

# Digital Fuel IT Business Management

## A Fact-Based Approach to Realize IT Outcomes

### AT A GLANCE

Digital Fuel provides transparency and control over the cost and quality of IT services. By providing a business context to the services IT offers, Digital Fuel helps IT organizations shift from a technology orientation to a service broker orientation, delivering a portfolio of IT services that align with the needs of line-of-business (LOB) stakeholders.

Digital Fuel provides the business management capabilities necessary to manage the business aspects of today's emerging hybrid cloud environments, helping to facilitate IT transformation, enabling customers to reduce capital and operating expenses and improve service delivery performance.

### KEY BENEFITS

- Drive IT Transparency - Embed financial transparency across the extended enterprise including LOB, IT and third-party vendors
- Align IT with the Business - Meet LOB expectations regarding portfolio of services and costs, shifting to a business orientation
- Accelerate IT Transformation – Power CIO agenda by supporting fact-based decisions on current and future IT investments

### Managing Today's Hybrid Cloud

Digital Fuel is empowering Infrastructure and Operations teams with business management capabilities essential for managing hybrid cloud environments, providing an easy on-ramp for getting started with fast time to value.

Digital Fuel provides service cost and usage metrics for private virtual and cloud infrastructure through out-of-the-box integration with other Digital Fuel products. It also provides the ability to automatically price services for inclusion in your service catalog and to compare the cost of your private cloud services with public cloud alternatives.

### Complete IT Cost Transparency and Business Alignment

Minimizing IT costs while maximizing business value is a core tenet of IT business management. Digital Fuel provides the CIO and IT Finance teams the ability to manage the full portfolio of services that IT delivers to the business. Leveraging a comprehensive cost modeling capability, Digital Fuel delivers dashboards, reports, and bill of IT showing the lines of business the products and services they consume along with the cost for those products and services.

### Service Quality Management

The tradeoff between cost and quality seems straightforward, but it is actually quite complex. Some services offer dramatic cost savings with small reductions in quality; others operate more like fixed-cost services. Business customers frequently oppose service-level reductions until you present the corresponding cost reduction. Service-level tiers are a great way to manage cost or service-conscious customers while reducing and optimizing your IT spending.

Digital Fuel sets, tracks, reports, and analyzes IT performance and value measures for all services and vendors, enabling IT to proactively govern contractual commitments.

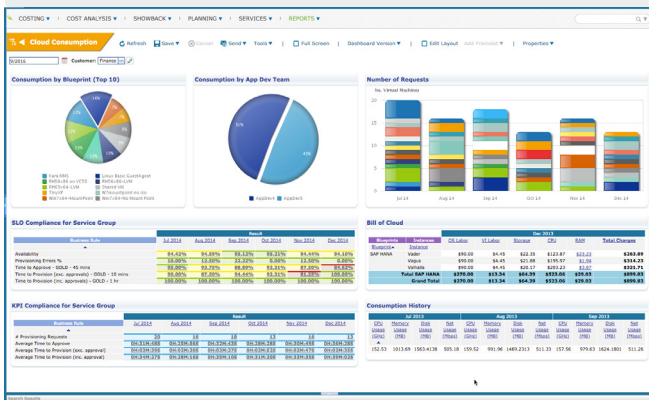


Figure 1: Business Management for Cloud

## Benchmarking

### *Objective Evidence to Illuminate Your Journey*

Digital Fuel comprehensively addresses two critical questions all IT teams should care about: “How I am doing compared to others?” and “Based on what others have been able to achieve, what are my biggest opportunities for improving the financial performance of IT?” Peer benchmarks provide the critical objective evidence needed to indicate where you are today, where you could be in the future, and what paths you could take to improve.

Digital Fuel covers 18 Towers or Domains, 20 industries and more than 3,500 metrics. Digital Fuel IT Benchmarking uses industry and functional peers to compare your costs to the costs of other firms in your industry and firms that match your IT footprint of scale and complexity. With integrated objective benchmarks, your journey will always be illuminated and your current progress always visible.

## Learn More

To learn more about how Digital Fuel products can help your business manage the cost and value of IT, visit [www.digitalfuel.com](http://www.digitalfuel.com)

## Contact Us

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## Enterprise Platform

### Data Integration

The foundation for Digital Fuel is a robust enterprise platform providing broad functionality in a secure and scalable way. Data collected from private/hybrid cloud or from a vast array of third-party offerings is cleansed and validated before being added. In addition, Digital Fuel includes an observation engine that monitors costs and quality to highlight changes that might require special attention. Furthermore, integration with the Digital Fuel portfolio of products enables direct metering and costing of cloud usage and calculation of overall public, private and hybrid costs.

### Service Costing

Digital Fuel provides powerful cost modeling capabilities allowing you to allocate or translate IT costs to each IT and Business Service. Supporting simple allocations to usage-based and complex activity-based costing. This approach provides superior control, agility and transparency compared to inference approaches whose algorithms offer you little control.

### Planning and Budgeting

Digital Fuel automates the manual processes of planning and budgeting. By consolidating and centralizing budgets, IT finance saves time and can appropriately rationalize budgets and allocations, provide transparency into planned versus actual spending and variances, and track accumulated savings.

### Scenario Planning and Forecasting

What-if scenarios are used to evaluate, compare, plan and optimize spending decisions, enabling fact-based decision-making. Digital Fuel can show how overall costs, service costs and specific business unit costs would be affected by changing the environment, for example, from private to public cloud.

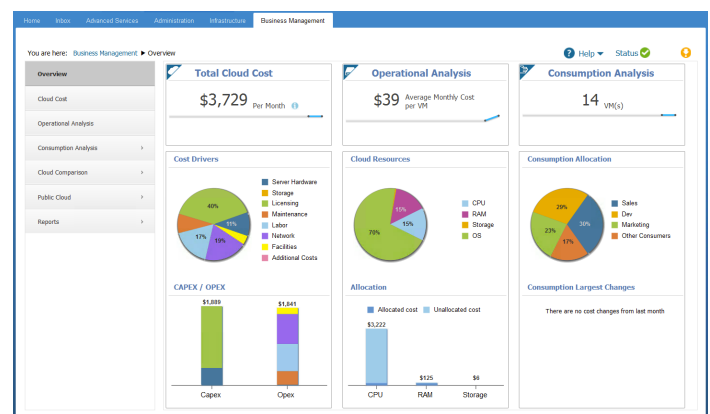


Figure 2: CIO Dashboard Showing IT Service Costs