



Ranked #1  
Outsourcing Advisor  
In the World

## *Tools for a Better Sourcing Decision*

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Howard Davies  
November 10<sup>th</sup> 2011

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# Agenda

- Introduction
- Alsbridge Overview
- Tools for Sourcing Decisions
- Appendix



*“Alsbridge is a valued partner and was a great resource for my team. They were outstanding in providing practical guidance based upon significant experience, lessons learned and tools that helped us make steady progress through our project and achieve the goal. I would recommend Alsbridge to anyone that wants to exceed expectations.”*

Brian Burcham  
Director Shared Services

# Introduction



## **Howard Davies, Director**

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Tel: +1 (630) 632-6809

Howard is a Director at Alsbridge, with more than 25 years of industry experience in sourcing, benchmarking and operational management. He is responsible for the global ProBenchmark business line and other tools-related services.

Prior to Alsbridge, Howard spent 15 years at Compass where he ran global sales & marketing, global product development and held executive regional management roles in the UK, South Europe and North America.

Prior to that, Howard spent 10 years in operational and technical management roles at IBM UK.

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*“Alsbridge brings experience and independent challenge to the strategic decision and business case development process that is invaluable to any senior leadership team.”*

**Guy Cowan, Former CFO**

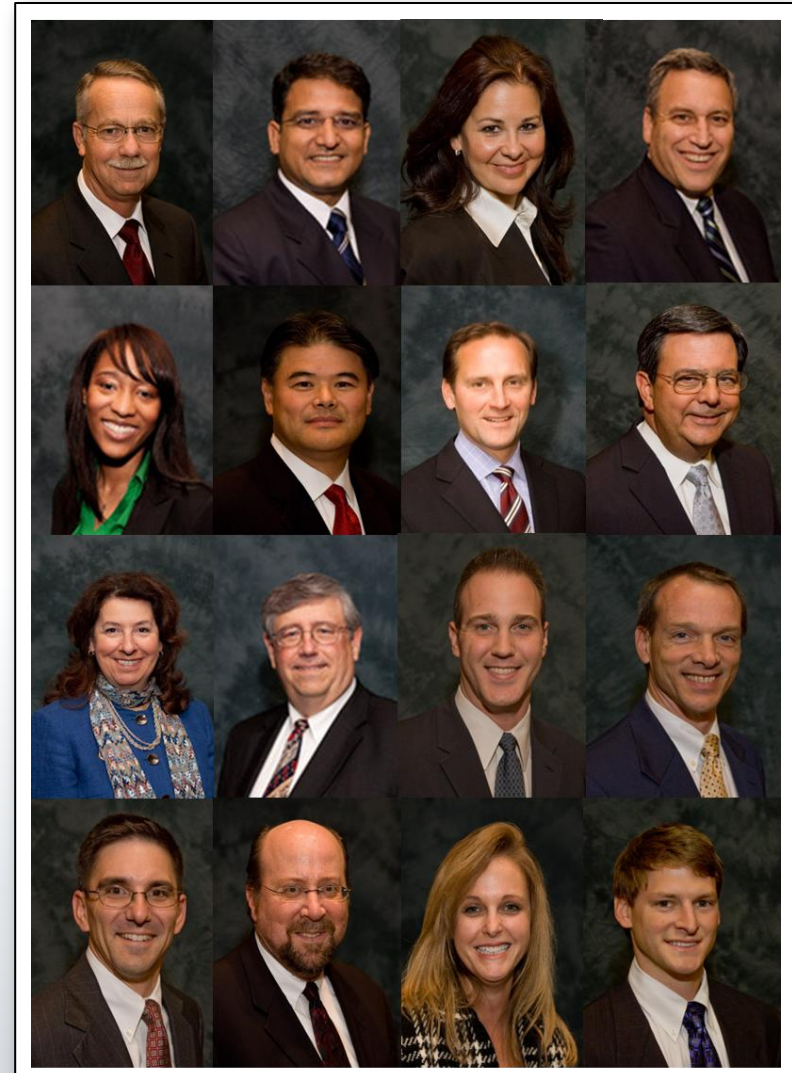
# Who we are

## Company

- Founded 2003
- Global coverage
- Thousands of transactions
- #1 Outsourcing Advisor
- #1 Benchmarking Firm

## People

- Industry experts
- Published thought leaders
- Integrated team
- Passionate
- Problem solvers
- Not your Sourcing department



