

# Reference Cards



The Open Group IT4IT™ Value Chain  
and Reference Architecture  
Version 2.1





## About the IT4IT™ Value Chain and Reference Architecture

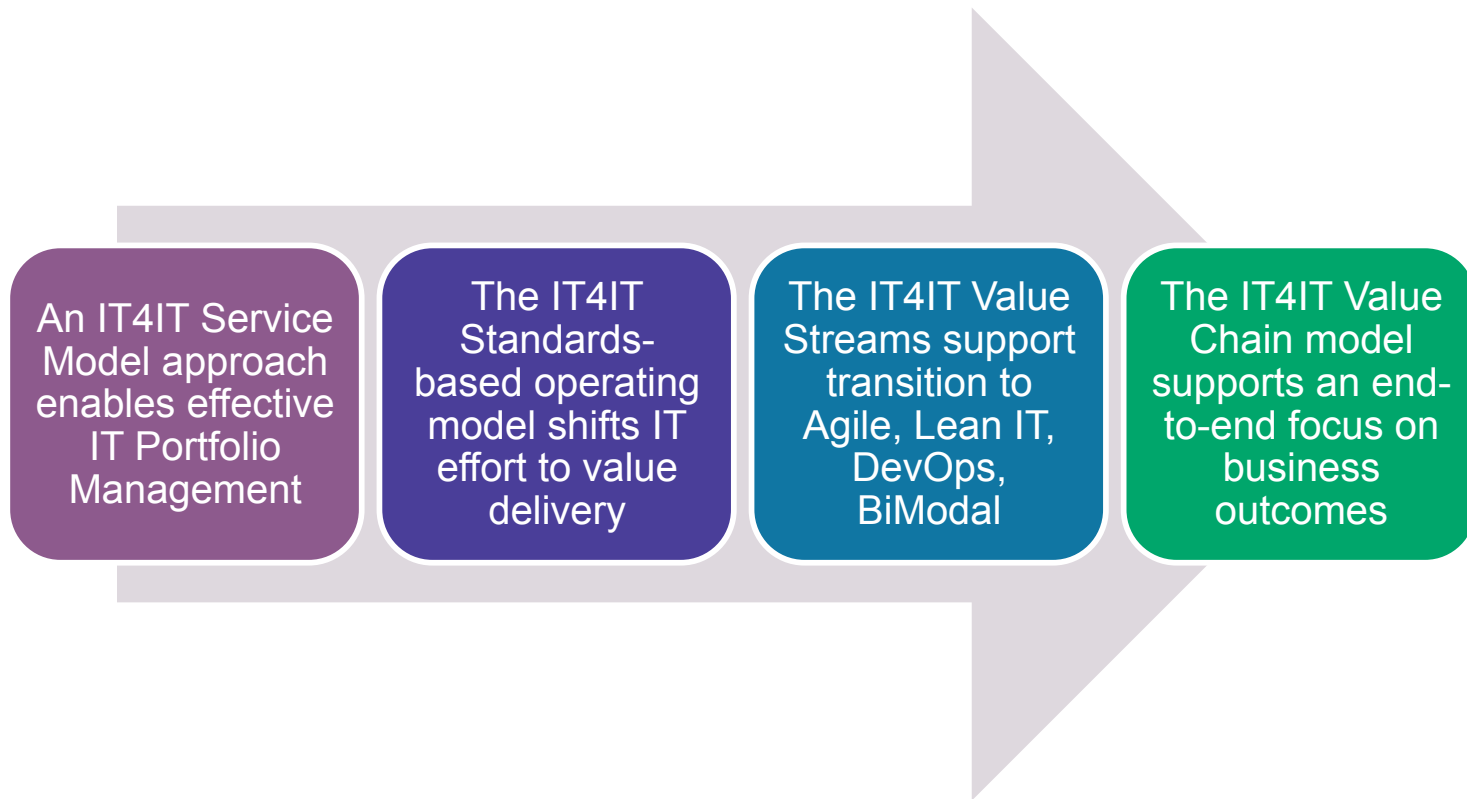
The IT4IT Reference Architecture prescribes holistic management of the business of IT with continuous insight and control, enabling Boundaryless Information Flow™ across the entire IT Value Chain.

The Open Group IT4IT Reference Architecture standard comprises a reference architecture and a value chain-based operating model for managing the business of IT. It provides prescriptive guidance on how to design, procure, and implement the functionality needed to run IT. The end-to-end, 'how to' emphasis of the IT Value Chain and IT4IT Reference Architecture also enables the state of services that IT delivers to be systematically tracked across the service lifecycle.

For more information, see [www.opengroup.org/IT4IT](http://www.opengroup.org/IT4IT).

