VMware® Accelerate™ Advisory Services benchmarking solutions include “Move the Needle” assessments, IT Transformation (ITT) Scorecards and custom benchmarking Services. These services provide a high-level snapshot to indicate how an organization compares with its competitors in virtualization and cloud readiness performance.

**Achieve Competitive Advantage**

Measuring progress is critical to successfully managing projects and operational service delivery. If an organization does not know where it is in any particular process, it cannot know if it is on target, falling behind or progressing ahead of schedule. In today’s difficult economy, it is not enough to be average or doing as well as the next competitor. If the organization is behind the competition, it is losing revenue and market share. If it is only average, it will not remain so. To achieve and maintain competitive advantage, organizations must continually strive to be the best in their industry.

Moreover, every organization is under constant pressure to control costs while providing additional value to internal and external customers. Cost control is most effective when it is applied against opportunities that generate the greatest return for the effort. Organizations need tools for identifying and targeting those opportunities, and VMware Accelerate Advisory Services benchmarking solutions are those tools.

**Solutions at a Glance**

VMware Accelerate Advisory Services benchmarking solutions include three high-level snapshots to indicate how an organization compares with its competitors along five key virtualization and cloud readiness performance metrics. This analysis provides a ballpark estimate of the organization’s current virtualization performance and compares it with the competition. Closing the gap between the organization and the competition by “moving the needle” leads to potential savings for the organization.

**Move the Needle Assessments**

“Move the Needle” assessments, which are typically delivered in three days, include:

- An infrastructure assessment for customers whose environments are not heavily virtualized
- A cloud assessment for organizations that are more advanced in their virtualization and looking for cloud readiness guidance
- A reverse assessment, which quantifies the savings realized by a customer’s past VMware investments along with a projection of additional future savings

![Figure 1. Example Assessment](image)
IT Transformation (ITT) Scorecard

VMware offers an in-depth diagnostic scorecard and benchmark as a framework for measuring an organization's TCO and current transformation maturity levels. The framework enables a comparison against peer and industry best practices in the areas of:

- Virtualization strategy and implementation
- Virtualization infrastructure management
- Desktop virtualization
- Application virtualization
- Cloud maturity

The framework also is used to establish the level of virtualization maturity, quantify ranges of possible savings based on functional improvements to current TCO, and deliver a roadmap to achieving those savings by implementing best practices. Comparison with the competition is also used to identify how IT spending and best practices are implemented in a specific industry, providing valuable information about how an organization measures up. Typical completion and delivery time for this offering is two to three weeks.

Custom Benchmarking

VMware offers a more granular custom benchmark that can be uniquely configured to analyze costs, operational performance and service delivery in detail. Key performance indicators (KPIs) and customized user-defined metrics can be crafted to target specific areas of interest for the organization. The advisory team makes benchmark comparisons against competitor peer data and the organization's own past performance (if carrying out multiyear analyses). Comparative metrics include costs, virtualization performance and best-practice maturity. The results of this benchmark lead to a guided implementation roadmap designed to achieve targeted savings. This benchmark offering typically takes four to six weeks to complete and deliver.
Get Started

Knowing where an organization stands among the competition today gives it the advantage of knowing how to seize opportunities to reduce costs, improve productivity and become more agile than its competitors. VMware Accelerate Advisory Services benchmarking solutions are the secret weapons. To learn more, email accelerate@vmware.com.

About VMware Accelerate Advisory Services

VMware Accelerate Advisory Services help organizations adopt and implement business-aligned IT strategies, increase agility, and provide measurable business value to the enterprise. VMware strategists and architects collaborate with senior executives to develop a pragmatic IT strategy and transformational roadmap, while value engineers evaluate customer IT environments, deliver benchmarks, and perform financial analyses to construct an integrated analytical snapshot of IT’s strengths, weaknesses and opportunities. As former chief information officers (CIOs), chief technology officers (CTOs) and industry consultants, VMware advisors are experts at identifying hidden barriers, revealing opportunities and accelerating IT initiatives.