



# The Business Value of IT Transition

Case Study

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Business Value Practice

PLAN | GO TO MARKET | MEASURE

## What was the Client Challenge?

- The client sought to develop a compelling case to rethink the data center as a corporate asset, and not just simply as a cost center. They struggled with how to best educate and persuade their customers to embrace the newest technologies that spur growth and accelerate innovation while mitigating disruption.

## What was the IDC Custom Solution?

Working closely with IDC's analyst teams, the Business Value Practice developed a method to measure the value of IT transition.

- The customer research explored Technology Refresh drivers such as obsolescence and upgrades. The research further delved into understanding evolving implementation paths including private and public clouds, and migration services.
- The metrics focused on the measure of operation and support costs and acquisition factors such as depreciations and migration costs.

## What were the Measurable Results?

Client was able to:

- Illustrate the IT Challenges of increased performance and capacity demand, balanced against the realities of energy consumption and technology obsolescence.
- Demonstrate the value of Technology Refresh using metrics to determine how performance and utilization can be improved while availability and regulatory mandates are met.

# Custom Research + Go to Market Services

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