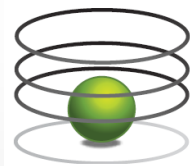
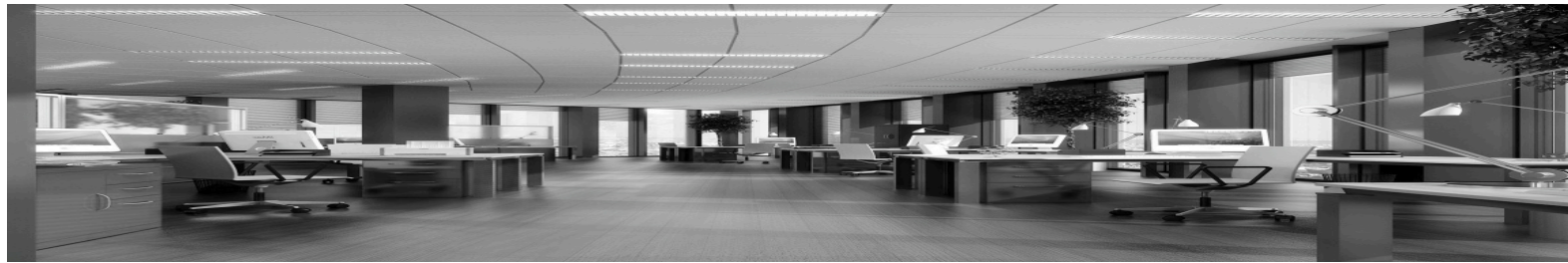


TRACK BEYOND THE RACK

MANAGING IT ASSETS ACROSS THE ENTERPRISE



assetcentral™



ITAM “Track Beyond the Rack”

The current buzz around ITAM (IT Asset Management) has solely focused on assets residing in the data center. However ITAM is more than servers and racks. IT Asset Management related to “assets” outside of the Data Center has become an increasingly important business discipline that provides insight into a company’s information infrastructure, which enhances the ability to control the performance of non-data center assets.

With this type of PC management, organizations can leverage a combination of processes and technologies in order to gain a better understanding of what assets exist beyond their data center and be well informed and see business benefits such as:

- Where these assets are located?
- How are they being used?
- Who is using them?
- What is the financial burden on the organization?

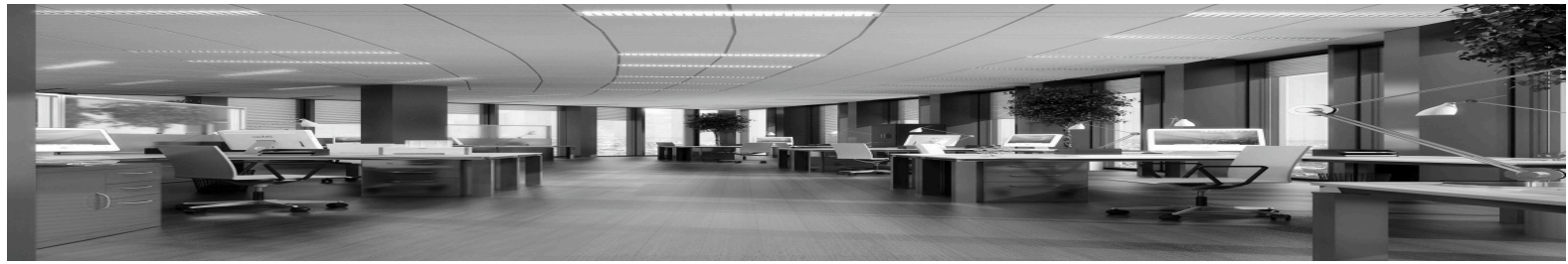
Once an organization can answer these questions and Management has the ability to effectively manage these assets throughout their lifecycle and simplify related administrative and maintenance tasks.

