



A Roadmap to Building Value through IT Finance



Defining the Right Mission



Building the Right Team



Getting the Right Tools



Executive Summary

Key Outcomes:

- **Demonstrating the Value of IT** (IT spend is not clearly aligned with business outcomes)
- **Driving Cost Optimization** (the business consumes IT like it's free)
- **Enabling Informed Decision-Making** (Inaccurate or missing data drives uninformed, emotional decisions)

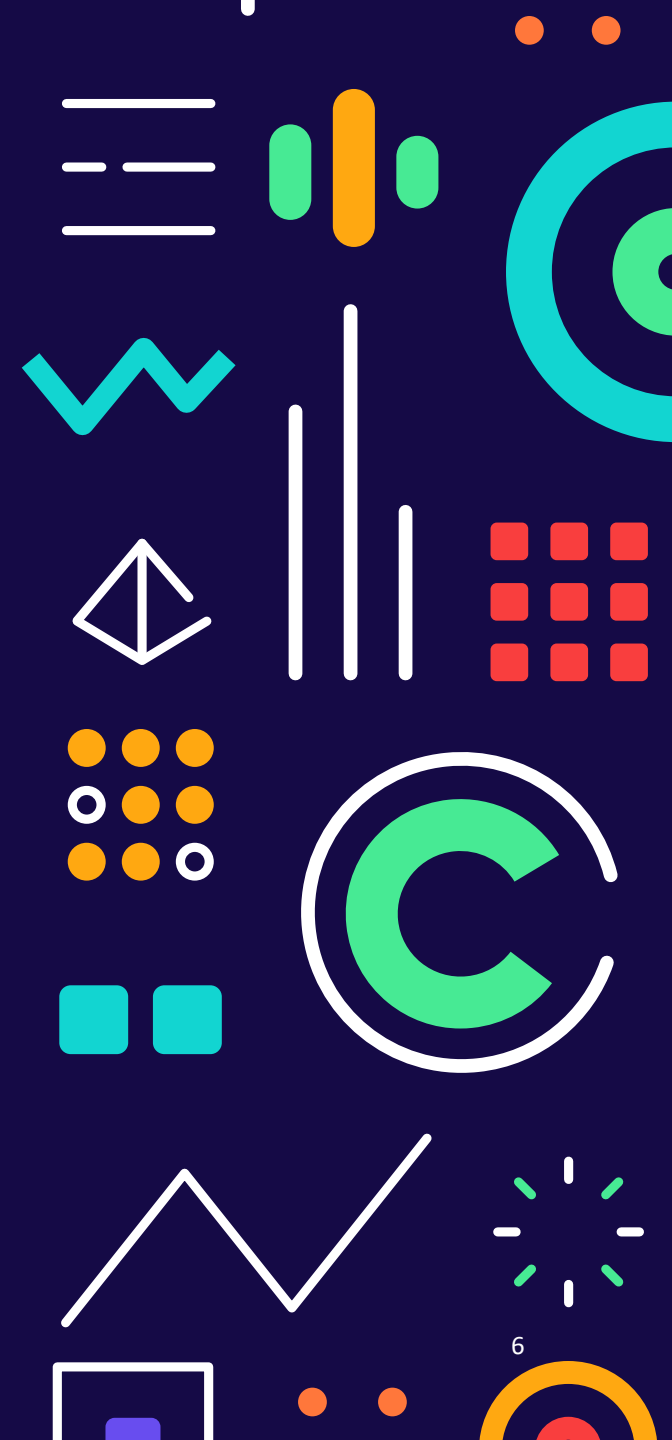
After this session, you'll be able to:

- Clearly articulate the value of IT Finance
- Define what success looks like for IT Finance
- Build your IT Finance team with the right skill set
- Become a trusted advisor to the business and IT



Transparency + Insight = Your Value

- Creating transparency and providing visibility
- Translating and delivering insight
- Continually teach and educate stakeholders
- Value = Stakeholders make informed decisions = Optimized costs



Common Challenges & Business Outcomes



Common Challenges & Initiatives

- *Challenges* – Common challenges for IT & IT Finance
- *Initiatives* – Business & IT initiatives supported by ITFM

