



Computer Associates®



Delivering

IT Services That
Meet Business Demand

Business Service Optimization

Delivering IT Services That Meet Business Demand. Whether it's provisioning new users or deploying new applications, enterprise IT departments face a growing – and increasingly complex – set of demands from business units, departments, and divisions. Since it can be difficult to properly assess priorities, most of those requests receive equal treatment. But, in resource-constrained IT organizations, that can lead to perceptions that the IT organization is unresponsive to and unaligned with strategic business initiatives.

Complicating matters: IT departments are often splintered into a collection of different units using different sets of tools and processes. That makes it extremely difficult to achieve complete visibility into the full scope of services IT provides to the business, and to manage the performance and cost of those services.

CA's Business Service OptimizationSM (BSO) software helps you translate business demands into prioritized IT services and cost-effectively deliver those services to the business. The end result: IT aligned with business objectives and managed in a fiscally accountable manner.

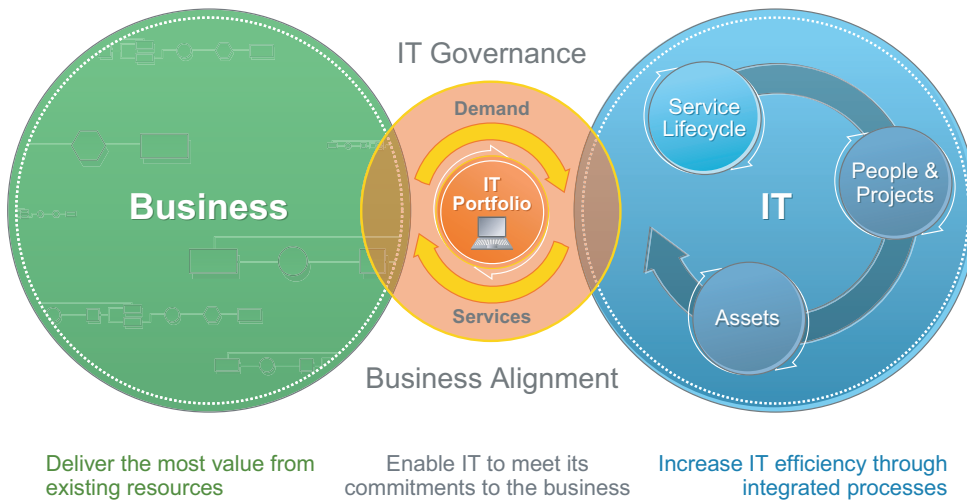


Figure 1. Business Service Optimization

IT Governance: The Cornerstone of Business Service Optimization

At the heart of Business Service Optimization is an IT governance process—a fact-based discussion between business managers and IT about how to invest IT resources, including people and money.

An IT governance process requires the following, all of which are enabled by CA BSO solutions:

- A single mechanism and process for capturing and prioritizing business demands.
- Visibility into the performance and total cost of delivering IT services
- Critical insight into and control of the assets, processes, people, and projects supporting those services.

BSO solutions enable you to deliver high-quality services cost-effectively, meet your commitments to business units, and deliver the most value from existing IT resources. Let's explore what an organization that has achieved Business Service Optimization looks like. Customers are frustrated and productivity is lost. The bottom line is that the costs of downtime to the business become substantial.

Services Optimized Throughout Their Lifecycle

A well-governed and business-aligned IT organization becomes the IT service provider of choice for its enterprise, able to ensure that the business receives high-quality, cost-competitive services. The IT function is professional, delivering guarantees to the business:

- "I can see the business impact of every IT service that we offer."
- "I can streamline and automate processes to fulfill demand for IT services."
- "I can enable users to self-select their own services and service levels from a catalog."
- "I can fully optimize resources, encouraging users to consume only the resources they need."
- "I make users more productive by empowering them with fast, efficient self-help and problem resolution capabilities."
- "I have a clear picture of the cost of IT services, enabling me to benchmark against external providers."
- "I report service levels in meaningful business terms."
- "I can rapidly respond to business change through new or adapted services."
- "I can control and implement change, and guarantee the quality and integrity of infrastructure elements and software applications."

BSO solutions provide insight into the quality of IT services, so you can strive for continuous improvement and implement efficient processes for introducing change and resolving issues.

Major Online Retailer Anticipates \$17 Million in Savings by Managing Contracts with CA Asset Management Solution

A major online retailer annually negotiates thousands of contracts with more than 3,300 vendors, suppliers, and strategic business partners. The contracts range from purchases of equipment and services to advertising and temporary-help agencies. This retailer has been growing rapidly but it had no central contract repository — and no way to track contracts or re-apply knowledge gained from previous negotiations.

