

Solution & Services

Fact-based optimization with ITBI™



SMT Data
Specialists in IT Business Intelligence

**Protecting the World
from excess
IT consumption**



Getting the information advantage

SMT Data's services and the IT Business Intelligence solution (ITBI™) is a clear and transparent window to the value of knowing exactly how IT affects business and vice versa - and enables both worlds to make fact based decisions about IT capacity, -performance and -cost.

SMT Data's services allows to significantly reduce IT capacity related costs, optimize performance and service levels by creating transparency into the cost drivers in your IT installation and insight into how business activities affect those cost drivers.

SMT Data's services consists of software and services developed and delivered by a world class team. Since 1990 we have supplied fact-based optimization to an international client base.

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% within the first year and a return on investment of less than 6 months.

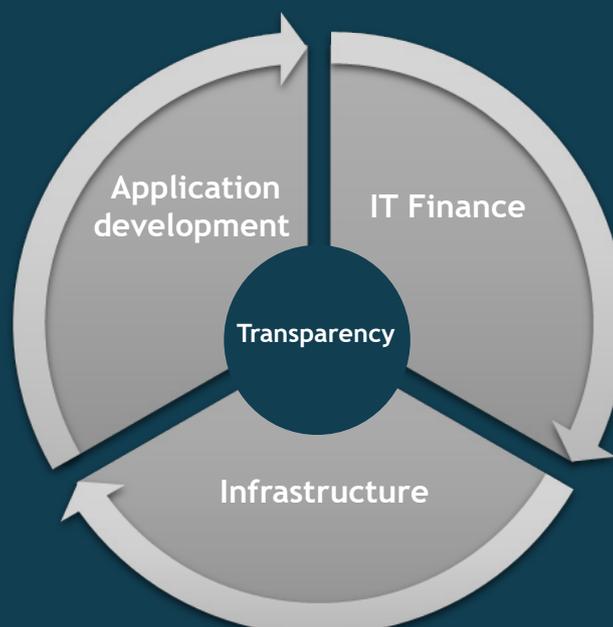
SMT Data provides a number of services to support the customer in maximizing the value of ITBI, and thereby managing IT costs as effectively as possible. Services include technical optimization of the infrastructure, as well as creating an understanding of which business units and applications use what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



How ITBI™ works

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 and our value added 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.

IT capacity costs - Optimized, Reduced, Explained and Controlled

OUR SERVICES

Ongoing services

Get the full 360° value out of ITBI and SMT Data's offerings.

SMT Data consultants support the customer in operating and using ITBI on an ongoing basis. This support helps ensure that the customer gets the most out of ITBI.

Ongoing services reduces the customer's own in-house resource- and skill requirements. The services can also be used for skills transfer to the customers own staff.

Managed service:

Ongoing analysis of the capacity and performance characteristics of the customer's installation.

In addition to helping the customer achieve cost savings through ongoing capacity and performance optimization, Managed Services also ensures skills transfer the customer staff so they can get maximum value out of the solution.

ITBI as a service:

ITBI as a Service (ITBIaaS) is the ITBI Solution hosted on a cloud server provided by SMT Data.

This means advantages such as:

- Minimal foot print in the customer's environment
- Lower number of resources and skills required by the customer
- Ongoing day-to-day operations of the ITBI environment provided by SMT Data
- Ease of scaling the infrastructure as change is needed

Project based services

Project based problem solving with ITBI.

The focus of a *Project* is to produce a set of agreed deliverables for the customer. SMT Data uses the ITBI Solution in producing those deliverables, but ITBI is an enabler for the project rather than the primary focus.

Projects, in contrast to Ongoing Services, ends once the customer has received the agreed deliverables.

With the use of ITBI we solve projects such as:

- IT cost optimization
- Mainframe modernization services
- Cost charge back
- Outsourcer health-checks DevOps
- And much more

Our project based services are further described on the following pages.

OUR PROJECT BASED SERVICES

Mainframe Cost optimization

The objective is to deliver significant cost savings through optimization of the customer's mainframe environment.

This optimization is based on a deep analysis of the mainframe setup and cost drivers using ITBI and other tools.

