IT BUSINESS INTELLIGENCE
Executive Overview

SMT Data
Specialists in IT Business Intelligence

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How can we keep the business running, support new services, and cut costs at the same time?

DRAMATIC COMPLEXITY

THE CIO'S DILEMMA

HIGHLIGHTS

COMPLEXITY

It becomes almost impossible to gain an adequate over-view of a vast con-glomeration of computers.

GROWING DEMANDS

Business and user requirements are growing continuously and the technical resources are under increasing pressure.

OUTSOURCING

Looks like a solution but can actually aggravate the problem.

When the CIOs look at their own data centers or at the constantly growing list of demands from the business side of the organization, the picture they get is one of complexity. The number, size and complexity of traditional data centers is growing dramatically. Open systems under the CIO's control may number in the tens of thousands. It becomes almost impossible to gain an adequate overview of this vast conglomeration of computers – or even to ensure that they deliver exactly what is needed to maintain the competitive edge of the company. This situation challenges anyone's ability to manage efficiently and effectively. Aggravating the problem is the fact that expert skills are becoming harder and harder to recruit.

This is the CIO's dilemma: budgets are being cut or at best kept flat, the computing environment is becoming increasingly complex is ever increasing, business and user requirements are constantly growing while the size of the technical team is continually being reduced.

Many turn to outsourcing to save money and to leave the complexity of the task to someone else. But this solution might cloud the transparency even further. Responsibility for the scarce mainframe technical staff as well as open systems support now rests with the outsourcer. The CIO and the CEO face rising IT resource consumption, divorced from the fundamentals of the business, and often find themselves with no means to effectively contain the rising demand for processing capacity.

SMT Data was created to address this problem. We give you the tools and resources to help you manage your DC more efficiently, and link your use of IT directly to the company's bottom line and development potential. This is achieved through software solutions that create complete transparency of the interaction between IT and business operations.

FOR 20 YEARS WE HAVE ASSISTED OUR CUSTOMERS WITH:

- Creating transparency by mapping IT resource consumption and IT costs to business activities.

- Monitoring outsourcing providers and minimizing outsourcing costs.

- Linking application development to IT operations (demand, cost, etc).

- Optimizing IT infrastructure utilization and performance.

- Consolidating assets and balancing load for, virtualization, M&A and so on.

IT and business need to understand one another

A COMMON LANGUAGE IS NEEDED

ITBI™ TRANSLATES TO SUCCESS

HIGHLIGHTS

COMMON GROUND

IT Business Intelligence creates a common ground between those who speak in terabytes per second and those whose language is millions of Euros per quarter.

SUCCESS

The winners are the companies whose management has the deep understanding of IT and its relation to the business.

THE PROMISE

Switch from complexity to transparency with IT Business Intelligence.

IT Business Intelligence (ITBI™) from SMT Data is a clear window through which you can define a common language for business and IT. It creates a common ground between people who talk in terms of terabytes per second and those who prefer millions of Euros. Presented in a simple and manageable way it enables a meaningful dialog to take place.

ITBI provides transparency in the relationship 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 exchange complexity for transparency, ensuring efficient and effective IT management. And at the same time delivering a competitive edge.

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

IT systems generate a wealth of technical data 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-sized IT installations register many million points of measurements every single day, primarily used by operational monitors and alarms.

The same data can also be transformed into useful information at all organizational levels. This transformation requires massive data reduction and refinement and the combining of data from different sources in order to create new information. 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.

Overview through dashboards and insight through drill-down analysis

BASE DECISIONS ON FACTS

THE TRANSPARENCY GRID

HIGHLIGHTS

EASY TO USE

Reports are presented in a state-of-the-art user interface for easy reference and decision support.

ONE TRUTH

Both IT and business management will have the same set of facts and interpretations to work with.

RAPID ROI

The system starts producing results immediately and will pay for itself in a short term.

The resulting information is stored in the flexible SMT/TransparencyGrid, which is designed for easy addition of company-specific information regarding business activities 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 which will be familiar to users of conventional business intelligence systems. With the right combination of out-of-the-box standard reports and individually customized solutions, this tool provides a solid and manageable foundation for a productive dialog between business and IT.