Through better management of IT assets outside of the data center, companies can ensure that each and every piece of hardware and software is utilized effectively. As a result of this an organization can:

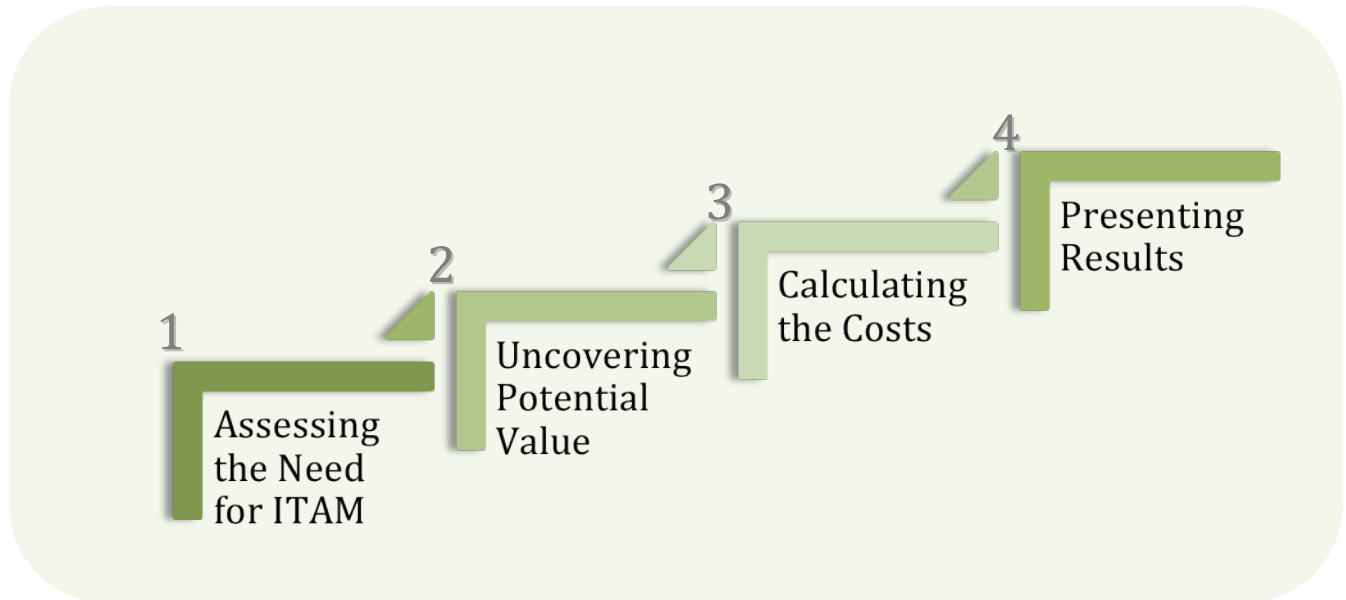
- Enhance infrastructure performance
- Improve service levels
- Minimize related costs
- Eliminate regulatory compliance risks and costs associated with:
 - Sarbanes Oxley
 - Gramm-Leach-Bliley Act
 - California Senate Bill 1386

Getting Started with PC Management

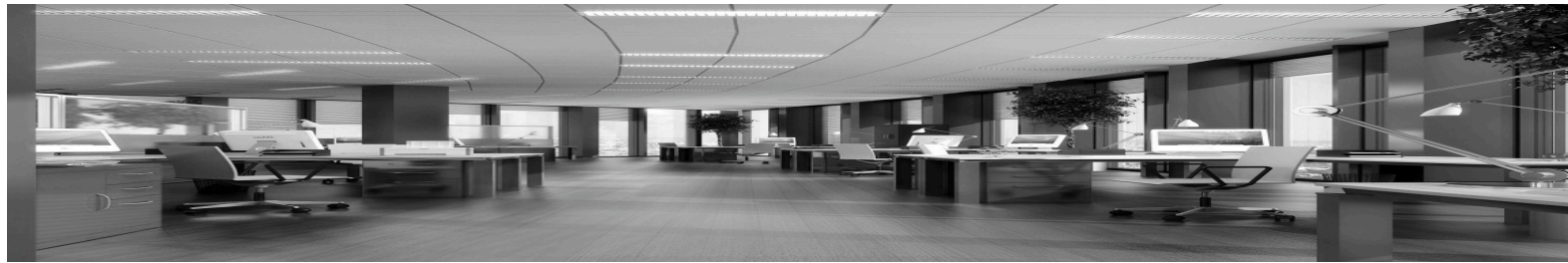
Effectively engaging with today’s cost conscious executives to get behind a PC Management initiative may be the biggest obstacle IT departments and IT Asset Managers face. Today’s executives are looking for tangible and measurable results before signing off on such a project. In order to convince senior management the value that ITAM can deliver, project leaders need to provide hard numbers that prove the dollar savings from an ITAM solution that will be significant enough to justify the cost.



