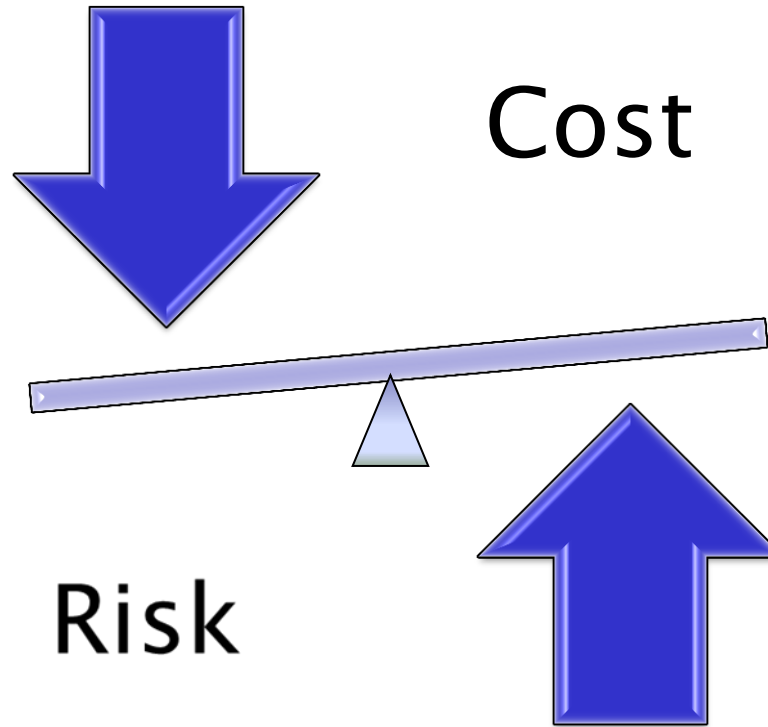
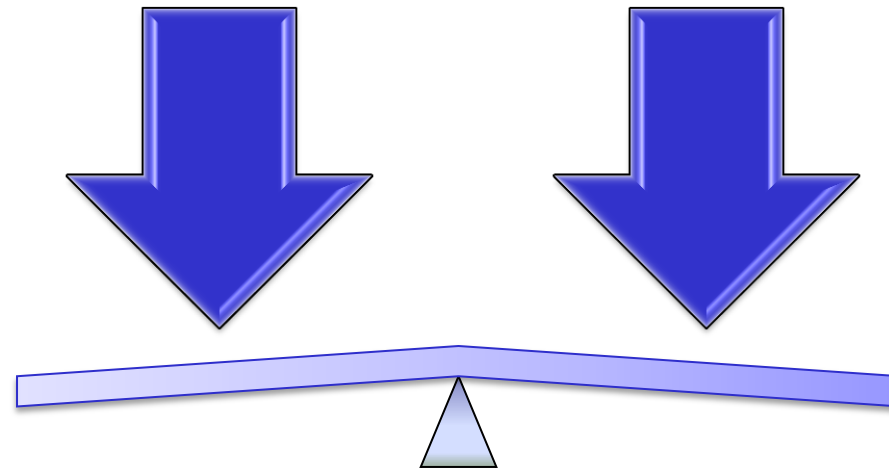


# Sensible business IT

Baselining, monitoring, measuring and advising of IT costs  
and impact son the business

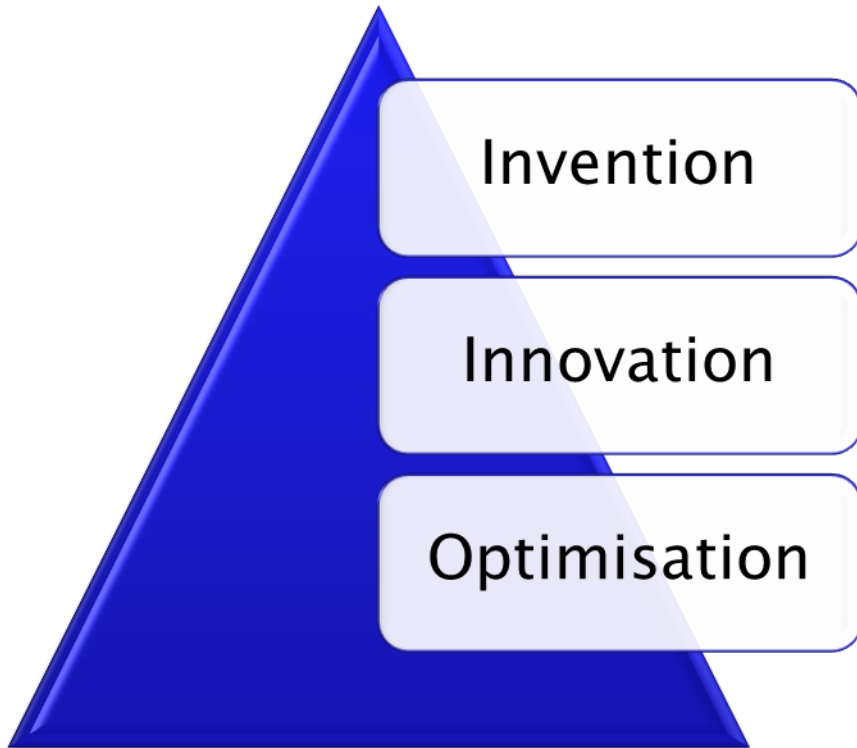
Clive Longbottom,  
Service Director, Quocirca Ltd

