



IT Business Intelligence

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CIOs acknowledge that some of their objectives seem to clash:
'How can I reduce costs while improving services?'

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Today's CIO is faced with an increasing level of complexity. Mergers and acquisitions as well as disaster recovery requirements have caused the number, size and complexity of traditional data centers to grow dramatically. Also, open systems under the CIO's command may now number in the tens of thousands. It seems almost impossible to gain an adequate overview of this vast conglomeration of computers. This situation challenges anyone's ability to manage efficiently and effectively. Exacerbating the problem is the fact that expert knowledge is getting harder and harder to employ.

This is the CIO's dilemma: Budgets are being cut or at best kept flat, computer environment complexity is ever increasing, business and user requirements are growing continuously and the assisting technical staff is reduced time after time. The New Voice of the CIO ¹⁾ (September 2009), an IBM survey based on interviews with 2,500 CIOs worldwide, puts it this way:

'CIOs universally acknowledge that some of their most important objectives too often seem to clash: How can we support the introduction of new services while avoiding the disruption of existing services? How can I reduce costs while improving services?'

Many turned to outsourcing to save money - and frankly to dump the problem in the outsourcing provider's lap. But that has only made matters worse. The scarce mainframe technical staff as well as open system support now rest with the outsourcer. The CIO and the CEO see rising IT resource consumption, divorced from the fundamentals of the business, and often find themselves with no means to effectively control the rising demand for processing capacity (or the outsourcing provider).

These are the problems that SMT Data was created to address. We give you tools and resources to help you manage your DC more efficiently, monitor your outsourcing providers and link the use of IT directly to the company's bottom line and development potentials. For 20 years we have assisted our customers in areas such as:

- Linking IT resource consumption and IT costs to business activity
- Controlling outsourcing providers and optimizing outsourcing costs
- Connecting application development to IT operations (demand, cost etc)
- Optimizing IT infrastructure utilization and performance
- Consolidating assets and balancing load (for M&A, virtualization etc).

IT Business Intelligence (ITBI) from SMT Data defines a common reference frame for business and IT, which - presented in a simple and manageable way - makes sense at the level where the dialog takes place. The importance of an improved dialog between business and IT was emphasized by The Global CIO Survey 2008 ²⁾, performed by Capgemini Consulting (based on interviews of 395 CIOs and senior managers worldwide). It concludes that the "top 5% innovator organizations" differ from the norm in five major respects:

1. The business leadership team thoroughly understands IT
2. Effective relationships between IT and the business
3. Strong delivery of fundamental IT services
4. The CIO reports into CEO/COO (rather than CFO)
5. The IT function plays the role of partner to the business, as opposed to supplier.

ITBI provides overview of the connections between business and IT, thus reducing the risk of distancing the CIO from the rest of company management.

Most importantly, ITBI gives companies the ability to remove complexity as a barrier to efficient and effective IT management.

Most companies struggle to translate IT spending into higher revenues or lower non-IT operating expenses. And despite the fact that IT costs often cover a healthy part of a company's budget conventional BI systems tend to lack real substance within this area. IT Business Intelligence (ITBI) from SMT Data puts focus on IT-related information.

IT systems generate a wealth of technical data (system statistics) describing anything from hardware utilization to user activity and service levels. A mainframe has more than 100,000 points of measurement and a Windows server more than 2,500, all recorded continuously. Even medium IT installations register many million points of measurement every single day, primarily used by operational monitors and alarms.

The same data can however be transformed into useful information at all organizational levels. This transformation requires massive data reduction as well as data refinement (the coupling of data from different sources in order to create new information).

IT Business Intelligence (ITBI) from SMT Data includes more than 200,000 active sets of rules and policies for reducing and refining standard IT measurements – and a user-friendly GUI to create even more for each individual customer. The controlling component is called the SMT/Dictionary – the essence of SMT Data's vast experience from many years dedicated to this line of work.