This white paper will assist these project managers and outline the steps necessary to create a compelling business case for a PC Management solution in addition to the ITAM occurring in your data center.



It will also discuss the various costs involved with implementing a ITAM project and highlight the key areas where ITAM solutions can deliver to a company's bottom line. Finally, it will highlight ways to present these benefits to executives that will win the support (and funding) for an enterprise-wide PC management project.



STEP 1: Assessing the Need for

Globalization, product diversification, mergers and acquisitions and other business trends have resulted in rapid deployments of additional PC's, servers, software apps, virtualization and increasing databases used across an organization. All of these components tend to change rapidly in order to “keep-up” with the dynamic nature of today’s enterprises.

All of these dynamic changes and the current economic landscape have challenged organizations to closely track their IT purchases. In addition companies are adhering to costly software license agreements, analyzing system usages such as power and memory usage. Frequent “re-fresh” in both hardware and software are also implemented in order to ensure optimal performance and power saving levels.

How can ITAM overcome these challenges?

- 1- Improve the way organizations manage all hardware and software components
- 2- Better “transparency” and control over IT purchase contracts, user licenses and company leases
- 3- Identify upgrade and maintenance requirements
- 4- Minimize regulatory risk and security breaches in addition to system failures

Defining Your ITAM Requirements

Before initiating an ITAM project, a project leader needs to determine exactly what it is they are trying to accomplish by utilizing a ITAM solution. Requirements can be defined as thoroughly and accurately as possible. Below are some examples:

- 1- Are we going to audit and monitor *entire* lifecycle of an asset?
- 2- Do we need to do a better job of aligning the financial and IT resources?
- 3- How should we identify and control IT risks?
- 4- How will we create and enforce current usage and power polices?

Having the ability to answer these questions with not only helps an organization define what ITAM features and capabilities are needed, but will also build the business case for ITAM up the chain in the company.



STEP 2: Uncovering Potential

Reducing total cost of ownership (TCO) for the numerous components that exist across their entire enterprise have become a top priority for organizations of all sizes.

Industry experts such as Gartner have indicated that enterprises that systematically manage the lifecycle of their IT assets can reduce the cost per asset by as much as 30% during the 1st year, and between 5 and 10% of additional savings annually.

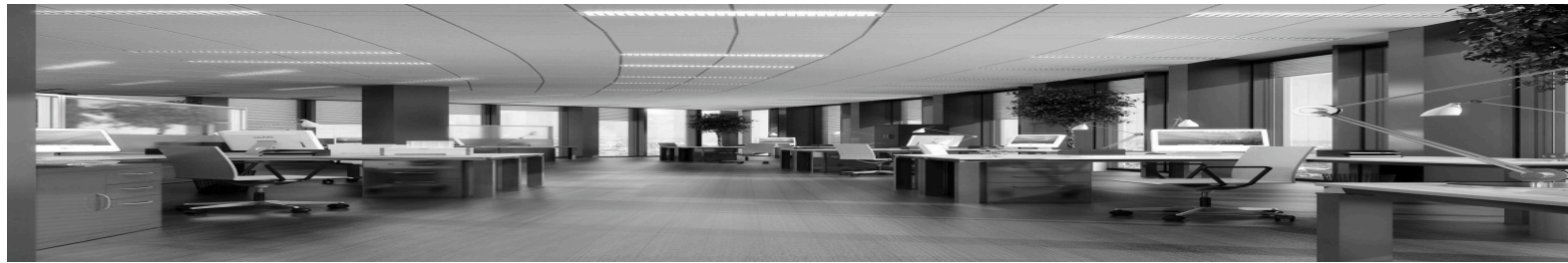
Where do these savings come from?