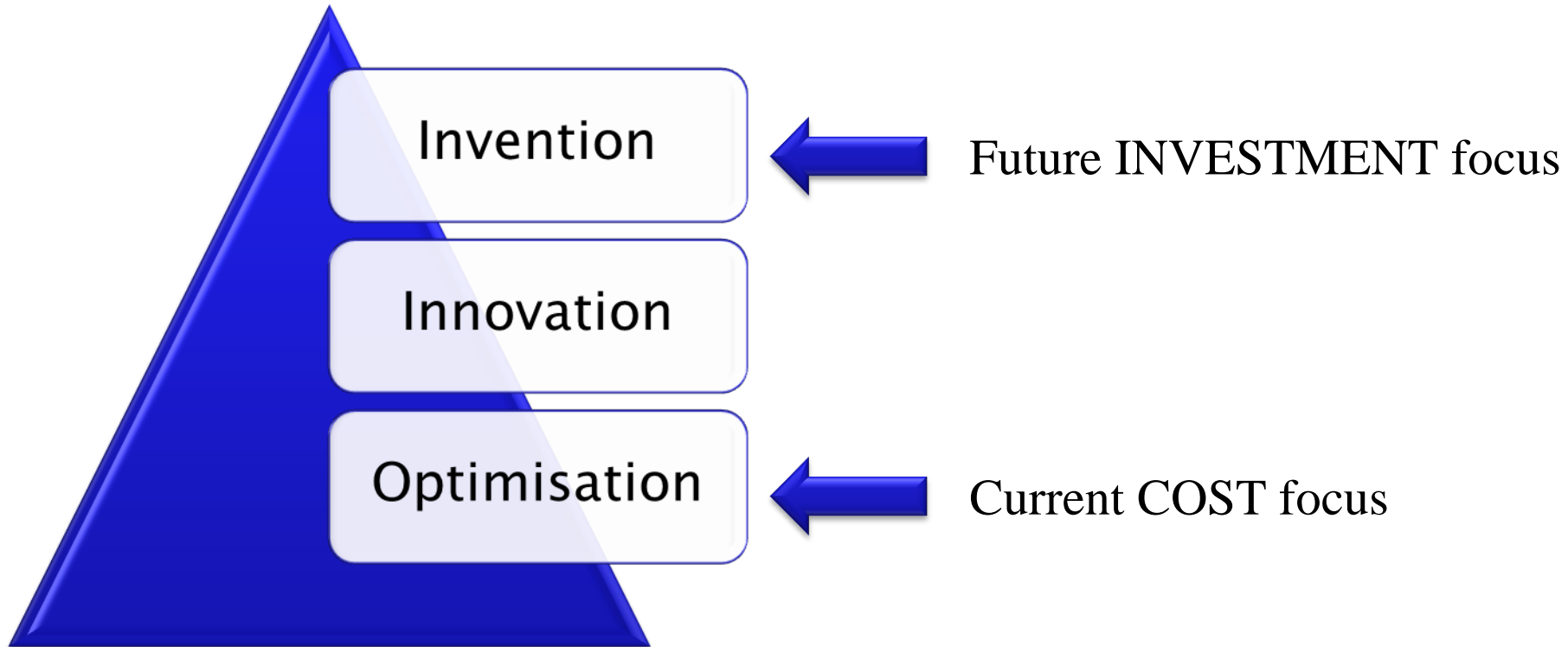


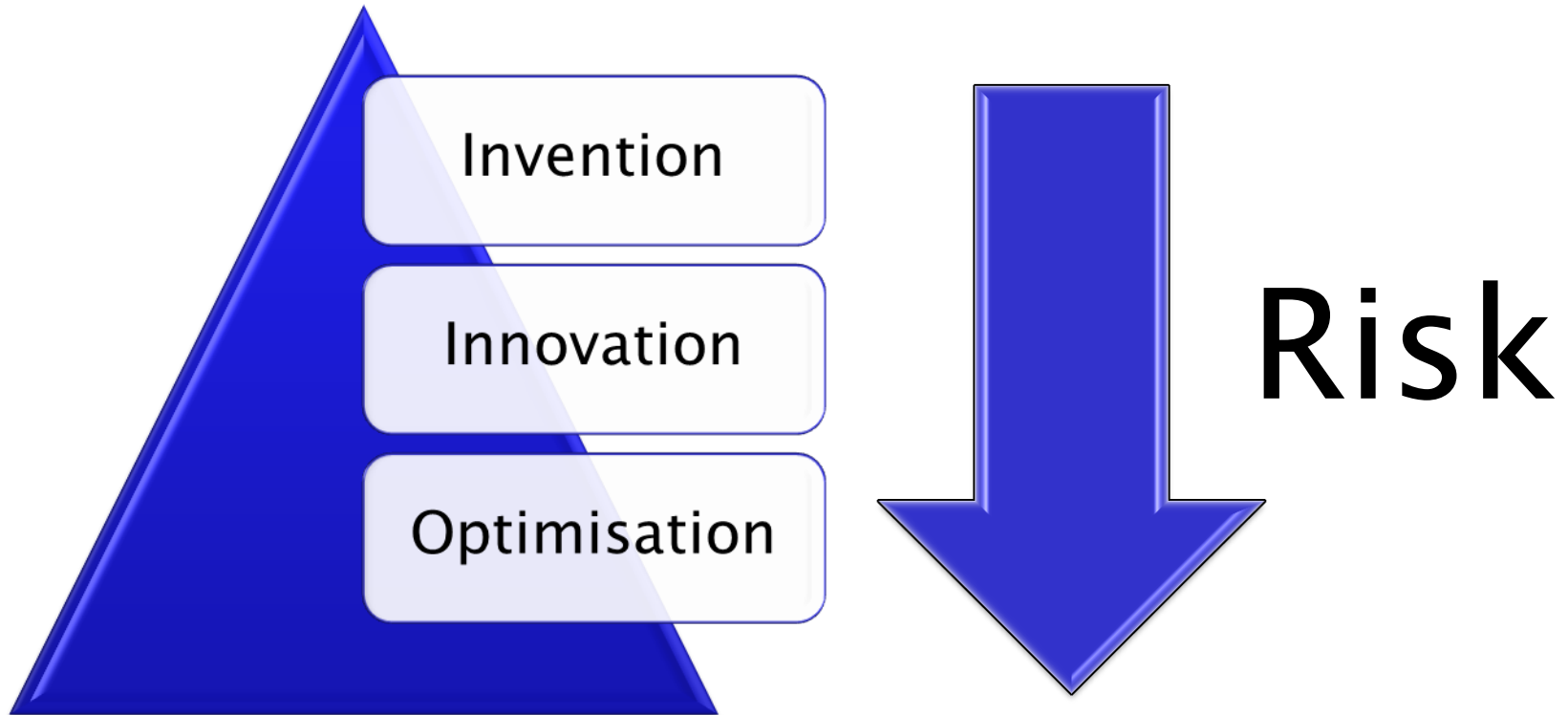


