

# EMA™ Services for IT Professionals



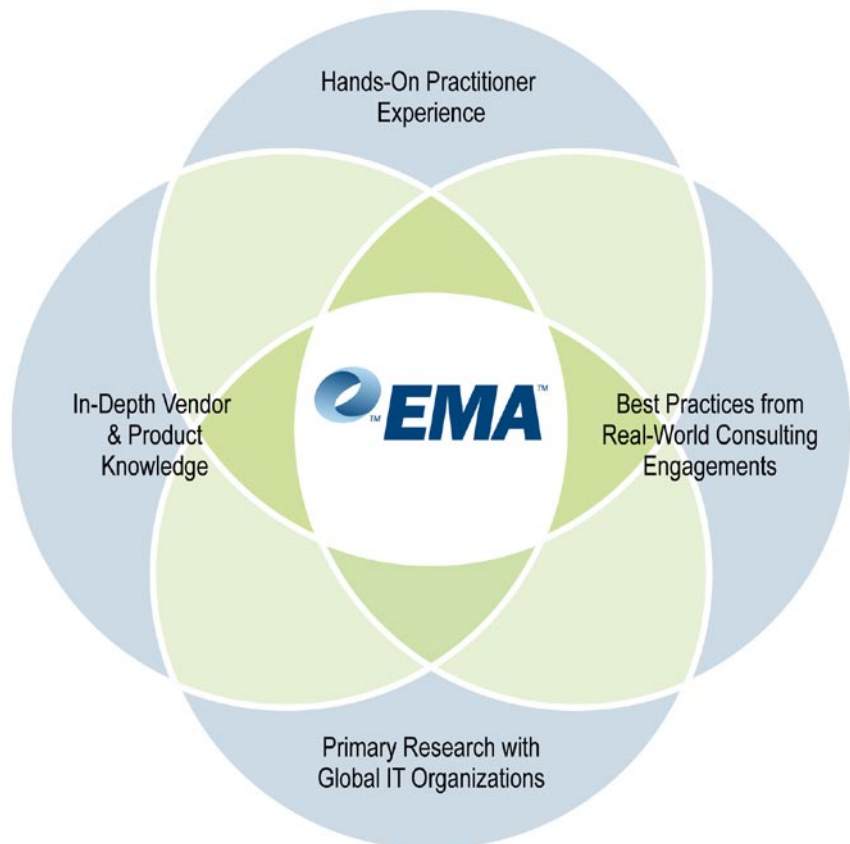
## Get (and Keep) Your Business-Critical IT Initiatives on Track with EMA

Today's IT leaders are under pressure to improve IT service quality and align IT with the business – all while containing or even reducing costs. Enterprise Management Associates' experts understand the challenges you face and bring a unique perspective to solving them. Unlike many firms, we are both in tune with how others in your industry have addressed key issues and intimately familiar with the pros and cons of available vendor solutions. You can count on our in-depth research and practical advice on technologies and best practices across the IT management spectrum to help you support your decisions, succeed with key projects, and ensure IT meets the needs of the business it serves.

### LEARN MORE:

Enterprise Management Associates (EMA) delivers in-depth research and actionable advice to help you make better decisions, succeed with key projects, and align IT with business objectives.

To learn more about EMA service offerings for enterprise IT professionals, please contact the EMA Enterprise Sales Team at +1.303.543.9500 or [enterpriselt@enterprisemanagement.com](mailto:enterpriselt@enterprisemanagement.com)