Reduced Support Costs – Organizations can take the first step in reducing TCO by minimizing the burden of support issues. By enabling IT staff the ability to identify a PC's configuration, location within the brick and mortar infrastructure, in addition to software that may be installed and how its connected to the network *before* a technician responds to a Help Desk issue can reduce and in some cases eliminate the time spent responding to such issues. Experts have reported that users of a comprehensive ITAM solution can reduce time spent on support and help desk tasks by 20%.

Minimized Internal Audit Expenses – By accelerating and in some instances automating audit related activities an ITAM solution can further add to TCO. The ability to accurately track and report on asset histories in a centralized solution provides a detail of where that asset has been throughout its lifecycle.

Reduce Risks – ITAM solutions can also reduce security gaps and financial risks. Having an up to date record of PC and asset locations the IT staff can immediately respond to security risks associated with today's workplace. If malicious software is detected on a local machine knowing exactly where that hardware is located within the building enables faster reaction times to remove that machine from the network. If company has 100's of PC Workstation spread across multiple locations finding the malicious device is critical to ensure that there is not a large financial loss in addition to the spread of the malicious intruder across the entire network.

Vendor Agreements – By having accurate information regarding vendor specific hardware or software investments across an organization, IT business units can accurately calculate what is being spent with specific vendors. When it comes time to negotiating a better corporate agreement an ITAM solution can paint an accurate picture of the financial expense each vendor costs the organization and in some cases enable a better agreement with the vendor.



Additional Benefits – Below are some additional advantages an organization can see when an ITAM solution is implemented.

- When an ITAM solution is used in conjunction with a Software Asset Management solution an IT Asset Manager can reduce the risks associated with software audits. The joint use of such solutions enables IT staff to know exactly where a particular device is along with detailed information of the software that is installed on the device along with addition license information.
- Accurate IT planning and budgeting, through greater insight into what devices may currently exist across the company, who is using them, how they are being used, and what may be needed to satisfy future business needs can also be gained.
- Streamline IT operations through the identification of redundant or underutilized resources.

STEP 3: Calculating the

The most complete and accurate understanding of the potential return on investment (ROI) of an ITAM solution, project leaders must fully consider all the costs associated with the ITAM initiative from start to finish.

Things to keep in mind:

- 1- **Application Costs** - The money invested on the ITAM application itself, whether it utilizes a subscription based pricing model, hosted or on premise model and the costs associated with either. With an on premise model does your organization have the bandwidth and resources to host such a solution within your current network? With hosted models is it a monthly or yearly contract? What other software is required for the solution such as operating systems.
- 2- **Integration and deployment** – Expenses involved in installing, setting up, and deploying the solution. This also includes training for staff.
- 3- **Ongoing expenses** – These would include Admin costs, maintenance, support, trouble shooting and version upgrades.



STEP 4: Presenting

With all the benefits discussed in this white paper, the benefits and ROI of ITAM may be difficult for a busy executive to interpret and associate with a company's bottom line. Therefore we recommend you present any findings from your own experiences or this document, in a clear and concise manner.

By expanding ITAM beyond the data center to track and manage IT assets such as PC's, organizations can see a continued ROI that is both significant and measurable. Although we have stressed that in some cases "selling" a project to senior executives may be challenging but the overall cost savings and reduced risks to the organization make ITAM a compelling business case.



AlphaPoint Technology and AssetCentral™



At AlphaPoint Technology, our goal is to enhance and support your company's IT asset management efforts. Whether you have a program in place, looking to start a new one, or are manually tracking your assets with spreadsheets, our team is here to help. With our flagship software, AssetCentral™, we are empowering organizations with increased control and management over their IT assets in a more intuitive, efficient, and visual way. While AssetCentral™ is well positioned to assist your company in the data center; our solution is also well suited to track all of your IT assets throughout the enterprise. Regardless of the size or industry, AssetCentral™ can help your company create order and transparency around the business of budgeting, lifecycle, moves, adds, changes, as well as allocation of assets around employees, locations, and divisions.



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