To address these challenges, the retailer turned to CA's Asset Management solution to help manage the contract process. The retailer expects to achieve a cumulative five-year net benefit of more than \$17 million, driven by increased revenues related to the contracts, administrative and staff savings from negotiating and managing contracts, greater staff and attorney efficiencies, and a reduction in risk.

Assets Under Control

Many organizations lack clear insight into and control of their often-underused, unproductive, and risk-exposed enterprise IT assets. In contrast, an organization that has achieved Business Service Optimization can provide the following assurances and answers:

- "Our inventory of hardware, software, and application assets is accurate and up-to-date."
- "We can enforce policies for assets in our network."
- "We know which vendors provide the best maintenance and support of our assets."
- "We comply with software license agreements and would pass a license audit."
- "We can maximize asset value across the entire lifecycle – from acquisition to retirement."
- "We can control spending by reconciling assets with vendor contracts and agreements."
- "We know which assets are underused and make smart decisions to consolidate."
- "We know which assets are exposed and can rapidly update vulnerable configurations."

BSO solutions start by providing the ability to build a comprehensive inventory of all of your IT assets— hardware, software, and custom applications. These insights can:

- Protect you from security risks.
- Help you deliver business continuity by ensuring that critical data on your assets is stored and backed-up appropriately.
- Ensure compliance with regulations, vendor contracts, and license agreements.

BSO helps you optimize asset utilization to derive more value from your existing assets. Furthermore, you can manage the configuration of your hardware and assets and manage changes made to custom applications to increase efficiencies and reduce risk.

People, Projects, and IT Portfolio Aligned with Business Objectives

To maximize the effectiveness of your staff, you need to have the right people on the right projects at the right time. Organizations that have achieved Business Service Optimization have better visibility into current and planned IT projects, the business processes they support, and all related costs. They have the information they need to prioritize IT investments and make sound business decisions. BSO solutions enable you to deliver the following assurances:

- “We analyze and manage our business opportunities.”
- “We maintain a balanced portfolio of IT services to support business growth and maximize return.”
- “We prioritize investments based on business value, goals, and objectives.”
- “We ensure that IT projects meet agreed-upon time and budget goals.”
- “We harness technology to automate business processes, increase efficiency, improve accuracy and reduce risk.”
- “IT runs like a business, allocating and recovering costs for the services we deliver.”
- “We are a flexible service provider, offering alternate usage rate plans and pricing/chargeback models.”

By providing insight into the total cost of IT services, including labor costs, you empower business units to make fiscally responsible choices. For instance, if a business unit executive understood the relative costs of receiving 99 percent availability versus 95 percent availability for a particular application, he might decide that 95 percent availability is sufficient.

Financial transparency in IT management also helps you make informed decisions about outsourcing and manage vendor contracts and relationships. Only by knowing service-delivery costs can you make informed decisions about IT service outsourcing.

Finisar Manages ITIL and Sarbanes-Oxley Compliance Goals

With CA’s service management solution, Finisar Corporation has been able to quickly implement and automate Information Technology Infrastructure Library (ITIL) best practices while gaining the auditing functions essential to Sarbanes-Oxley compliance.

“To address the Sarbanes-Oxley audit, we have to be able to fully document relevant IT governance procedures such as notifying users about scheduled downtime, to the steps we took to ensure that an infrastructure upgrade did not interrupt delivery of a critical business service,” said Christine Rose, Finisar’s director of Global IT. “CA’s solution allows us to achieve this comprehensive documentation so that we can have confidence in meeting our SOX compliance requirements — while, at the same time, it has enabled us to streamline our service management operations so we can devote more of our resources to high-value strategic projects rather than operational housekeeping and firefighting.”

Finisar implemented the centralized management database (CMDB) using the Unicenter ServicePlus Service Desk to extract configuration item (CI) information in real time. Finisar also uses Unicenter ServicePlus Service Desk to process requests from its human resources department, so it can show when employees have been added or removed from the network and/or when their equipment was reallocated. Since all such changes are date-stamped, Finisar can produce reports required for SOX compliance.

Royal Caribbean Aligns IT Initiatives with Top Business Priorities with CA Project and Portfolio Management Solution

By implementing CA's Project and Portfolio Management solution, Royal Caribbean Cruises has been able to:

- Align IT initiatives with top business priorities
- Quickly respond to changes in business conditions through improved project and resource visibility and knowledge of interdependencies
- Extend its planning horizon by more than 400%, from just over one quarter before to 4-5 quarters now, reducing time pressures that cause inefficiencies
- Share resources to greatly reduce over- or under-booking of staff
- Achieve managed growth by understanding exactly what staffing resources are needed, when they are needed and for what duration of time
- Deliver projects on time and on budget through proactive tracking of schedule, scope, budget and open issues.

"One of the major benefits we've seen is the ability to manage change. Senior management knows everything about current project status and where the work is headed in the future. As a result, Royal Caribbean can fine-tune its direction as it needs to," said Richard Shapiro, IT Program Administration Office Manager for Royal Caribbean.

