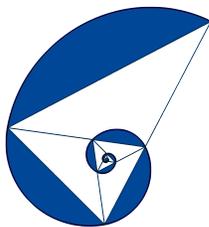


Accelerate your digital transformation and ignite innovation with IT4IT

A value-focused, customer-centric approach



EAC Business Technology

Executive summary

We now live in a digital age, which some have dubbed “the age of the consumer.” Accelerating customer outcomes has become the key to success. Many CEOs are driving a digital transformation agenda focused on innovation and agility, and IT is under relentless pressure to rise to the occasion. IT must now support two seemingly conflicting mission statements:

- Power innovation, experimentation, and agility
- Safeguard the enterprise, ensure stability, and contain costs

Transforming to digital while sustaining the existing business with legacy technology is extremely difficult. How do you modernize IT with containers, micro services or composable infrastructure; shift your delivery model to support hybrid cloud; adopt new capabilities and skill sets for DevOps; and help your business leverage mobility, Big Data, or the Internet of Things? How can IT possibly do all this and keep the lights on, all at the same time?

Digital transformation requires us to move to a new IT operating model where the focus is on generating customer value while maximizing the use of standards and automation when implementing technology.

IT4IT™ is a new industry standard for the IT operating model. It redefines IT as a value chain comprised of four value streams that make up all the functions necessary to manage the modern IT organization from end to end. Applying an IT value chain lens across the end-to-end organization puts the customer at the heart of how IT delivers value to the organization and shifts the focus from technology to outcomes.

From strategy to portfolio

Provides a framework for revamping the way you develop your IT service strategy and manage your IT services portfolio and investments. By taking an end-to-end view of the portfolio, you gain much better visibility into key components that are often overlooked during IT portfolio-planning activities.

From requirement to deploy

Provides a framework for creating or sourcing a new service (or modifying an existing one) supporting new methods like DevOps and Agile. The goal is to ensure predictable, cost-effective, high-quality results in whatever IT delivers to the business.

From request to fulfill

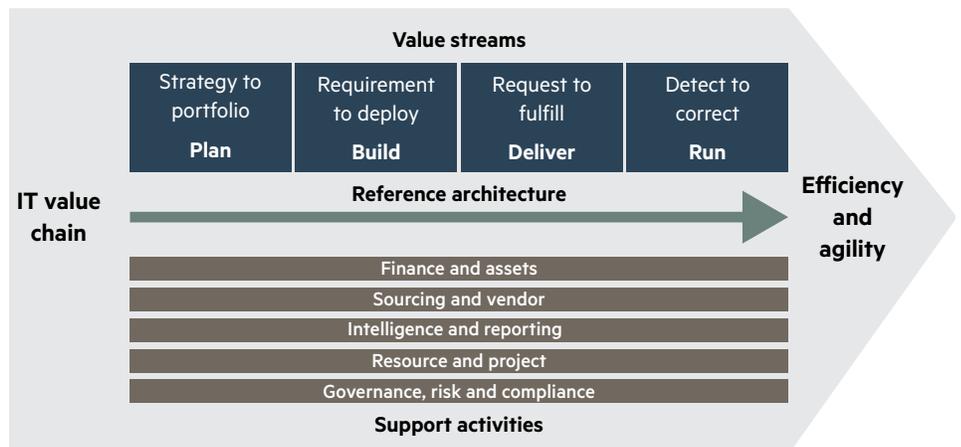
Provides a framework for creating a single consistent catalog and easy consumer experience for connecting various IT consumers with the goods and services they need. It plays an important role in helping your IT organization transition to a service broker model for internal and external IT offerings.

From detect to correct

Provides a framework for keeping IT services operating at agreed-upon levels, getting back on track as quickly as possible when things go wrong, and proactively understanding operational risk exposure to avoid problems in the first place.

What is IT4IT?