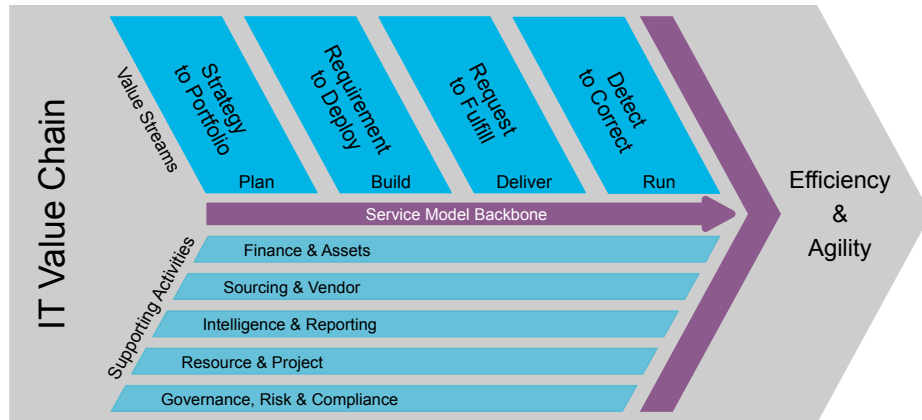
## The IT4IT™ Value Chain and Reference Architecture:

Accelerate your Transformation to a Digital Enterprise

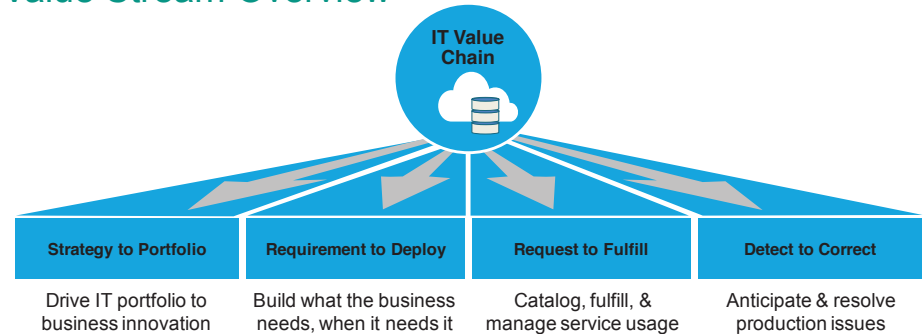


For more detail, view the IT4IT™ Management Guide  
“IT4IT™ for Managing the Business of IT”:  
[www.opengroup.org/library/g160](http://www.opengroup.org/library/g160)

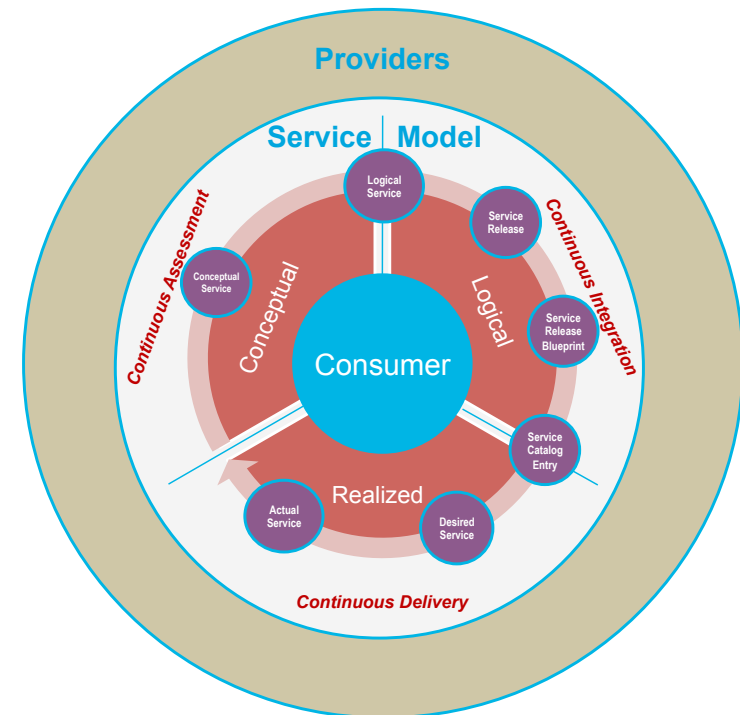
## Leveraging Business Value Chain Success