Challenges	Initiatives
<ul style="list-style-type: none">• Uncontrolled run costs – need to shift to innovation• Rising IT costs – not clearly aligned with business value• Unplanned, unbudgeted spend• IT has a poor reputation with the business• Perpetual reactive mode• Endless questions about costs• Moving too slowly• Manually translating between Finance & IT• Inaccurate data• Uninformed, emotional decisions• Time wasted on ad-hoc analysis• Business consumes IT like it's free• Comparisons to cloud vendors• Pressure to do more with less	<ul style="list-style-type: none">• Cost Optimization• Cost Transparency• Digital Transformation• Service Transformation• Hybrid IT• Multi-Cloud• DevOps• Agile• Benchmarking• ITFM Process Automation



Start with Desired Business Outcomes

IT Planning	Cost Transparency
<ul style="list-style-type: none">• Enable informed decision-making• Enable multi-year rolling forecast• Reduce budgeting cycles• Eliminate variance• Reduce inflated budgets: Optimize spend and transition from run costs to funding innovation• Improve accountability: Make budget owners accountable and avoid unplanned spend• Proactively manage IT spend variance• Tune your plan & update forecasts accurately• Identify discretionary spend: Increase forecast frequency - identify shortfalls or overruns faster• Optimize vendor spend	<ul style="list-style-type: none">• Partner with the business - Elevate IT• Demonstrate IT value - In language the business understands• Cost Optimization - Manage and control IT service usage and consumption• Enable informed decision-making• Shift run-to-change: Optimize RTB spend to fund future digital business innovation• Provide a deep understanding of infrastructure usage and costs• Visibility into consolidated cloud costs (inside and outside IT)• Better align resources to business priorities• Enable application rationalization• Enable shared accountability of IT costs



IT Finance Approach



Visibility Into Key Spend Viewpoints

GL ACCOUNTS

- GL & AP Data
- Cost Center / Account

SERVICES

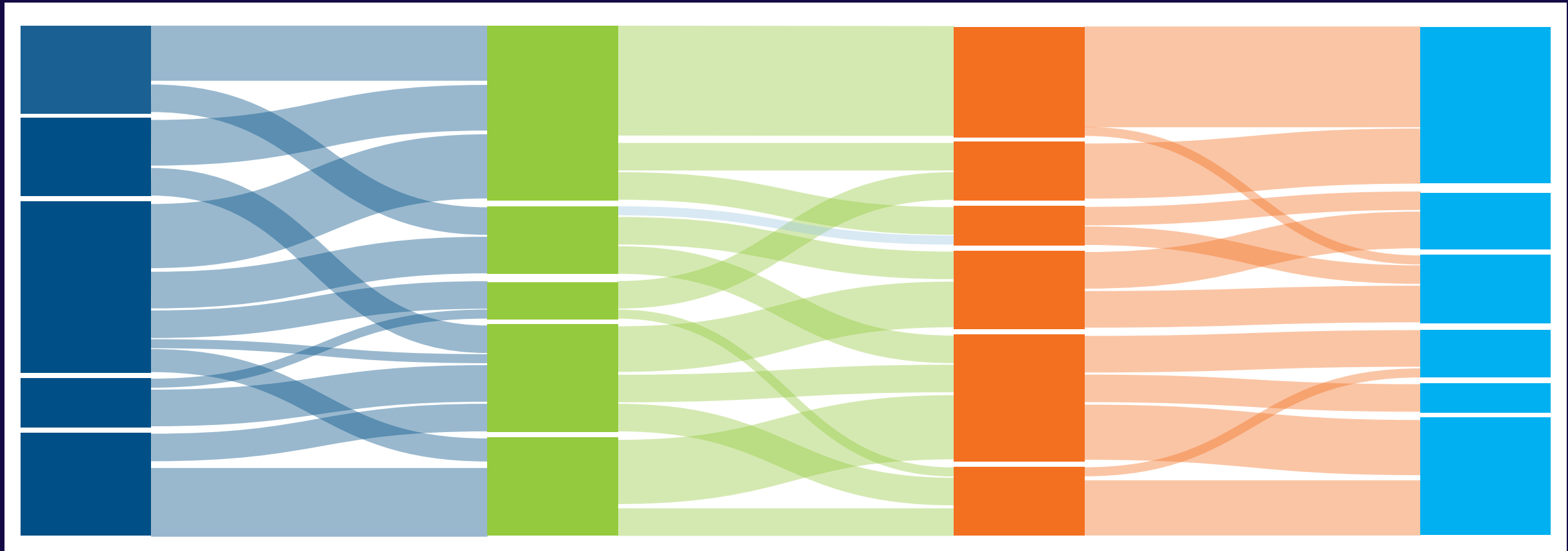
- Compute, Servers, Storage, AD, Desktops, Laptops, etc.

