

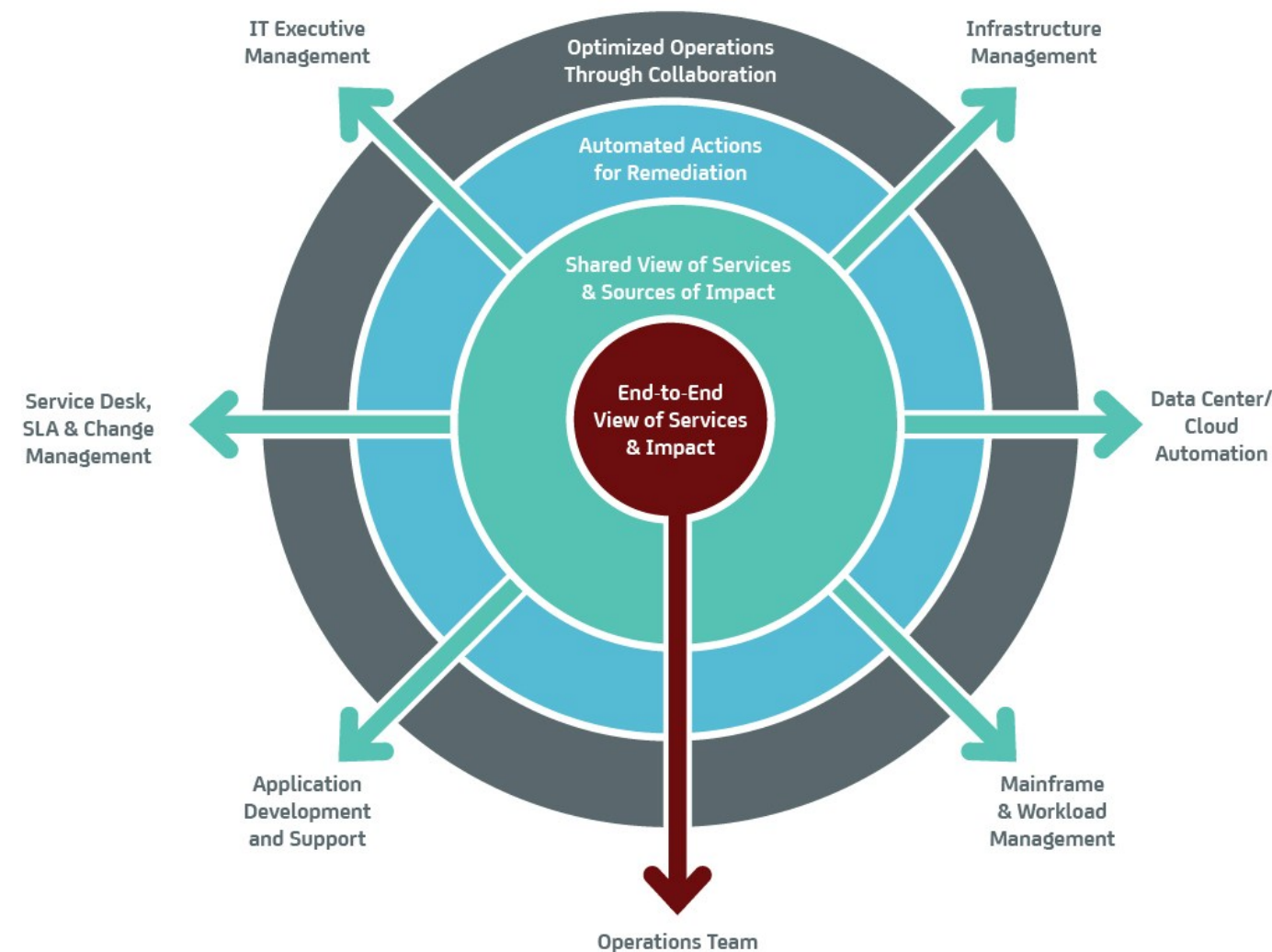
# Assure the Quality of Business Services with CA Service Operations Insight

CA Service Operations Insight (CA SOI) is a next-generation tool that leverages information from your monitoring tools to visualize, analyze and assure the quality of business services. For enterprises, service providers and governments, CA SOI combines data from various infrastructure domains, applications and transactions according to the services they support. This lets you pinpoint, prioritize and resolve service problems across your IT supply chain to help you minimize risks to your business, improve service quality and predictability and optimize operational efficiency.

## Business challenges

We live in an application economy that is run by software and driven by connected applications that operate on a number of different devices, platforms, or systems. To survive and thrive in an application economy, businesses need to develop and deploy services with precision and speed while ensuring that those services are consistently available for the end user. Many businesses today own multiple IT monitoring tools which are siloed and inefficient. IT teams use disparate point products to monitor specific technologies, each with separate interfaces, databases, infrastructures, and administrators. The ongoing management of each tool is time-consuming, risky, expensive, and complex. This leads to constant chaos, fire drills, and lost time spent chasing answers and pointing fingers. Your job is hard enough without adding countless hours on conference calls and in triage meetings trying to figure out what went wrong and how to fix it, while your customers' experience suffers. Staying ahead of any potential infrastructure issue and ensuring optimal performance and data availability is critical to success.