# *The Sourcing and Benchmarking advisor*



**Consulting**



**Benchmarking**



**Network Services**



**Cloud Sourcing**



**H/W & S/W Procurement**



**Online Research ([www. outsourcing-center.com](http://www.outsourcing-center.com))**

# Agenda

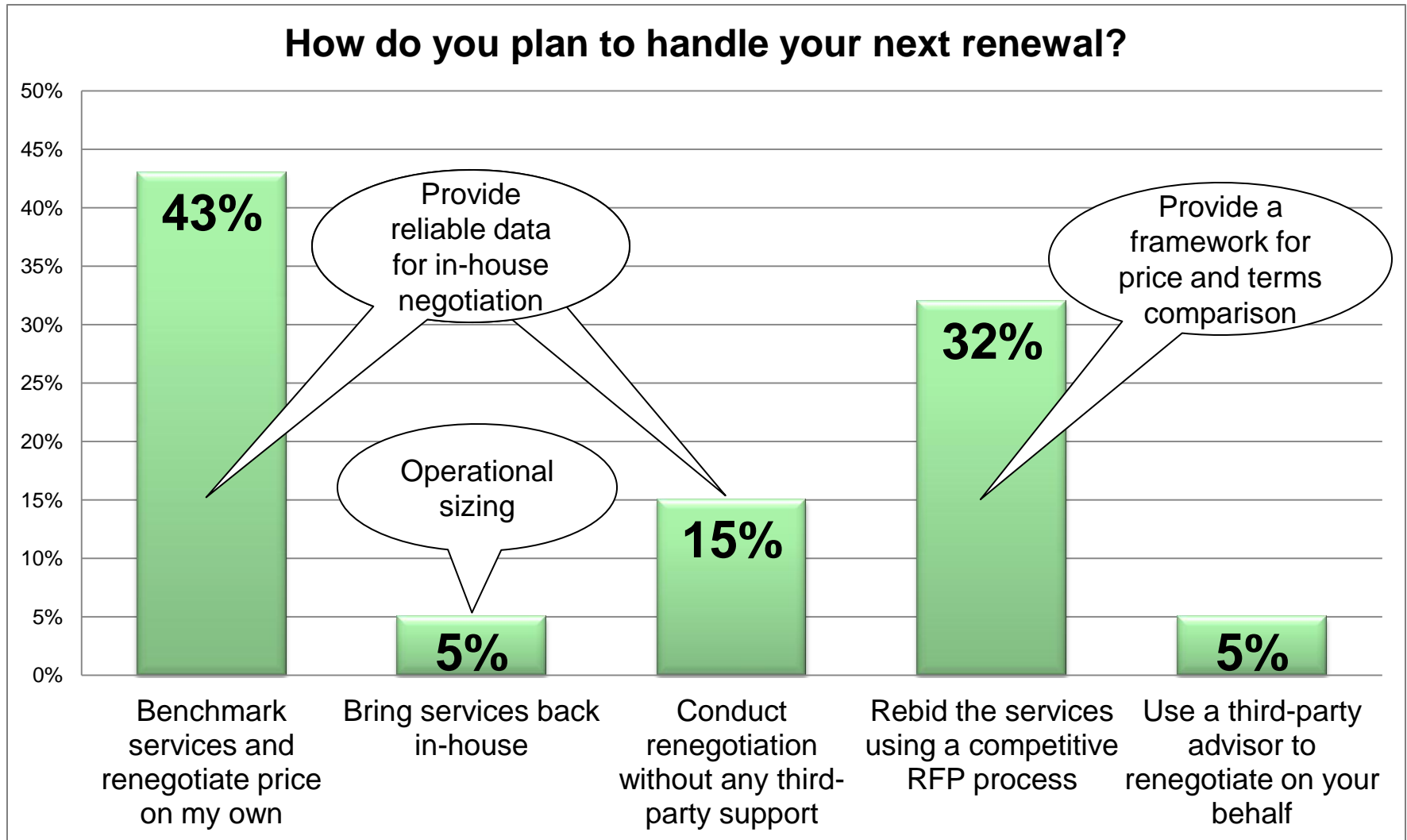
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*"Alsbridge added real value in two areas: 1) knowing the outsourcing market, what works and what doesn't; and, 2) knowing the offshore landscape and how to benefit from it. In both areas their experience and knowledge helped us make the right decisions quickly and rigorously."*

**Simon Newton, VP of North Atlantic Finance and Shared Services**

# Why are tools important?



Source: Alsbridge Survey, 2011



# Alsbridge Tools



- Tool to assess current or proposed sourcing contract from a governance, operations and relationship perspective



