HP Business Technology Optimization

Optimize the business outcome of IT.

"Business technology optimization is very central to our thinking, and we rely on this strategy to provide the best possible service to our customers."
Evan Jafa, Senior VP and Corporate CTO
The First American Corporation

Today, technology IS the business.
That means the business depends on you.

The CIO Challenge

Your business can't book an order, manage inventory, hire a new employee or close the books at the end of the quarter without information technology (IT). So your role as an IT leader has changed radically. You're on the hook for making the business run. And for delivering business results. Your company looks to you to drive innovation and produce business outcomes, such as improved customer satisfaction and increased revenue. But at the same time, you're still accountable for increasing IT efficiency and keeping costs down.

In too many businesses, this has widened the gap between the demands the business places on IT and IT's ability to deliver. It's not that IT isn't doing its job. IT organizations work hard to drive efficiency and deliver better services to the business. But as the business continues to push IT for more, some chief information officers (CIOs) are making tradeoffs that represent a real risk to business outcomes.

According to "I.T. at the Speed of Business," a 2007 survey of IT professionals conducted by the Economist Intelligence Unit, 57 percent of those surveyed said that up to half of their IT initiatives over a three-year period failed to deliver the intended business outcomes. Those aren't good results for anyone, and it's clear that IT needs to find new ways to respond more quickly and effectively to the needs of the business.

That's why forward-looking IT leaders are turning to HP business technology optimization (BTO) solutions.

Technology for better business outcomes

Figure 1. Business Technology Optimization
Optimize the business outcome of IT.
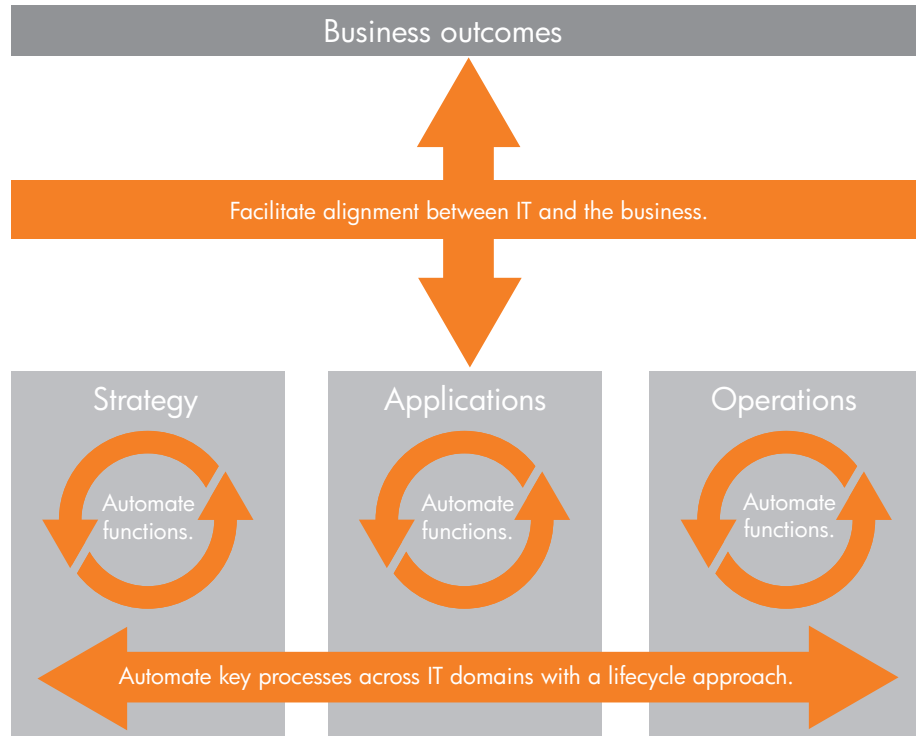
What is BTO?

