

# The Better Way to Measure Success

## Benchmarking Solution

### How do you know where you stand if you can't compare your costs?

For most organizations, IT services are not easily comparable. The danger is that cost is only a single dimension of what it takes to deliver IT. A singular focus on cost alone, will surely drive sub-par results.

Any organization that has engaged in benchmarking understands how difficult it is to collect the crucial "raw data". Often, data collected is partial, not verifiable and/or inconsistent.

#### Our IT Leader clients tell us the key challenges are:

- IT organisations unable to determine whether their costs are high or low relative to other enterprises
- IT leaders striving to match their internal calculations of IT service costs to those of industry benchmarks
- Boards pressuring IT leaders to disclose ROI on their IT investments
- Apprehension over the time it might take to complete a benchmark and the cost of conducting it
- Cost contingency associated with a benchmarking study's scope of services, including number of towers assessed, depth of a benchmark, number of business units and geographies covered

### Now, ClearCost gives you a better way

**ClearCost's Benchmark** allows you to compare your cost of services against those of other organizations within your industry using ClearCost market data and applying common terminology to allow external benchmarking. View by industry type, company size, geography and complexity to see how you compare for common services.

Armed with facts, ClearCost empowers IT leaders to make the most informed decisions about their IT investments. ClearCost's powerful data modeling, using existing IT budget, re-forecasting and cost tracking processes, ensures IT organizations receive accurate, clear and verifiable benchmark data. See how your IT costs measure up against your peers, defend spending decisions, and identify areas for improvement by benchmarking against a trusted sample that makes sense for your IT organization.

#### A reliable measure of IT performance

- Measure and express IT cost and value in terms your organization can easily comprehend
- Adjust benchmarks in real-time to enable continuous optimising
- Quantify the value of technology against the spend and build confidence in IT performance
- Access a wide range of market research information and industry-specific benchmarking services.
- Automate month-to-month comparisons between benchmarks in real time

#### BENEFITS TO YOUR ORGANISATION

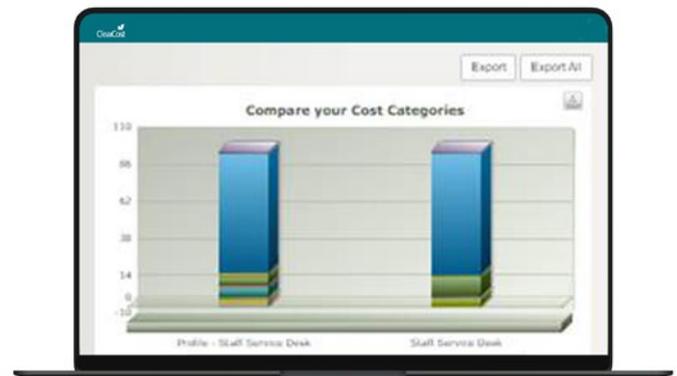
**Make accurate** self-selected individual organisation, peer and industry comparisons to rationalise spend and make more informed decisions

**Easily articulate** how your IT investments support the organisations goals, through analysis of your OpEx % of IT

**Conduct real-time** scenario analysis, track progress month-by-month, year-on year and period-to-period, enabling continuous optimisation

**Showcase** above-average performance or identify and define underspend to justify new investment

**Balance** service capacity and capability against your costs and agility



### Surface Deeper Insights

- Access a wide range of market research and industry-specific benchmarking series
- Fine-tune benchmarks in real-time to enable continuous optimisation
- Underline variance by understanding its source causes

### Compare Strategically

- Avoid chasing potentially flawed performance goals by reviewing variance alongside multiple vantage points
- Automate month-to-month comparisons between benchmarks and actuals
- Refine delivery costs incrementally by merging benchmarks within a standard cost model

### Start from Validation

- Reference industry standards to build budgets with built-in defensibility
- Validate and secure new funding using metrics that are relevant to your business
- Focus on proving the value of IT to the business goals rather than struggle to justify costs

### Clearly Define Success

- Plan with authority by verifying against diverse business scenarios
- Guide decision-making and maximise financial visibility
- Strengthen multi-year budgets and forecasts by incorporating benchmarks

### About ClearCost

ClearCost is a leading provider of purpose-built Information Technology Business Management (ITBM) solutions for medium-to-large enterprise, enabling seamless management of the business of IT. As the world-wide pioneers of the ITBM industry,

ClearCost enables IT business to draw insights about their technology costs to reduce expenditure and align IT with their organisations priorities'. ClearCost is used by a wide range of industries spanning government, healthcare, utilities, education, financial services, transportation and more. ClearCost is part of the Digital Lifecycle Group (DLG), who support companies in executing their technology and shared services strategies, as trusted transformational change agents.

**Get Started** - for more information, call **+61 (02) 8197 9200**  
or visit **www.clearcost.software** to learn more about how  
**ClearCost can transform your business of IT in less than 90 days.**