IT4IT is a prescriptive standard for running the business of IT. It addresses the deficiencies in information accuracy along the service lifecycle caused by the functional silos and disjointed systems used to run IT. It is based on Porter's value chain and lean value stream management, emphasizing a relentless focus on customer value-add and eliminating waste. IT4IT is made of four value streams:



The IT value chain lens

IT has historically been a technology-driven organization. However, consumers of IT services care about business outcomes. As far as they are concerned, what matters is whether services are released faster, cheaper, better, or safer. We begin to map out your journey by taking an IT value chain lens view of your IT organization, looking at how you are serving your customers and what business outcomes—such as agility or cost control—you are seeking.

Breaking down the silos

The IT value chain lens quickly reveals that IT needs to play three seamlessly integrated roles: service broker, service developer, and service provider.

Organizations have been breaking down the plan-build-run silos. Today, many organizations can run projects well. Yet many struggle with creating and demonstrating value because their Cloud or DevOps projects, for instance, are disconnected from each other, defeating the very purpose they set out to achieve. Consider a typical scenario where the service developer can code a new service in a couple of weeks, while the service provider takes three months to provision the necessary production infrastructure. Or the service developer is building a new application where the service broker would have chosen to buy it in the open market for a better price.

Only when these roles are working in harmony across all value streams of the IT value chain can you truly achieve continuous innovation.

We apply our Service Broker, DevOps and Hybrid Cloud solutions to help you transform into these roles. However, we do so over the backbone of an integrated reference architecture. This ensures that your technology solutions too are integrated to deliver value and not islands of disconnected functionality and wasted effort.

Think BIG, start small

Most transformations fail because of lack of direction or over-ambition. Our “think BIG, start small” approach addresses both risks. To accelerate customer outcomes, we help you validate your vision and strategic objectives, define the benefits you are seeking, and gain stakeholder buy-in. We then lay out your next steps in an easy-to-understand roadmap, translating your vision into an action plan. Lastly, our iterative, modular, value-chain approach lets you take incremental, measured steps for quick, demonstrable progress.

The IT4IT RA shows how to fit the different functional components together and how they work collectively while bringing in different stakeholders from across the business. It also shows how the steps connect and how these are linked to the future of the business.

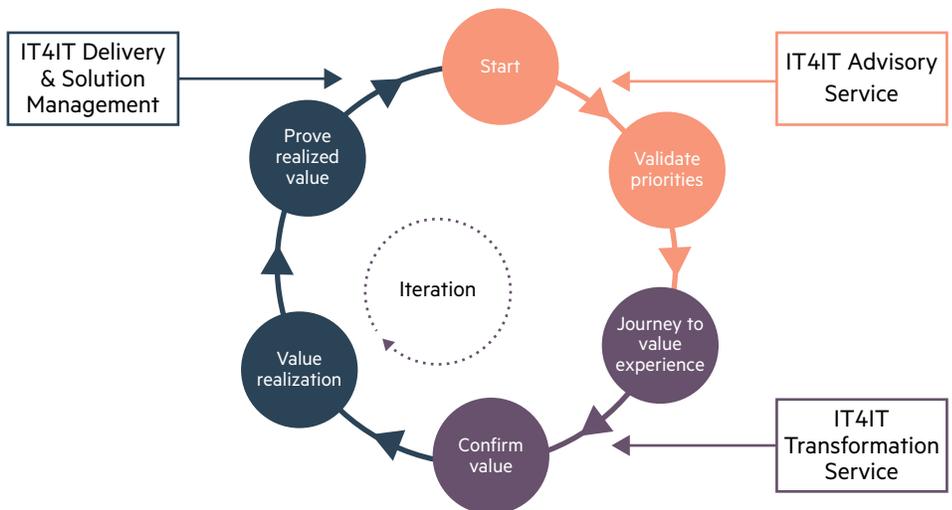
Driving your transformation with IT4IT

As IT4IT spans the entire IT value chain, it is—in theory—possible to begin your journey anywhere and take any path. This is a double-edged sword: it offers limitless possibilities, but can also lead you astray. Success, therefore, is predicated on picking the right starting point and making progress in small measurable steps, while constantly evaluating results to ensure that you deliver the desired outcomes. We use our IT value chain lens to focus on realizing prescriptive solutions for business problems. Using the lens enables us to apply IT4IT consistently, while we recognize that each organization is different.