EMA Brings a Unique Perspective on IT Management

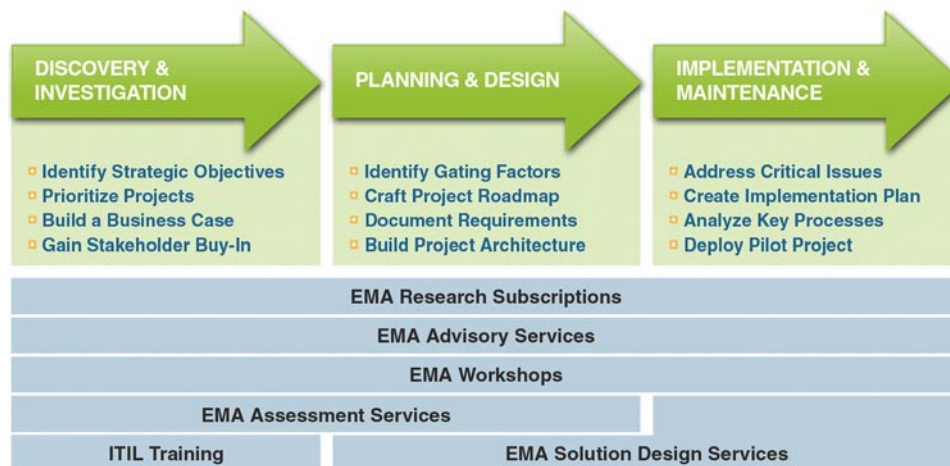
# EMA™ Services for IT Professionals



EMA Covers Technologies and Best Practices Across the IT Management Spectrum

## Your Partner throughout the Project Lifecycle

At EMA, we deliver services at each stage in the project lifecycle to help you craft a strategy, gain management and staff buy-in, and get (and keep) your business-critical IT initiatives on track. From our extensive Research Library and flexible Advisory Services to effective ITIL Training and comprehensive Consulting Services, we can help you succeed with your key IT management initiatives.



EMA Delivers Services at Each Stage in the Project Lifecycle

# EMA™ Services for IT Professionals

## Which EMA Service is Right for You?

Looking to advance the maturity of your IT organization but don't know where to start?	EMA Advisory Service EMA Hands-On Workshop
Having trouble getting your team on the same page or want to quickly get them up-to-speed on a new IT discipline?	EMA Hands-On Workshop
Want to get yourself or your team ITIL V3 certified?	ITIL Training from EMA
Need to build a business case to help get your initiative funded?	EMA Advisory Service EMA Research Subscription
Looking for help designing a complete architecture and project roadmap?	EMA Assessment Service
Want to build an implementation plan based on industry best practices?	EMA Solution Design Service
Require expert advice to keep you on track throughout your project?	EMA Advisory Service

## EMA Research Subscriptions

What are the biggest challenges involved in implementing a new technology? How are successful project teams overcoming obstacles? What best practices would others who have “been there and done that” recommend? EMA conducts detailed market surveys, interviews practitioners, and consults with enterprise IT organizations on strategic projects to answer these questions and more. We neither sell nor implement any technologies – our only goal is to provide you with the vendor-neutral research and advice you need to make better informed decisions and succeed with your key IT management initiatives.

## Why Subscribe to EMA Research?

- In-Depth – Go “beyond the surface” with deep insight into key IT management technologies.
- Informative – Stay current on the latest IT management trends and technologies and learn where they make sense for your business.
- Objective – Access unbiased information and advice on technologies and vendor solutions from a respected 3rd-party source you can trust.
- Affordable – A cost-effective complement to your existing research provider and an invaluable 2nd (or 3rd) opinion on important IT management decisions.
- Actionable – Tap into more pragmatic and actionable advice than what's offered by other sources of IT research.

EMA subscribers have access to a wealth of in-depth information and actionable advice at their fingertips through our online **IT Management Research Library**, including:

- **End-User Focused Research Reports** – in-depth reports sharing key findings and best-practices advice from our primary market research studies as well as up-to-date insight into the vendor landscape
- **Advisory Notes** – succinct, focused reports that provide actionable recommendations and straightforward guidance on key technologies
- **Impact Briefs** – the EMA take on the implications and repercussions of industry events such as mergers, acquisitions, major product releases, etc.

# EMA™ Services for IT Professionals

We offer four standard research subscriptions for enterprise IT professionals and can also work with you to customize a package to meet your organization's needs.

	EMA Enterprise Access	EMA Research and Advisory Service	EMA Premium Research Service	EMA Advisory Notes Service
Description	Delivers enterprise-wide access to the entire EMA IT Management Research Library plus unlimited direct access to our senior-level team of IT management experts	A comprehensive service that provides IT teams with research on key IT technologies, processes, and organizational issues coupled with direct interaction with EMA experts to help translate our research into the context of your business	An upgraded subscription that delivers access to all end-user focused content in the EMA IT Management Research Library, including in-depth research reports	An affordable way to stay on top of the high-level trends and latest industry events with access to all EMA Advisory Notes and Impact Briefs
# Research Library Seats	Unlimited	Customizable	1	1
EMA Advisory Notes	X	X	X	X
EMA Impact Briefs	X	X	X	X
End-User Focused Research Reports	X	X	X	
Vendor Focused Research Reports	X			
Direct Access to EMA Analysts	Unlimited	Customizable		

