

# BUSINESS OPTIMISED INFRASTRUCTURE

Keeping the lights on, winning the race or changing the rules

IT Infrastructure investment can be categorised into one of the following areas

## Keeping the lights on

Investments that are re-active in nature and expend disproportionate resources to the business value returned

## Winning the race

Investments that help the business gain competitive advantage by significantly lowering costs or improving productivity

## Changing the rules

Innovative approaches that fundamentally change the way business is able to operate and assists the opening of new markets and the ability to offer new products

The preference is always to focus investment within the winning the race and changing the rules categories. However, a large number of organisations find that such strategies are beyond their reach with even the most basic infrastructure investments consuming disproportionate resources. Re-activity is the only option for any number of the following reasons:

- Lack of time
- Supply chain issues
- Inability to accurately articulate value
- Skills shortages
- Inefficiency (technical, financial, & procedural)
- Unnecessary complexity
- No defined strategy
- Internal politics
- Perception of risk
- Lack of information
- Because it's the way that it has always been done

The Business Optimised Infrastructure (BOI) empowers an organisations ability to maximise the value of a strategic infrastructure asset. When adopted, the BOI moves an organisation away from a re-active (tactical) deployment paradigm by addressing the issues that put them there in the first place.

Through the engagement of a Gyrocom Business Technology Consultant we are able to assist an organisation to clearly understand:

- where they stand today ("existing state")
- where they want to get to ("ideal state")
- what needs to happen in order to get there

The Business Optimised Infrastructure is a methodology for any organisation to drive maximum business value from within their infrastructure investment. It recognises that each environment is unique but draws against a set of common challenges in order to define key characteristics to aspire towards:

<b>Acceptance:</b>	Providing acceptance and understanding in respect of the current infrastructure
<b>Information:</b>	Providing access to high quality management information (MI)
<b>Direction:</b>	Defining a strategy for infrastructure development
<b>Simplification:</b>	Keeping things simple wherever possible
<b>Removal:</b>	Removal of identified inefficiency at all levels
<b>Recognition:</b>	Providing the mechanisms to recognise the benefits of infrastructure development

Gyrocom empowers and accelerates these characteristics through the application of a unique engagement model. Our Business Technology Consultants represent a significant investment in our client relationship. This provides the high level consultancy resource to assist an organisation with the stages of the Business Optimised Infrastructure. In a typical client engagement this can be achieved without the requirement for expensive professional service charges and removes a critical barrier to progression.

Gyrocom's pro-active support model also provides our clients with the essential infrastructure MI that is so often missing. This is provided cost neutrally and avoids the unnecessary investment in "bloated" and expensive application suites. The information is provided in a manner that is appropriate to the individual client and adds strategic business value in the internal decision making processes.

## FIND OUT HOW GYROCOM CAN HELP YOUR ORGANISATION ADOPT THE BUSINESS OPTIMISED INFRASTRUCTURE

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