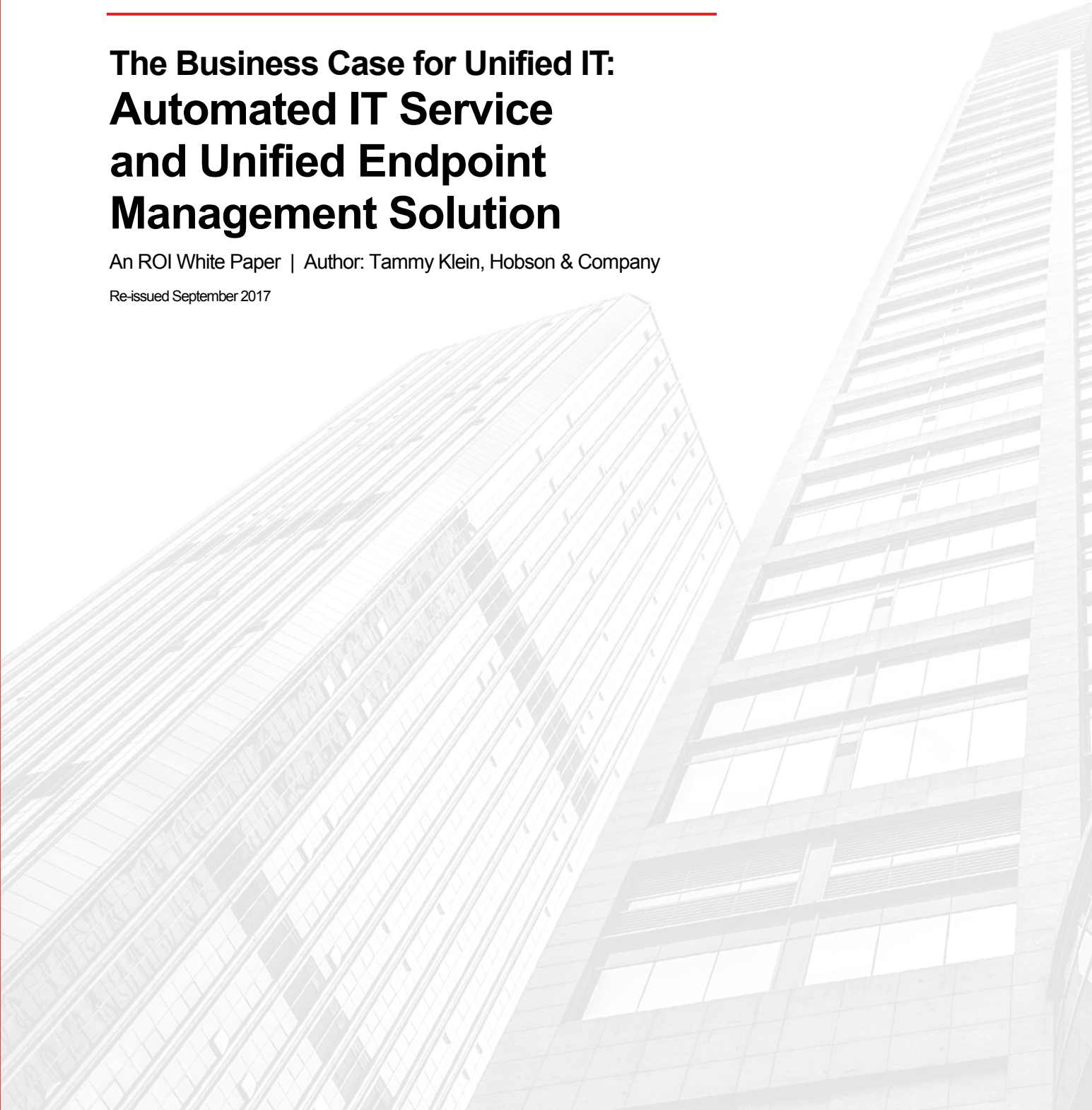# ivanti

**The Business Case for Unified IT:**

# Automated IT Service and Unified Endpoint Management Solution

An ROI White Paper | Author: Tammy Klein, Hobson & Company

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# Contents

# Executive Summary

Maximizing operational efficiencies, reducing IT costs, and improving service quality and compliance are just a few of the primary concerns for IT organizations looking to improve their efficiency and deliver more strategic value to their companies. This challenge is made more complex when IT Service and Unified Endpoint Management processes are managed manually, or across a number of disparate systems or applications, which can be costly and time intensive in an increasingly complex IT environment.