Risk

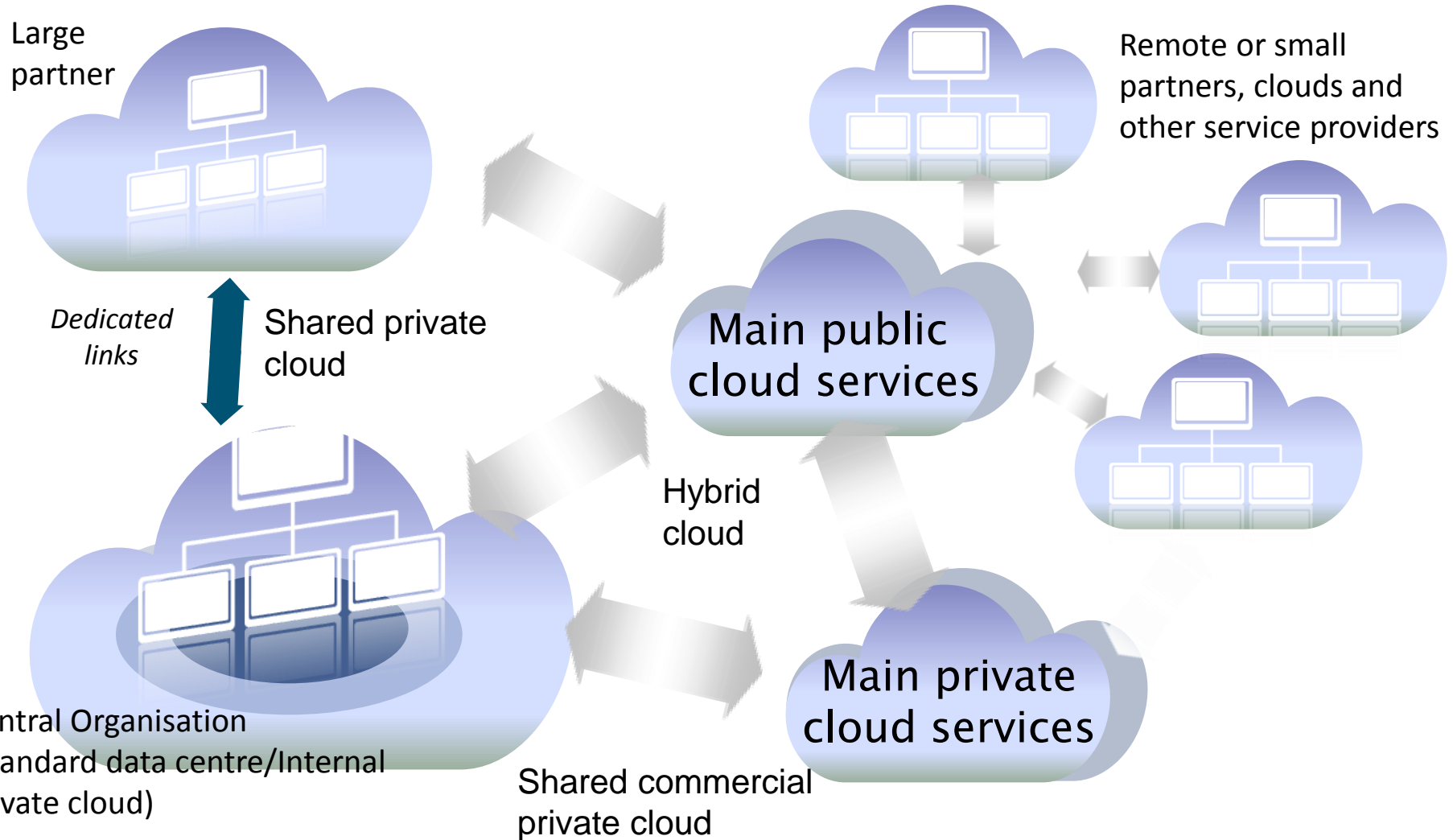
Cost