- It's difficult to find and fix problems when a business service slows down or goes down.
- IT staff is flooded with alerts.
- There is little understanding about how particular services are at risk.
- IT is too reactive and spends too much time troubleshooting problems.



## Key benefits/results

With the help of CA Service Operations Insight, you'll be able to:

- **Prioritize and take action** according to service impact, risk and business impact
- **Speed root cause analysis** and mean-time-to-resolution
- **Optimize** operations human resources and processes

## Key features

- **Powerful Integration.** Integrates information from disparate IT management tools.
- **Consolidate Alerts.** Consolidate all alerts into a single point of escalation.
- **Pinpoint Service Impact.** Models and analyzes services to pinpoint service impact.
- **Automation.** Automates ticketing, escalation and workflow.

Marquee benefits yielding over \$2.1M per year in financial impact are detailed on the reverse side of this document in order to show examples of business value achievable with CA Service Operations Insight.

For more information, please visit <http://www.ca.com/soi>



# Business Value Estimations for CA Service Operations Insight



CA Service Operations Insight solution business value can be quantified per a wide range of benefit scenarios for an illustrative organization with \$1.0B in annual revenue. A selection of these is listed below to show common areas measured.

Business Value Proposition	Business Value Enabler	Specific Measurement	Impact Range	Key Resources <sup>1</sup> Affected	Average <sup>2</sup> Resource Value	Projected <sup>3</sup> Financial Impact / year
Reduced SLA penalties through improved SLA compliance	<ul style="list-style-type: none"> <li>Improve service management and resolution process involving internal and external vendors and providers (e.g., network services, software applications, hardware manufacturers, etc.)</li> <li>Know when SLAs cross warning thresholds</li> </ul>	Revenue Protection	1 - 3%	Amount of Revenue Erosion	<sup>4</sup> \$20,000,000	\$400,000
Reduced revenue at risk through enhanced service reliability and reduced customer churn	<ul style="list-style-type: none"> <li>Handles complexity in infrastructure components and applications</li> <li>Manage and optimize infrastructure and the associated business services</li> <li>Service-aware management identifies affected services, users and assets</li> </ul>	Revenue Protection / Revenue at Risk	1 - 2%	Revenue at Risk	<sup>5</sup> \$40,000,000	\$600,000
Reduced frequency and duration of triage or crisis calls	<ul style="list-style-type: none"> <li>Speed up problem detection, isolation and resolution for efficient triaging</li> <li>Customized role-based views</li> <li>Real-time operations view to monitor infrastructure availability</li> </ul>	Labor Cost Avoidance	4 - 6%	Count of Outage Response FTEs	20	\$110,000
Enhanced communication and collaboration for NoC, and LoB owners	<ul style="list-style-type: none"> <li>Integration with application, network and server infrastructure provides complete end-to-end insight and control</li> <li>Ability for all stakeholders / owners to prioritize activities</li> <li>Help meet business plan financial goals and objectives</li> </ul>	Labor Cost Reduction	15 - 20%	Count of NOC and LOB FTEs	15	\$288,750
Improved quality of IT service to protect the brand and reduce customer churn	<ul style="list-style-type: none"> <li>Provide higher quality of service through improved availability and performance</li> <li>Deliver improved customer experience through improved application experience</li> <li>Experience fewer customer defections and improve brand loyalty</li> </ul>	Revenue Protection / Revenue at Risk	10 - 15%	recurring revenue from current customers	<sup>6</sup> \$6,000,000	\$750,000

- <sup>1</sup> The **Impact Ranges** shown above are estimations derived from the analysis of benchmark data which is a composite of data derived from industry analyst published information, interviews with subject matter experts and experiential data from prior projective analyses.
- <sup>2</sup> The **Average Resource** column shows the calculated mid-point of resource values captured in reference business case and customer analyses by the CA ROI & Business Value Analytics Team.
- <sup>3</sup> The **Projected Savings** calculations are based on the product of midpoints of the Impact and Average Resources to show a single representative potential savings value. The labor rates for all FTEs are an assumed blended rate of \$55/hour for a 2,000 hour work year of 365 business operating days.
- <sup>4</sup> <sup>5</sup> The **Average Resource Value** for these two benefits are 4% and 2% of \$1.0B in annual revenue for the reference enterprise.
- <sup>6</sup> The **Average Resource Value** related to revenue protection is the product of a 3% churn rate, \$2,000 in recurring revenue per customer, and 100,000 customers.

Please note, the values expressed in this table are not a guarantee of achievable results and will vary depending upon your current infrastructure, people, and processes as well as the appropriate, effective implementation, adoption, and use of the CA solution.

This table shows some key benefits of CA Service Operations Insight. Your CA representative can also share additional and more detailed ROI business case examples for each solution component by engaging the CA ROI & Business Value Analytics Team. This team offers complimentary help to CA Technologies customers to develop and analyze a comprehensive set of assumptions and environment specific metrics in order to build customized projective business cases.