The key to achieving a strong IT Service and Unified Endpoint Management solution is a single, unified system, containing all of the information for all of an organization's IT services and its hardware and software inventories, and providing a single solution through which to address incidents and deploy software packages to their end users. Not only does this help ensure that the organization becomes more competitive overall, it also significantly improves the day-to-day administrative processes, such as:

- Handling incoming incident and service request calls

- Managing service desk workload

- Updating end users on ticket status

- Preparing and deploying software packages

- Maximizing end-user uptime, ensuring they are managed as efficiently as possible

Without a unified system, the ability to manage all aspects of IT Service and Unified Endpoint Management thoroughly and proactively cannot be easily achieved. This can result in reduced customer satisfaction due to end-user downtime or lengthy responses to incident reports, service desk staff de-motivation, and increased hardware and software costs. In addition, the Full-Time Equivalent (FTE) time required to manage all of these processes can be substantial.

In 2013, Ivanti engaged the ROI analysts of Hobson & Company, a firm that specializes in discovering the key business benefits driving the adoption of new and emerging technologies, in order to better understand and validate the business opportunities associated with each of these key challenges. This paper summarizes the research findings and the overall Return on Investment (ROI) implication for organizations considering an automated, integrated IT Service and Unified Endpoint Management solution.

# Key IT Service and Unified Endpoint Management challenges facing organizations:

- Reducing time spent on routine tasks such as service requests, software deployments, and working across multiple systems.

- Improving both IT and internal/external customer compliance and limiting exposure to risk.

- Ensuring maximum end-user uptime for improved customer satisfaction.

- Minimizing hardware, software, and IT support time and costs.

**The value of an automated and unified IT Service and Unified Endpoint Management solution is immediate and demonstrable.** A sample organization with 10,000 employees, 3,000 service requests a month, 40 hours a week spent managing changes, and 25 application/upgrade deployments per year can experience $1.5 million in savings from maximizing operational efficiencies and reduced IT costs alone. Through improved service quality and compliance, annual benefits can be as much as $2.3 million.

# Key IT Service and Unified Endpoint Management Challenges Facing Organizations

Interviews were conducted with Directors and Managers of IT Operations, Services Management, Systems Engineering, Deployment, and Delivery and Support at a number of U.S. and international organizations. Four key IT Service and Endpoint Management challenges were identified coming out of these interviews:

**Challenge 1:**
**Reducing Time Spent on Routing Tasks such as Service Requests, Software Deployments, and Working across Multiple Systems**

The number of different aspects involved in IT Service and Unified Endpoint Management, such as notifying end users when incident report tickets have been opened and closed, taking service request phone calls, answering status calls from end users, creating new software packages, and managing application and upgrade deployments made managing the processes manually, or across a number of disparate systems, very time consuming. Many of those interviewed noted that it used to take a significant amount of administrative time just to keep end users updated on the status of their tickets, taking as much as 10 to 15 minutes per ticket, across thousands of tickets per month. In addition, time spent entering data between the IT Service and Unified Endpoint Management systems would require a number of manual steps and substantial time. These manual steps were also prone to errors. Those interviewed reported that as many as one percent to three percent of tickets would get lost or misplaced each month when being transferred to different departments for resolution, requiring an average of an hour each to be recovered.

*Notices to end users, to let them know when tickets were opened and closed, was once done manually via email. This could take five to 10 minutes per ticket across an average of 2,000 to 2,500 tickets a month. In addition, a new ticket had to be created from scratch every time, even though there were certain types of incidents that occurred frequently and for which it would have been ideal if a template had been available.*

*Operations Manager*

**CHALLENGE 2:**
**Improving both IT and internal/external customer compliance and limiting exposure to risk.**

As environments become increasingly complex, maintaining compliance can be very difficult. Compliance can take many forms, including:

- Internal compliance to policies and procedures

- Configuration compliance

- External compliance with licensing agreements from external vendors

- Data privacy and regulatory compliance

- The requirement to be able to prove compliance to outside agencies such as government and regulatory groups

Organizations interviewed noted that prior to moving to a unified system that created full audit trails of all activities automatically, the risk for fines could be substantial, costing as much as $30,000 for the first infraction and escalating from there to $100,000 or more for every subsequent breach. In addition to diligently tracking configuration compliance, a further risk presented by the ongoing automation within organizations is security compliance surrounding the susceptibility to hacking and malware, which could expose large amounts of confidential corporate information to risk.