CONSUMERS & APPLICATIONS

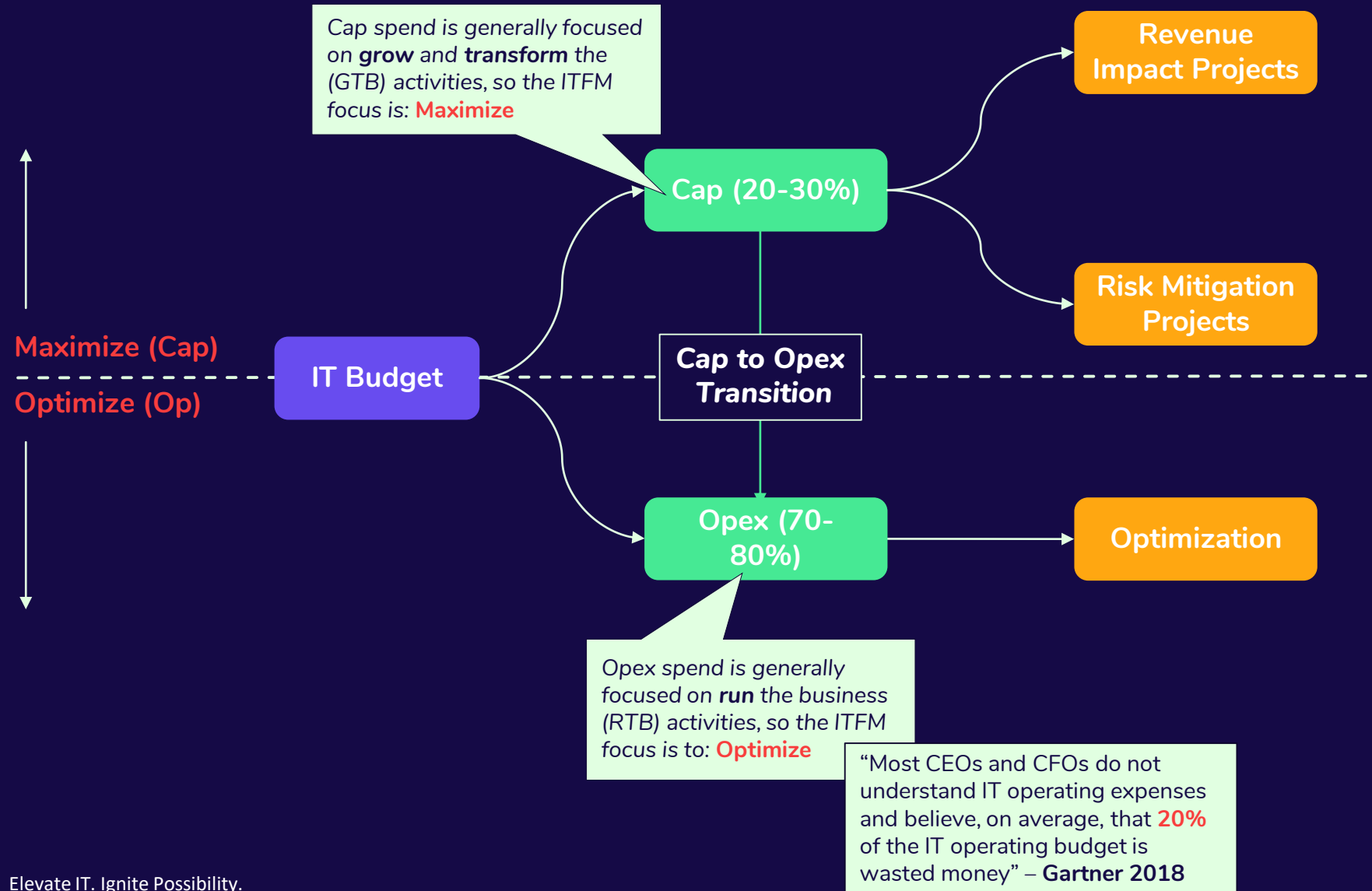
- Consumers (100%)
- Application or End User

