

APPLICATION CONSULTING

Keeping your applications assets on the path to value



Cost & Value

Large organisations typically depend on a large number of applications to support their business processes. However, the strategic and operational value of applications changes over the application lifecycle. Increasingly CIOs must demonstrate that the budget spent on a particular application will have maximum impact in helping achieve business goals. They need to be able to answer questions like:

- Are there applications whose costs outweigh their value?
- How do I reduce support costs without impacting business performance?
- Am I confident that the application portfolio adequately aligns with business strategy, objectives and priorities?

These questions are hard to answer when business is operating as usual, but in a climate of economic uncertainty or when the organisation has been through acquisition, merger or demerger it gets even more complex: Are there opportunities for consolidation? Can I outsource a disparate and unquantified set of application services? Do I understand the dependencies between applications in the new organisation and new processes?

In order to make the right decisions the CIO will work ever closer with business colleagues to understand the strategic alignment of the applications portfolio, and be able to quantify the contribution to business objectives. An Application Value Assessment service from Fujitsu Services can provide all the information they need to be able to make the right business decisions around investment, business applications service alignment, application support and development needs, business application service strategy, application outsourcing.

Application Value Assessment

This service is a mechanism to identify and assess key application information, in order to provide (or contribute to) a roadmap for optimising the application portfolio and maximising its business value. It's a collaborative exercise, normally running for 4-6 weeks. Fujitsu's consultants work with a client team to uncover, analyse and offer insights and direction based on an agreed set of business hypotheses (see below).

Align Instruments

Calibrate the assessment mechanism

Inventory Applications

Gather information and profile portfolio

Evaluate Applications

Evaluate current investment strategies

Assess Alternative

Determine improvement alternatives and actions

Balance Portfolio

Redistribute resources to optimise applications

The processes and methods are tuned so that only the information required for the agreed hypotheses and scope is collected, making the whole service efficient, effective and tuned to the needs of the specific organisation. In this way we can ensure the service best meets the needs of the client, and identifies the changes most relevant to achieve optimal outcomes.

An outcome-focussed approach

An Application Value Assessment will help an organisation to rationalise and simplify its applications portfolio. The savings can be redirected to strategic business applications and new strategic initiatives that support business strategy.

The service uses a portfolio management approach to evaluate the applications, and captures quantitative and qualitative data for multi-dimensional analysis. Because the service is customised to address specific client requirements, it can show clearly where specific action should be taken and links application portfolio decisions to business strategy.

A proven service

When Airmiles decided to change its business strategy they found that capabilities and budgets were out of alignment with business needs. Fujitsu worked with them over a period of 4 weeks to:

- Identify the portfolio of key applications
- Validate previous sourcing decisions against current strategy
- Identified the key SLAs that needed to be renegotiated
- Identified an opportunity to outsource a commodity application

Centrica was looking for a supplier who could manage, support and modernise a suite of corporate systems, ranging from strategic applications for billing and customer relationship management to small, critical, stand-alone systems

Fujitsu Delivered

- Applications Value Assessment to identify the relative value and viability of its applications
- Access to specialist resources - an extensive range of business, technical and commercial expertise is available on an 'as needs' basis
- Accurate budgeting - costs are entirely visible and predictable over the contract life

“Throughout our relationship with Fujitsu we have relied on its unique blend of business and systems knowledge to ensure that the benefits of our IT investments are maximised while supporting evolution of new business models.”

Aileen Feeney - Information Systems Director,
British Gas Business, Centrica

For more information

To find out more about how Fujitsu's Application Consulting services could help your business to better align its applications portfolio with business outcomes please contact us.

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