




Why is Infrastructure Optimization Important?

In a recent study of the relationship between the use of best practices and IT labor costs, service levels, and business agility, (IDC Study 2006) companies were mapped against their IT maturity. Findings showed a strong correlation between IT maturity and costs.

Average Annual Costs Per PC

Basic	\$1,320
Standardized	\$580
Rationalized	\$230

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Reap Business Value with the Infrastructure Optimization Approach

Increasingly, IT success is a key factor in a company's business performance. Business-aligned IT solutions are yielding competitive advantage and growth in revenue, profits, and customer loyalty. However, IT issues like infrastructure complexity, compliance, aligning IT with business strategy, security, and IT systems failures all represent obstacles for companies to overcome in their efforts to create and maintain an infrastructure that is agile and supports key business objectives. The reactive nature of a lot of organizations today leaves busy CIOs asking "Where do I start"?

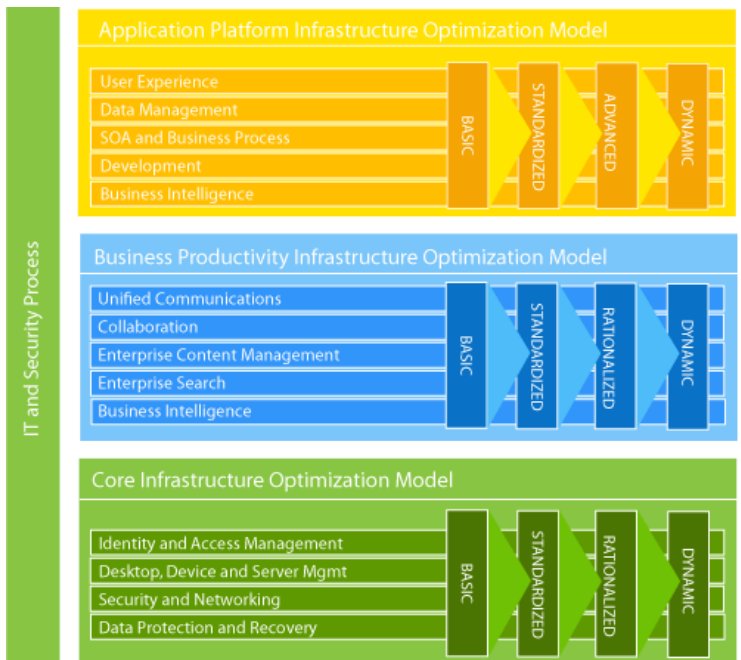


How would you rate your organization's ability to manage your IT infrastructure?

What is your desired future state of business-enabling technologies?

What is your roadmap for rolling out technologies that not only reduce costs, but also drive business revenue opportunities?

Today, CIOs are rapidly adopting a powerful framework and method for advancing their IT maturity as it relates to key business/technology capabilities, known as the Infrastructure Optimization (IO) model, developed by Microsoft. This approach to your IT strategy is vendor neutral and considers not only technology, but also people and process.



IT Best Practices

Centrally Managed PC Settings & Configurations	\$190
Comprehensive PC Security	\$130
Standard Desktop Strategy	\$110
PCs Managed by GPO	\$120
Comprehensive Directory Solution	\$120
Reduction of 3rd Party Application Directories	\$90
Automated User Provisioning	\$50
Standard System Management Tool Vendor	\$110
Use of Packaging Tools with Automated Software Distribution	\$120
Centrally Managed PC Applications	\$70

Potential Cost Savings per year

How the IO Model Impacts Business Results

You can leverage this model to help your organization assess the strengths and weaknesses of your existing infrastructure and develop a long-term strategy, with an associated short-term roadmap, to improve your level of IT optimization.

Ensynch has developed 2 introductory offerings to help you get started down the path toward greater IT/business alignment.



Ensynch IO Offerings

IO Assessment - Gain an understanding of your IT organizational maturity (core infrastructure, business productivity, and application platform) and a business-focused ROI estimate.

IO Visioning Sessions - Ensynch experts understand your business needs and help set clear goals of what business/technology solutions will drive the desired future state capabilities.

Benefits: Develop IT Strategy

- Collaboration between IT and business operations
- Close integration of IT strategy with business strategy
- Technology-driven business innovation
- Multiyear planning (versus annual)
- Opportunities to use emerging technology

Benefits - Optimize IT Strategy

- Manage IT infrastructure
- Implement strategic approach to sourcing
- Govern IT performance
- Target areas in organization where IT can add most value
- Introduce new technology better than competition

Adopting the IO model will yield business results including better alignment between lines of business and IT, enhanced agility, reduced IT costs, increased profitability, improved security and regulatory compliance, and increased organization-wide satisfaction with IT.

Ensynch's growing mid-market and enterprise clients are experiencing tremendous business impact by adopting the IO model. It is giving them action-oriented assessment results, strategies for roadmapping desired capabilities, and prescriptive guidance in taking next steps.

Ensynch is an information technology company that forms strategic relationships with growing midsize and enterprise organizations to make the best use of technology to drive their business results. Using the Infrastructure Optimization model as a framework we help clients develop a roadmap to roll-out and operate IT/business solutions to minimize operational cost and maximize strategic impact. We offer a full portfolio of IT services – from professional services consulting and managed hosting solutions to IT staffing.



Advanced Infrastructure Solutions
Networking Infrastructure Solutions
Information Worker