BUSINESS CAPABILITIES

- Apps grouped and allocated to business services
- Business Service Metrics



How IT Dollars Are Spent: *Optimize & Maximize*



Stakeholder Value Matrix

Stakeholder	Planning	Services View	Consumer View	Application TCO	Business Capabilities View
CIO		<ul style="list-style-type: none"> • Drive down unit rates • Benchmarking 	<ul style="list-style-type: none"> • Demonstrates value of IT 		<ul style="list-style-type: none"> • Aligns IT spend to business value
CFO	<ul style="list-style-type: none"> • Faster, more detailed analysis • Better control 				
Business Leader			<ul style="list-style-type: none"> • Understands value of IT • Gains control of consumption 		<ul style="list-style-type: none"> • Aligns IT spend to business value
Service Owner		<ul style="list-style-type: none"> • Drive down unit rates • Benchmarking 			
Application Owner				<ul style="list-style-type: none"> • Application rationalization 	



Keys to Success



Keys to Success

Define Your Mission

- Drive Business Outcomes
- Align with CIO Initiatives

Engage ITFM Stakeholders

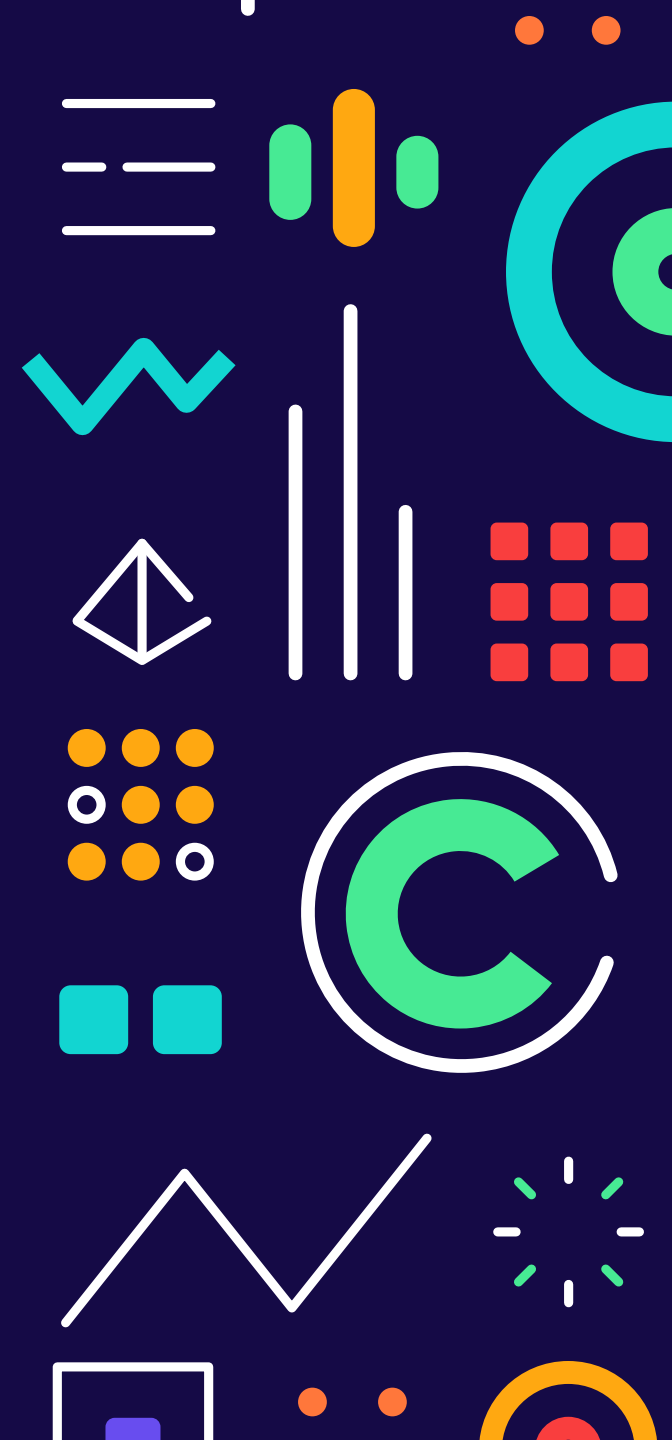
- CIO
- CFO
- Service/Product Owners
- Application Owners
- Business Leaders
- Corporate FP&A