Everyone interviewed noted that, prior to moving to a system that could deploy patches centrally, days and even months were required to deploy patches to all of the machines within an organization, creating a significant risk that information could be exposed.

*Operating in a heavily regulated industry that requires reporting of breaches within an hour of their occurrence meant it was critical to have a way to know of any security or data violation – essentially as soon as it happened. The inability to report this quickly resulted in large fines.*

*Manager, Service Management*

**CHALLENGE 3:**
**Ensuring maximum end-user uptime for improved customer satisfaction.**

As organizations rely more and more on technology, and as end users often have multiple devices each, the requirement for uninterrupted end-user uptime and fast resolution of issues has become paramount. End-user downtime could have been caused by a number of issues, including:

- Actual system downtime driven by broken jobs or other technical issues

- Time required from the end user to be a part of installing updates or new application software, or waiting for upgrades to be installed on their machines

- Time spent waiting for issues submitted to the service desks to be resolved

Many of those interviewed noted a number of areas where they needed to improve customer service to end users, including abandon rates, time to call answer, time to handle calls, and issue-resolution times. Others noted another key issue of lost or misplaced tickets when managing issues manually or across a number of disparate systems, which impacted customer satisfaction significantly. What's more, downtime due to broken jobs was also an issue. Some of those interviewed reported as much as an hour of end-user downtime monthly due to technical issues with changes.

*Prior to moving to a single, centralized incident management system, we witnessed a high number of abandoned calls. People were often put in long queue lines and would eventually just drop off without having their issues addressed. In addition, tickets that needed to be transferred to other areas often fell through the cracks as there was no way to track a ticket once it had been passed on from one group to the next.*

*Manager, Software Services*

**CHALLENGE 4:**
**Minimizing hardware, software, and IT support time and costs.**

Without a unified, automated way to track all hardware and software usage quickly and easily within an organization, maintaining control of end-user IT costs was very difficult. For example, some of those interviewed noted that without a way to track all of the machines within their organization, it was difficult to know if they were paying for licenses that were no longer needed, that were on machines that had been decommissioned, or that had been assigned to end users that had left the organization. Simply conducting an inventory on all of the physical machines could take one to two weeks to complete.

In addition to the end-user IT costs, there were many internal IT savings opportunities to be realized by bringing together IT Service and Unified Endpoint Management processes into a single consolidated system, as opposed to being managed across a number of disparate systems. Organizations interviewed noted that they were able to save as much as 25 percent to 30 percent in annual maintenance costs, or as much as $30,000 annually, as well as reducing the number of servers needed at $10,000 per server. IT FTE support time was also a key issue when systems were managed separately or when a number of different vendors were involved, each with their own support and maintenance terms.

*Maintaining end-user hardware and software costs was a real challenge as there was no quick way to see which machines were out there and what software resided on each machine. Conducting an inventory of machines could take a couple of weeks, only to find that a machine had been decommissioned and no longer existed.*

*Network Manager*

## Key Sources of Value

The value of an automated, integrated IT Service and Unified Endpoint Management solution is immediate and significant. Based on interviews with Directors and Managers of IT Operations, Services Management, Systems Engineering, Deployment, and Delivery and Support at a number of U.S. and international organizations, the value falls into three main categories:

- Maximize Operational Efficiencies

- Reduce IT Costs

- Improve Service Quality and Compliance

Each value area can be broken down further into a set of specific benefits. A sample of the benefits for each are summarized below, with more complete explanations and support following the summary:

| Value Area | Specific Benefits |
|---|---|
| **Maximize Operational Efficiencies** | ▪ Reduce time spent on routine tasks<br>▪ Reduce the number of service requests into the IT group<br>▪ Reduce time spent collecting call details<br>▪ Reduce time spent creating software packages<br>▪ Reduce time spent on application deployments |
| **Reduce IT Costs** | ▪ Reduce downtime due to unplanned/unapproved changes<br>▪ Reduce the purchase of unneeded end-user hardware/software<br>▪ Reduce IT systems and maintenance costs |
| **Improve Service Quality & Compliance** | ▪ Reduce fines and penalties<br>▪ Improve service desk agent motivation and productivity<br>▪ Reduce the risk of exposure to hacking and malware<br>▪ Reduce time spent transferring data between systems<br>▪ Improve overall customer service/end-user uptime and customer satisfaction |