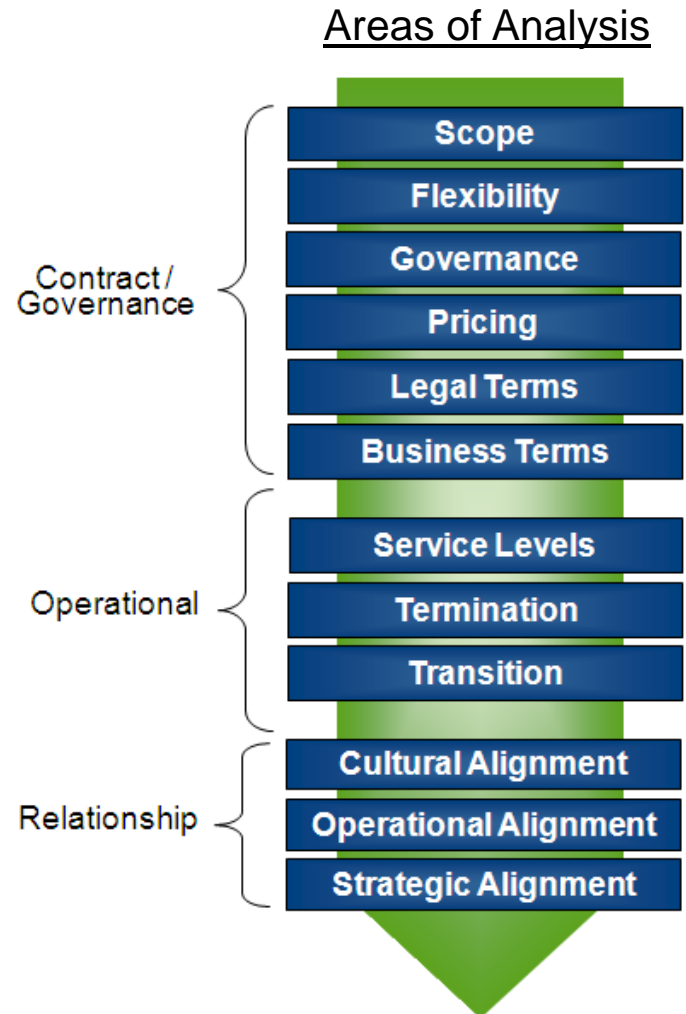
- Patent pending tool for pricing IT and business services



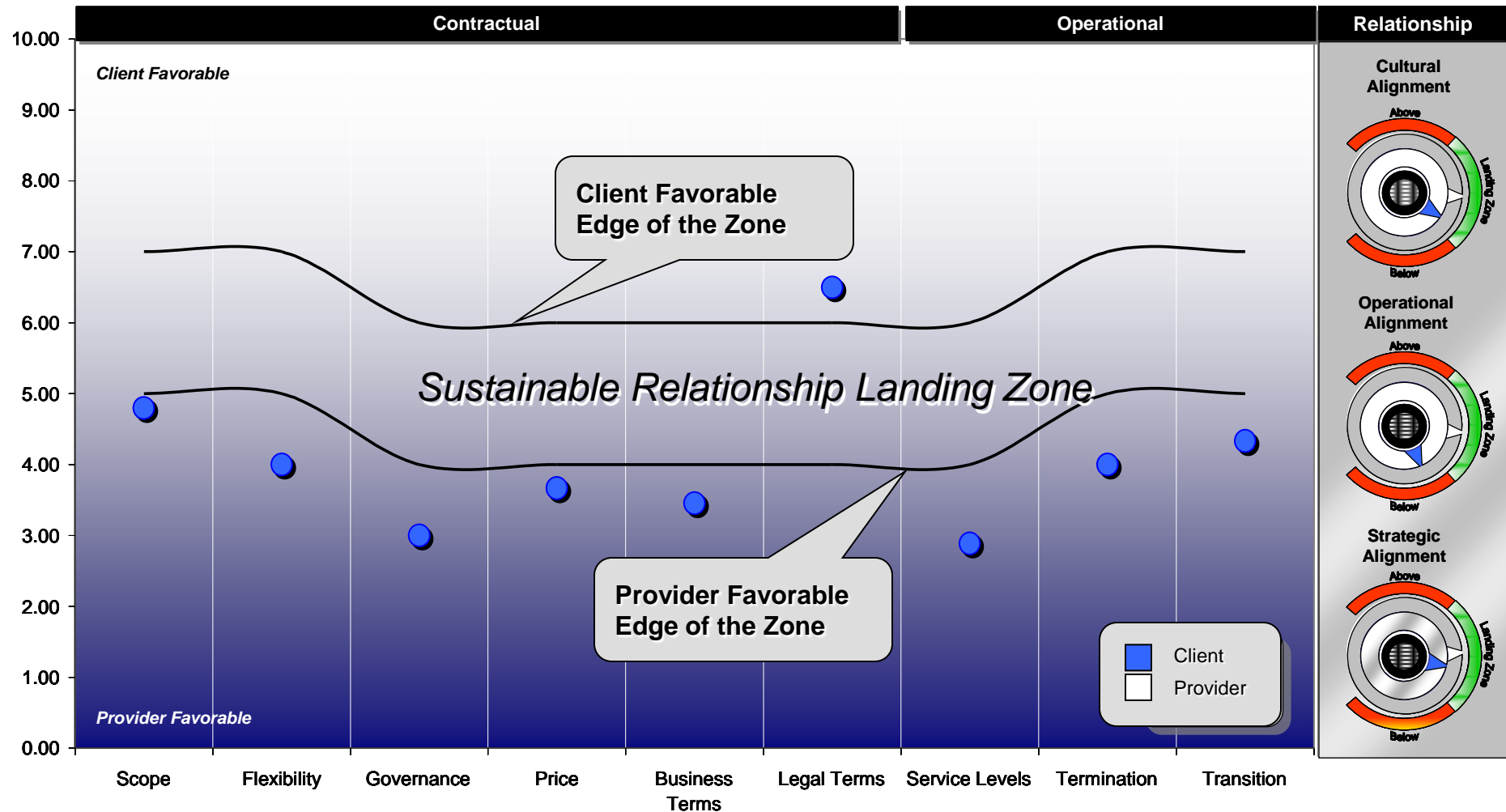
- Tools and templates to contemporize sourcing operations

