Turning Strategic Insight Into Business Impact
Identify Opportunities and Create Strategies for the Journey to IT as a Service

No longer relegated to simply “keeping the lights on,” enterprise IT is quickly evolving into a strategic function. CIOs, CTOs, and other IT executives are expected to think strategically—drive innovation, accelerate time to market, boost competitiveness—while ensuring efficient, reliable, and agile delivery of business-critical legacy services. As a result, organizations are looking to technology to provide the toolkit needed to fulfill this mandate.

They already have a powerful tool in their bag: the vast majority of enterprises rely on VMware virtualization technology to make their IT operations more agile, responsive—and profitable. But there’s still a long way to go: according to a recent Gartner survey, the average enterprise has realized just 43 percent of technology’s potential. IT is like a race car running on half its cylinders. Driving that number higher takes visionary strategic planning that can identify opportunities for IT transformation and create executable strategies and roadmaps to maximize the business value of IT investments.

On the technology front, IT architects are faced with a range of game-changing innovations. Knowing how, where, and when to deploy an emerging technology can be a make-or-break decision, and new technologies embody significant unknowns for the average IT professional—in a word, there’s risk.

And that’s where VMware Accelerate Advisory Services can help. Our professionals leverage specialized expertise—on average, each team member has decades of experience in data center operations—to guide your team as you evaluate, plan, and implement next-generation solutions such as managed virtualization, cloud computing, hybrid clouds, IT management and automation, and workforce mobility. Accelerate Advisory Services offer a combination of hands-on experience and deep knowledge of technology—today’s and tomorrow’s—that perfectly complements your in-house talent.

VMware Accelerate™ Advisory Services comprises more than a dozen individual services in three functional areas—evaluation, diagnostic, and strategy—to accelerate your journey to IT as a Service.

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1 McDonald, Mark and Aron, Dave, Gartner Executive Programs, “Hunting and Harvesting in the Digital World: The 2013 CIO Agenda,” January 2013
A Trio of Service Offerings for IT Transformation

Accelerate Advisory Services are organized into three functional areas—evaluation, diagnostic, and strategy—that map directly to your most pressing needs. Taken together, they offer more than a dozen individual services, building blocks that you can deploy as needed to hone your strategic planning and accelerate the journey to IT as a service.

Accelerate Evaluation Services

Knowing what to measure during your transformation is a crucial advantage to knowing how to seize opportunities to reduce costs, provide the key performance indicators to improve productivity, and become more agile than your competitors. Our evaluative benchmarking analyses includes high-level industry-peer benchmarks, current and future state assessments, value and architectural modeling, process optimization insight, and custom KPI dashboards.

**Virtualization Evaluation (Move the Needle)**

Our benchmarking analysts gauge your organization’s basic virtualization maturity in relationship to industry peers to uncover your company’s ability and readiness to leverage virtualization and automation technologies to support innovation and fuel business growth.

**Software-Defined Data Center (SDDC) Evaluation**

Highly-virtualized organizations can still plateau, missing value opportunities. Our experts delve deep into your environment, exposing new opportunities across compute, network, and storage platforms to release value, optimize your organizational structure and increase operational efficiency and agility.

**End-User Computing (EUC) Evaluation**

Drawing on broad experience, our team will help assess your organization’s end-user computing (EUC) capabilities in relationship to industry peers. You’ll gain insight into measurements that address your specific client device and mobility challenges and receive guidance on an implementation roadmap that ensures success.

**IT Transformation Evaluation**

IT-as-a-Service (ITaaS) initiatives are so complex that establishing and prioritizing measurements can be challenging across your stakeholders. Our market perspective and industry expertise enables us to provide industry peer comparisons, quantify potential value of functional improvements, and model architectural recommendations that validate you’re focused on meaningful business drivers.
Accelerate Diagnostic Services

Successful virtualization and IT-as-a-service (ITaaS) initiatives require a thorough understanding of the changes needed to sustain and maintain your new environment. How well you plan for adjustments in organization, staffing, operations, processes, and procedures can mean the difference between failure and sustained success.

Operational Readiness Diagnostic
We know what it takes to ensure a successful IT transformation and will provide the insight into people and processes, including measurement of strategic operational capabilities, identification of areas requiring improvement, and a pragmatic plan to help you achieve your goals.

IT Technology Diagnostic
Using a variety of diagnostic tools, we’ll take a quantitative approach to accessing your Hybrid environment. Our proven benchmarking process provides invaluable insight into your technology and process maturity compared to what is possible in the industry today, helping you identify and take action on untapped potential. This process also provides a comprehensive assessment to benchmark your progress over time.

Cloud Business Management Diagnostic
Understanding the financial implications of ITaaS can be challenging. Our seasoned consultants can provide the insight required to understand and operationalize your evolving role as a service broker and service provider. We will assess your needs and use proven methods to define services, determine cost, set pricing, monitor user consumption, and measure ongoing SLA compliance, helping you drive business value and IT agility.

Hybrid Cloud Risk Analysis
Our experts will use an unrivaled body of knowledge to delve into the true risks and benefits of hybrid versus public clouds. We’ll help uncover and quantify the potential risks to your organization, while helping you gain a deeper understanding of the cost differences to drive informed decision-making for your organization’s needs.

Organizational Agility Workshop
People are at the heart of any successful change. Our consultants will help you uncover unspoken barriers, common pitfalls, and proven strategies to establish the right organizational mindset, alignment, and capabilities to drive and sustain transformational change.