Figure 1: Value areas and specific benefits

The following case study illustrates the potential value of an automated IT Service and Endpoint Management solution for each value area. This is based on a sample organization using the Ivanti® Service Manager solution, which could include integration with Ivanti Service Manager Discovery, and the Ivanti Endpoint Manager solution, and includes the following inputs:

■ Number of employees = 10,000

■ Number of tickets per month = 5,000

■ Time spent updating end users on ticket status/open/close = 5 minutes per ticket

■ Number of service requests per month = 3,000

■ Average time to take and complete each service request = 45 minutes

■ Number of calls received by the service desk per day = 200

■ Time spent per week managing changes = 40 hours

■ Number of packages created per month = 10

■ Time required per package = 24 hours

■ Number of application deployments per year = 25

■ Time required per deployment = 30 minutes per machine

■ Number of patch deployments per year = 10

■ Number of exposed vulnerabilities that still affect computers per year = 2

■ Time required to rectify exposures and clean up machines = 1.5 hours per machine

## Value Source 1: Maximize Operational Efficiencies

**1. Reduce time spent on routine tasks.**
Service issues can often gobble up time to resolve and often require a good deal of time spent on routine tasks, such as updating end users on ticket status when the process is not fully automated. Incident Management provides the ability to diagnose problems quickly, determine workarounds, and restore service with: best-practices workflow, escalations, and notification to automate routine tasks; easily accessible knowledge base; drill-through analytics; intelligent ticketing; ITIL best practices workflows; and SLA traffic lights.

The sample organization reduced the time spent on routine tasks such as updating end users on ticket status by 95 percent.

**Impact on sample organization:**
**$232,900 in annual productivity improvements**

*Able to reduce time per call from five to six minutes each down to two to three minutes, and increase the number of calls handled per agent from an average of 20 a day to 50 a day.*

*IT Service Manager*

**2. Reduce the number of service requests into the IT group.**
A significant number of calls that come into the service desk are for services that could be standardized fairly easily, but which today take up significant IT time, both in answering calls and in setting up services for other departments. Service Catalog makes it easy to define, publish, and manage services with a drag-and-drop workflow designer and engine, significantly reducing or eliminating IT time needed. In addition, many standard requests can also be completed directly by the user by choosing an option from the service catalog.

The sample organization was able to reduce the number of service requests and the time-per-service request by 10 percent.

**Impact on sample organization:**
**$296,200 in annual productivity improvements**

*It used to take from five to 10 minutes per ticket to email updates to end users across thousands of tickets a month. This time has been reduced to essentially zero.*

*IT Operations Manager*

**3. Reduce time spent collecting call details.**
Time spent collecting all of the details for any given service call can be extensive. In addition, calls back out to the user might be required if key data is missing and needed before the incident can be addressed, slowing resolution time. Voice Automation speeds resolution time. The service desk technician can answer calls with a pre-populated intelligent ticket that provides immediate access to the customer's contact information, PC inventory, and compliance information for easy routing to the correct area for resolution. The automated attendant may also be used as the primary interface to provide extended after-hours support.

The sample organization reduced the time spent collecting call details by 40 percent.

**Impact on sample organization:**
**$108,000 in annual productivity improvements**

*Prior to Ivanti, 60 percent to 70 percent of all calls were service requests that could take five to 10 minutes each to answer and 15 to 20 days to complete.*

*IT Service Manager*

**4. Reduce time spent creating software packages.**
Whether it's provisioning new employees or managing a mass migration, package configuration is one of the most time-consuming software management tasks. Ivanti Endpoint Management solutions allow packages to be created quickly and easily, as well as making it easy to find the right drivers. In addition to time saved, these tools allow the work to be done by a broader group of people since the level of technical expertise required is reduced.

The sample organization was able to reduce the time needed to build packages by 85 percent per package.