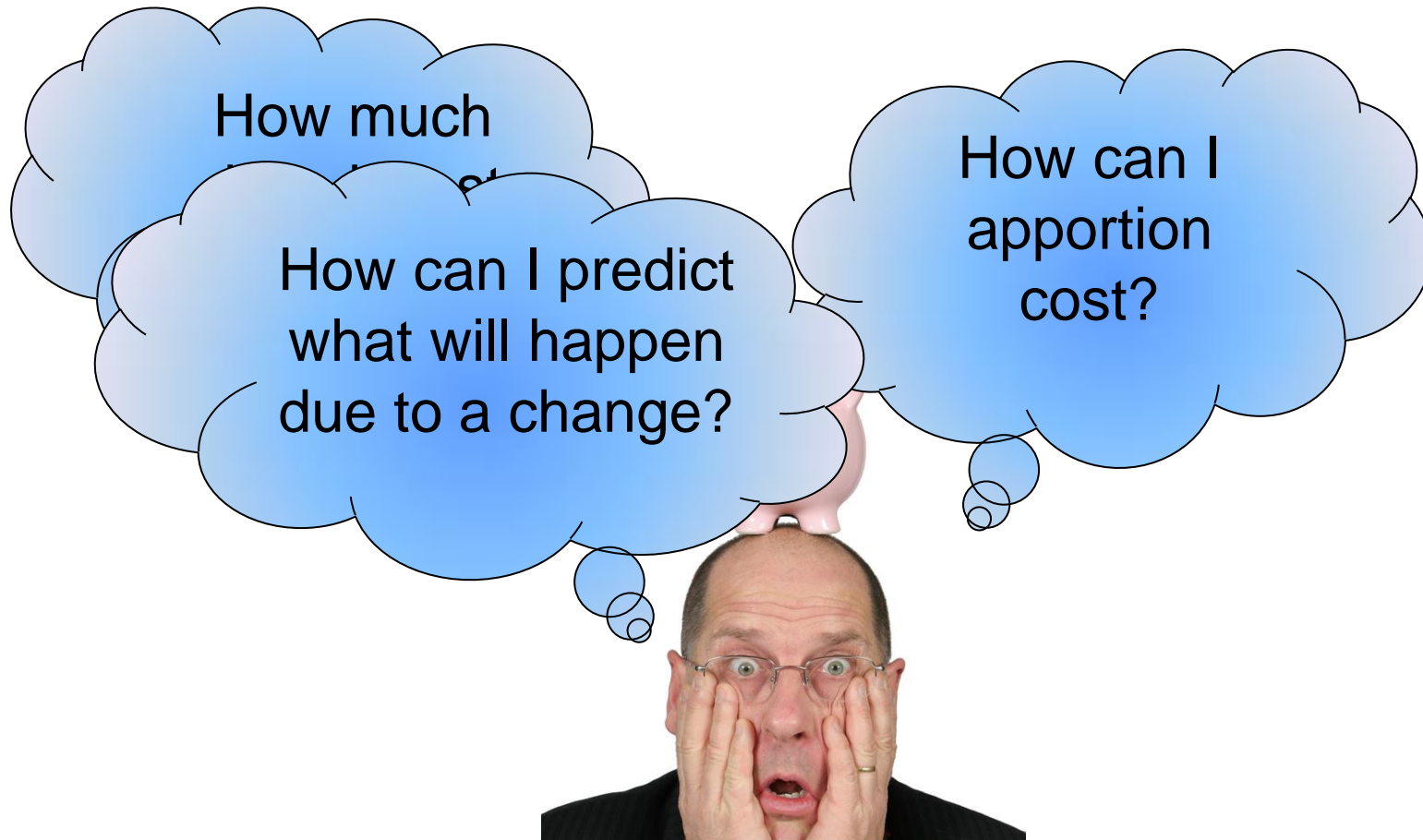


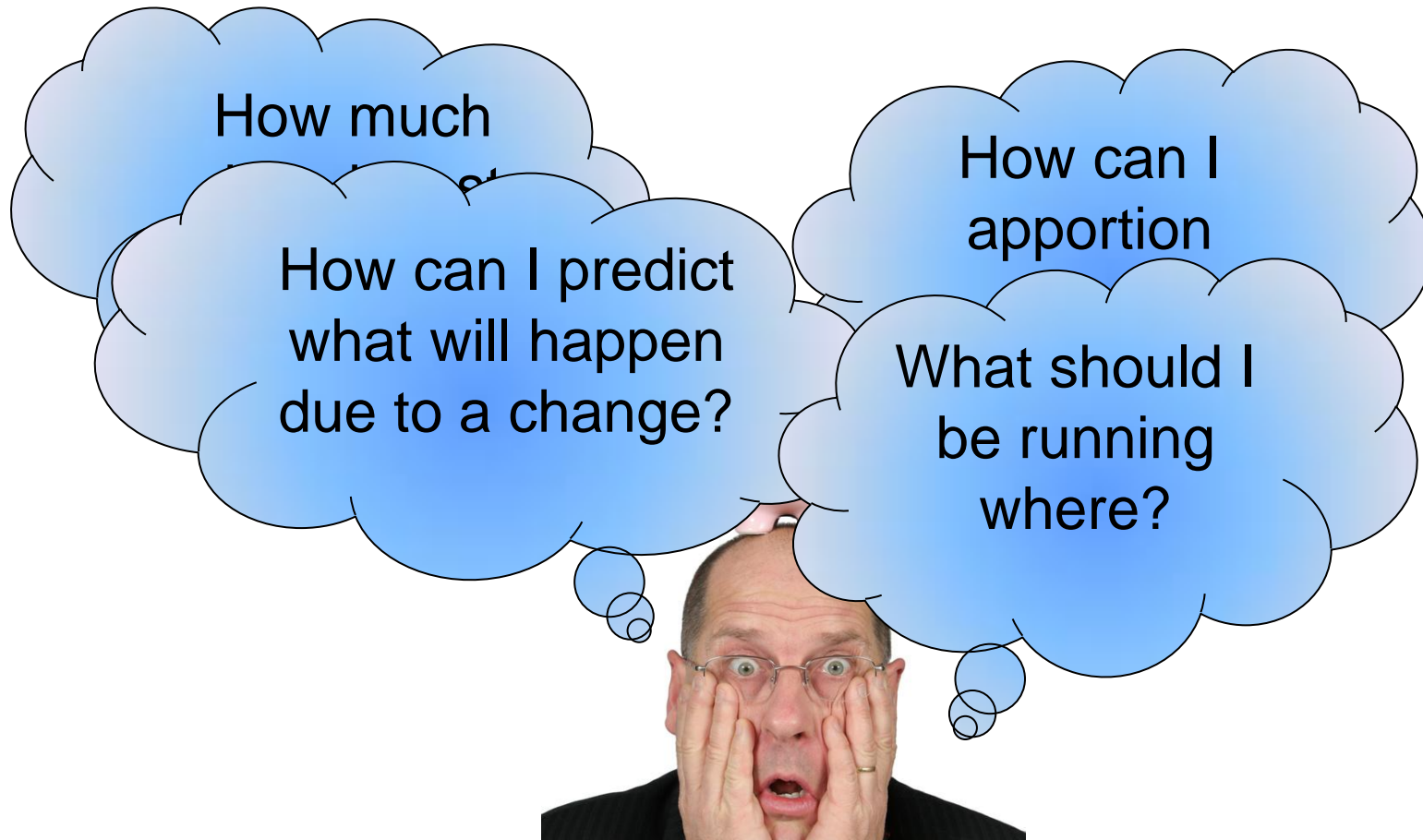