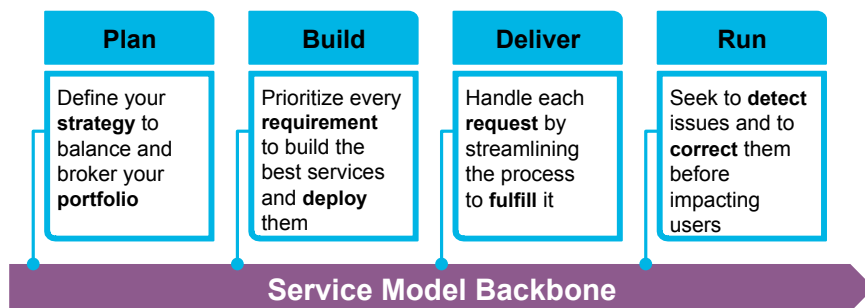
## Value Stream Overview

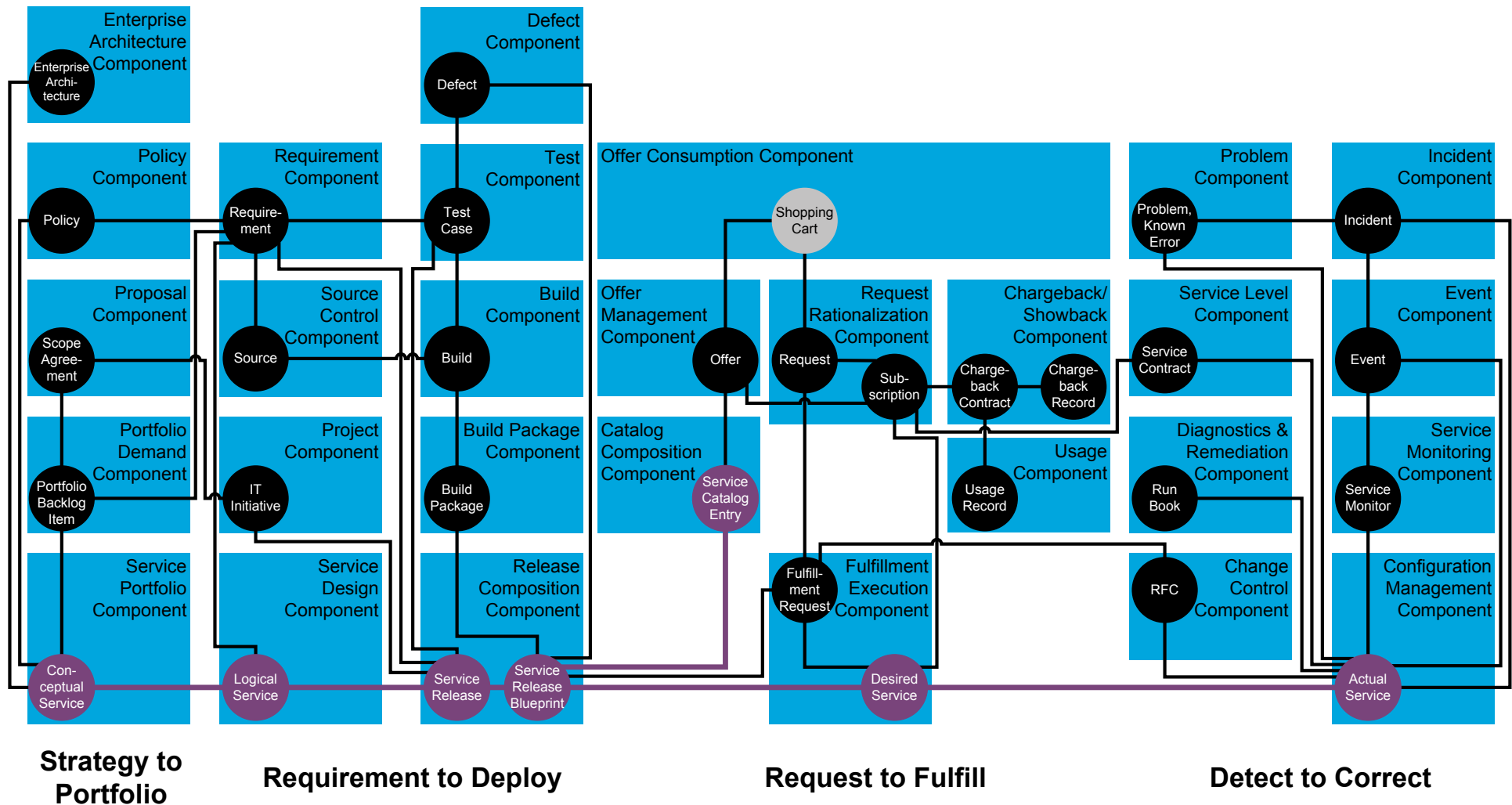


## Service Model Lifecycle



## An Operating Model for the New Style of IT



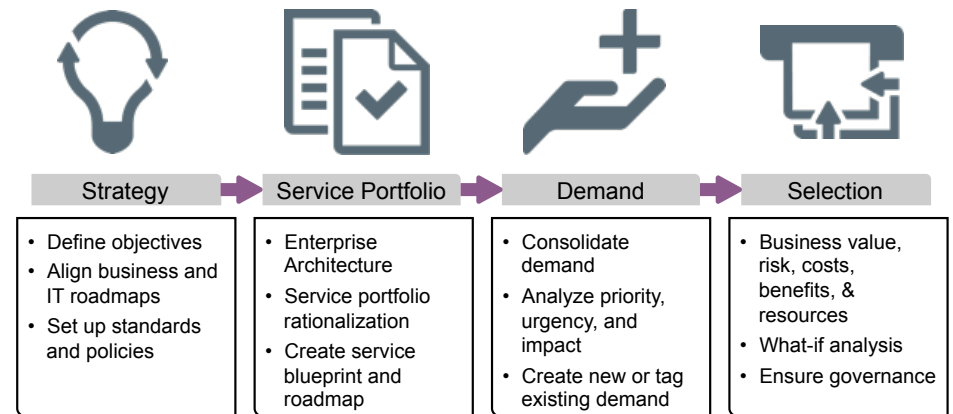




## Manage your IT Portfolio and Investments to Drive Business Innovation

- Provide the strategy to balance and broker your portfolio
- Provide a unified viewpoint across PMO, Enterprise Architecture, and service portfolio
- Improve data quality for decision-making
- Provide KPIs and roadmaps to improve business communication