**Impact on sample organization:**
**$120,000 in annual productivity improvements**

*Reduced the time needed to build each software package from as much as a day down to about one hour.*

*Deployment Officer*

**5. Reduce time spent on application deployments.**
The ever-increasing complexity in client computing—including new devices (laptops, notepads, smart phones); new delivery methods (cloud computing, hosted virtual desktops); new users, and new platforms—make application deployment difficult and time consuming. Ivanti Endpoint Management solutions automate application management tasks with a single-console interface for packaging, testing, deploying, and configuring software applications. Software sets can be created quickly and easily, and then applications can be deployed automatically to users based on criteria such as job description, location, department, or individual user profile.

The sample organization reduced the time spent on application deployments by 95 percent per machine.

**Impact on sample organization:**
**$465,800 in annual productivity improvements**

*Able to save 20 minutes per machine, per upgrade, over as many as 10 upgrades a year across 500+ machines each time.*

*Network Manager*

## Value Source 2: Reduce IT Costs

**1. Reduce downtime due to unplanned/unapproved changes.**
Failures caused by changes in IT can have a significant impact on end-user productivity and can result in significant added costs due to downtime. Change, Release, and Configuration Management mitigate the risks of failures caused by changes in IT. They can control the variations of IT asset configurations with sophisticated reconciliation and enforcement tools, and improve deployment time and quality by managing planning, authorization, and deployment from a single interface.

The sample organization reduced unplanned downtime and unapproved changes by 80 percent.

**Impact on sample organization:**
**$172,700 in annual revenue gains**

*Eliminated $30,000 in annual maintenance contracts, as well as unneeded hardware at $10,000 per server, by moving to a single system.*

*Service Desk Manager*

**2. Reduce the purchase of unneeded end-user hardware and software.**
In today's complex environments, knowing exactly what hardware and software exists and where it's located on the network is a real challenge and can result in unneeded purchases of additional hardware components or software licenses. Ivanti Discovery makes it easy to catalog all IP-addressable hardware (including servers, desktops, laptops, network printers, switches, and devices) and software, as part of a complete IT inventory that is always up to date. This 100-percent visibility can help control sprawling networks and manage them efficiently.

The sample organization reduced its annual end-user hardware and software costs by five percent.

**Impact on sample organization:**
**$125,700 in annual cost savings**

*The risk of fines, which could be anywhere from $30,000 to $100,000 per infraction, was reduced substantially.*

*Manager, Service Management*

**3. Reduce IT systems and maintenance costs.**
When IT service management and endpoint management are managed across a number of disparate systems, or across different systems and vendors in different departments, it can result in significant internal IT hardware and software costs. By moving to a single system across all IT Service Management and Infrastructure/Desktop and Server Management groups, the server, software, and maintenance costs are substantially reduced.

The sample organization consolidated five systems into one across IT Service and Endpoint Management.

**Impact on sample organization:**
**$200,000 in annual cost savings**

*We were able to save the cost of licenses we were often paying for even when the software was no longer being used. There had been no easy way to track this and it could take as many as one to two weeks to complete an inventory of computers and licenses, whereas now it takes just minutes.*

*Network Manager*

# Value Source 3:
# Improve Service Quality and Compliance

**1. Reduce fines and penalties.**
With the complexity of today's environments, ensuring compliance from an IT perspective can become incredibly complicated, resulting in fines/penalties. Change, Release, and Configuration Management improve compliance and governance with: change and release templates and workflow that ensure separation of duties and oversight; and multi-level approval assignment to streamline change approvals and provide detailed audit trails.

The sample organization was able to reduce fines by one fine per year and the cost per fine by 10 percent.

**Impact on sample organization:**
**$110,000 in annual cost savings**

*We can now get a patch out to end users the same day it's created, whereas before it might have taken weeks or even months to get all of the computers updated. Being able to defend against a security threat within hours reduces the risk of exposure dramatically.*

*Network Manager*

**2. Improve service desk agent motivation and productivity.**

When call centers are outfitted with hardwired/land-line phone systems, it results in very little mobility or choice of work location for the service agents, essentially keeping them at a single desk in a single room all day. Voice Solutions allows service desk agents a great deal of flexibility in work arrangements. The software-based system doesn't require agents to be stationed at a hardwired phone all day, allowing them to take calls from various locations, including tele-commuting. In addition, call overflow can be handled easily by having more agents sign on, as there is no constraint on the number of phones available.

