

# LANDesk® IT Service Management Positioning

## Where This Solution Fits with Other LANDesk® Solutions

LANDesk® IT service management solutions (LANDesk® Service Desk, LANDesk® Process Manager and LANDesk® Asset Manager) empower IT with a foundation of ITIL-compliant processes to easily improve both IT and business efficiencies and to help achieve both a faster ROI and a sustained competitive advantage. The LANDesk IT service management line of solutions extends the endpoint configuration control and problem resolution of LANDesk® systems and security management solutions to equip LANDesk customers with a comprehensive IT service management foundation. IT service management fits well in the LANDesk® platform because managing IT services is achieved through the very capabilities that LANDesk solutions deliver so well—configuration control, structured asset repository and disciplined change management.

## Positioning Statement

The message conveyed in every communication—verbal or written.

## Where IT and business converge.

*Because IT is the power behind your business.*

## Why?

IT service management helps organizations simplify the interface between IT and business, allowing the two to align and converge like never before. No other vendor provides mid-market companies with enterprise-level functionality at a price and with infrastructure requirements they can afford.

## Key Differentiators

- **No other vendor provides what LANDesk** does relative to IT service management for the mid-market.
- **No other vendor's solution requires less infrastructure investment.**
- **LANDesk's solution is cleaner, simpler and more powerful** because it doesn't attempt to do everything at once; LANDesk enables an organization to easily implement ITSM one step at a time while leveraging existing tools and practices, rather than requiring a radical, comprehensive change in order to implement IT service management. The LANDesk® solution doesn't lock a customer into a particular vendor.
- **LANDesk gives customers a simple roadmap for implementing a service management strategy** and understands that an effective asset repository with change control provides the mid-market customer with a solid foundation for ITSM.
- **The LANDesk IT service management platform is based on proven LANDesk® solutions for asset and release management and change configuration**—no other vendor has as solid a foundation or as long a history with these critical components of an IT service management platform.
- **LANDesk addresses what Gartner terms the three tenors of ITSM**—change, configuration and release management—from start to finish, all from a single vendor. (While the major framework suppliers, such as BMC and CA, do this as well, LANDesk is the only mid-market vendor offering these capabilities.)

## Key Benefits

- Implement solid IT service management (ITSM) capabilities one step at a time—without making radical changes to your environment and with fewer infrastructure requirements than any other solution.
- Easily and effectively synchronize IT reality with business planning using real data on what IT services and assets cost and the return these costs deliver.



- Access a complete IT service management platform with proven solutions for change, configuration and release management from a single vendor.
- Empower IT to power your business by equipping it to more easily provide the information your business needs to make sound IT spending decisions.

## Descriptors

Use these standard descriptors for LANDesk® IT service management.

### 100 word

Implement IT service management (ITSM) and avoid making radical changes to your environment with the LANDesk® IT service management platform. It requires less infrastructure than any other solution. Use it to easily implement ITSM and synchronize IT reality with business planning using real data on what IT services and assets cost and the return these costs deliver. It gives you complete built on proven solutions for asset and release management and change configuration from a single vendor. One that empowers IT to power your business by equipping it to more easily provide the information your business needs to make sound IT spending decisions.

### 50 word

Implement IT service management (ITSM) and avoid making radical changes to your environment with the LANDesk® IT service management platform. It requires less infrastructure than any other solution. Use it to easily implement ITSM and synchronize IT reality with business planning using real data on what IT services and assets cost and the return these costs deliver.

### 25 word

Implement IT service management (ITSM) and avoid making radical changes to your environment with the LANDesk® IT service management platform. It requires less infrastructure than any other solution.

## Target Customers

LANDesk approaches IT service management from the IT side, unlike many other vendors that approach it from the business side. While the CIO has oversight for IT projects and the project managers perform the individual tasks that define IT service management, the IT director is the common connecting point for the project teams.