The resulting information is stored in the flexible SMT/DataGrid, which is prepared for easy addition of company-specific information (i.e. regarding business activity and financial budgets). This combination of data sources transforms the technical data into business-related information and makes ITBI extremely valuable across the entire organization.

Finally, SMT Data provides a state-of-the-art user interface for reporting and analysis exactly as customers may know it from conventional Business Intelligence systems. With the right mixture of built-in standard reports and individually customized solutions, this tool presents a solid and manageable foundation for a dialog between business and IT, a prerequisite for 'conveying the business-related value of IT' – one of the biggest new challenges that a CIO faces, according to Gartner ³⁾.

ITBI provides overview and insight:

- IT management is provided with information for decision making and for understanding and conveying the business value of IT
- Business management receives information about IT service and costs by system and department in order to optimize business demand and user behavior
- Procurement is supported in its efforts to plan for investments and budgets as well as to distribute IT costs across business areas according to IT usage
- IT operations (senior technicians and middle management) receives the necessary information to perform tasks within the areas of ITIL's IT Service Delivery
- Managers responsible for applications within the development community can easily spot growth or service threshold violations within their area of interest.

ITBI summary: ITBI gathers raw data and presents useful information at different organizational levels and to different groups of interest. It supports analysis, planning and decision making, transforming extreme amounts of detailed technical data - plus individual business data - into structured and comprehensible information.

The customer should expect:

- Quick installation due to pre-defined interfaces and SMT/Dictionary settings
- High-speed data collection due to the pre-defined data filtration and reduction
- Fast benefit and ROI due to pre-defined data recognition and standard reporting
- Low-effort expansion possibilities due to the central control engine, SMT/Dictionary.

SMT Data was founded in Denmark in 1990 where it has about 75% market share and has developed IT Business Intelligence, the underlying tools and the pertaining methods and processes to give the CIO back the overview necessary to efficiently control the mainframe environment and at the same time to manage the tens of thousands of open systems. We have customers like IBM in Denmark and UBS in Switzerland / USA. Our ITBI technology is time tested - it is robust, reliable and first of all it is effective. It does what we claim it does and we have the reference accounts to prove it. In 2009 SMT Data expanded its presence throughout the Nordic region and is in the process of opening offices in the rest of Europe and the USA.

SMT Data supplies solutions with insight to gather relevant information from all platforms, using Business Intelligence (BI) technology to create the full overview:

SMT/Server Capacity	Collects and historizes information from Windows, UNIX, Linux and VMware where the unique reporting facilities create a long-needed overview.
SMT/ERM	Collects and historizes information from the mainframe. Many of our customers now outsource IT operations and use the solution for optimizing the outsourcing costs by "monitoring" the provider's optimization efforts.
SMT/SNMP Connect	Collects and historizes information from the rest of the IT installation – for example network components, printers etc.
SMT/SAP	Collects and historizes information from SAP applications on all platforms with a focus on resource consumption, bottlenecks, business volumes et cetera per business system.
SMT/Account	Uses installation specific cost distribution policies combined with information from other SMT products to distribute IT costs on business areas according to consumption of IT resources.
SMT/Portal	Includes and uses a popular BI tool to visualize the myriad of information created in the data warehouses of the SMT tools in a simple and manageable way. Each user can create personalized reports by selecting combinations of dimensions from drop-down menus. With a few mouse clicks it is possible to move from overview to detail through drill-down functions within the individual report.
SMT/IT Business Intelligence Services	Are the top level of SMT Data's extensive professional services and let both IT and business management benefit from SMT Data's vast experience in the area of IT Business Intelligence. Especially beneficial for companies that have chosen to deselect the internal expertise that is needed only from time to time to solve these tasks.

¹⁾ <http://www.ibm.com> (search for 'ciostudy').

²⁾ <http://www.capgemini.com> (search for 'cio survey').

³⁾ Quote from ComputerWeekly.com on 11 April 2008.

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