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CONTACT AIT TODAY AT
(504) 200-4248 OR

EMAIL

INFO@VERYTECH.COM

FOR A NO OBLIGATION
CONSULTATION

Avery Island Technologies, LLC (AIT) provides consulting and implementation services that will improve the efficiency and effectiveness of IT Service Management (ITSM) within your organization.

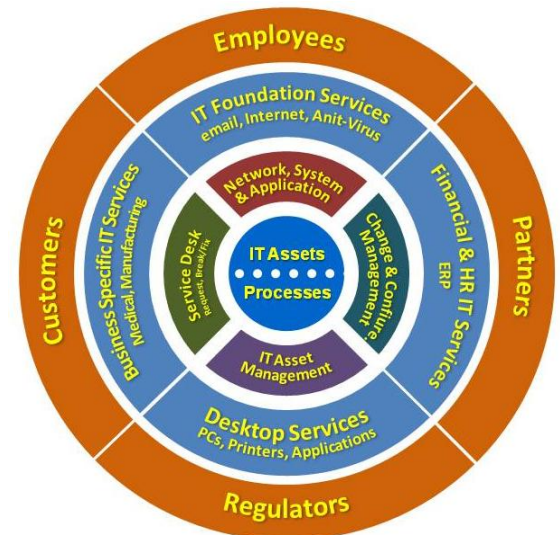
Your IT department is required to provide critical IT services to your company's internal and external user community. This user community demands high-availability and continuous improvement in the quality of these IT services all while mandating a reduction in the overall cost. The key to meeting these challenges is effective, business-focused IT Service Management that delivers verifiable improvements to the organization based on real business metrics.

Identify -> Monitor -> Actively Manage

AIT's history with near-real-time Information Management produced a core strategy: **Identify—>Monitor—>Actively Manage**. When applied to IT Service Management the strategy dictates that you must: Identify the critical services provided by the IT department and the assets and processes used to provide these services, Monitor these critical assets and processes collecting information concerning performance, quality, availability and costs, and then Actively Manage these assets and processes to improve the quality of the services that IT provides. Once the assets and processes are actively managed, an IT department and the organization as a whole, are able to track IT performance and where investments in IT will best provide verifiable returns that are aligned to the business goals.

Improving the management of services delivered by the IT department enables an organization to:

- (i) better align IT with corporate business objectives;
- (ii) improve IT Service availability and readiness;
- (iii) reduce the total cost of delivering IT services and;
- (iv) mitigate risk.



IT provides its business clients (orange ring) with critical IT-based services (blue ring) by applying ITSM disciplines and related technologies (inter ring) that are customized for specific business and operational environments.

IT Assets are the objects through which IT delivers all services, while business and IT processes are defined to manipulate the Assets according to policies defined to meet business and regulatory objectives. The IT Assets and Processes comprise the core to effective IT Service Management (Dark Blue).

Technology Alliances:



Key Contacts:

Craig Moore:
(504) 305-8464
cam@averytech.com

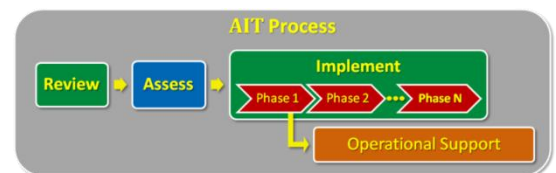
Jim Bassich:
(504) 305-8463
jbb@averytech.com

Active Management occurs when the IT department proactively anticipates and responds to situations which impact its delivery of critical services. This requires an event-responsive strategy and infrastructure able to monitor the various factors that can threaten or impact proper operation, correlate these factors into a common logical event stream and provide the appropriate policy-based response in near-real-time.

The core-capabilities for effective IT Service Management are typically provided via the proper configuration and customization of commercial off-the-shelf products that address the required ITSM disciplines.

The AIT Methodology

While AIT can provide our technical and project management resources to complement most phases of an ITSM project we prefer to be engaged early in the process where we can apply our proven results-focused, management-verifiable, three-tier methodology for the successful implementation of an ITSM program.



The first step toward an effective IT Service Management program is to perform a preliminary **Review** phase of the business and technical objectives to ensure proper alignment of the entire project team to your objectives.

The **Assessment** phase identifies the current state and establishes the desired future state. The first component of this assessment involves obtaining an understanding of the current status of ITSM within the organization. This includes **identifying** the critical IT Services that the IT department must deliver to the user community and correlating the appropriate IT assets to each service. At this point an exercise is performed to determine the **monitoring** requirements for Operations to ensure the IT Service meets the desired availability. Next an analysis is performed to determine the Key Performance Indicators (KPIs) that are necessary to ensure that accurate availability and the associated costs are measurable. With the previous items defined, it is now possible to implement a solution to **actively manage** the IT services and identify gaps in capabilities that could be addressed by adopting new processes or enhancing existing processes.

AIT focuses on the following core ITSM disciplines to enable an organization to better identify, monitor and therefore actively manage IT Services:

- 1) Incident, Problem & Request Management;
- 2) Network, System & Application Management;
- 3) IT Asset Management;
- 4) Change and Configuration Management.

The assessment phase is followed by a **Phased Implementation** developed to implement the overall project in small, incremental phases that may be verified against the KPIs identified in the assessment phase.