## Key Activities

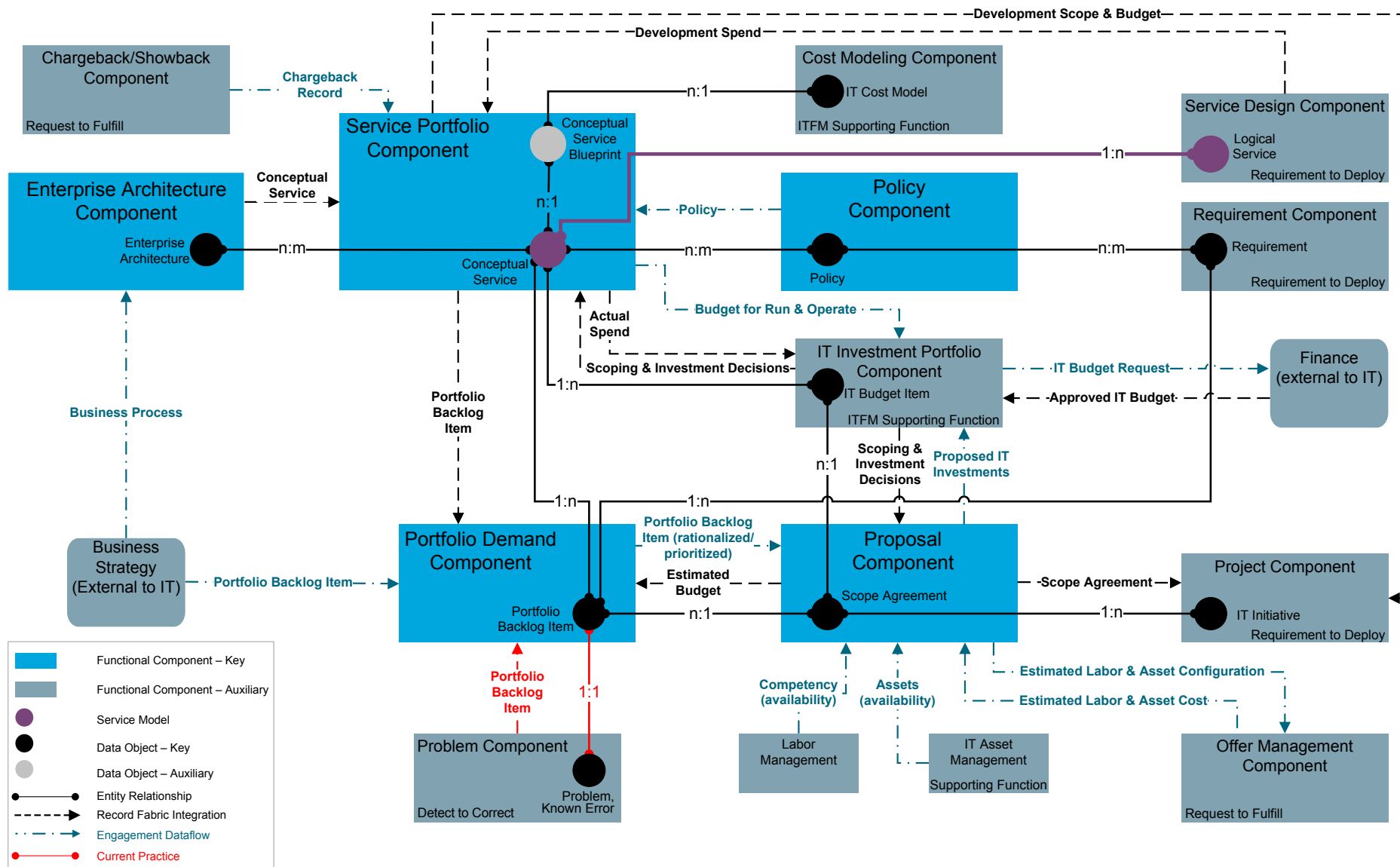


## Value Drivers

<b>Holistic Demand</b> Across PMO, enterprise architecture, and service portfolio mgmt	<b>Business Priorities</b> Decisions are based on business needs	<b>Data Consistency</b> Reliability and trust based on consistent data across services
<b>Financial Visibility</b> Information on investment activity and value realization	<b>Traceability</b> Link from business request to what was delivered	<b>Communication</b> With business stakeholders through service roadmaps