# Market Reality Assessment

- A proven tool for:
  - Objectively evaluating contractual terms and market practices
  - Drives a “Fair Value Exchange”
  - Speeds negotiations
- Promotes a sustainable agreement, balancing:
  - Contract/governance term
  - Operational effectiveness
  - Relationship management



# The MRA Landing Zone



# ProBenchmark

Infrastructure Services	Cloud Computing
	Desktop & Service Desk
	Data Center / Hosting (Mainframe, Server , SAN)
	Managed Printing
	Network Device Mgmt.

Application Services	Development
	Maintenance
	Support

Telecom Services	Voice
	Data
	Access
	Wireless

Business & Shared Services	Finance & Accounting
	Procurement
	Call Center
	Industry Verticals

➤ Next generation benchmarking of business and IT service performance, from in-house or outsourcing provider

➤ Delivered faster, more reliably and more accurately than any other method due to:

- Next generation tools
  - Web-based, parametric modeling tools
  - Real time data capture and scenario analysis
- Multi-dimensional data feeds
  - Budget data, inventory data, contract data, price data
  - Client data, provider data
  - Historical data, current data, future data
- Integrated with Alsbridge Sourcing Process
  - Efficient, non-invasive data collection
  - Intelligence, not just data

# The ProBenchmark Pricing Tool

PROBENCHMARK™ Online Market Assessment

ABOUT | CONTACT

**User Reward** logged in:

Available Regions

Licensed regions are held:

- North America
- EMEA

Available Service towers

Licensed towers are held:

- Application
- Hardware
- Network
- Server
- ServiceDesk
- Storage

(Email password recovery)  
 get info@probenchmark.com

**CREATE NEW SCENARIO**

**MY SAVED SCENARIOS**

MY INFO   CONTACT US   FEEDBACK

**SPOTLIGHT**

Help Paper  
 Adding the Value Proposition  
[DOWNLOAD NOW](#)

**TREND REPORT**

Q3 2009  
 Server and storage continue to decline, with server another significant negative factor (-1%).  
 An actual server adoption continues, despite general economic gloom (-2.1% annual growth).

**RESEARCH CENTER**

Tool for Research Centers for Optimizing Your Applications  
 To benchmark Probeset Cost Savings  
[View Document](#) To Inform Decs at the Savings Day

POWERED BY IntelliCase™

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**PROBENCHMARK™**

**Server 2009 Q3 GLOBAL**

View Glossary

**Initial Characteristics**

Name

Report Name (ID characters max)

Date

Last Length (Time in Month) (12 - 130)

**SERVER SERVICES**

Server Support (S, L)

Provisionment Services included in pricing

HW & SW Asset Management

System Administration Services

System Administration SW Ownership

**Server Hardware**

Server HW Ownership

HW Maintenance included in Price?