Achieving Business Service Optimization

CA delivers Business Service Optimization by combining world-class IT software and services with services from leading-edge partners in business process enablement, including BearingPoint, Accenture, and PriceWaterhouseCoopers.

Software Solutions

Asset Management. Enables operational, financial, and contractual management of IT assets throughout their lifecycle. The solution improves decision making, increases operational efficiency, and helps mitigate risk.

Configuration Management. Provides real-time insight into asset configuration and automates critical operational processes like discovery and inventory, deployment, maintenance and migration. Also, enforces operational and compliance controls.

Enterprise Change Management. Automates and unifies the processes and best-practices needed to efficiently drive the implementation of change, within and across functional domains and organizational boundaries.

Service Management. Defines IT services that support business demand, and provisions, measures, and costs those services. Also, quickly resolves incidents and problems, controls changes, and monitors service levels.

Project and Portfolio Management. Optimizes IT projects and resources, and supports investment prioritization by showing the costs and performance of the entire IT portfolio.

Business Process Management. Technology and best practices that help organizations automate, optimize, and manage IT and business flows and policies. Provides and supports business and IT alignment, reduces costs, and improves business agility.

Mainframe Resource Management. Ensures mainframe performance supports current business needs and maintains an appropriate level of mainframe capacity to meet future business needs. Also identifies and allocates mainframe IT costs.

Supporting CA's EITM Strategy

Enterprise IT Management (EITM) is CA's vision for how to dynamically manage and secure enterprise-wide IT, enabling organizations to realize the full potential of IT. As part of EITM, CA's Business Service Optimization helps companies achieve business alignment by translating business demand into IT services and cost-effectively delivering those services to the business.

Best Practices Implementation

CA's BSO solutions enable you to implement best practices-based process flows that fulfill common IT needs. CA Technology Services™ and our partners offer unique delivery services that accelerate implementation and maximize solution value. Along with our partners, CA provides quality services in three areas: Assessment, Implementation, and Optimization.

CA's Integrated IT Flows are a practical way to help you design and apply technology to better support your business. They leverage CA's 28 years of experience with management software and the specific expertise of our partners. We base our work on industry practices, such as ITIL and CobiT to ensure quality and standardization in the deployment of our solutions. Some examples of BSO-supported Integrated IT Flows include:

- **Asset Discovery to Optimization** – Enables organizations to proactively manage the asset lifecycle, from planning and procurement, through configuration management, to retirement and disposal.
- **Application Change to Deployment** – Optimizes application change-management processes to increase productivity and quality.
- **Service Request to Financial Control** – Enables you to implement a service-management model that drives effective planning, monitoring, and charging for services consumed.

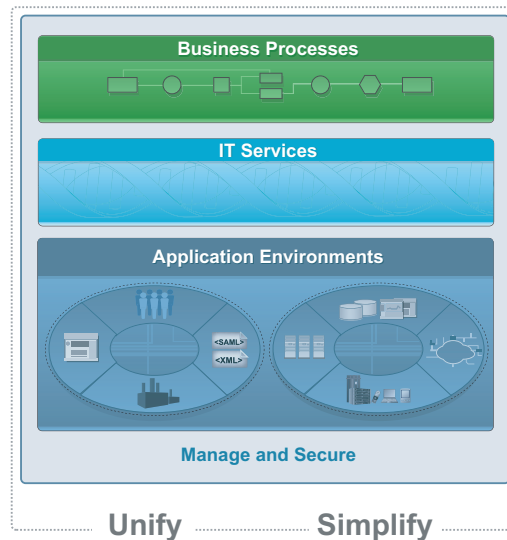


Figure 2. Enterprise IT Management (EITM), CA's vision to unify and simplify the management of enterprise-wide IT.

Conclusion

CA's BSO solutions help you achieve business and IT alignment, reduce costs, and improve the level of service you can provide to the business. With better control of the entire service lifecycle and the service components, you can confidently meet your commitments and make the best use of your IT budgets, assets, and staff.

Armed with information about relative costs and performance, you can influence behavior. For example, if business executives understand the costs of meeting their initial demands, they might accept a different cost/performance point. If they see the risks that might delay a project's completion, they might decide to invest more in that project. By providing insight into IT costs and performance across the entire portfolio of IT services, you can change the nature of the dialogue between business managers and IT — from conflict and dissatisfaction to engagement and collaboration.

About CA

Computer Associates International, Inc. (NYSE:CA), the world's largest management software company, delivers software and services across operations, security, storage, life cycle and service management to optimize the performance, reliability and efficiency of enterprise IT environments.

For more information on how to achieve Business Service Optimization and attain tangible ROI along the way, visit ca.com/bsc or call 1-866-576-9551.



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