BTO is an approach to IT management and a category of software and services supporting that approach. It is based on three key principles:

- **Facilitate alignment:** CIO initiatives like service management and data center transformation are most likely to succeed if they are focused on specific business goals and objectives.
- **Automate domains:** Project management and process automation within the domains of IT strategy, applications and operations reduce cost and risk, and increase speed and quality.
- **Automate processes:** A holistic approach that automates across domains decreases redundant work, enables teams to share tools and data, and keeps efforts aligned with business requirements from start to finish.

This aligns the efforts of IT teams vertically with lines of business and horizontally with one another, driving business results and promoting IT efficiency at the same time.

HP BTO: Addressing key CIO initiatives

HP Software builds and delivers software that helps you optimize business outcomes and extract high value from your people, your infrastructure, your applications and your services. We have years of experience in helping IT organizations develop strategies and best practices. And we have the broadest and deepest solution portfolio in the industry.
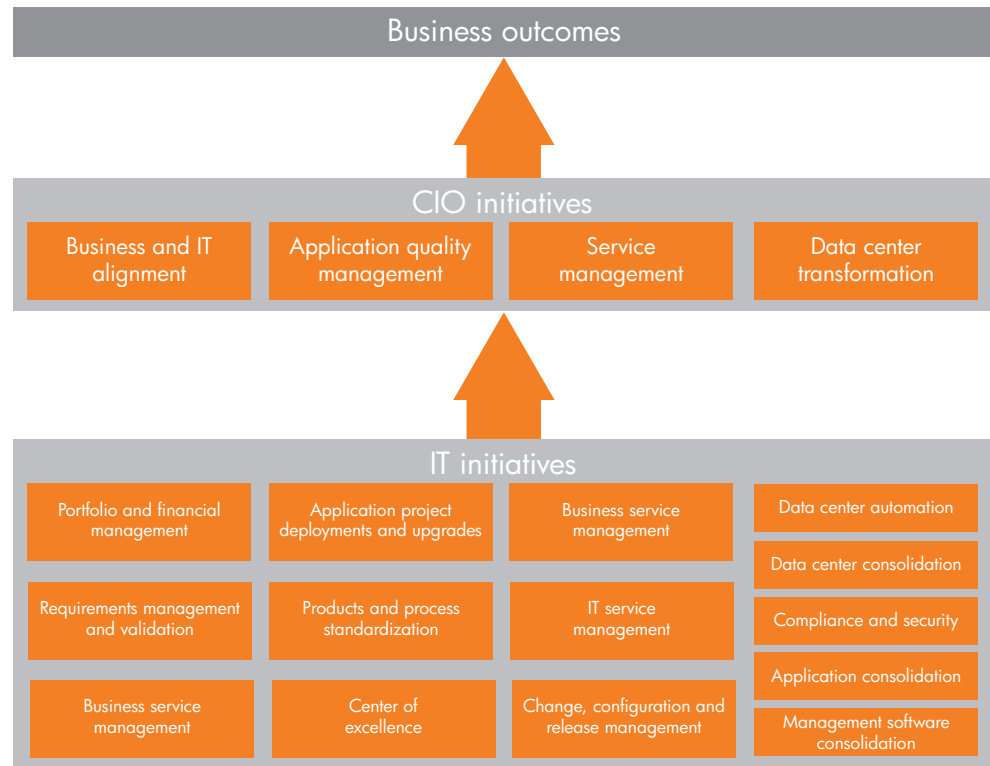
Our BTO approach starts at the top with the wide range of CIO initiatives that drive business results, and we focus on four that are particularly important to business outcomes: business and IT alignment, service management, application quality management, and data center transformation.

Business and IT alignment

As an IT leader, you know that business and IT alignment doesn't just take place in executive offices. While you're working with business and financial executives to make sure the budget is being applied to CIO initiatives that increase revenue and grow the business, your staff is busy supporting mission-critical, day-to-day operations. And your credibility depends on their success: If system failures are disrupting business operations, business executives are less inclined to listen to you when it comes to strategic planning.