SMT Data carries out the analysis, identifies specific areas for optimization and assists the customer in carrying out those recommendations.

Timeframe: 3 - 6 months

Mainframe modernization

ITBI can support migration partially or fully away from Mainframe.

Keeps the customer on track when offloading and helps monitor the capacity and performance base- lines on both mainframe and the receiving distributed platform.

This service enables creating transparency into cost and performance impact when:

- Offloading front end functionality to distributed platforms
- Offloading one application at a time
- Offloading major applications (or all) from the mainframe

Timeframe: Varies depending on complexity.

Rightsizing Potential

More than half of the servers in a typical large IT installation are either idle or severely under-utilized. Some have much more capacity than they need in order to run their workload smoothly. Some of them are not doing any useful work at all but have simply been forgotten and never decommissioned.

Identifying the low hanging fruits - the expensive servers with low utilization - and rightsizing these servers typically results in significant savings - often millions of dollars for a large IT installation.

The *Rightsizing Potential* uses ITBI to gather capacity and performance data from the Customer's Windows- and Linux server environments in order to identify immediate savings on costs of server usage, by finding the optimal server and software license size.

Timeframe: 1 month

Activity based Mainframe Cost distribution

Creating transparency into mainframe cost drivers, both in technical terms and in business terms, is essential to keeping those costs under control.

This information can be used towards the relevant business units to ensure accountability and alignment of behavior.

Cost Distribution is equally relevant for outsourcers, who charge their customers based on utilization, as for outsourced customers or installations with their own mainframe who are interested in internal show-back or charge-back.

The objective of this offering is to assist the customer in implementing mainframe cost distribution or in making existing cost distribution methods more transparent and more in line with the actual underlying costs.

Cost distribution will help the customer get the overview of which business units are using what and for how much.

Timeframe: Varies depending on complexity.
First report available after 1 month.

OUR PROJECT BASED SERVICES

Mainframe Outsourcing Health-check

Outsourced mainframe customers often lack transparency into how well their outsourcer is managing the mainframe capacity and performance relative to what is optimal for the customer.

The customer seldom has the data to communicate clearly with the outsourcer on capacity and performance issues. In many cases, the customer doesn't even have the ability to validate whether the out-sourcer is invoicing in a correct manner relative to the contract or in a fair manner relative to industry 'best practice'.

SMT Data receives log-data (SMF, RFM a.o.) from the customer's mainframe environment as well as input regarding the billing model agreed with the outsourcer. Based on this information SMT Data delivers findings and recommendations which can lead to significant cost saving.

Timeframe: 1-2 months

Understand how distributed workloads drives MIPS usage

Mainframe costs are typically driven by peak utilization, and for most customers that peak is driven by online workload coming from outside the mainframe (distributed platforms / servers).

The developers of these systems have limited transparency into the performance and capacity impact that their distributed programs have on the mainframe, and the mainframe operations staff have limited insight into, or ability to manage, the workload coming to the mainframe from the distributed platform. No one has a complete end-to-end understanding of the situation.

The overall objective of this offering is to create transparency into how the distributed and mainframe components interact with each other and to provide optimization recommendations to the customer.

Timeframe: 1-3 months

Optimizing OpsDev

While the focus of DevOps is getting applications into production with increased agility, the focus of OpsDev is ensuring that the new applications are manageable in production both from an operational and a capacity perspective. ITBI creates transparency into which applications are using how much capacity on the mainframe, and when they are using that capacity.

The objective of this offering is to provide a common basis for dialog between the developers and the operations staff about how mainframe capacity costs is affected by the current application portfolio and how changes to applications affect those costs.

Timeframe: Normally 1 month including 2 workshops

Understanding the Mainframe "offload boomerang"

Many mainframe customers have moved, or are planning to move, applications away from the mainframe to distributed platforms such as Windows or Linux with the expectation of saving MIPS. A common approach is to move the application logic but keep the data on the mainframe as the "system of record", at least initially. Many customers are surprised to find, that their mainframe capacity usage can actually increase when this is done. This effect is commonly referred to as the "offload boomerang".

While offloading the application logic should reduce the load on the mainframe, in many cases it is replaced by remote data access techniques which can be much more expensive and a lot less transparent than the code they replace.