ITBI™ PROVIDES TRANSPARENCY, 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, making it easy 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 different 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™ TRANSPARENCY SUMMARY

ITBI™ gathers raw data and presents useful information at different organizational levels and to different stakeholders in a language that everybody understands. It supports analysis, planning, and decision making by transforming vast amounts of detailed technical data and business data - into structured and comprehensible information.

THE CUSTOMER SHOULD EXPECT:

- Quick installation using pre-defined interfaces and SMT/Dictionary settings

- High-speed data collection due to the pre-defined data filtration and reduction

- Fast achievement of benefits and ROI thanks to pre-defined data recognition and powerful reporting

- Low-effort expansion possibilities due to a scalable centralized control engine.

SMT Data provides transparency and predictability in the relationship between IT and business

THE TOOLBOX

A HISTORY OF PROVEN RESULTS

HIGHLIGHTS

EXPERIENCE

SMT Rata was founded in 19990 and has provided the value of transparency to international business ever since.

RESULTS

Wheather you're looking for savings, streamlining of processes, faster time to market or operational optimization SMT Data delivers.

COMPABILITY

SMT Data's Transparency solution works seamlessly with all major platforms

SMT Datasupplies solutions with transparency to gather relevant information from all platforms, using Business Intelligence (BI) technology in a Cloud based set-up (ITBIaaS)to create the full overview:

ITBIaaS is more than just a software solution running in the Cloud. We also provide a number of services to ensure that you get maximum value out of ITBI™. Not only do we operate the ITBI™ solution for you, our performance and capacity experts also evaluate the performance and capacity characteristics of your IT platform on an ongoing basis. These services include:

Provisioning of ITBI as a Cloud solution
We provide a Windows server that receives technical performance and capacity data from the mainframe as well as Windows, UNIX, Linux, and VmWare and also handles other elements of your IT installation such as storage and applications. We provide access to that data through an advanced Business Intelligence reporting tool.

Implementation and Education
We assist the customer in setting up the solution and educate the customer in using the ITBI™ tools.

ITBI™ Portal
A web based portal with standard BI reports is set up for the customer. These reports contain 25 years of experience and best practice from our consultants working with z/OS customers.

Maintenance and Updates
We maintain the ITBI Solution for you and update it on a regular basis with new features. .

CONTACT

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Operating the ITBI Solution
We operate the ITBI™ solution and ensure it is working correctly.
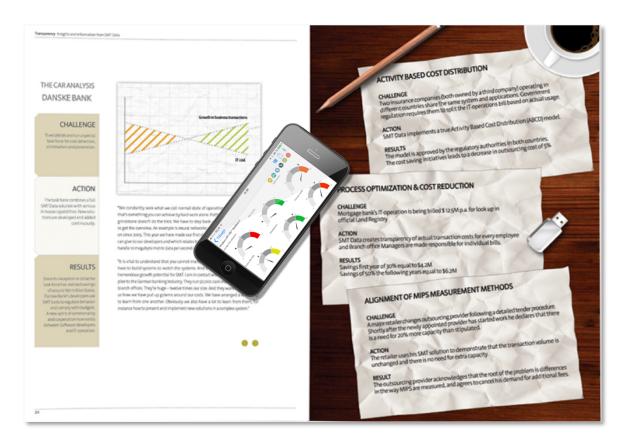
Day-to-day Deviations
An ITBI Manager evaluates the z/OS capacity and performance characteristics on a daily basis and reports any significant issues or deviations to the customer.

Monthly Status Meetings
A senior ITBI consultant reviews the z/OS capacity and performance characteristics and presents findings and recommendations to the customer each month.

TRANSPARENCY

YOUR WINDOW TO VALUE

IT Business intelligence creates complete transparency in the relationship between IT and business. And in the process it not only facilitates vast savings and huge leaps in efficiency. It also builds a common language between people who speak in terabytes per second and those who prefer millions of Euro per quarter.

We have written and printed a magazine full of examples of what ITBI can help businesses achieve.

We'd love to send you one, because it's all good news.

www.smtdata.com