Our approach is founded on 3 pillars: The IT value chain lens; breaking down silos; and think BIG, start small.

IT4IT Consulting Services

Digital transformation is not a project; there is no go-live date, no project closeout meeting. It is an ongoing process of continual refinement and improvement. We combine all of the elements of our approach to transformation into an integrated three-stage method: “Advise, Transform, and Manage.” This is an iterative process that keeps evaluating current state, planning and implementing the next steps, transitioning deliverables into a management function, and repeating the process.



Brochure

- Fast time-to-value by thinking strategically and acting tactically
- Risk mitigation with an iterative and progressive approach that enables you to implement now, knowing that your investment is protected with a path for future expansion
- Proven implementation track record in helping large, complex, global organizations realize value from their investments
- Technology-agnostic implementation approach with no vendor lock-in, no rip-and-replace

IT4IT Advisory Service

The most common question we get from customers is “Where do I make my next investment?” Individual teams will often have a good understanding of what they need to optimize within their local area, but without a holistic view of the value chain, you risk making the wrong investment. For example, the applications team may want to adopt DevOps to accelerate the application lifecycle. However, if the infrastructure team cannot—due to lack of automated, self-service provisioning—fulfill requests for dev/test environment quickly enough, you will end up with systemic waste rather than optimization.

With the IT4IT Advisory Service, in only a few days, you can:

- Gather your key stakeholders together around a common set of objectives
- Discover and validate your entire pain chain, in the context of the IT value chain lens and IT4IT
- Gain consensus regarding your next set of priorities and investments
- Define a high-level action plan to address your pains

IT4IT Transformation Service

Once your priorities are set and you know where you need to invest, the IT4IT Transformation Service is a four- to eight-week offering that will help you turn your action plan into an executable roadmap tailored to the needs of your organization. Directed by the results of the IT4IT Advisory Service, we zoom into each value stream and/or business area in scope, further assess your current state, and refine your future state to create a detailed strategic roadmap and a prioritized backlog of actionable (quick-win) tactical improvements. This is wrapped in a detailed statement of work to outline exactly how we will implement the backlog to accelerate your digital transformation.

IT4IT Delivery & Solution Management Services

Now that you have both the strategic and tactical elements of your plan, it is time to begin executing. Unlike traditional “big bang” projects, we take an Agile approach, consistent with our “think BIG, start small” principle. This allows us to divide and conquer: deliver value rapidly with each iteration, while maintaining alignment to the long-term priorities and objectives.

IT4IT Management Services iterate through the prioritized list of backlog items to implement the people, process, and technology capabilities required to address the gaps we have identified during the IT4IT Transformation Service. We bring deep experience and expertise in implementing solutions, mainly ServiceNow, as the underpinning technology platform of IT4IT. We also bring an understanding that just implementing technology is not sufficient. Like all transformations, helping your teams adjust to a new normal is a key success factor that we can help you meet with our Management of Organizational Change capabilities.

We embed a governance layer throughout the implementation process to ensure that we continue to realize value while adhering to the IT4IT architecture. In the heat of implementation, attention tends to focus on features, details, and deadlines. However, to protect your investments and to ensure continuity, you need to maintain the structured approach of IT4IT. We maintain a proactive role with our customers throughout the delivery phase to reflect our commitment to our customers' value realization.

Depending on your needs and preferences, we can deliver these services in a variety of consumption models: traditional on-premise, as a managed service, or a consumption-based as-a-service model.

