ivanti

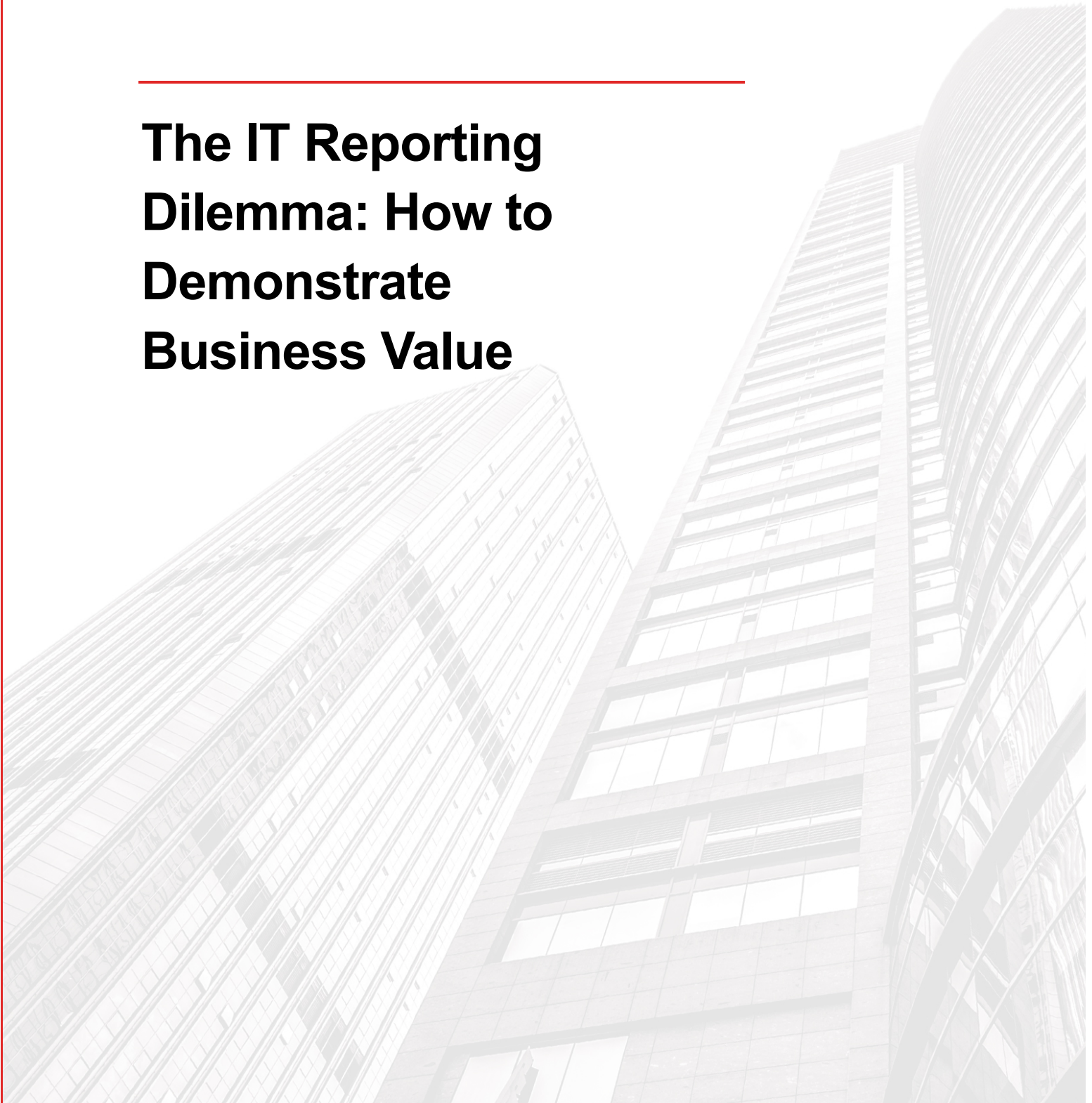# The IT Reporting Dilemma: How to Demonstrate Business Value

Contents

The Pressure to Demonstrate Value is Real

IT organizations these days face a significant challenge—the inability to measure the value they bring to the business and communicating such metrics meaningfully. Many organizations indeed have effective operational performance measures in place, yet they frequently lack a focus on demonstrating and maximizing business value.

PRESSURE TO DEMONSTRATE VALUE

↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓

eighty-five

TECH MANAGEMENT ORGANIZATIONS

percent

A Forrester Research survey reveals that 85 percent of tech management organizations acknowledge the pressure to demonstrate value.[1]

CIO PERFORMANCE MEASURE

THE CONTRIBUTION OF IT TO BUSINESS STRATEGY

Such pressure can't be ignored. The Society for Information Management Survey 2016 finds that one of the most common metrics of CIO performance is the value of IT to the business.[2]

Traditional Metrics Don't Aid Strategic Decisions

Traditional metrics focus on the performance of the IT Service Management (ITSM) team and tools, e.g., first contact resolution or number of service requests logged in a given day. These metrics shed light on the current and past situation but don't provide the key insight to predict what to do next, spot moments of importance, and make

connections between them. Still, these traditional metrics aren't the figures business leaders use to make strategic decisions.