EMA Research Subscriptions for Enterprise IT Professionals

## EMA Advisory Services

Our team of seasoned analysts and consultants understands the real-world issues you face and how others in your industry have successfully dealt with them. With **EMA Advisory Services**, world-class IT management expertise tailored for your unique situation is only a phone call away. This flexible offering gives you convenient and direct access to our senior-level team so you can tap into their expertise as needed. Rely on their advice to help keep you on track throughout the lifecycle of your key projects. Our experts can help you translate our research findings into the context of your business and interpret which trends, technologies, and best practices make sense for your organization.

# EMA™ Services for IT Professionals

## Ways to Use EMA Advisory Services

- Clarify points in an EMA research report
- Obtain an opinion on a specific vendor solution
- Tie specific research study findings to your business
- Get high-level advice on a new IT management initiative
- Acquire targeted feedback on a business case for a key project
- Hear about best practices in a specific technology area
- Review the market landscape for a given technology
- Understand new technologies and emerging trends
- Explore a real-world case study
- Get introduced to peers facing similar challenges
- Host a high-level technology overview Webcast to educate key stakeholders
- Prepare to communicate the value proposition for a technology to management
- Quickly get your staff up-to-speed on a new technology
- And more ...

We can also custom-tailor an expanded EMA Advisory Services engagement to help you address broader issues such as:

- Identifying which initiative to tackle first to advance your IT maturity
- Building and backing a business case to help get your project funded
- Providing mentoring and guidance to keep you on track during implementation
- Conducting an independent health-check once your initiative is deployed

## EMA Hands-On Workshops

EMA offers a variety of onsite and online workshops to help enterprise IT teams tackle common challenges or quickly get up-to-speed on a new IT discipline. Led by a seasoned EMA analyst or consultant, each workshop uses a combination of interactive lectures, real-world case studies, and hands-on exercises to engage attendees in addressing the issues specific to your organization. Available topics include:

- How to Define Detailed Requirements for Your Enterprise CMDB Project
- How to Jumpstart Your Service Catalog Project
- Developing an Effective Change Management Strategy
- Designing a World-Class Release Management Organization
- Jumpstarting Your Data Center Automation (DCA) Strategy
- Making the Most of Virtualization Technologies in the Enterprise
- Green IT: Maximizing IT Energy Efficiency

Don't see a workshop that meets your needs? We can work with you to design a custom session that tackles your organization's thorniest issues head-on.

# EMA™ Services for IT Professionals

## ITIL Training

EMA partners with itSM Solutions – an accredited courseware and training provider (ACP/ATP) – to deliver a variety of IT Service Management (ITSM) training solutions for IT professionals. Courses are offered onsite or online with a live certified mentor to help participants internalize the concepts of ITSM and ITIL while preparing for the certification exam. Whether you simply need to upgrade your own ITIL training, educate your executive management on the value of ITSM, or get your entire team ITIL certified, EMA has an offering to meet your needs. Featured courses include:

### ITIL V2 to ITIL V3 Foundation Bridge

Are you ITIL V2 Foundation certified? Get prepared to upgrade your certification to ITIL V3 Foundation! Accredited by EXIN and ISEB, this one-day course features lectures, discussion, case study team exercises, and quizzes to help students prepare for the certification exam.

### ITIL V3 Foundation Certification

Need to get ITIL V3 Foundation certified? Learn the fundamentals of ITSM as described in ITIL V3. Accredited by ISEB and EXIN, this three-day course features lectures, discussion, team exercises, and quizzes and culminates with an optional certification exam.

## EMA Consulting Services

EMA has guided some of the world's top organizations through the technical, business, and people-based issues inherent in initiatives like the Configuration Management Database (CMDB), the IT Service Catalog, Asset Management, Service Desk, and other business-critical IT projects. To help you achieve your goals, our expert consultants leverage a unique combination of hands-on experience and practical skills, visibility into industry best practices, in-depth knowledge of current and planned vendor solutions, and our patent-pending consulting methodology.

