

# Managed Services: A Strategic Answer for Improving Operations While Managing Your IT Portfolio

You Don't Have to Own IT to Control IT<sup>SM</sup>

Company board meeting discussions are turning more and more often to the challenges companies are facing. Competitors are delivering value innovation to the marketplace with astonishing velocity. Do you have the analysis and strategic plan to deal with these challenges? If you are like many companies, 70–85 percent<sup>1</sup> of your information technology (IT) staff is allocated to the daily operational activities of keeping the business running and profitable. You have few resources to focus on the larger threat at hand. What can you do? What choices do you have? Where are the dollars going to come from?

The answer to those questions is - *Managed Services*.

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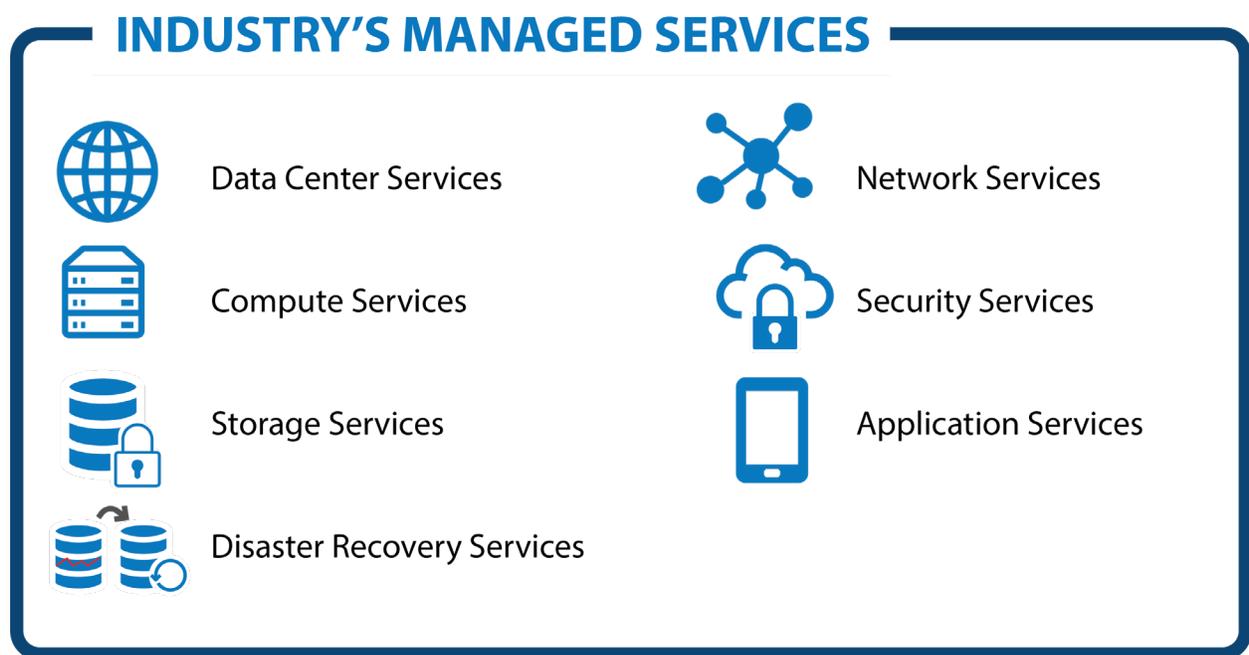
<sup>1</sup> “Virtualization 2.0: The Next Phase in Customer Adoption.” IDC, December 2006. Doc#204904.



## Managed Services

Managed Services allow a business to outsource its IT operations to a third party, known as a Managed Service provider. The Managed Service provider assumes the ongoing responsibility for 24-hour monitoring, managing and problem resolution for the IT systems of that business. Managed Services allow the business to improve its IT operations, cut IT expenses and use those dollars for other activities.

The following diagram shows the common IT Managed Services offered in our industry that assist in the management of your IT portfolio. These Managed Services can be consumed as a packaged services offering or you can tailor which services you want to meet your business needs.



### A simple analogy

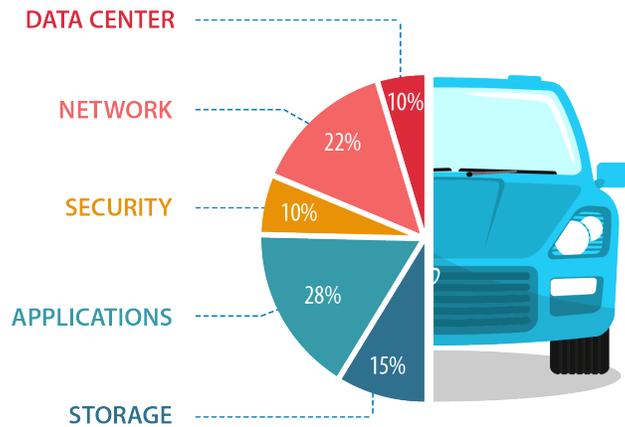
You are one of the world's best race car drivers. You continue to enhance your driving skills, as time permits, by adopting the various improvements car manufacturers deliver to the racing industry.

To ensure your car remains in top condition, both during a race (IT daily operations) and during off-track time (IT maintenance), you continually perform maintenance and monitoring of your car. These activities can account for up to 70-85 percent of your free time and budget.



Due to the time allocated to the maintenance of your car, you are unable to spend time in acquiring all the new driver improvements delivered to the racing industry. You cannot upgrade your race car to the latest model because you do not have the time or budget to be retrained on how to perform maintenance on the new model.

**70-85%**  
of your time is spent  
maintaining and  
monitoring your  
current model...  
  
leaving you with few  
resources to upgrade  
to a **NEW** model.



Your ability to successfully compete on the racing circuit slowly, but surely, begins to decrease. If you want to compete successfully, you must make a change.

While sounding counterintuitive, you hire a maintenance team that specializes in race cars to assume the management responsibilities of your car. You are surprised at their ability to manage the maintenance of your car at a lower cost point, but give you higher quality than you were able to provide.

You are now able to spend more time in acquiring/enhancing your driving skills. You can upgrade to the latest race car, which places you right back in the competition. The only question you have is, “Why did I not do this sooner?”

## CDS’ Managed Services Value Proposition

Companion Data Services, LLC (CDS) helps companies achieve an operational Managed Services solution that meets all business, schedule, budgetary and quality requirements. We offer unmatched knowledge and experience to improve, maximize and maintain outstanding system performance and availability.



Our team offers 20 years of successful data center migration and application hosting experience, which has refined our Managed Services offering to world-class status. We deliver services that provide a highly scalable architecture, designed to meet a variety of scale-out application demands with seamless data and management integration capabilities.

CDS' Managed Services can transform technology support from a business inhibitor to a strategic enabler, sharpening your operation and performance. It includes performance, quality, recovery, incident, production support, availability, capacity and configuration, batch, resource, system software, media and facilities management.

Safeguarding data is a major focus to our Managed Services offering. This offering provides safety measures that extend to human capital, facility and data access, preservation and telecommunication data transmissions. These measures are reinforced with annual training programs, focusing on industry-accepted and mandated standards for accessing, handling and safeguarding data.

By partnering with CDS, you can concentrate on your core business without the worry of keeping systems operational. You know that your IT environment needs are being tailored to your specifications.