Supporting the future state of IT
A large enterprise transportation services company purchased VMware Accelerate Advisory Services to:

- Establish a clear direction for the future state of IT
- Create a roadmap for IT transformation
- Optimize organization and processes for cloud operations
- Decrease operating costs that crowd out IT investment and innovation
Accelerate Strategy Services

Let our experts work with your stakeholders, IT teams, and lines of business to collaboratively align business and IT objectives, assess current state for gaps and associated risks, quantify benefit opportunities, and deliver a consensus-driven, long-term IT cloud strategy and roadmap.

**IT-as-a-Service (ITaaS)**
We'll work with you to review technology, people and processes to design an actionable model for implementing ITaaS to meet the needs of your business. Defined services will accelerate your time-to-impact and help you develop a foundation and strategy for the cloud that is both business- and value-centric.

**End-User Computing (EUC) and Mobility**
Our experts understand the complexity and risk associated with end-user computing and mobility and will help you quantify the benefits of a leading-edge application environment, as well as the impact to your user community. Together, we’ll develop a strategy and roadmap for an inclusive EUC and mobility environment that is aligned to your business requirements.

**Software-Defined Data Center (SDDC)**
A software-defined data center could be your next business value breakthrough and put you on the path to a more agile, standard, and consistent cloud-based infrastructure. We’ll help you determine current feasibility, quantify the potential value and ROI, and determine evaluate state requirements to support a strong financial and capability-centric business case. Our experts will develop an actionable strategy and pragmatic plan that will deliver tangible business value.

**Private and Hybrid Cloud**
Our consultants use unrivaled virtualization expertise to identify your organization’s cloud requirements—including extending your data center capabilities outside your internal data center environment—and develop an enterprise cloud strategy supported by a actionable roadmap that will convert possibilities into business value. You’ll benefit from expert-led reviews of the value and relative risks of common execution methods, as well as potential impacts on your organization’s governance and security policies.

**Cloud Operations**
Once an enterprise cloud is established, organizations often stay on an outdated course, missing opportunities for streamlining and optimizing cloud-based operations. Our consultants will provide a full review of your people and operational processes, assessing your existing capabilities and providing actionable recommendations to mature your environment and realize additional business value.

People Make the Difference

Who are the people that deliver VMware Accelerate Advisory Services? They include former CIOs, CTOs and industry consultants—in other words, IT professionals with real-world experience with problems like the ones you are facing today. Accelerate strategists, architects, and business analysts work side by side with you and your staff, developing comprehensive strategies to guide the transition to IT as a service (ITaaS)—the ultimate destination of your software-defined data center. Accelerate business analysts and architects quantify potential benefits, develop architectural designs, recommend organizational and process changes, create migration plans, and advise IT staffs during the implementation phase.
Case Study: Global Financial Institution

Global Financial Institution Turns to VMware Accelerate Advisory Services for Cost Modeling, Architecture Design, and More

Like many of its competitors, this global financial institution grew rapidly over the last decade, largely through high-profile acquisitions. As a result, its IT infrastructure had become complex, inflexible, and expensive to operate.

Corporate management directed the CIO to dramatically reduce his group’s yearly spend—a significant percentage of corporate revenues—and at the same time improve operating efficiency across the board. Spend less, do more—a familiar refrain today. While researching options, IT planners were intrigued by the potential of the software-defined data center (SDDC) to reduce operating costs, consolidate the infrastructure and eliminate vendor lock-in. Armed with their analysis, the CIO set aggressive three-year targets: Cut operating expenses in half and transform IT into a streamlined, service-oriented organization.

Lacking the internal expertise to execute these goals, the CIO called in VMware Accelerate Advisory Services. Accelerate consultants—veterans of similar initiatives in large financial institutions—delivered tangible business value by:

- Modeling expected cost savings
- Designing an SDDC architecture
- Developing a migration plan
- Recommending organizational and process improvements

Now this institution is building one of the industry’s first large-scale SDDCs, based on VMware technology. The IT group is implementing organizational and process changes and renegotiating vendor contracts. Based on the predictions of the VMware cost models, the company expects to reduce its data center-related expenditures by up to 70 percent. Most importantly, the enterprise will be positioned for growth, competitiveness, and efficiency—for years to come.

For more information, download the case study:
Global Financial Institution Selects Software-Defined Data Center

Get Started Today
It’s your job to drive the strategic agenda within your IT organization—a mandate that puts constant pressure on you and your staff to deliver results while transforming your operations to meet new conditions in the marketplace. Imagine what you could do if you had senior-level, highly experienced help by your side. That’s exactly why VMware launched Accelerate Advisory Services.

For more information about VMware Accelerate Advisory Services and how we can help you operationalize technology innovations at scale to deliver measurable business impact, visit www.vmware.com/go/accelerate or contact us at accelerate@vmware.com.

About VMware Accelerate Advisory Services
VMware Accelerate Advisory Services provide high-value enterprise IT strategy consulting to help CIOs and their key stakeholders accelerate IT and business transformation, and deepen their understanding of the business value proposition associated with the software-defined data center and other emerging technologies. Our comprehensive services cover all phases of the enterprise IT strategy development process, from benchmark analysis and value modeling to balanced transformation plans. You decide what you need—and Accelerate Advisory Services delivers.
About VMware Professional Services
VMware Professional Services transform IT possibilities into business outcomes. Our comprehensive portfolio of consulting and education services help you uncover and exploit the unique opportunities made possible by VMware technology and solutions. Drawing on our unparalleled product expertise and customer experience, we collaborate with your team to address the technical, people, process and financial considerations for your VMware solution to deliver results that are positive, tangible and material to IT and your business.