### Why Work with EMA Consulting?

- Real-World Experience – We've been in your shoes and helped companies worldwide improve the maturity of their IT organizations.
- Vendor Neutral – We don't sell or implement technologies. Our focus is on identifying a short-list of tools that map to your business needs – not force-fitting your business into a particular solution.
- Objective and Credible – We're removed from internal politics and bring the credibility of real-world research and expertise to provide an unbiased assessment of your situation and help gain the buy-in of key stakeholders.
- Proven Methodology and Tools – Our standards-friendly approach takes into account people, processes, and products and has been field-proven in IT shops around the globe.
- Market Knowledge – We leverage our analysts' up-to-date knowledge of the market and vendor offerings to help you select appropriate solutions for your unique business needs.

# EMA™ Services for IT Professionals

## Configuration Management Database (CMDB) Consulting

The CMDB provides a common, trusted source for all IT data used by the business and promises to improve IT operational efficiency and increase alignment between the business and IT while reducing costs. An enterprise CMDB system holds significant promise for supporting the transformation of the way IT does business. However, there are significant cultural, political, and technical challenges that must be understood and mitigated to achieve success.

To help enterprise IT organizations reap the benefits of the CMDB while avoiding the potential pitfalls, EMA has developed a full range of **CMDB Consulting Services**.

Through our **CMDB Assessment Service**, EMA has helped numerous IT organizations lay out an actionable roadmap for CMDB success. During this 8-week engagement, our CMDB experts work with your team to: (1) assess your readiness to tackle a CMDB; (2) develop specific process, organization, and technology architecture recommendations; and (3) create a project roadmap that lays out short-term wins in the context of a long-term vision.

Armed with your roadmap, the next step to CMDB success is documenting and validating the detailed requirements for tools, processes, and people. During this stage, EMA experts can work side-by-side with your team with our **CMDB Solution Design Service** or conduct an onsite **CMDB Requirements Workshop** to familiarize your team with our proven methodology for documenting detailed requirements for your CMDB project. We can also provide advice on an ad hoc basis to help keep your project on track through our **EMA Advisory Services**.

## Service Catalog Consulting

Since nearly the beginning of the computer era there has been a disconnect between IT departments and the business lines they support. The IT Service Catalog addresses this age-old problem and promises to bring IT and the business into a closer relationship than they have ever enjoyed. While the Service Catalog promises significant benefits, those tasked with implementing a real-world Service Catalog face a host of challenges.

To help enterprise IT organizations reap the benefits of the IT Service Catalog while avoiding the potential pitfalls, EMA has developed a full range of **Service Catalog Consulting Services**.

During our 8-week **Service Catalog Assessment Service** engagement, our seasoned consultants help you plan for an actionable Service Catalog that meets the needs of IT users, IT staff, and senior IT and business management. Or, bring us onsite for a hands-on **Service Catalog Workshop** to bring your team up-to-speed on our best-practices approach for effectively defining IT services – the first step to Service Catalog success. EMA experts can also help keep your Service Catalog initiative on track by providing advice on an ad hoc basis throughout the project with our **EMA Advisory Services**.

Implementation	8	Review Progress and Milestones
	7	Develop Roadmap
	6	Addressing Critical Issues and Gating Factors
Definition	5	Technology Selection
	4	Define Requirements and Architecture
Strategic Analysis	3	Evolutionary Assessment
	2	Technology, Process and Organizational Audit
	1	Define Objectives, Resources and Ownership

EMA Assessment Services Leverage Our 8-Step Methodology to Lay Out an Architecture and a Roadmap for Success

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## About EMA

Enterprise Management Associates (EMA) is a leading industry analyst and consulting firm dedicated to the IT management market. We provide IT vendors and enterprise IT professionals with objective insight into the real-world business value of technologies ranging from Virtualization to Security and Risk Management to ITSM and CMDB. Learn more about our research services, our free online IT Management Solutions Center, and our IT consulting offerings at: [www.enterprisemanagement.com](http://www.enterprisemanagement.com)

## Learn More

To learn more about how EMA can help you make better decisions, succeed with key projects, and align IT with business objectives, contact the EMA Enterprise Sales Team at +1.303.543.9500 or [enterpriseIT@enterprisemanagement.com](mailto:enterpriseIT@enterprisemanagement.com).