Percent of supported server hardware devices NOT under warranty? (0 - 30)

Management Tools Included in Price: HW and SW

Server Operations

Production Support

Security Services

**Disaster Recovery**

Disaster Recovery Included in Price

Percent of Servers covered by DR Contract that is included in Vendor Pricing/ applicable (0 - 80)

**DBA Support**

Application Support

**Remote Server Locations**

Number of Remote Server Locations with <= 100 Servers (0 - 200)

Number of Remote Server Locations with > 100 Servers (0 - 200)

Partly Responsible for Problem Resolution at Remote Sites

Offshore Delivery Content - General Operations Labor

Offshore Delivery Content - DBA Support Labor

**SUPPORT LEVELS**

Percent of S&B servers with 24x7 support requirements (0 - 100)

Percent of RHEL servers with 24x7 support requirements (0 - 100)

**UNIX Service Levels**

UNIX - Percent Category 1 Servers (Excluding HA) (0 - 50)

UNIX - Category 1 Server Availability

UNIX - Category 2 Server Availability

**Intel Service Levels**

Intel - Percent Category 1 Servers (Excluding HA) (0 - 50)

Intel - Category 1 Server Availability

Intel - Category 2 Server Availability

AI for Servers - Severity 1 Resolution Time

**Summary**

CALCULATE

**View Glossary**

Howard Gates  
 9/30/2009  
 50 - months  
 Yes  
 Order/Track/Ship/Reorder  
 Yes  
 Asset Tracking  
 Yes  
 Client  
 Client  
 Neither Unix nor windows  
 15 - %  
 Built-in and SW  
 Yes  
 Monitoring and Scheduling  
 Complete Suite - Architecture  
 Price and Fee/d (per yr)  
 20 - %  
 Basic, DBA Install and Patch only  
 No  
 2 - Locations  
 13 - Locations  
 Client  
 Offshore Content Allowed  
 Offshore Content Allowed  
 100 - %  
 100 - %  
 5 - %  
 High: 2 Hours or Less  
 Medium: 4 Hours  
 5 - %  
 High: 2 Hours or Less  
 Medium: 4 Hours  
 Medium: 4 Hours

- Web-based application
- Parametric model covering IT Infra, Apps and F&A functions
- Simple data entry
- Harness the intelligence of over 1,000 tower service contracts
- Data updated quarterly
- Build scenarios to match existing or planned operating environments
- Generate market pricing results in real time

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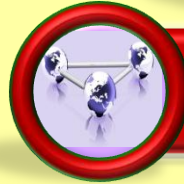
# Sequoia – Sustainable Relationships

Readiness and Risk Assessment  
Integrated Transition Plan  
Transition Management Office (TMO)



Transition Management

Regulatory Compliance Assessment  
Communications Plan Implementation  
Communications Program Management



Communications Mgt

Organization Design  
Service Design Vendor Touch Points  
Transition Work Products Design



Retained Org Design

Governance Structure (VMO)  
Vendor Rules & Decision Processes  
Responsibilities Service Structure



Vendor Management

Business Process Design (ITILv3)  
Transition Alignment Sessions (SAS 4)  
Business Continuity / Disaster Recovery

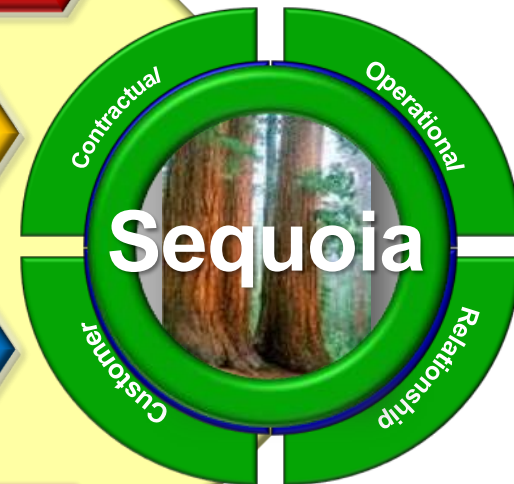


Operational Alignment

Contract Management Process Design  
Performance Measurement and Monitoring (Audit)  
Compliance/Transaction Process Management