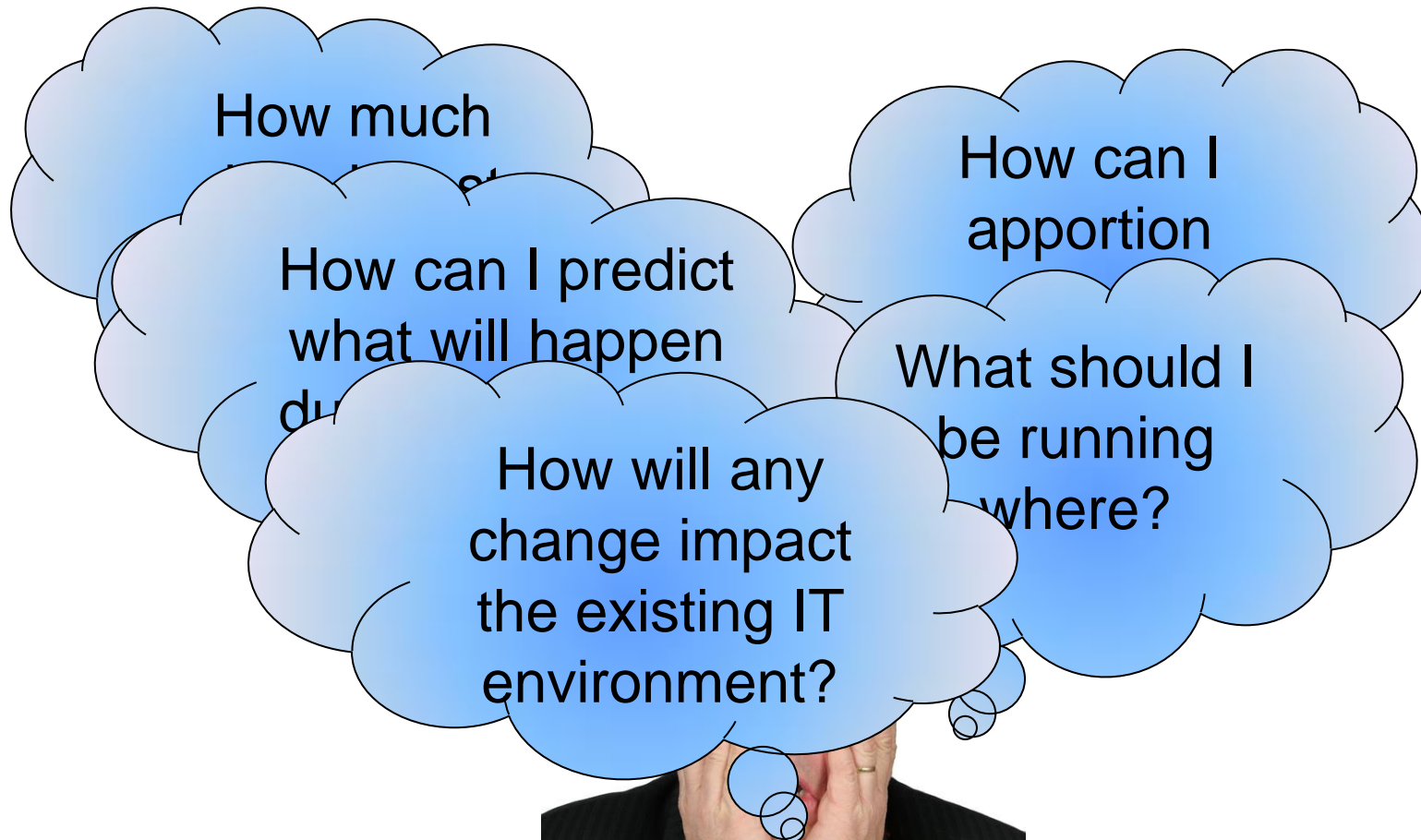
How much  
does it cost  
now?