HP Software solutions help you drive alignment from the board room to the data center by knowing where your resources are allocated, defining and tracking requirements, analyzing business transactions, measuring end-user experience, and analyzing business impact.

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Figure 2. Linking CIO and IT initiatives — Business outcomes; CIO initiatives (Business and IT alignment, Application quality management, Service management, Data center transformation); IT initiatives (Portfolio and financial management, Application project deployments and upgrades, Business service management, Data center automation, Requirements management and validation, Products and process standardization, IT service management, Data center consolidation, Business service management, Center of excellence, Change, configuration and release management, Compliance and security, Application consolidation, Management software consolidation)

Service management

As a market leader in service management and key author of IT Infrastructure Library (ITIL) principles, HP Software is ideally positioned to help you align IT with the business and demonstrate the business value of IT. Our service management offerings help you address key issues such as business service management (BSM) and IT service management (ITSM), and we help you resolve major challenges such as managing change across the lifecycle and reducing its impact on business services.

Application quality management

Making sure that business applications meet and exceed requirements is as complex as it is important, with businesses turning to composite applications, shared services and service-oriented architectures (SOAs) to deliver services faster and compete to win. HP Software application quality management solutions help you keep pace with demand and deliver application quality, performance and security at the same time.

Data center transformation

If you're faced with the challenge of consolidating multiple data centers or transforming a legacy center to eliminate redundancies and cut costs, HP Software has solutions to help you reduce capital and operating expenses, avoid disruptions, and maintain quality of service.

The underlying IT initiatives

We link these CIO initiatives to more specific IT initiatives—portfolio and financial management, application project deployments and upgrades, ITSM, data center consolidation, and others—that enable IT managers to follow strategic mandates and optimize within domains. And we link these IT initiatives horizontally with a lifecycle approach that bridges the gaps between strategy, applications and operations.

Solutions that combine software, services and support

This strategic framework is supported by HP BTO solutions that combine the capabilities of the HP Software portfolio, the breadth and depth of the HP Software Services organization, and our global delivery and support capabilities to deliver end-to-end value.

Our BTO offerings include comprehensive consulting, training and support services as well as software as a service (SaaS), all based on industry-standard methodologies. As part of your total solution, they help you optimize the value of your investments in HP BTO software.

These comprehensive solutions help you optimize IT processes to gain more value from your technology investments by:

- Delivering business services that are highly available and that perform to agreed service levels
- Automating end-to-end processes to speed delivery of services and resolve production problems promptly
- Accelerating time to value and reducing deployment risk
- Transferring knowledge to your staff so that ultimately you can do more in-house
- Reducing the risk of upgrades and planned and unplanned changes
- Planning service deliverables in the context of resources, value and time-to-market commitments
- Gaining visibility into the actual costs of the IT services delivered in production
- Reducing labor costs to free investments for innovation

HP Software BTO solutions are part of a broad portfolio of HP business technology solutions that help you shift the focus from systems management to business outcomes.

Queensland Transport: A BTO case study
Australia's Queensland Transport needed a more robust and stable IT infrastructure to support the needs of a growing public entity. HP responded with a solution that leverages HP Software and ITSM. With this foundation in place, the agency has reduced IT complexity by consolidating and integrating multiple environments. The solution has helped increase employee and customer satisfaction and is delivering better and timelier information to executive management and keeping costs under control. The result? A 396 percent return on investment (ROI) in five years.

The sooner we start, the better the business outcome.

HP Software, through our flexible and comprehensive suite of BTO software, can tailor a solution to your unique requirements and help you:

- Allocate IT spend and resources based on business priorities.
- Automate key processes across IT strategy, applications and operations.
- Measure IT effectiveness and efficiency from a business perspective.

In short, our solutions help you make sure that every dollar you invest in IT, every resource you allocate, and every application you have in development or production meets business goals.

Contact your HP representative today, or learn more about HP Business Technology Optimization solutions at **www.hp.com/go/software** and **www.hp.com/services**.

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