

**Customer Need:
Do More With Less**

**On average 70% of
IT budgets are
spent maintaining
the current
infrastructure**

**Customers feel
they are wasting
over half of IT
money but the
trouble is they
don't know
which half**



**IT infrastructure
must be optimal
to meet business
demands –
becoming more
“real-time”**

**We need to
harness the power
of technology to
improve IT
infrastructure
agility, cost, and
quality of service**

Working with a partner that understands how to make technology work smarter & more effectively.

In these harsher economic times justification of IT spend is even more demanding than ever. The day to day challenge we all have is how to justify continual investment into technology when the business doesn't necessarily align business growth with IT investment or consider the investment being sufficient to meet business growth. This rule applies more so than ever, with the global financial markets accelerating the demand for cost effective quality, it is therefore, paramount that a business understands its IT maturity to deliver the expected service to its internal and external customers. Business owners demand optimised technology and expect to see maximum value derived from technology investment. After all, similar investment in other aspects of a business would absolutely be expected to deliver bottom line business benefit and return on investment. So why should technology be any different?

An increasing number of businesses we talk to are beginning to realise that despite this investment there is a growing gap between IT capability and maturity to support business priorities in a continuous and well managed manner. Some people quote that they are spending more than 70% of IT budget on standing still managing IT and increasingly less on using IT to drive the business forward. This is also our experience.

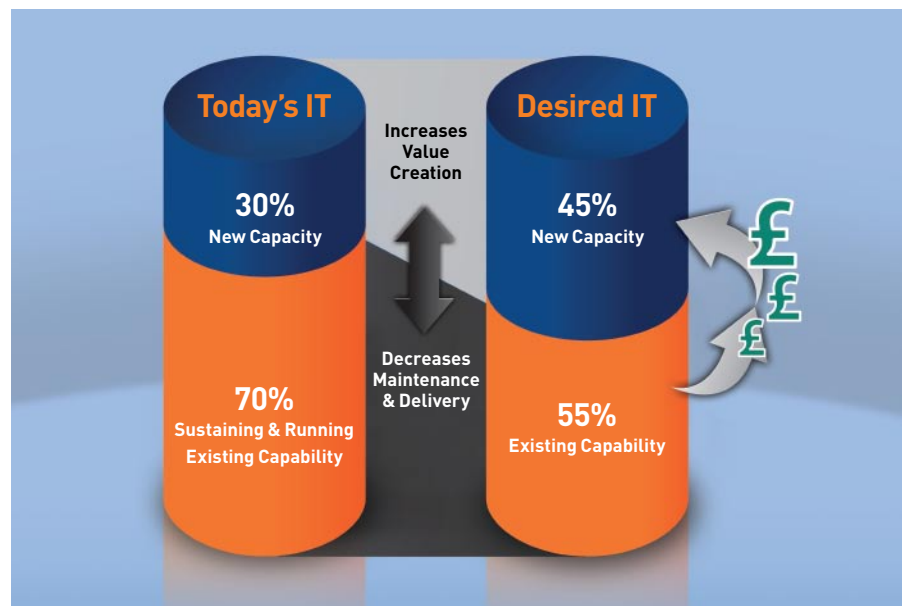
In our view many technology managers' and business owners struggle to know where to start and this is why Servo has invested time and effort in developing a simple way to start working with a customer.

What is the approach?

Servo has an infrastructure optimisation (IO) approach, to guide our customers through end to end infrastructure reviews that embrace aspects such as directory management, storage and information lifecycle, desktop and application delivery, management, security and networking.

Servo understands this challenge and works with a number of leading technology partners – Microsoft, HP, VMware, Citrix, Cisco, Symantec, BT – to deliver pragmatic trusted advice to our customers.

Using a framework developed by our partners, Servo has embraced a consultative approach to helping customer's measure current state maturity and identifies roadmaps to achieve the businesses' desired state goals from IT investment.



Simplistically, the approach is based on a 'where do you want to be with IT and where are you today.' A number of customers have already worked with Servo and subsequently seen the tangible benefits through the combination of technology with the capability approach to maximize true business value.

Examples include;

- A large construction organisation seeking to reduce helpdesk calls caused by inefficient desktop design and processes engaged a series of IO services from Servo that has now culminated into a well developed and robust deployment programme to replace 3000 desktops in a much more accelerated fashion that not only reduces time to deliver to desk but also improves service desk call handling and overall service reliability.
- Another customer in the insurance sector engaged a series of assessments across the core infrastructure focused on how the level of maturity aligned with the stated goals of the IT service and Servo then worked with the client to create a roadmap for remediation and strategy moving forward.
- Servo successfully delivered a virtual test environment to practically demonstrate the huge improvements in time to deploy and provision desktop and applications as part of a major email migration. This reduced the overall programme significantly saving cost and impact to the business. Using the assessment approach from Servo the customer gained tremendous knowledge transfer to its internal team and were able to deliver a much more mature desktop service.

What are the benefits?

The initial meeting is free. The purpose is to discuss where a customer sees where IT is taking the business and to discuss how Servo and the customer could mutually work together. The focus is on how IT is aligned to how the business needs IT to deliver value.

A consultant will visit you for half a day and sit with key stakeholders from the business. Through open discussion the consultant will establish levels of maturity within the IT infrastructure. Focus will be on the current and desired state of technology and where the business aspires to be with technology investment. From this session a brief executive level summary report will be produced detailing key findings and outline a roadmap for further engagement. For example, customers commission Servo to perform specific chargeable consultancy sessions as below;

- Technical deep dive design workshops for Active Directory, Exchange, desktop planning, application delivery, virtualisation, storage and backup
- Financial business value analysis workshops around aligning infrastructure to business goals e.g. analysis of how Servo's managed desktop service can reduce significantly standing still costs and free up internal IT resource and budget to focus on more business aligned projects.
- Proof of Concept Workshops using virtualised platforms to validate desired state goals for a specific solution and to validate a business case e.g. validation of specific application compatibility for an operating system upgrade, validation of an Active Directory migration caused by a merger or acquisition.
- Business continuity workshops focused on data and application recovery objectives and service continuity.
- Data center transformation assessments to identify virtualisation and consolidation opportunities based around energy saving, server efficiency gain, management reduction and improved IT availability.

What do I need to do?

Contact your Servo Account Manager or call **0844 863 3000** and speak to Sales.

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