The profiling exercise does not only give you the leverage of having a snapshot for the IT maturity level of you organization, but also provides you with the right tool to draw a roadmap for your IT; based on your business objectives.

IO Profiling

CORE IO – BP IO

Judy Hassan

Introduction

Why a Core Infrastructure Optimization Model?

While most executives realize that technology is crucial to successful business, many admit that the state of their IT systems is less than optimal. For example, software versions and security updates might be inconsistent across workstations, network trouble prevents people from doing their jobs, and IT staff spends valuable time manually installing updates and inventing workarounds to solve problems. Analysts claim that more than 70 percent of a typical IT budget is spent on core infrastructure such as servers, operating systems, storage, and networking. Refreshing and managing desktop and mobile devices adds cost.

Scenario: Inefficient IT Environment

To help organizations advance from costly and inefficient IT environments to optimal IT infrastructure, Microsoft offers guidance in the form of the Core Infrastructure Optimization Model. This model outlines steps organizations can take to analyze where they are today and to plan for and create an IT environment that is well managed, secure, and efficient. In its most mature state, IT is incorporated into business strategy and is a valuable asset in the organization's growth and success.

While enterprises and midsize businesses have unique needs that influence their technology decisions, they share the need for a well-managed and secure infrastructure. That infrastructure is the foundation for the business, whether large or small, and it must have the reliability, security, and flexibility to not just sustain the business, but to help it thrive.
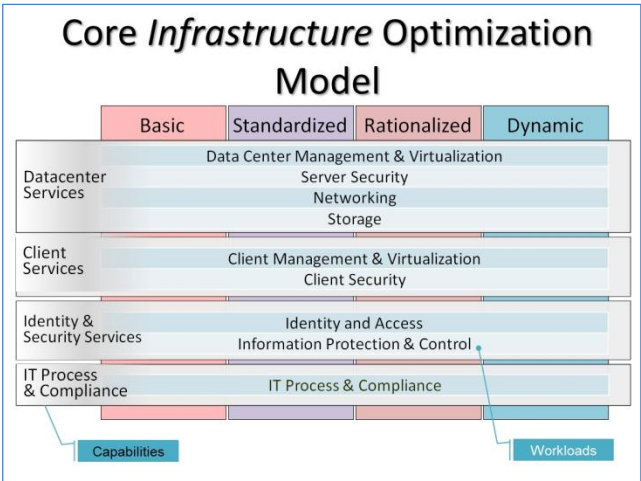
Challenges for Enterprises: Large organizations need to manage a level of IT complexity that can span thousands of desktops worldwide. They may have several IT departments in different locations that use various platforms, applications, and hardware. Data volumes can be huge. Growth and rapid developments in new technologies may have resulted in data center and desktop infrastructures that are overly complex, inflexible, and difficult to manage with built-in costs that are not only high, but somewhat fixed regardless of changing business requirements. Because of the sheer number of computers, employees, partners, and customers involved in a large company, security needs are more complicated.

Nevertheless, workers must be able to find accurate, current information quickly and securely. Customers and partners need convenient online interaction, and everyone needs to be able to communicate from wherever they are. The Core Infrastructure Optimization Model addresses the complex and ever-changing IT environment for the enterprise and provides steps for optimizing the core infrastructure.

Challenges for Midsize Organizations: Midsize organizations need infrastructure that provides the level of service people expect when doing business today—quick access to electronic resources, the ability to communicate and collaborate online, and up-to-date business tools. However, midsize organizations may not be able to afford the luxury of a large IT department. One or two people may be responsible for all IT strategy and management. Additionally, funds for IT development may be tight.

When IT resources are limited, it is crucial for midsize organizations to simplify their IT systems and use technology that automates processes, improves security, and minimizes technology problems that

prevent workers from doing their jobs. The Core Infrastructure Optimization Model provides a map for midsize organizations to optimize infrastructure at a level that is appropriate for them.

Solution: Automated, Dynamic, and Strategic IT

Whether the organization is an enterprise or a midsize business, a well-managed and secure IT infrastructure can be a catalyst for organizational growth and can free time for IT professionals to develop strategic technology solutions that support business goals. An optimized IT infrastructure is automated, dynamic, and a strategic asset. It can make an organization more secure, reduce costs, and increase productivity.

> "A well-managed and secure IT infrastructure can be a catalyst for organizational growth."

Improving Security. Many organizations use a variety of security-related products to help protect their computers from spam, viruses, and hackers. Managing multiple applications, tracking updates, and helping to ensure that third-party updates are compatible with existing software can be time-consuming tasks for IT professionals.

An integrated security solution helps to protect the core infrastructure, network, and applications. Additionally, when security patches and updates can be distributed and managed from a central location, IT managers can be confident that computers are running the latest updates. An integrated solution means that security fixes are built in to everyday infrastructure management, not manual tasks on a busy IT professional's to-do list.