## Proof Points

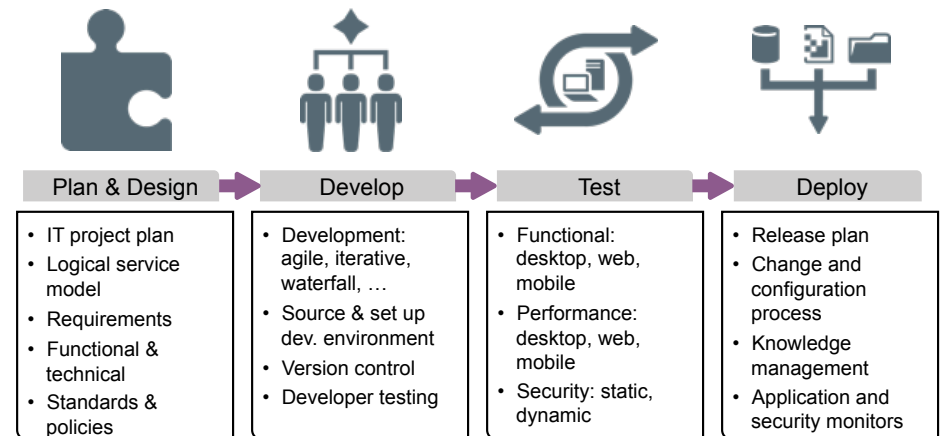
<b>Innovation</b> % of new investment vs maintenance	<b>Demand</b> By source and type
<b>Capital</b> % CapEx vs OpEx	<b>Usage</b> % satisfied customers per service
<b>Costs</b> % planned vs actual	<b>Compliance</b> Deficiencies in security policies and standards



## Prioritize Every Requirement to Build or Source the Best Services and Deploy Them

- Provide a framework for creating, modifying, or sourcing a service
- Support agile and traditional development methodologies
- Enable visibility of the quality, utility, schedule, and cost of the services you deliver
- Define continuous integration and deployment control points