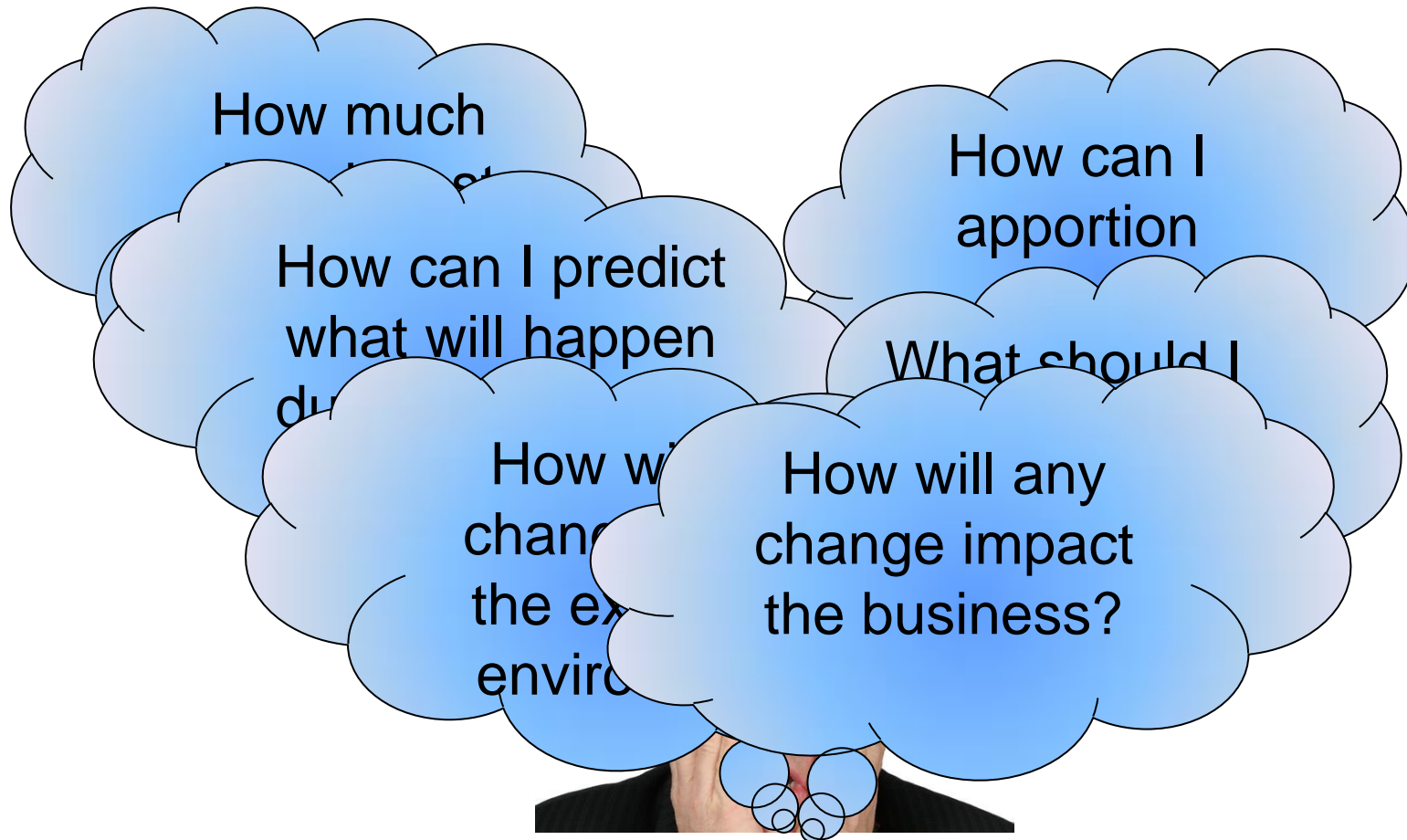
How can I  
apportion  
cost?