Reducing Costs. Every extra IT support task, every failed attempt by workers to access the tools and information, and every minute a network is down costs money. These costs add up quickly. Simplifying IT support tasks, integrating technology, and improving security are necessary to reducing costs.

> "Employee uptime increases with increased system uptime."

When IT administrators can support desktops and servers from a central location, managing IT is easier and IT departments save time and money they might otherwise spend traveling to remote offices to perform support tasks. Additionally, organizations can be more confident that all systems are up to date and that business is less vulnerable.

With an integrated solution, IT departments can improve server system performance. Employees become more productive because they can access resources (files, data, and applications) more quickly. Employee uptime increases with increased system uptime. It is not uncommon for employees to compromise their workstations by installing incompatible software. A central solution that effectively controls what users can change on their computers simplifies system management and decreases the need for IT support.

Increasing Productivity. Organizations can realize company-wide productivity gains with a well-managed and more secure infrastructure. Whether workers have more secure access to email, files, or applications from any location; or an IT professional can manage the infrastructure proactively from one location; or an executive who is editing a strategic proposal needs to recover a lost file—overall, employees can be more productive and satisfied within their work environment.

Conclusion: Fit the Infrastructure to the Business

The Core Infrastructure Optimization Model offers a starting point for enterprises and midsize organizations to evaluate IT infrastructure in its current state and strategically mature into increasingly successful business.

Microsoft and its partners can provide the technologies, processes, and procedures to help customers navigate through infrastructure optimization. Non-existent or fragmented processes become more efficient and repeatable. As an organization matures, it becomes more able to use technology to improve

business agility and deliver business value. Effective use of technology empowers people to better support existing business and explore new opportunities.

Why a Business Productivity Optimization Model?

To help organizations streamline the way people do business, Microsoft offers the Business Productivity Infrastructure Optimization (BPIO) model, which offers an integrated approach to Unified Communications (UC), Collaboration, Enterprise Content Management (ECM), Enterprise Search, Reporting and Analysis, and Content Creation.

## *Scenario: Meeting Demands of the Global Market*

Business is evolving to a diverse yet unified global market with customers, partners, and suppliers who work together across cultures and continents. The global workforce is increasingly connected—requiring new tools to help people organize and prioritize their work and personal lives. Business is becoming more transparent, with greater need to show accountability and increase security and privacy within and across organizations.

Solution: Help People Interact and Use Information More Effectively

Technology can help organizations to keep pace with change and meet new business challenges by enabling people to:

- Work together more easily

- Secure and manage content

- Find information and improve business insight

Wise investments in business investment technology will have the flexibility and capacity to adapt as organizations increase business capacity and output. IT will be equipped to deliver value in a dynamic environment through integration, simplification, and software applications and services that manage complexity in the background while extending human capabilities. When the workforce can interact and gain access to information easily through technology, people are better able to keep pace with the volume and availability of information and to work with it intelligently.
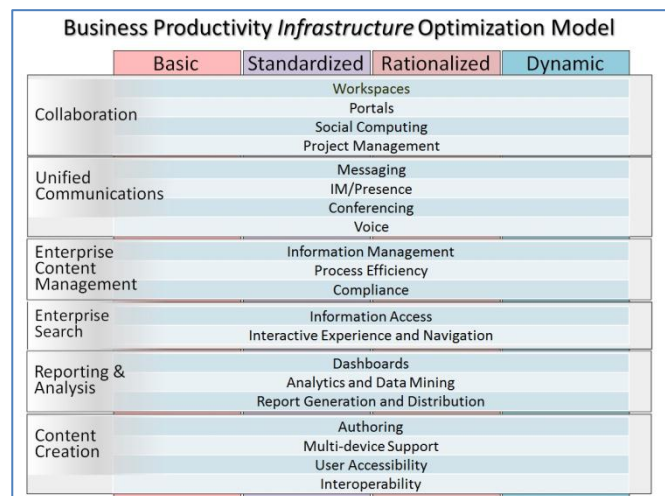
The Microsoft Business Productivity Infrastructure solution comprises technology capabilities in six key areas:

- **Collaboration:** Pervasive workspace, portal, social computing, and project management capabilities simplify how people work together.

- **Unified Communications:** Pervasive messaging, voice, instant messaging, and conferencing capabilities help increase productivity.

- **Enterprise Content Management:** Forms, documents, records, and Web content management tools simplify the way organizations manage and secure content while complying with regulations.

- **Enterprise Search:** Search technologies streamline the management of information and processes.

- **Reporting and Analysis:** Reporting; analysis; scorecards; dashboards; advanced analytics; extraction, transformation, and loading (ETL) processes; data mining; and data warehousing technologies improve business insight and help drive business performance.

- **Content Creation:** Content authoring capabilities combined with enhanced accessibility, fidelity, and usability streamline content creation, review, and approval processes.

These technologies combine to form an integrated infrastructure IT can more easily deploy, provision, and manage.