## Key Activities



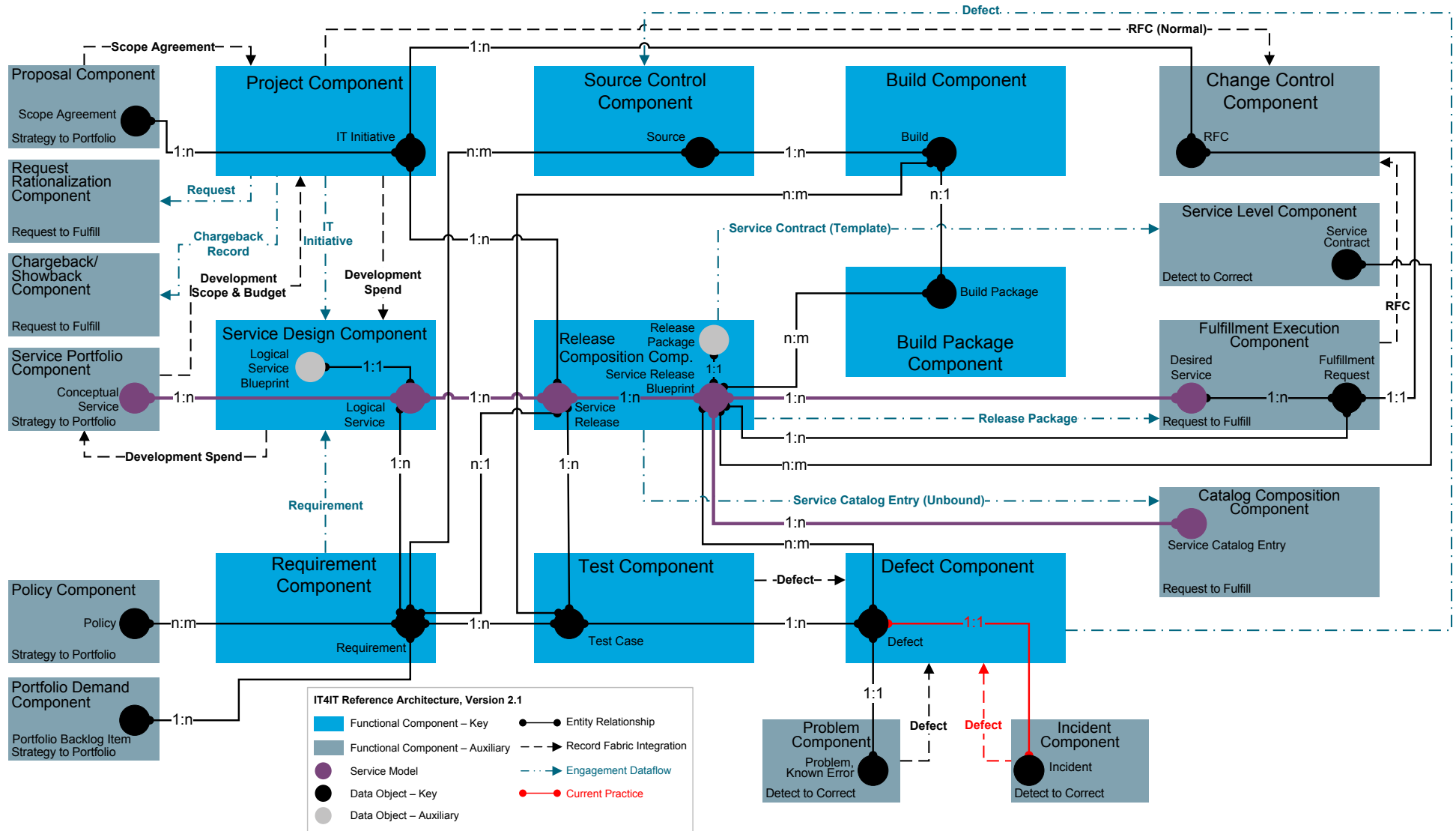
## Value Drivers

<b>Reuse</b> Re-use of services and requirements becomes the norm	<b>Time-to-Market</b> Faster time-to-market for service realization	<b>Supplier Info</b> Increased traceability across internal and external suppliers
<b>Financial Visibility</b> Improved inputs to IT Financial Management on full service cost	<b>Predictability</b> Control point facts for quality, utility, security, and cost	<b>Policy Compliance</b> Across security, risk, enterprise architecture, and finance

## Proof Points

<b>Requirements</b>	% of requirements – dev, test, deploy	<b>Defects</b>	% of detected <i>versus</i> closed at release
<b>Automation</b>	% of automated build, tests, deploy	<b>Deploy</b>	% of successful deployments
<b>On Time</b>	% of project tasks or cycles on time	<b>Change</b>	% of emergency changes

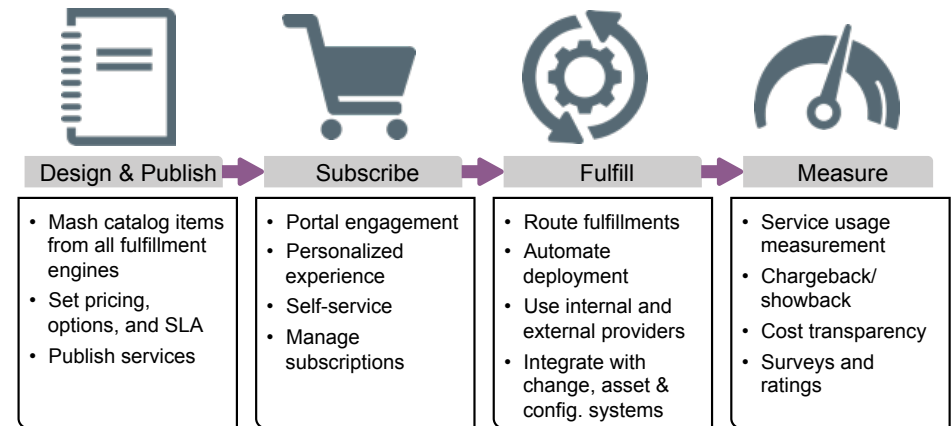




## Manage Catalog, Subscriptions, and Fulfillment across Multiple Providers

- Help your IT organization transition to a service broker model
- Present a single catalog with items from multiple supplier catalogs
- Efficiently manage subscriptions and total cost of service
- Manage and measure fulfillments across multiple suppliers