LANDesk has to build out from our current core customer (IT director), while at the same time reaching into the business side (CIO) to obtain the executive sponsorship needed to support the cross-disciplinary ITSM framework. In other words, LANDesk is selling to CIOs, but driving the idea through IT directors via the immediate small-scale benefits they can gain with the projects they're trying to complete. A secondary customer is the business unit manager who needs to track the right facts to support this year's projects and justify next year's.

### IT managers and directors

- Responsible for the security, manageability and integrity of the company's desktops and software applications; and for meeting the business/financial needs of the company and C-level personnel.
- Bring in new computers, get them staged and deployed and ensure applications are loaded, connections are working and printers are set up.
- Hot buttons: efficiency, cost reduction, career growth.

### Senior management (CxO, VP IT infrastructure, architecture)

- Evaluating the ITIL framework of best-practice IT management processes for its potential to help reduce costs, improve service quality, increase efficiency, tighten security, achieve regulatory compliance and align IT more closely with business units' customers.
- Struggling to help IT techs gather the right data to demonstrate business value.
- Hot buttons: revenue, risk mitigation, dealing with change management, visibility into business processes, verifying control of business activity.

## Key Customer Pains Solved

- I need enough data to answer for what IT is spending and what impact that spend has on the business.
- I need to validate IT as a service and the value of that service to my business.
- I need to ensure IT is meeting internal standards and easily provide data if audited.
- I need to prove my current IT costs and project for the future with data the company understands; I need strong business data to fend off cuts to my IT budget.
- I need to more clearly understand the actual costs of provisioning, maintenance, support and replacement for IT assets throughout my organization—specifically servers and the large business applications that run on them.
- I lack proper and/or easy-to-use-and-implement procedures for changing anything in my environment, from adding a patch to rolling out Windows Vista. When procedures aren't followed, bedlam ensues.
- I need a sharper focus on the inter-related nature of IT and business; I want IT to be a key partner for internal customers and the business instead of being an island.
- I need better policy enforcement; clearly documented policies and procedures are rare, not to mention enforcement of those procedures.
  - I need help uncovering procedures and ensuring they're followed.

# LANDesk® IT Service Management Positioning

## How LANDesk® IT Service Management Compares to the Competition

Key competitors include BMC, CA, HP, IBM and various point vendors. None of these vendors does what LANDesk does in the mid-market or with less infrastructure investment (without the imposing hardware, software, consulting or process demands made by larger vendors). LANDesk addresses what Gartner terms the three tenors of ITSM—change, configuration and release management—from start to finish, all from a single vendor. While the major framework suppliers, such as BMC and CA, do this as well, LANDesk is the only mid-market vendor that offers these capabilities.

By focusing on core competencies in configuration, change and release management, LANDesk creates the pragmatic and sensible foundation needed to structure and control data for use in a meaningful service framework.

## Qualifying Questions

- Do you know enough about what your systems and IT services cost, who owns them and how accountable they are in order to effectively plan for future needs, maximize revenues and minimize risks?
- Can you easily see how the cost of IT services and assets positively or negatively impact your business?
- Do you have solid data to justify your IT spend and decisions to your business? Can you quickly and easily access that data?
- Would you like to make budget and resource planning faster and easier?
- Can you clearly validate IT as a service to your business and the value of that service?
- Are your IT procedures configured to meet internal IT standards and easily prove the business is compliant if audited?
- Do you know what systems you have and how they're configured?
  - How do you track improvements or changes to these systems?
- How do you identify and track systems that need to be updated?
- How long would it take to find all the PCs in your environment that are ready to upgrade to Windows Vista?
- Are your IT procedures followed 100% of the time? If not, why?
- Do you know what support issues repeatedly occur so you can minimize the impact on your business by solving the root of the problem instead of repeatedly fixing the same problem?
- Could you do a physical audit of IT assets assigned to a particular user? Can you account for those assets as part of regulatory audit or budget planning?

