

The value of ITBI™ for Midrange @ Danske Bank

“Having worked with SMT Data and ITBI in our mainframe environment, we have saved over EUR 150M in a 6 year period. So it was only natural for us to involve them in our effort to achieve the same level of transparency and savings in the mid-range environment.” - Jan Michael Christensen, First Vice President at Danske Bank

The Challenge

Danske Bank wanted to:

- Understand, explain, control, reduce and avoid operational cost drivers in the midrange environment, starting with servers running MS Windows and Linux
- Map midrange resource usage out to business units and applications
- Get an overview and insight to quickly identify candidates for rightsizing through simple and effective business rules.

The Action

After an initial pilot project on Windows Server in early 2013 the solution was extended during 2013 and 2014 to include Linux and SQL Server. Today the solution is rolled out to approximately 2,000 servers run by multiple service providers in multiple domains across the Bank's various business areas.

Technical performance and capacity data is collected for all these servers and automatically fed to the ITBI Engine data warehouse. This technical information is used 'out of the box' to optimize capacity and performance and thereby reduce operational costs.

As Jørn Koldborg Christensen, Danske Bank's Project Manager for the implementation, says,

“ITBI allows us to make fact based capacity decisions, for example basing new server configurations during hardware refresh on the documented historical usage, rather than on an application owner's intuition.”

The technical data is further enriched by mapping it to Danske Bank specific business dimensions extracted from their asset management system.

This allows Danske Bank to analyze usage and costs by business area, services provider, SLA, environment and other business relevant dimensions.

As Jan Michael puts it,

“the ability to communicate resource usage costs back to the application owners, and hold them accountable, is key to driving costs down.”

Together, Danske Bank and SMT Data developed a set of standard reports, now part of the ITBI for mid-range product, addressing reporting needs at three levels:

- Management dashboards showing summary numbers such as number of underutilized servers or amount of excess disk capacity by organizational unit
- The ability to drilldown from these dashboards to lists of servers or disks within a business area to find servers or disks with potential for right-sizing
- Further drill down to detailed trends for capacity and performance metrics on individual servers or to an individual process on a specific server allowing the Capacity Manager or application team to understand the details.

As Jan Michael Christensen says,

“There are lots of tools that can give detailed information on an individual server. ITBI gives us the overview across thousands of servers and the ability to navigate from that overview down to the details on an individual server.”

The solution was piloted in the technical operations team for capacity management and planning, but is now also being used by management and application owners across the organization.

SMT Data invented

ITBI™

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Providing valuable new information for decision makers on all levels created through combined customer input regarding organization, applications, finance, and selected technical IT-measurements -“BI with out-of-the-box value for IT”

We are devoted to enabling large enterprises effectively run IT as a business, in order to save cost and align IT with business priorities

The Results

Once ITBI for Midrange had been running for a few months, Jørn Koldborg from Danske Bank put together a 'Hall of Fame' list of benefits that had been achieved.

These include:

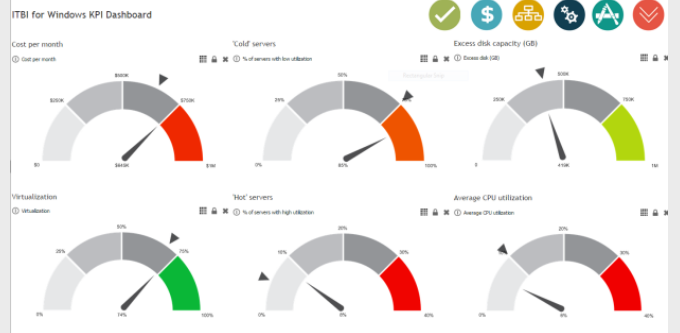
- Identifying servers with high utilization in order to right-size them for better quality of service
- Right-sizing of servers with low utilization and thereby saving hardware and software costs. This was particularly relevant in relation to hardware refresh or upgrades
- The ability to slice and dice the data along multiple dimensions. For example Danske Bank created reports showing all of the servers that had very low utilization and that also were running SQL Server. This led to significant savings on software licenses by right-sizing these servers to the required capacity
- Identifying unused servers for de-commissioning
- Identifying deviations from normal capacity usage patterns in order to proactively adjust capacity, for example creating lists of servers whose C: drives are about to run full
- Assistance when diagnosing problems and incidents related to capacity and performance
- Using historical data for growth or reduction in capacity usage in order to better plan and budget
- Follow-up on outsourcers including validation of invoices and SLAs
- 'Show back' capacity usage data to the application owners in order to ensure accountability

Danske Bank and SMT Data continue their cooperation as the usage of ITBI is extended to include more platforms and more users at Danske Bank.

As Jan Michael Christensen puts it

"our goal is for ITBI to be the place for everyone in the organization to go for insight into capacity usage and costs on any platform".

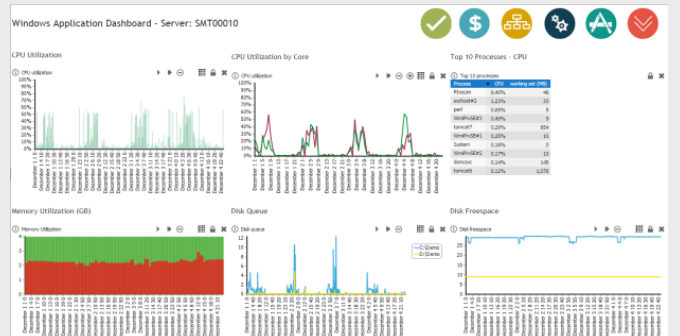
Examples from the ITBI™ dashbord demo



KPI dashboard



Financial dashboard



Application dashboard

ABOUT DANSKE BANK

Danske Bank Group, headquartered in Copenhagen, is the largest bank in Denmark and one of the leading financial enterprises in northern Europe, offering a full range of banking services, with an emphasis on retail banking.

Danske Bank has around 3.8 million personal customers and hold a significant share of the business, institutional, and public-sector segments. Danske Bank shares are listed on NASDAQ OMX Copenhagen.

IS ITBI™ FOR ME?

ITBI is for any company with a large, complex and costly IT infrastructure. You can start with a Proof of Value (POV) Project, where you send us your data, and we present it back to you in cloud based reporting environment. Our world class specialists analyze your data and present you with our findings and recommendations. A POV often identifies more than enough savings to fund a full implementation. Contact us at info@smtdata.com for more information.