The sample organization witnessed a five-percent improvement in overall service desk agent productivity.

**Impact on sample organization:**
**$70,000 in annual revenue gains**

*Around 30 to 40 percent of the tickets are equipment-related. Now all of the needed information can be pulled automatically from the asset management database into each ticket, saving the time needed to find and re-enter this information.*

*Manager, IT Support*

**3. Reduce the risk of exposure to hacking and malware.**

Ineffective patch management can expose an organization to security compliance risks such as hacking and malware, which often target weak points of operating systems and applications. Ivanti enables a high level of automation for all phases of patch management, from identifying vulnerabilities in the network and selecting relevant patches, to quality control and rules-based implementation. Automated searches provide a complete overview of threats.

The sample organization reduced the time per patch deployment by 80 percent and the exposed vulnerabilities still affecting machines by 50 percent.

**Impact on sample organization:**
**$171,600 in annual productivity improvements**

*The agents now have the ability to telecommute, which has improved agent satisfaction and increased retention rates.*

*Manager, Software Service*

**4. Reduce time spent transferring data between systems.**

When the IT service and endpoint management systems are not integrated, it can result in users having to wait a long time to have software installed, as the process would often contain a number of manual steps to enter and pull the needed data from the two separate systems. Combining the IT service management and endpoint management systems allows requests that require information from both systems to be handled much more quickly, as no human interaction is needed in transferring the information from one system to the other.

The sample organization was able to reduce the time spent transferring data and requests between systems by 95 percent.

**Impact on sample organization:**
**$168,700 in annual productivity improvements**

*Since Ivanti, we've seen an improvement of 10 percent to 20 percent in each of the following customer service areas: 1) abandon rates; 2) time to call answer; 3) call handling times; and4) issue resolution.*

*Manager, Software Services*

**5. Improve overall customer service/end-user uptime and customer satisfaction.**

Interrupted business processes can significantly impact employee productivity and satisfaction. And given the complexity of today's IT management challenges, the risk that service disruptions could occur is considerable.

IT Service Management allows for the measurement of actual service-delivery quality against established benchmarks and availability metrics for every component within a service. Robust analytics help to determine where fine tuning will improve and transform the overall business service, so that productivity, performance, and quality can be optimized. In addition, Endpoint Management works across all areas of desktop and server management to

reduce the amount of downtime incurred by end users, whether it be from waiting for new applications and upgrades installed, re-setting their preferences once an upgrade is complete, having vulnerabilities removed, or other issues and trouble that can arise. This reduced downtime increases end user productivity and satisfaction significantly.

The sample organization improved overall end-user productivity due to better uptime and customer service.

**Impact on sample organization:**
**$140,000 in annual revenue gains**

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*Since Ivanti, we've seen an improvement of 10 percent to 20 percent in each of the following customer service areas: 1) abandon rates; 2) time to call answer; 3) call handling times; and4) issue resolution.*

*Manager, Software Services*

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## This is Overall Value

For the sample organization, the three-year investment totaling $890,000 generates a positive return in 5.2 months. The three-year net present value (NPV) and return on investment (ROI) are very strong at $4.4 million and 611 percent, respectively. The key financial metrics for the sample organization were calculated by standard methods and are shown below. The NPV calculation assumes a 10-percent cost of capital.

| FINANCIAL METRIC | THREE-YEAR VALUE |
|---|---|
| Payback (months) | 5.2 months |
| NPV | $4,391,010 |
| ROI | 611% |