## Key Activities

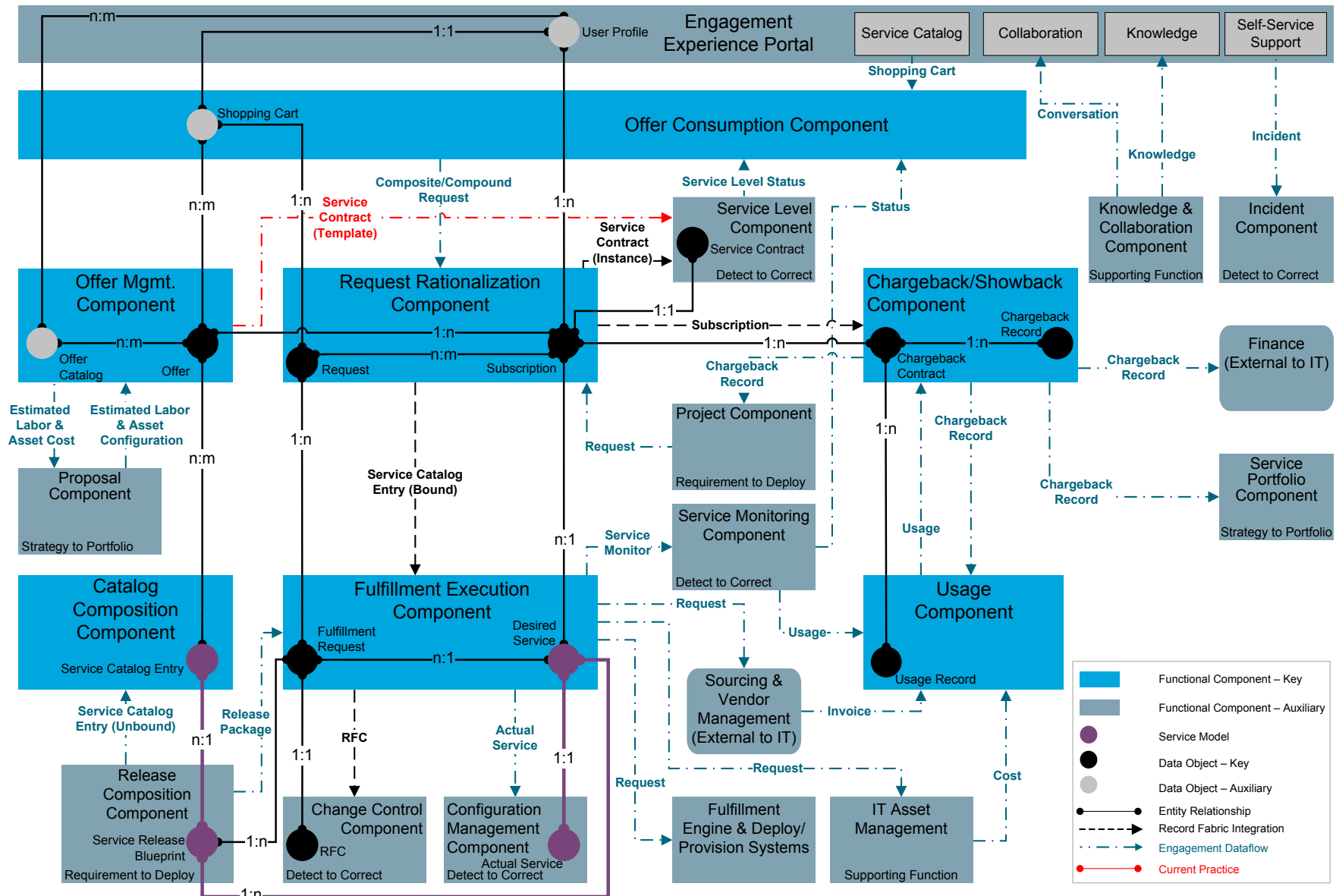


## Value Drivers

<b>Consumption</b> Consumers easily find and subscribe via self-service	<b>Single Catalog</b> Single offer catalog with multiple fulfillment providers	<b>Service Broker</b> Transition from request management to broker
<b>Efficiency</b> Standard subscription process with policies and automation	<b>Traceability</b> Across subscription, usage, and chargeback	<b>Cost Optimization</b> Recover expired and unused subscriptions and licenses

## Proof Points

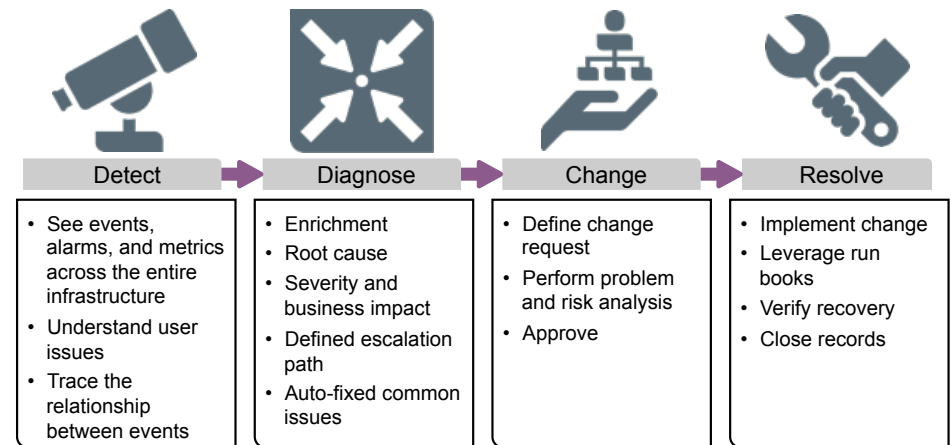
<b>Deliver</b> Subscriptions per period per service	<b>Broker</b> % of subscriptions active or expiring
<b>Speed</b> % of orders fulfilled with automation	<b>Usage</b> % of successful deployments
<b>Costs</b> % of self-service requests	<b>Satisfaction</b> % of subscriptions requiring an incident



## Integrating IT Operations to Quickly Find and Fix Issues

- Bring together IT service operations to enhance results and efficiency
- Enable end-to-end visibility using a shared configuration model
- Identify issues before they affect users
- Reduce the mean time to repair