Provide Insights

- Give relevant, actionable analysis and data
- Go beyond just providing transparency – provide insights and context as well



Elevate IT. Ignite Possibility.



Build the Foundation



Build the Foundation

- Executive Support
- Quality Staff
 - Analysts +
 - Critical thinkers
 - Data and process expertise
 - Advanced communication skills
 - Engage leadership (in the business & IT)
 - Be analysts and educators...
- Quality processes, policies, tools, and data

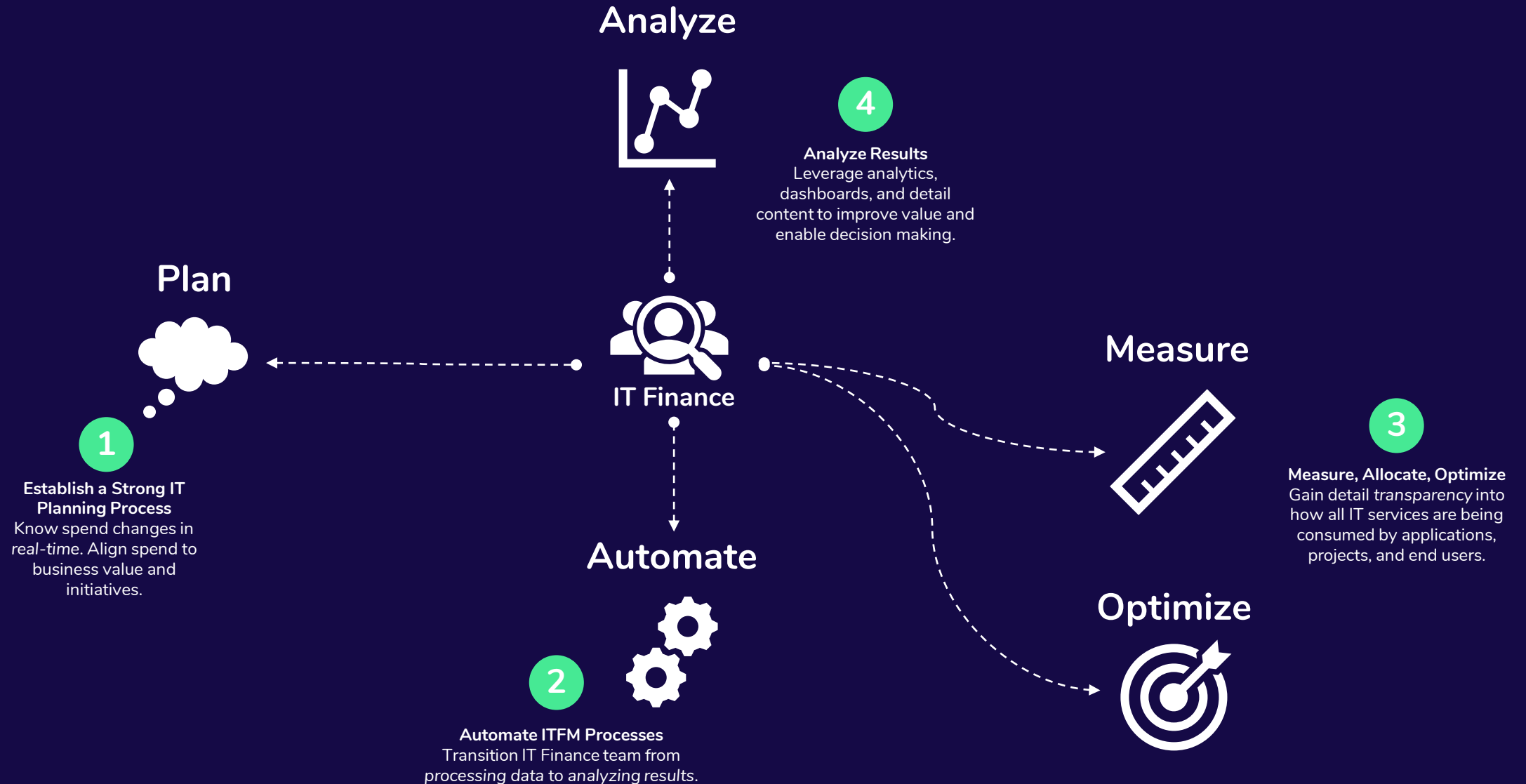


Modernize IT Finance



Elevate IT. Ignite Possibility.

How to Modernize IT Financial Management



Measuring and Communicating Success

- Measuring success – Stakeholder feedback and use cases
- Communicating success – Promote your program



3 Phases of Transparency



★ Challenge Phase:

- **Educate** – Be prepared to educate your consumer on the insights the data provides.
- **Defend** - Be prepared to defend your model – this will require accuracy & detail.