Where to start? How do organizations assess the gap between their current state (as-is) and their desired state (to be), or where business needs are driving them? And how do they capitalize on existing investments while making wise choices for new areas of investment?

Conclusion: Optimize IT Infrastructure

The BPIO model has enabled many organizations of varying types and sizes to improve the way they do business. Starting with a detailed assessment of an organization's current technological state, the BPIO model suggests a road map to its desired state and provides clear guidance for optimizing existing IT infrastructure assets—so organizations can better realize the full value of their technology investments while identifying the best business solutions to meet current challenges.

The BPIO model covers the six capabilities previously described— Collaboration, UC, ECM, Enterprise Search, Reporting and Analysis, and Content Creation. These capabilities and their sub-capabilities represent key areas of wise business investment.

The BPIO model has been developed and refined based on industry best practices with extensive feedback and input from analysts. As you progress through the model, note that:

- Your organization can realize dramatic cost savings moving from an unmanaged environment toward an integrated, dynamic environment. Manual and reactive IT management practices can be transformed to become highly automated and proactive.

- Non-existent or fragmented processes can be introduced or corrected and then optimized for greater efficiency and repeatability.

- Your organization's ability to use technology to improve its business agility and deliver business value increases as it moves from a basic state across the continuum toward a dynamic state that increasingly empowers information workers and managers and supports new business opportunities.

By working with Microsoft and using this model as a framework, your organization can quickly realize the strategic value and business benefits in moving from the basic level of maturity, where the IT infrastructure is generally considered a cost center, toward a more dynamic approach, where the business value of the IT infrastructure is clearly understood and the IT infrastructure is viewed as a strategic business asset and business facilitator.

IO Roadmap Overview

Based on the assessment tool completed in collaboration between the Microsoft Account team and your organization's team, we were able to determine the status of your organization's current core infrastructure and determine how to optimize it for efficiency and cost savings within the context of your organization's business needs, challenges, and goals. The results of this assessment will help you understand where your organization stands today and can help you plan for an IT environment that is easier to manage, more secure, and optimized for efficiency.

Infrastructure Optimization Profile for EUN

Optimization Capabilities	Current As-Is					Desired To-Be			
	B	S	R	D		B	S	R	D
CoreIO									
Data Center Services									
Datacenter Management and Virtualization	■				→		red		
Server Security		■			→				
Networking	■				→		yellow		
Storage	■				→				
Client Services									
Client Management and Virtualization	■				→		gray		
Client Security	■				→				
Identity and Security Services									
Information Protection & Control	■				→		yellow		
Identity and Access		■			→		gray		
IT Process and Compliance									
IT Process and Compliance	■				→		yellow		

IO Profile Summary

Optimization Capabilities	Current As-Is					Desired To-Be			
	B	S	R	D		B	S	R	D
BPIO									
Collaboration									
Workspaces	■				→				
Portals	■				→				
Social Computing	■				→		■		
Project Management	■				→				
Unified Communications									
Messaging	■				→				
IM/Presence	■				→		■		
Conferencing	■				→				
Voice	■				→				
Enterprise Content Management									
Information Management		■			→				
Process Efficiency		■			→				
Compliance	■				→				
Enterprise Search									
Information Access	■				→		■		
Interactive Experience and Navigation	■				→				
Reporting and Analysis									
Dashboards	■				→				
Analytics and Data Mining	■				→		■		
Report Generation and Distribution			■		→				
Content Creation									
Authoring		■			→		■		
Multi-device Support	■				→		■		
User Accessibility		■			→				
Interoperability	■				→				

IO Workload Summaries

In its optimized state, your organization's IT infrastructure can be a powerful tool to support business goals. The Microsoft Core Infrastructure Optimization Model helps set up your organization to manage IT infrastructure more efficiently, realize dramatic cost savings from your investments, and align IT infrastructure with business needs. The model has been developed using industry best practices and Microsoft experience with its enterprise customers. The first step in using the model is to evaluate the maturity level of your infrastructure as follows:

- **Basic: "We Fight Fires"**
  The *Basic* IT infrastructure is characterized by manual, localized processes and minimal central control, and non-existent or unenforced IT policies and standards for security, backups, image management and deployment, compliance, and other common IT practices.

- **Standardized: "We're Gaining Control"**
  The *Standardized* infrastructure introduces controls through the use of standards and policies to manage desktops and servers; how machines are introduced to the network; and the use of Active Directory® services to manage resources, set security policies, and control access to the network and services.

- **Rationalized: "We Enable Business"**
  The *Rationalized* infrastructure exists where the costs involved in managing desktops and servers are at their lowest, and processes and policies have matured to play a large role in supporting and expanding the business. Security is proactive and characterized by rapid response to threats.

- **Dynamic: "We're a Strategic Asset"**
  The *Dynamic* infrastructure provides strategic value that helps the organization run its business efficiently and competitively. Costs are fully controlled. Integration and collaboration between users is pervasive across departments, and mobile users experience high levels of service and broad capabilities.