This project creates transparency into how the distributed and mainframe components interact with each other and provides optimization recommendations to the customer - focused primarily on the "Offload Boomerang".

Timeframe: Normally 1-3 months

OUR PROJECT BASED SERVICES

Automatic Soft Capping Evaluation and Implementation (*Zetaly Cost Control*)

Software costs based on the monthly MSU peak play a major role in the mainframe cost picture. One excellent approach to reducing these peaks is through *Zetaly Cost Control* that dynamically adjusts the defined capacity level while ensuring the best quality of service. *Zetaly Cost Control* not only reduces software costs, but also frees up mainframe experts to focus on other high value-added activities.

The objective of this offering is to evaluate the potential benefits of automatic soft capping both in terms of cost savings and quality of service and then assist the customer in implementing a solution and achieving those benefits.

Timeframe: 2-3 weeks for the evaluation and 1 week for the implementation, followed up by a period of ongoing support to fine tune the settings.

Performance Architect

The primary focus of the Performance Architect is to ensure that the system is effectively used meeting the required performance objectives providing fast response time and high throughput leading to high business and user productivity with cost effectiveness of the IT Infrastructure.

The Performance Architect considers Demand, Capacity, Utilization and performs an end to end analysis to achieve Scalability, Availability and Elasticity using a proactive, structured and systematic approach to performance across the solution lifecycle. The architect understands both the functional and non-functional requirements, understands how the requirements are supported by software and hardware resources to forecast future demand and the resources needed to support the same. This offering is primarily for the Mainframe Environment.

Timeframe: SMT Data will assign a Consultant onsite on a T & M basis for a specific period depending on the client requirement.

Mainframe Infrastructure Architect

The mainframe infrastructure architect focuses on the design of infrastructures including servers, storage, workstations, middleware, non-application software, networks and the physical facilities that support the applications and business processes required by the client. The focus area includes critical evaluation and selection of the software and hardware components of the infrastructure. The Architect ensures implementation of best practices. The architect uses various techniques including modeling, simulation, and testing to validate the designs and selected products. Infrastructure Architects are responsible for performance, availability and scalability of the infrastructure.

The mainframe infrastructure architect is also involved in the business side of the solution. They not only provide leadership and quality assurance for the implementation of the solutions, but also are responsible for input into the financial plans (Fall Plan, quarterly forecasts, account budgets). The mainframe architect follows the project from beginning to end, clarifying the solution and assisting with problem determination.

Timeframe: SMT Data will assign an Architect onsite on a T & M basis for a specific period depending on the client requirement.

OUR PROJECT BASED SERVICES

Total Health Check (THC)

The focus of the Total Health Check (THC) is to review the overall system and subsystems and recommend improvement opportunities. The objective is to improve the overall account health, service delivery quality and customer satisfaction. As part of the review the health check ensures best practices are implemented to support the current architecture and overall processes. The systems are verified to best known technical levels to prevent any possible failures. Based on the observations the recommendations are provided to correct technical, operational processes and governance issues.

Timeframe: SMT Data will assign a Consultant onsite on a T & M basis for a specific period depending on the client requirement.

Mainframe Consulting

The primary focus will be to oversee technical architecture implementation and modification activities. Document all technical architecture design, analyze and define the principles to guide technology decisions for the enterprise. The consultant will analyze technology and market trends and determine potential impact upon the enterprise. He will participate in offerings / applications review meetings to formalize the offerings / applications roadmap. He will work with the offerings / applications team to streamline business requirements and technology adopted into a solution. He will be responsible to actively review the new deals from delivery perspective including processes, pricing and structures and financial impact of the offering / applications. As a consultant maintains relationships with the offerings / applications team, sales, technical sales, and development teams. The role also provides the required governance in all activities associated with compliance in delivery.

Timeframe: SMT Data will assign a Consultant onsite on a T & M basis for a specific period depending on the client requirement.

KEEP UPDATED

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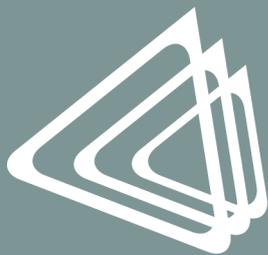
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