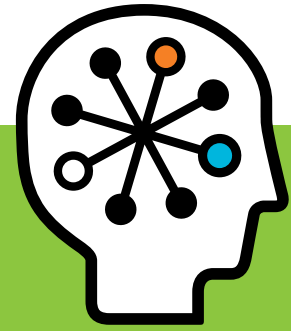




Business Intelligence for the CIO services

Performance Management and Analytics services from HP



Improve insight into IT management Manage IT like a business

Improve and quantify IT value

While IT organizations in most enterprises are feeling intense economic pressure, they are also challenged to deliver more innovative and value-added services to the business. They walk a fine line balancing the need for system maintenance and the need to stay current with emerging technologies with demands from the business for new capabilities. How do you prioritize the needs of business stakeholders, while managing a strict budget? Do you know which investments deliver value to the business and can you quantify that value? And where do your own needs fit in?

As IT executives begin to manage IT as a business, they often find that the data needed to make important decisions and to measure the value of their organizations' contributions is difficult to access and can be trapped in information silos. Often, tremendous effort and cost is required to integrate, reconcile, report, and analyze results. But who has the time or resources to do this?

If you need to improve strategic decision-making while quantifying and communicating the business value of IT, you need HP BI for the CIO services. These services provide business intelligence (BI) capabilities that bring together data from these information silos. With BI for the CIO, you get better insight into assets, labor, processes, finance, and more, so you can:

- Measure, monitor, and improve cost efficiency
- Analyze and understand the financial impact of change
- Align IT resources with business problems
- Forecast service labor supply and budgetary needs
- Establish business-aligned metrics to quantify the financial value of IT services
- Optimize IT processes and resources for continuous improvement

With HP BI consulting services, you can integrate data from across the IT value chain and IT functions including:

- Strategy and planning
- Finance
- Resource management
- Asset management
- Operations

This provides a single trusted data source to which HP can then apply proven advanced analytics, operational analytics, and BI reporting techniques including:

- Trend analysis
- Forecasting and prediction
- "What-if" analysis
- Exception monitoring and notification
- Variance and continuous improvement reporting
- Self-service/ad-hoc reporting
- Dashboard and scorecards

Figure 1: BI for the CIO dashboard



BI services for IT

Develop BI capabilities quickly and cost effectively with HP. We bring together a powerful balance of business, technology, and data management skills to leverage information for game changing results.

Methods, models, and accelerators

For fast, effective, and reliable results, we leverage a rich collection of assets beginning with our methodologies for assessing BI maturity and implementing BI solutions. We employ a host of accelerators, including:

- ITSM reference model
- Pre-defined IT metrics
- Pre-defined IT reports
- Analytic data models
- Data management reference models
- Data governance frameworks

Strategy and implementation services

Our suite of BI services range from strategy and management to implementation of complex BI architectures. Specifically, we offer:

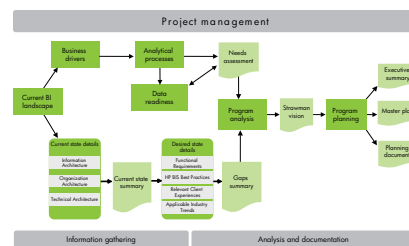
BI for the CIO Workshop: Facilitated sessions for IT management to communicate and prioritize critical information needs and issues and capture the current-state technical environment.

BI for the CIO Master Plan: Four- to six-week project for understanding the organizational requirements, performing a gap analysis, and developing a roadmap and phased implementation plan.

BI for the CIO Implementation: Execution of the Master Plan by a skilled HP team with experience in all phases of BI solution development.

In building your solution, we leverage tools from leading BI and data integration (ETL) vendors, including Business Objects, Cognos, MicroStrategy, SAS, SQL Server Analysis and Reporting Services, Informatica, DataStage, Business Objects Data Services, Ab Initio, and more.

Figure 2: BI for the CIO Master Plan



For IT business intelligence, count on HP

When it comes to BI for the CIO, it is hard to beat our deep, focused expertise in BI solutions combined with our understanding of IT management tools and HP Labs research aimed specifically at analytics for IT. Our HP Global Methods for BI, developed specifically for business intelligence program planning and solution development, are based on real-world experience delivering more than 2,000 BI solutions. An established thought leader in ITSM and ITIL, HP can help you leverage data from third-party IT management systems as well as our own ITSM software portfolio. For your IT data warehouse application, you can leverage the HP DecisionCenter product or those of third-party vendors. Either way, we can help you implement the solution and offer unbiased guidance, helping you select the best tool for your needs.

Let's get started

HP brings together a powerful portfolio of services, software, and hardware to deliver information solutions that enable visibility, insight, and better decision-making across the organization for improved business performance and productivity. With thousands of consultants across the globe, industry solutions, and IT solutions, HP, the largest technology company in the world, is your trusted advisor, expert implementer, and strategic business partner. For more information about our business intelligence consulting services, contact your HP representative or visit us on the Web at www.hp.com/go/BI

Technology for better business outcomes

To learn more, visit www.hp.com/go/BI

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