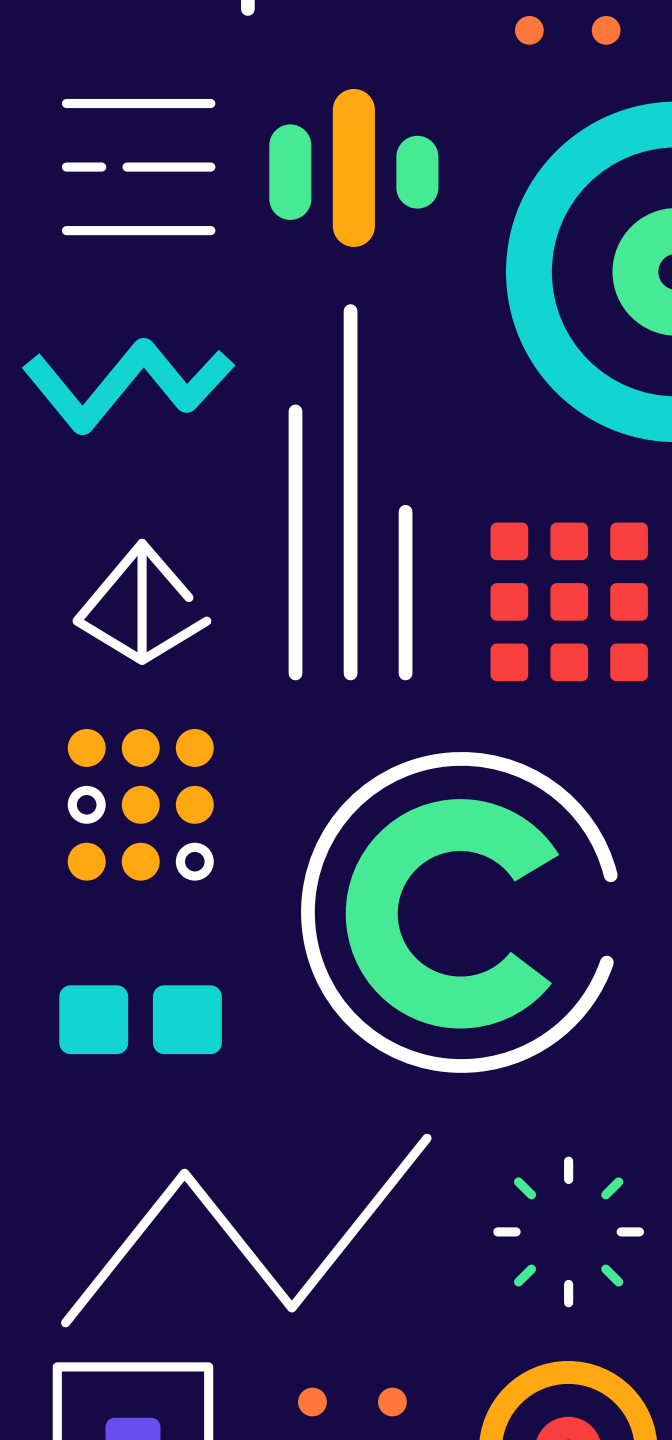


Building Trust

- Superior level of detail
- Thorough answers
- Rapid response

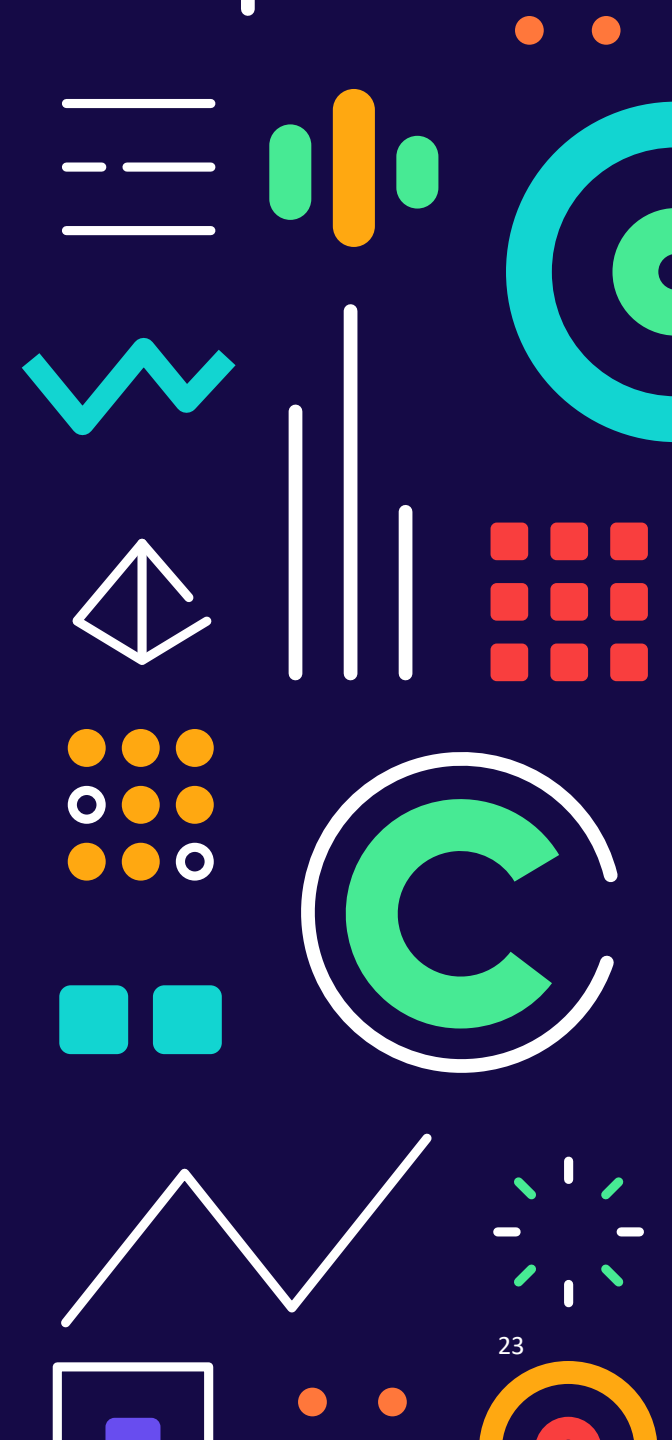


Elevate IT. Ignite Possibility.



Stay Focused on Value & Outcomes

- Do stakeholders understand their data?
- Does it enable impactful decision making?
- Has it improved your relationship with the consumer?
- Do consumers value IT and what the services provides?





Thank You