## Key Activities

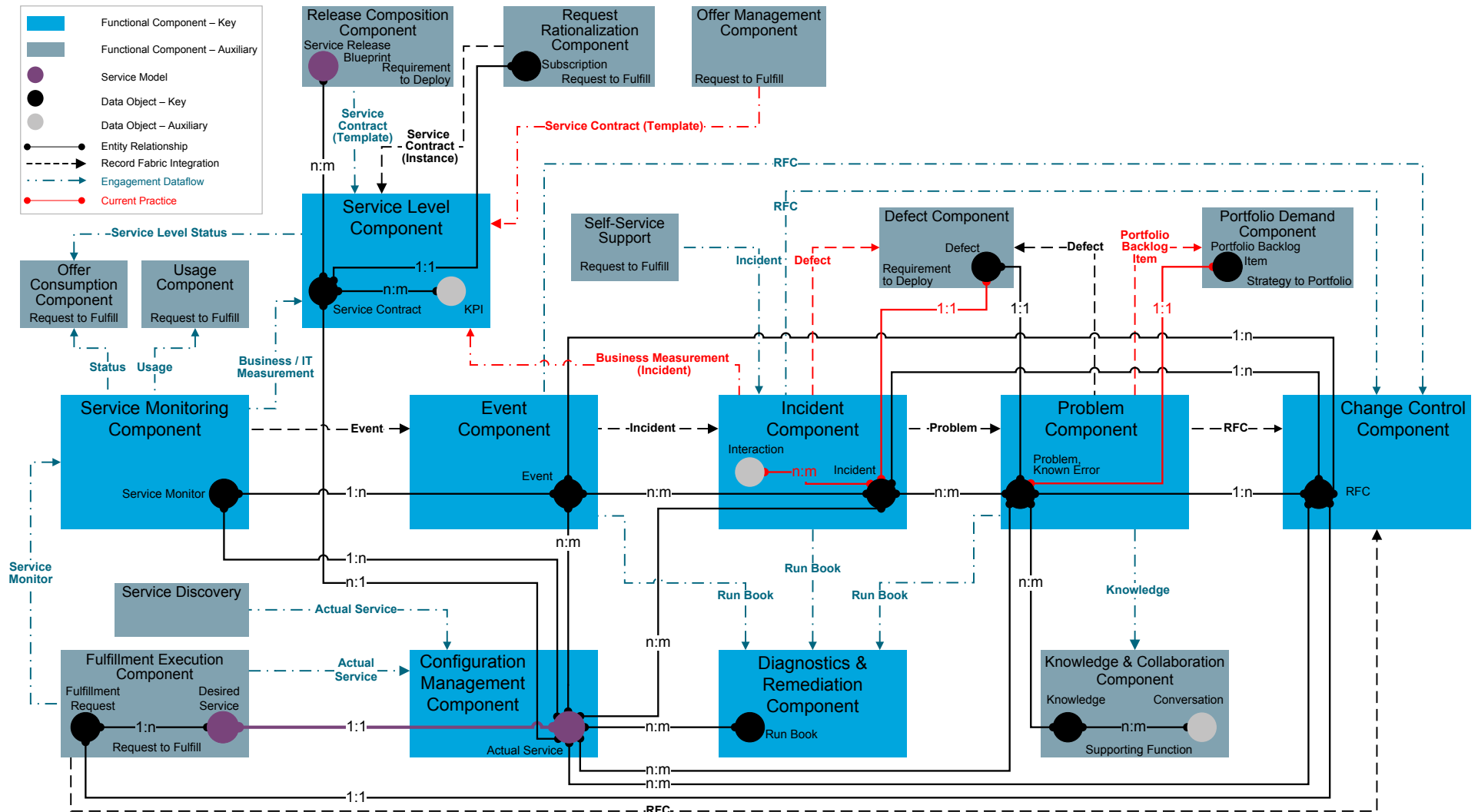


## Value Drivers

<b>Efficiency</b> End-to-end visibility to quickly identify and resolve	<b>Collaboration</b> Common language with consistent data and shared configuration	<b>Traceability</b> Across event, incident, change, and resolution
<b>Cost</b> Reduce tickets, war rooms, and duplicate work	<b>Risk</b> Defined business impact and reduced clannish knowledge	<b>Improvement</b> Shorter mean time to repair and more uptime

## Proof Points

<b>Velocity</b> Decrease mean time to repair	<b>Effort</b> % of events and incidents escalated
<b>Root Cause</b> Increase in problems identified and solved	<b>Teamwork</b> % of change-related outages
<b>Costs</b> % of automated event and incident resolutions	<b>Satisfaction</b> % of first call resolution





## IT4IT™ Success Stories



- Shell simplified its complex IT process and tool landscape
- Improved governance
- Reduced number of IT vendors



- Bridged both IT and business silos
- Enabled genuine collaboration on business function automation
- Better time-to-market



- Applied Value Chain thinking to IT management
- Increased automation in IT operations

For more case studies and testimonials visit:  
[www.opengroup.org/IT4IT/testimonials](http://www.opengroup.org/IT4IT/testimonials)



## *About The Open Group*

### **Leading the development of open, vendor-neutral technology standards and certifications**

The Open Group is a global consortium that enables the achievement of business objectives through technology standards. The Open Group works with customers, suppliers, consortia, and other standard bodies. Its role is to capture, understand, and address current and emerging requirements, establish policies, and share best practices; to facilitate interoperability, develop consensus, and evolve and integrate specifications and open source technologies; and to operate the industry's premier certification service.

#### **Keys facts include:**

- Over 600 member organizations, with over 40,000 participants in The Open Group activities from 126 countries
- Our platinum members are: DXC Technology, Fujitsu, HCL, Huawei, IBM, Micro Focus, Oracle, and Philips
- Services provided include strategy, management, innovation and research, standards, certification, and test development
- Vision of Boundaryless Information Flow™, with Enterprise Architecture as a critical element for making the vision a reality; the TOGAF® Architecture Development Method (ADM) provides an important toolset

Further information on The Open Group can be found at [www.opengroup.org](http://www.opengroup.org).