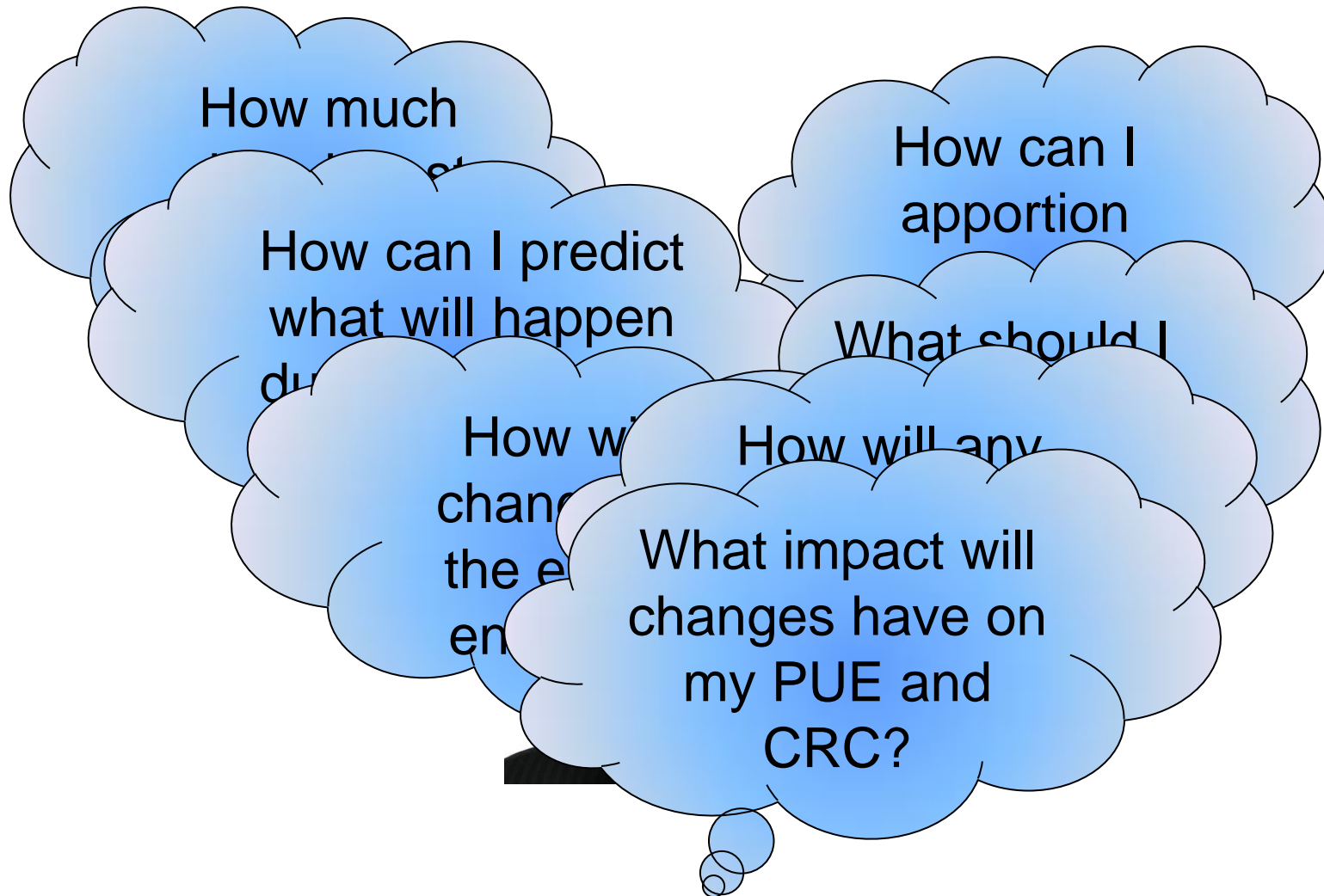


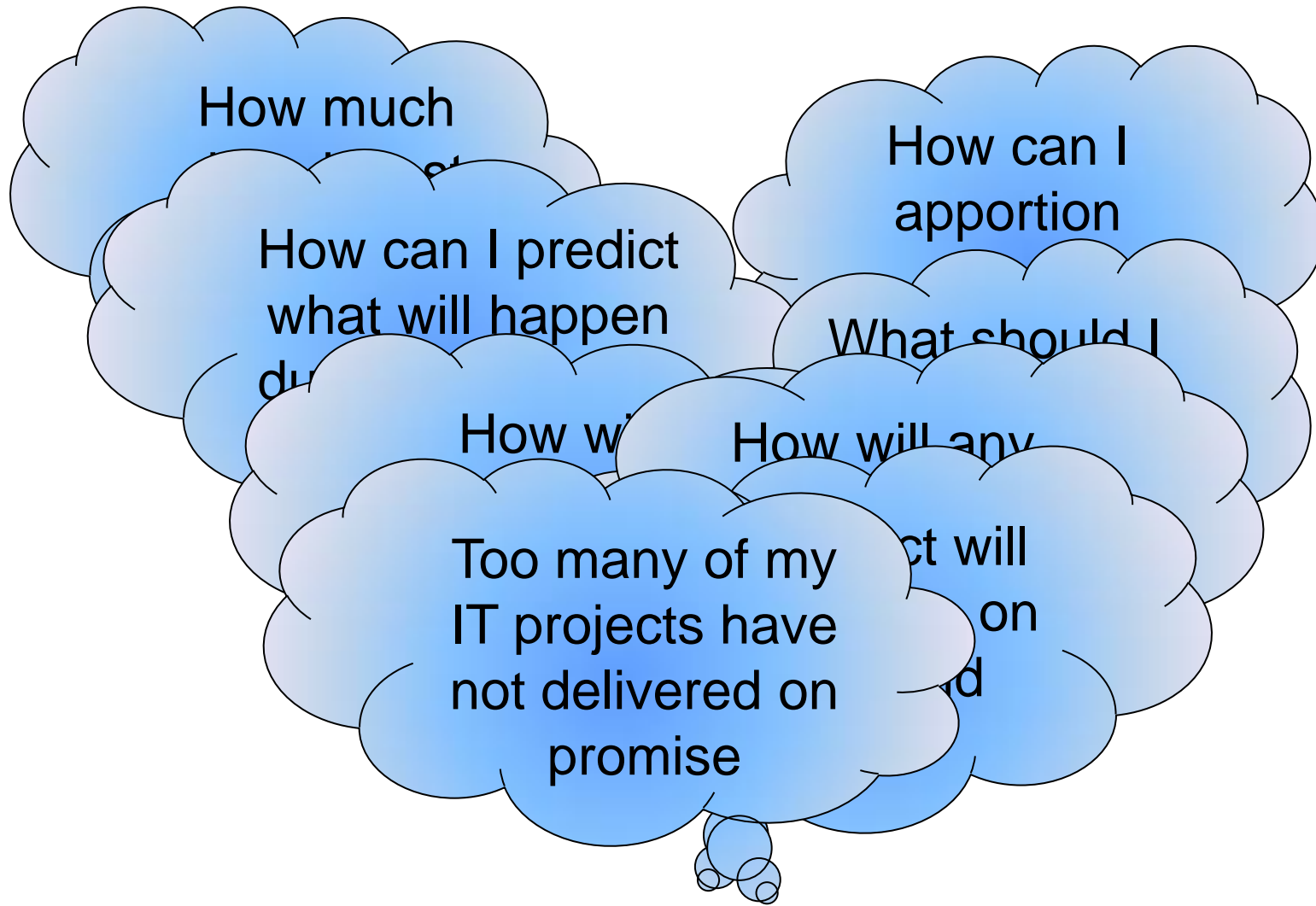






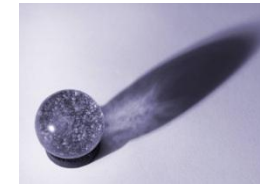








Business reporting



Linear  
predictives



Best of breed



Frameworks

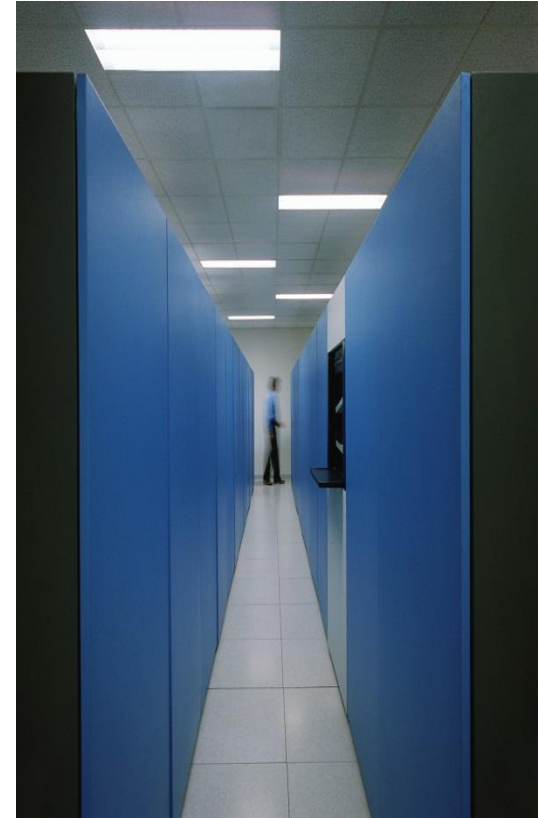


Spreadsheets



Best guess

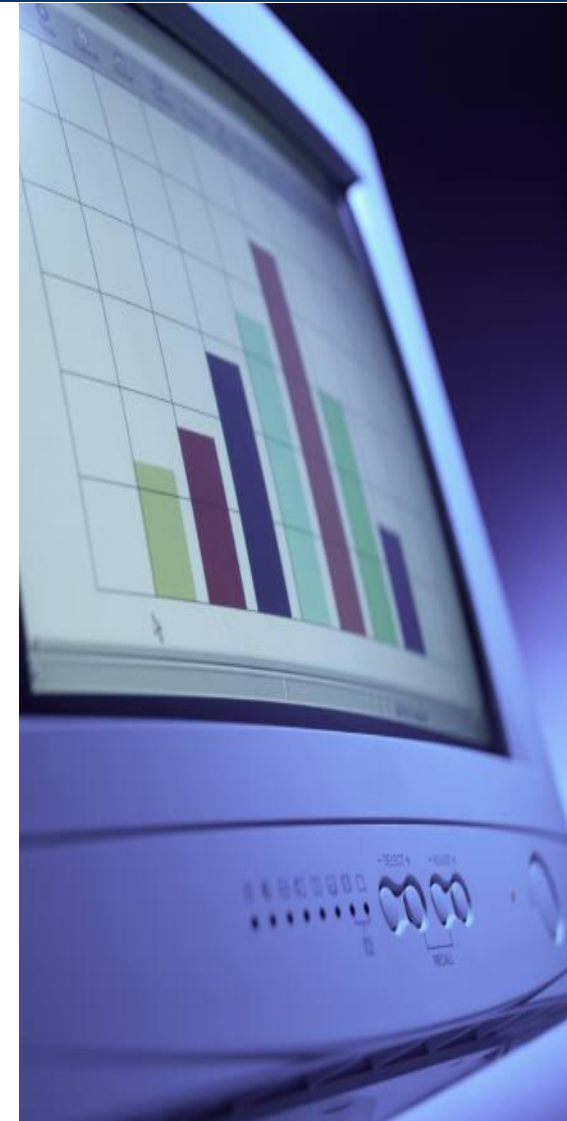
- End to end costs
- Business accountability
- The cross charging issue
- PUE/CRC measurements





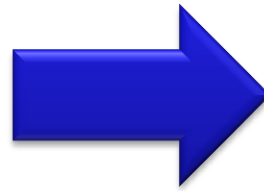
- Modelling the “now”
- Predicting future states
- Understand the process end-to-end
- Advising the business

- Full flexibility across the entire estate
- Ability to move workloads around rapidly and effectively
- Ability to predict future states and technology and business impacts
- Ability to report in a manner the business can understand – and respond to





- Capability to advise the business on options – not dictate on approach
- Capability to understand and match business risk profile
- Capability to respond to market changes as well as technical changes



From Big Technology

To Business in control

Effective, non-linear predictives  
are the only way to create the dynamic  
IT platform for the business