

CASE STUDY  
BE FREE OF TECHNOLOGY

# Improving your IT strategy for better business outcomes

The new IT team at this cosmetics company wanted to know if they were focusing on the right areas in their IT roadmap

## Briefing

The VP of IT was concerned that the current IT roadmap created to switch to a data center model might have been missing some critical pieces for a successful transition. BestIT experts were able to uncover the gaps during an assessment and provided recommendations to save on costs and enable greater efficiency.

TALK WITH OUR EXPERTS [1.877.222.8615](tel:1.877.222.8615)

© Copyright 2014 BestIT.com, Inc.  
All rights reserved.

# Improve your current IT strategy to save costs

## Client

Cosmetics Supplier

## Industry

Skincare Products & Lifestyle Programs

## Challenge

The client needed guidance to hit the right deliverables within their existing IT roadmap for a major project. BestIT experts advised them on an efficient roadmap strategy to achieve those project goals

## Services Provided

- Review of existing technology roadmap
- Architecture assessment
- Oracle licensing alignment analysis
- Access to technical and functional subject matter experts
- Vendor agnostic view of their plan to approach

## Benefits

- Potential savings of almost \$2 million
- Drive critical decisions that the team was wrestling with
- Find and focus on higher value activities

## Introduction

Your IT roadmap could be hiding revenue from you. The development of a technology strategy is one of the most important initiatives that an IT organization can undertake. The proper tools, frameworks and best practices must be put to use to make sure the full potential of the roadmap is realized within the timeline of the strategy.

All too often, IT organizations opt to create an IT roadmap internally. While this is a wonderful starting point to develop a go-forward strategy, there's one human condition that can cause critical aspects of the roadmap to be missed—internal bias. It's difficult to get a comprehensive view of an organization from the inside looking on the inside. The best IT strategies are based on high quality quantitative and qualitative data—some of it gathered through interviews and work sessions with business and IT leaders at the organization. It can be difficult to assess the true nature of the IT and business environment being an insider yourself. An outside prospective provides a fresh, comprehensive view.

The client, a major cosmetics supplier based out of Los Angeles, California, took the first step to develop an IT roadmap. The new VP of IT was concerned the roadmap might be missing quite a few key initiatives and contacted BestIT to advise them on the roadmap before moving forward.

## The Problem

The executive leadership team at the cosmetics company assembled a brand new IT team. The new IT unit was tasked with rebuilding the technology infrastructure of the business and moving to a data center model, but the team wasn't sure if the current plan to achieve that goal focused on the most important areas. The IT leader called in BestIT experts to help them navigate through the restructure and determine the ways they could best put their Oracle licenses to use. Previous vendors had made recommendations to invest in new software and hardware during this transition but they weren't sure if those technology investments were necessary additions to meet the needs of the business. The current E-Business Suite (EBS) structure might not allow business intelligence to be delivered efficiently and they needed better clarity on how to virtualize across a series of virtual hosts.

## The Solution

BestIT was called in to do a pre-assessment of the existing environment and

“I engaged BestIT to perform an assessment of our environment. This resulted in realigning our focus on the most important areas, refining the areas that we were already managing well, and it drove some very important dialogue around people and processes in our organization. A valuable experience that we are still leveraging.”

- **George Stork, VP of IT**

determine the realistic capabilities of the current roadmap. The pre-assessment revealed multiple points of failure in the existing EBS architectural plan. The instability in the new architecture could hurt the credibility of the new IT team and lead the business to question the value of such a large investment. There was a focus session on licensing to help the team get a better handle on the impact of the decisions to the licensing costs and what they could do to reduce it.

### **The Results**

BestIT proposed different architectural designs from a virtualization standpoint and different toolsets to achieve the desired results. Those recommendations and re-designed architecture plans could help them save nearly \$2 million in project costs once implemented. The team also made sure to stay away from technologies that don't have a clear return on investment for the business and started discussions on regrouping virtualization structures to match the new design and toolset recommendations.

### **Conclusion**

Working on a technology roadmap for a large project has many pieces that have to be in place to achieve the best results. Making sure it is done in the most effective way is an important part of driving future success with technology strategies.

Contact BestIT today to see how we can help you ensure you're getting the most out of your technology investments.



**Contact us for more information.**

BestIT HQ  
3724 N. 3rd Street  
Phoenix, Arizona 85012

+1.877.222.8615 | [info@bestit.com](mailto:info@bestit.com)  
[www.BestIT.com](http://www.BestIT.com)