



# Money Saving Services (MSS) for Managing IT Budgets during uncertain economic times

Helping CIOs respond to budget pressures

## ECONOMIC UNCERTAINTY & CIO CHALLENGE

- ✓ The ongoing economic decline continues to inhibit new spending initiatives except for those projects focused on cost reduction and/or containment.
- ✓ Economic uncertainty has shifted customers towards cost-control rather than business growth which will slow demand for project-oriented services.
- ✓ The increasing focus on cost containment as a key IT priority will result in increased interest in the Money Saving Services that we will explain henceforth.



## CIO Strategies For Managing in an Uncertain Environment

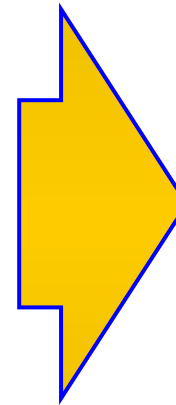
- Cutting operating expense
- Postponing long-term projects in favor of near-term ROI
- Deferring or reducing capital expenditures
- Revisiting existing service contracts
- Seeking productivity increases in their existing infrastructure

# IBM Global Technology Services are designed to help you reduce costs, achieve greater IT value and improve productivity

**Cut costs**

**Get more from existing infrastructure**

**Increase productivity**



- **Defer capital expenditures**
- **Ease staffing pressures**
- **Provide immediate savings and near-term return on investment**
- **Enables global integration & collaboration**

# MSS Services can help you **cut costs** while maintaining or improving IT performance

## Actions to take:

## How IBM Global Technology Services can help:

Conduct an assessment to identify cost savings



**Data Center Energy Efficiency Assessment:** Save 15 percent to 40 percent annually through a data center energy analysis.

Simplify and consolidate computing and networking



**Server Consolidation Services :** Reduce server management costs by 30 to 70 percent through performance optimization and consolidation ratios ranging from 6:1 to 20:1.

**Converged Communications Services:** Reduce annual telephony costs 15 to 20 percent with a converged network and IP telephony.

Virtualize IT to reduce costs and enhance performance



**Virtual Infrastructure Access Services:** Reduce infrastructure, end user support and energy costs with virtual desktops, hosted in the datacenter and accessed anywhere with an estimated first year return on investment of 30 to 40 percent.

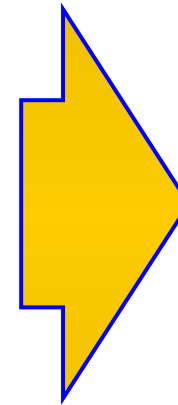
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# Our MSS services can help defer capital expenditures by helping you get more from your existing infrastructure

## Actions to take:

## How IBM Global Technology Services can help:

Simplify and consolidate networking



**Network Optimization:** Increase network efficiency, reduce costs, and enhance performance.

Improve infrastructure utilization and grid technologies



**Server Virtualization Services:** A VMware® server infrastructure can achieve utilization rates up to 80 percent and consolidation ratios from 8:1 to 30:1.

**Storage Optimization and Virtualization:** Virtualize storage and reduce complexity while increasing capacity

Reduce expense associated with downtime and breaches



**Information Protection Services:** Save an average of 40-60% on TCO with a fully-managed information protection service

**IBM Internet Security Systems, Proventia:** Protect your network assets and data from costly security breaches -- save an average of 15-20+ times your investment.

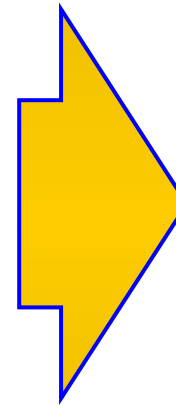
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We can help you **improve productivity** and take pressure off your staff by managing some or all your IT environment for you

**Actions to take:**

**How IBM Global Technology Services can help:**

Improve the productivity of your staff



**Service Management Strategy and Planning:** Identify opportunities to reduce service delivery cost by streamlining and automating manual tasks.

Take pressure off your staff by letting IBM manage your IT environment for you



**Telecom Expense Management:** Reduce telecom expenses (averaging 15%) and increase control over voice, data and wireless

**Remote Managed Infrastructure:** Improve infrastructure management and free up staff while reducing costs by 20+%

**IBM Managed Security Services:** Protect your network assets and data from security breaches 24/7, with cost savings of up to 55%.