IT performance and productivity reporting has its place, but alone doesn't reveal how IT assists the business or its employees now, nor how they can drive future strategy.

Take a typical incident report for example. It might indicate there were 25 major incidents over a two-week period. But it's difficult to understand the business impact of this number at the executive level. Displaying how those major incidents translate into hours of unavailability for each service coupled with financial cost enables executives to comprehend the impacts and business risks of a particular service outage and to make appropriate decisions.

The Most Valuable Business Reports Offer Accurate Insights

Dashboards and reports play a vital role in your mission to modernize IT service management. However, to be most effective, it's necessary to understand the required outcomes and priorities of different business managers within the organization. The most valuable business reports are those that offer accurate insights into performance and how that translates into business impact. Dashboards of value highlight areas to drive improvements. These reports and dashboards communicate what matters to each business manager viewing the data—the CIO, VP of Operations, or the CEO.

BUSINESS VALUE DASHBOARDS

It's time to embrace a value-based approach that ties IT performance and measurement to business outcomes. Only then can you add value by disclosing insights in a business-centric way. These value-based views are defined by Gartner as business value dashboards.[3]

Creating this type of aggregated business view requires inputs from multiple data sources such as incident data, service availability, and cost.

80%

CIOS PLAN TO USE DATA TO DRIVE BUSINESS

70%

ORGANIZATIONS THAT USE DATA ARE COLLECTING AND ANALYZING IT MANUALLY

IDC predicts that by 2017, 80 percent of CIOs will have a plan in place centered on using data to drive the business past its competition. The same study found that more than 70 percent of organizations that have data valuation processes in place are primarily collecting and analyzing data manually.[4]

To avoid manual, time-intensive analysis, use reporting tools that roll up old-school metrics to dashboards in a way that individual systems and tools can't do easily. Offer the context of business impact alongside standard performance metrics. Ensure that dashboard data can be filtered easily so any business user can dig into the results and make a decision quickly that matches your modern, responsive ITSM operation. Enable your IT teams to communicate to business decision-makers effectively and stay relevant to the business.

The Foundation for Value

The value of timely dashboards with relevant data cannot be overstated. Using intuitive, easy-to-interpret visualizations, these dashboards help you quickly determine:

- **The current state of where you are**
- **If you're on track to meet objectives**
- **What changes or fine-tuning are required to stay on course**

Value-based dashboards and reports targeted at business users are a requirement for every modern ITSM organization to drive performance efficiencies, facilitate business strategy, optimize processes, monitor trends, and quickly identify new opportunities for growth.

These business-oriented dashboards improve the speed and accuracy of decision-making, forming the foundation to demonstrate and improve value and effectiveness for your business.

ACCORDING TO GARTNER, I&O ORGANIZATIONS

WILL ADOPT BUSINESS VALUE DASHBOARDS

50%
2020

10%
NOW
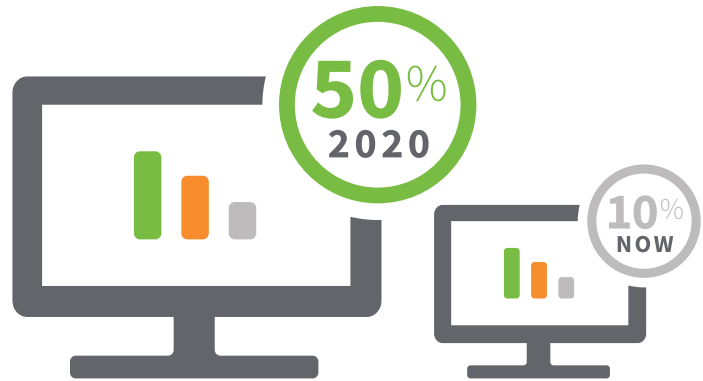
Gartner says, "By 2020, more than 50% of infrastructure and operations (I&O) organizations will adopt business value dashboards (BVDs), which will be a significant increase from today's level of less than 10%."[5]

How Xtraction Can Help

Xtraction from Ivanti supports your efforts to demonstrate value to your organization. Xtraction is a powerful solution that brings together data from multiple vendors and multiple enterprise applications—each with its own reporting interface—into a single, consolidated business view instantly. You can pull together and display data from enterprise systems like IT service management, IT asset management, client management, project management, and more. Report daily IT operations activity such as incidents, changes, and requests. Or, roll up to business value dashboards and then drill down to focus on information important to your business managers.

This self service solution enables anyone to view and create reports and business-value executive dashboards without coding. Even those with limited technical or analytical knowledge can quickly extract data, create dashboards, and view actionable insights.

If you want to learn more about how Xtraction can help you, visit www.ivanti.com/xtraction

www.ivanti.com/xtraction

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