

# A Plan for Increasing IT's Strategic and Business Value

**Empowering IT to become a force for innovation and strategic benefit to the organization**

More than ever before, the role of the IT organization is being challenged by its business counterparts to evolve from a provider of organizational processes tools, to a driver of innovation that provides strategic advantage to the organization. Empowering IT's ability to focus greater attention on developing new systems, capabilities, and business processes is an essential game-changer that can significantly impact business effectiveness.

**Using internal IT staff to perform infrequent tasks creates an impediment to increasing business effectiveness.**

Using internal IT staff to perform infrequent tasks creates an impediment to increasing business effectiveness. Infrequently performed tasks are often more heavily utilized during times of transition or change. These tasks often present an inefficient use of IT resources because staff time can be better spent focusing on higher-value projects. In addition, by focusing on lower-value tasks IT staff is often not able to develop the necessary skills that drive innovation and improve business effectiveness. Equally important, enabling internal staff to focus on strategic projects offers greater job satisfaction and career growth.

There is one issue that holds back many IT organizations from driving strategic initiatives and new processes. The issue is that IT departments are required to allocate their tight budget and limited staff to the basic tasks of supporting, administering, and managing desktop engineering and configuration services. Although these conventional tasks are necessary to “keep the lights on” they don’t deliver strategic advantage or differentiation.

The approach many organizations have taken to address tight IT budget issues is to reduce the amount of time, resources, and costs focused on the basic IT administration and management activities. For the vast majority of organizations, the single best way to achieve this has been to utilize service providers. Finding a service provider to assist with infrequently performed tasks enables you to redeploy internal resources to more strategic projects.

However, many service providers use the same tools and employ similar manual practices as their clients. They may also offer marginal savings by off-shoring. This is not a winning strategy. A better approach is to truly reduce cost while increasing quality and predictability through automated deployment solutions. By partnering with a strategic IT services provider that offers both world-class systems and services that include automated deployment expertise, you can free your resources to focus on strategic and business-enhancement activities.

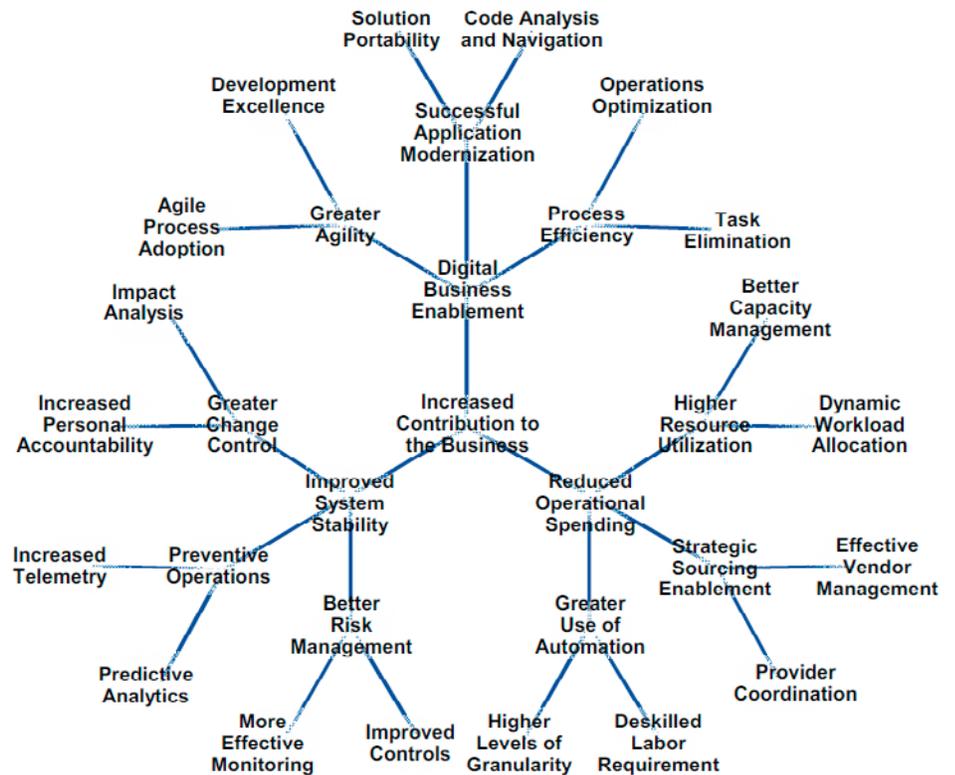
## **Becoming strategic and innovative – how business management expects IT to meet the challenge**

In the last five to seven years, new technologies like SaaS and Cloud have opened the floodgates for a range of innovation and strategic IT projects. CIOs, as well as, top business executives, realize the potential benefits of these initiatives and the importance of focusing on associated solutions to achieve innovative and strategic advantage.

To help IT organizations create greater strategic advantage, Gartner has developed a CEO Value Snowflake schema for identifying what IT organizations must do to become more strategic and innovative based upon the values many CIOs hold high. It becomes clear that by working with a strategic IT service provider capable of offering services that support many of the CIO’s values, CIO’s can focus more of their attention and resources on projects that drive greater business value. Gartner identifies specific processes or capabilities that must be part of your strategic IT service provider’s offerings in order to truly free up your internal IT staff time.

## Gartner's Example of a CEO's Value Snowflake

**Lenovo has a number of service offerings** that meet your goals for substantially increasing efficiency and scale.



Source: Gartner, Inc. | G00248806

Among the most important capabilities/attributes that strategic IT service providers must possess to deliver real efficiency include:

- Task elimination
- Higher resource utilization
- Greater agility
- Efficiency through automation
- Reduced operational spending

A strategic IT services partner possessing these capabilities will enable your IT organization to quickly redeploy resources to strategic and innovative projects and reduce costs related to internal systems and processes.

## Lenovo Services – Built to assist IT organizations' desire to be innovative and strategic

As a leading technology provider, Lenovo has a number of service offerings that meet your goals for substantially increasing efficiency and scale. Lenovo has built processes and applications that effectively reinvent many of the daily management and administrative tasks required to support end-users and others.

By working with Lenovo as your strategic services partner, **you realize substantial efficiency gains.**

Lenovo's approach combines three key elements that are synergistically integrated to bring breakthrough efficiencies to your IT organization. These elements include:

- Economies of scale to reduce costs
- Factory services to reduce desk-side support
- Deployment automation to save significant time and costs

These capabilities are then "productized" to provide a specific service solution that matches your organization's need. For example, Lenovo has equipped its manufacturing facilities with the tools and processes to support the delivery of highly individualized computers that are preloaded, pretested, and fully configured so that you can take a "hands off" approach to deploying new hardware. Further, Lenovo has designed and built migration tools that enable your end-users to simply and quickly move their programs, files, and other key information to a new device without involvement from IT. These services enable you to redeploy members of your IT staff who are responsible for loading, testing, and deploying new PCs and tablets, to more innovative and valuable tasks.

By working with Lenovo as your strategic services partner, you realize substantial efficiency gains and the ability to focus on more strategic projects and activities. Lenovo's services leverage the scale, expertise, and resources of a \$39 billion organization to provide you with the ability to focus more of your resources on solutions that improve business effectiveness.