



“We need to support Business Service Management initiatives.”

ALIGNING WITH THE BUSINESS

Forrester anticipates that the number of enterprises implementing BSM will nearly triple by the end of 2008 to 25% of enterprises with more than \$1 billion in revenues — about 800 companies worldwide.

Source: The Forrester Wave™: Business Service Management, Q1 2007

CHALLENGES

- **Strategy Alignment** — Creating, justifying, and delivering an IT strategy that supports business objectives and desired outcomes
- **Cost Justification** — Demonstrating the value and impact of IT on business objectives and results
- **Adaptability** — Responding quickly and safely to changing business requirements
- **Budget Management** — Managing and documenting IT resource usage and costs for more effective business unit budgeting

YOUR GOAL: AN IT ORGANIZATION THAT HAS A MEANINGFUL IMPACT ON BUSINESS RESULTS

IT organizations that communicate technology planning and performance data in a way that is relevant and useful to business management can play a critical — and visible — role in helping the organization gain a competitive advantage, reduce risk, lower costs, and accelerate growth.

To have a meaningful impact on business results, however, IT organizations must align their strategies with that of the business and provide continuous, easy-to-understand documentation of resource and usage costs.

- Are you pushing for greater alignment between business objectives and IT strategies?
- What is your current process for collaborating with business units?
- How do you translate business unit needs into your IT plans?
- How well are you able to communicate IT performance in terms of business value and impact?
- How quickly are you able to adapt to changes in business unit demands?

RETHINKING THE PROBLEM

TeamQuest helps you set your organization on the path to adapting to demands for Business Service Management initiatives. We provide the planning, management, and reporting tools that enable you to create an IT strategy that aligns with current and future business objectives — and help you provide the data and documentation to manage costs, communicate value, and demonstrate the ongoing impact of IT investment on business performance.

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CONSIDERATIONS

What if you could assist business units in making more informed choices about their IT investments?

What if you could easily provide data to business decision makers that shows how IT is helping them meet their goals — in business terms?

What if you could partner with your business units to determine how their proposed business changes will affect and be affected by IT?

What if, when charging IT costs back to the business units, you could more precisely identify the various IT resources used and automatically generate and distribute accurate usage reports — communicated in business terms — for timely budget reconciliation?

HOW TEAMQUEST HELPS YOU SUPPORT BUSINESS SERVICE MANAGEMENT INITIATIVES

Deliver the right IT strategy to support business objectives and outcomes

Partner with decision makers to allocate technology resources based on business objectives and performance requirements. TeamQuest's capacity planning capabilities help you manage expectations and align your technology investment more accurately to meet service requirements.

Demonstrate IT impact on business objectives and performance results

Document and communicate IT system performance relative to specific business unit goals and service level requirements. With TeamQuest's Web-based reporting tools, you can improve communication with the business managers and demonstrate greater accountability and value.

Adapt quickly and safely to changing business requirements

Help your company respond to marketplace dynamics by forecasting demand, predicting performance, and experimenting with what-if scenarios to more accurately determine the best ways to accelerate growth, manage costs, and reduce service delivery risks. TeamQuest's what-if modeling tools equip you to add significant value to the business decision-making process.

Manage and document IT resource usage and costs

Improve accuracy and timeliness during the chargeback process by segregating resources by business process and communicating charges and results to business units in meaningful, understandable terms. Using TeamQuest's automated reporting tools, you can charge for resource consumption more confidently — and give the business units a clear picture of the value of their IT investment.

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