



**MISSION POSSIBLE**



# ***UNDERSTANDING THE BUSINESS ADVANTAGES OF THE IT SPENDING SHIFT***



**IIS CLOUD SOLUTIONS**  
**"THE SKY IS NOT THE LIMIT"**



## **WHAT HAPPENED TO YOUR IT BUDGET?**

**IMPROVED  
RESOURCE  
UTILIZATION  
CAN ENABLE  
MORE  
INNOVATION**

# **UNDERSTANDING THE BUSINESS ADVANTAGES OF THE IT SPENDING SHIFT**

## **BREATHE NEW LIFE INTO TRADITIONAL IT**

### **WHAT HAPPENED TO YOUR IT BUDGET?**

Today, IT spending is in the midst of a fundamental shift. IDC, for instance, expects that line-of-business (LOB) executives will have more input than ever before. 80% of new investments in IT will involve LOB executives, which may represent a seismic shift for many organizations.

**80% OF NEW INVESTMENTS  
IN *IT* WILL INVOLVE  
LOB EXECUTIVES**

Understanding the business advantages of this shift in IT spending and how enterprises base their spending decisions is key to moving forward. To shed light on the issue and renew IT, here are three ways the IT spending shift can benefit enterprises.

### **IMPROVED RESOURCE UTILIZATION CAN ENABLE MORE INNOVATION**

Simply maintaining a sprawling IT infrastructure is a daunting task. In fact, after daily operational expenses, very little capital remains to invest toward innovation and process optimization. Involving LOB executives in IT-investment decisions gives enterprises the opportunity to push for more innovation - and breathe new life into traditional IT with a real-world cloud-based enterprise.

**VIRTUALIZATION AND AUTOMATION  
LAY THE GROUNDWORK  
FOR IMPROVING  
IT RESOURCE UTILIZATION**



Virtualization and automation lay the groundwork for improving IT resource utilization. However, computing resources are only part of the equation. Human resource utilization with

current skills will play a bigger role in the enterprise moving forward as employees continue to demand more interoperability with mobile devices and business applications. To accommodate innovation in this environment, on-demand service delivery is critical.

***IT'S ROLE AS AN ON-DEMAND SERVICES BROKER***

A recent CompTIA study shows that 55% of organizations today procure their own cloud services outside of IT. This shift, while quickly provisioning IT resources, creates additional complexity in other areas such as security, compliance and governance.

As more and more organizations turn to cloud automation, positioning IT as a service broker becomes an attractive strategy moving forward. Since the IT staff can incorporate external public cloud services into formalized IT procurement, implementation, and governance processes, IT becomes a facilitator of rather than a roadblock to more dynamic business-ready IT service. Tearing down this perceived wall between LOBs and IT means enhanced flexibility for enterprise IT organizations to provide on-demand compute and storage resources to support line-of-business users' increasingly rapid delivery timelines.

**AS MORE AND MORE ORGANIZATIONS  
TURN TO CLOUD AUTOMATION,  
POSITIONING IT AS A  
SERVICE BROKER BECOMES AN  
ATTRACTIVE STRATEGY MOVING FORWARD**

Transformation-oriented IT leaders can leverage this opportunity to position themselves as "enterprise architects" who ensure that IT resources are centralized, stable, and secure to serve both IT operations and IT-driven business requirements.

Not surprisingly, aligning LOB initiatives is key to pinpointing where the opportunities are to automate service delivery. Today, resource consolidation, the cloud and positioning IT as a services broker enable new opportunities to strengthen the role of the IT department while controlling costs.



***INFORMATION  
TECHNOLOGY'S  
ROLE AS AN  
ON-DEMAND  
SERVICES  
BROKER***





## **IMPROVED COST EFFICIENCY**

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Despite the reservations of some organizations, more enterprises are turning to the cloud as the IT model of the future - and the future is here today. However, spending on cloud remains a difficult issue for many organizations. Certainly, cloud spending is increasing, according to several studies on the matter over the last few years by IDC and Gartner among others. The question remaining is how should enterprises optimize IT spending and push more dollars toward innovation?

Developing a unified cloud strategy is the answer, which is why involving LOB executives is so important. From a cost point of view alone, it is easy to see the savings an enterprise can achieve by moving critical applications and even infrastructure to the cloud. In fact, if organizations choose to do so, it is possible to make a comprehensive move to a platform-as-a-service solution. Yet, the success of an organization's implementation is dependent on skills and knowledge of new hybrid computing models, is why it is so important to choose which innovative vendors with the expertise to optimize a cloud-based solution.

Still, simply moving to the cloud will not yield the most cost savings. Without a unified strategy between IT executives and LOB executives, the benefits of positioning IT as a services broker will not materialize. Rather than enabling an optimized, consolidated IT infrastructure, the very inefficiencies enterprises are trying to eliminate may persist. From this point of view, a unified cloud strategy is absolutely critical to bringing the business advantages of the IT spending shift to life. Understanding the business advantages of the IT spending shift is key to moving forward with cloud adoption. These three benefits discussed in this article outline why moving to the cloud is not simply a question of if - but a question of when and how.

**SIMPLY MOVING TO  
THE CLOUD  
WILL NOT YIELD THE  
MOST COST SAVINGS.  
WITHOUT A UNIFIED  
STRATEGY BETWEEN IT  
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