

THE ADVANTAGES

CHALLENGES

The ITBI solution addresses many of the key challenges most large companies are facing.

The challenges can be related to the IT infrastructure, application development, IT finance, or to the lack of information available to business and senior management.

The typical challenges:

- IT costs are too high and appear to be out of control.
- The IT organization cannot relate IT operational costs to Application Development activities.
- The business is not accountable for the IT costs that it engenders.
- The business makes key decisions without understanding the IT cost implications.

Contact SMT Data's Executive Sponsors for further information about ITBI:



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IT Infrastructure

ITBI allows the IT organization to optimize the IT infrastructure and thereby reduce and avoid costs.

ITBI gives these advantages:

- Understand IT infrastructure cost drivers in order to optimize.
- Explain deviations in IT infrastructure costs compared to budget and historical trends.
- Optimize system parameters and improve quality of service.

- Plan IT infrastructure capacity needs based on trends.
- Understand technical changes and their impact on costs.
- Right size infrastructure to documented needs.
- Identify unused capacity for decommissioning.
- Software License Optimization.

Application Development

ITBI helps explaining why costs are increasing and how cost increases are related to applications.

ITBI furthermore gives these advantages:

- Identify candidates for tuning based on impact on capacity, performance and cost.
- Identify trends in capacity and performance and plan for change.

- Understand the capacity and performance impact of application changes.
- DevOps transparency.
- Correctly size infrastructure for new deployments.
- Understand needs for capacity and performance development, test and production.
- Understand and explain software impact on infrastructure.

IT Finance

ITBI provides transparency into cost drivers, so the IT organization can better budget and manage costs. ITBI allow companies to manage IT as a business unit like the rest of the company.

ITBI furthermore gives you these advantages:

- Follow up on outsourcing, cloud and license costs on a daily basis as opposed to monthly.

- Express infrastructure costs in business terms.
- Allocate IT costs to business units (chargeback or show-back).
- Validate invoices from outsourcers /cloud providers.
- Negotiate better outsourcer agreements based on a knowledge of real capacity needs.
- Proactively forecast instead of reactively following up.

Senior & Business Management

ITBI supports the IT organization in correctly allocating costs to the business in a charge back or show back model, thereby providing cost accountability. ITBI allows the company to make better decisions by providing insight into the IT cost implications business decisions.

ITBI furthermore gives these advantages:

- Understanding how business initiatives and behavior impact IT infrastructure costs.
- Ability to follow up on infrastructure cost drivers and KPIs.
- Ability to make fact-based decisions instead of decisions based on gut feelings or guesswork.