Figure 2: Tabular Display of key financial metrics

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The chart below illustrates the extent to which each value driver contributes to the total value of the automated IT Service and Unified Endpoint Management solution. For the sample organization, maximizing operational efficiencies represents the majority of the value.
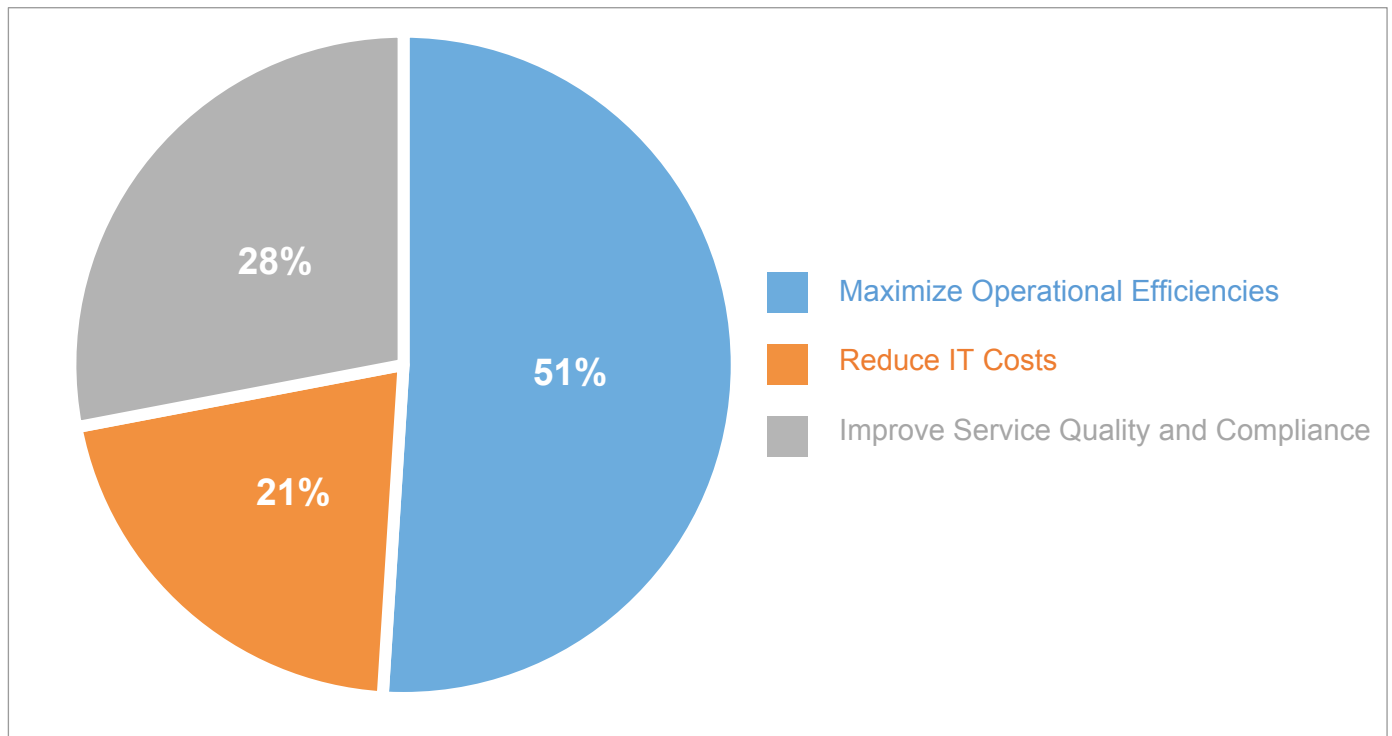


- Maximize Operational Efficiencies — 51%
- Reduce IT Costs — 21%
- Improve Service Quality and Compliance — 28%

*Figure 3: Pie chart display of value drivers*

## About Ivanti

Ivanti is IT evolved. By integrating and automating critical IT tasks, Ivanti helps IT organizations secure the digital workplace. For more than three decades, Ivanti has helped IT professionals address security threats, manage devices and optimize their user experience. From traditional PCs, to mobile devices, virtual machines and the data center, Ivanti helps discover and manage your IT assets wherever they are located, improving IT service delivery and reducing risk. Ivanti also ensures that supply chain and warehouse teams are effectively leveraging the most up-to-date technology to improve productivity throughout their operation. Ivanti is headquartered in Salt Lake City, Utah, and has offices all over the world. For more information, visit www.ivanti.com

## About Hobson & Company

Hobson & Company helps technology vendors and purchasers uncover, quantify, and validate the key sources of value driving the adoption of new and emerging technologies. Our focus on robust validation has helped many technology purchasers more objectively evaluate the underlying business case of a new technology, while better understanding which vendors best deliver against the key value drivers. Our well researched, yet easy-to-use ROI and TCO tools have also helped many technology companies better position and justify their unique value proposition.

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