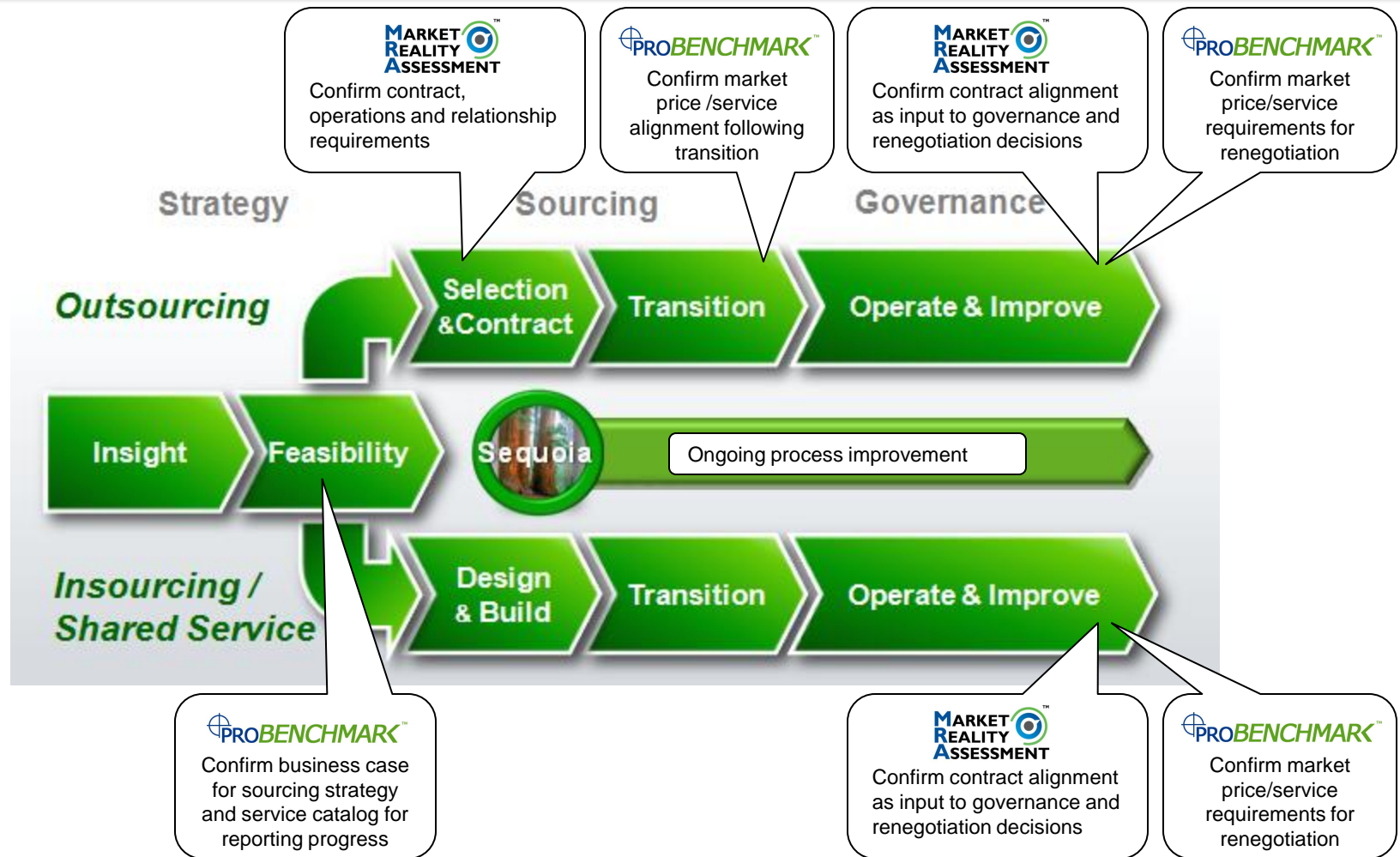


Contract Management





# Where do the tools fit?



- Tools bring external perspective, data and efficiency to the decision making process
- Provide a defensible base with which to implement & maintain a sustainable set of services

# Summary

- Tools support a decision making process, they are not the decision
  - E.g. benchmark clause execution
- Tools bring external intelligence, but also consistency in data analysis
  - Excel on its own is not enough
- A tool fed the wrong data will inevitably generate the wrong conclusion
  - External support should be expected
- A **demonstration of the ProBenchmark tool** will take place in exchange for a business card at the Alsbridge stand



# ALSBRIDGE

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