Corporate Overview

Providing 24,000+ members
with practical tools and research
that drive measurable results

Who is Info-Tech Research Group?

- Since 1997, Info-Tech Research Group, Inc. has focused on making the work of IT professionals easier - and on helping them achieve greater success.
- In 2010, Info-Tech became the 10th largest IT research firm in the world.
- We serve over 24,000+ members around the world – IT professionals at organizations of all sizes.
- We provide you with action-oriented advice, practical tools and real solutions.
- We know you don't need more to read, so we create research you can use.

To learn more about Info-Tech as a company and the clients we serve, please visit http://www.infotech.com/about .

Why Choose IT Research?

IT research packages the knowledge gained from traditional consulting processes with the expertise of research analysts.

This packaged knowledge is then reusable and affordable to larger audiences.

IT research is…

***…** the most cost-effective way to equip your staff with the IT knowledge and guidance of an entire team of seasoned experts.*

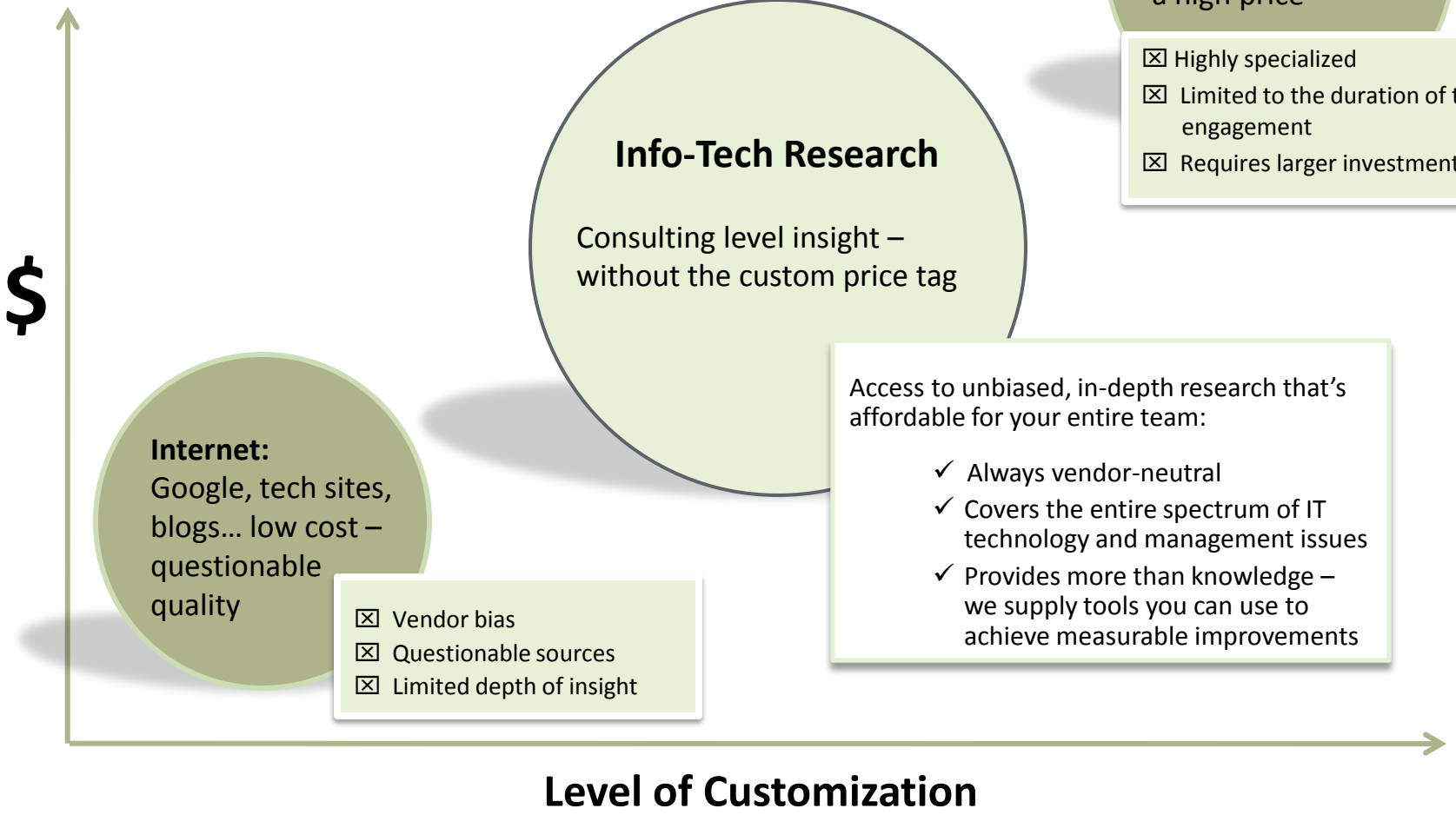
"Thank you all for the great research. It saved me hours of time and effort ."

- Tamco Steel

IT Research & Advisory Memberships High Quality – Low Cost	
▪ Research involves the same diligence and rigor as high-end consulting	▪ Research insight and best practices are both transferable and reusable
▪ Trusted source of unbiased, in-depth information	▪ Knowledge is packaged and shared across a broad client base
▪ Analysts are industry experts with real-world experience	▪ The IT Research model enables affordable access

Searching the Web (Vendor papers, blogs, newsletters) Questionable Quality – Low Cost	Management Consulting (Custom consulting engagements) High Quality – High Cost
▪ Publications may have a vendor bias	• Highly specialized consultants focus on your unique situation (customized)
▪ Author's background may be unknown	• Any knowledge gained may not be accessible for your entire team
▪ Are they a trusted source?	• The high cost of one-on-one consulting makes IT research a more affordable option
▪ Depth of insight usually limited	
▪ Time wasted searching, surfing and sifting through questionable content	

Info-Tech's Answer? Affordable Solutions From a Trusted Source



Info-Tech Helps IT Professionals To:

1. Quickly get up-to-speed with new technologies
2. Make the right technology purchasing decision – fast
3. Deliver critical IT projects, on time and within budget
4. Manage business expectations
5. Justify IT spending and prove the value of IT
6. Train IT staff and effectively manage an IT department

"Info-Tech helps me to be proactive instead of reactive – a cardinal rule in a stable and leading edge IT environment."

- ARCS Commercial Mortgage Co., LP

Your Info-Tech Research:

Practical Tools and Unbiased Guidance

You need to:

- Assess trends and developing strategy
- Make technology decisions
- Implement new technologies and processes
- Manage and improve IT operations

Info-Tech research is created to help you succeed in all of those areas.

This is not just more for you to read.

It's tools, templates and advice that are created for practical application – the research works the way you work.

Research with Tools that Work

We take a project, break it down into steps, and then provide you with the tools you need to get each step done.

There's no guesswork or hunting for resources – everything is there when you need it.

Info-Tech provides you with step-by-step tools and guidance that make just about everything you do easier.

Let's talk about what you WON'T get:

- vague predictions
- biased recommendations or comparisons
- academic theories that don't relate to your real IT challenges

What Your Info-Tech Membership Includes:

- Practical tools, templates and guidance that cover a broad spectrum of IT issues
- Step-by-step **Solution Sets** that provide task-focused solutions to your IT challenges
- Access to **OptimizeIT** – best practices development programs
- Access to **MeasureIT** – custom benchmarking program for budget and staffing metrics
- **Personal service**: real people to answer your questions and help you find the research you need, when you need it

Plus…

- Vendor/product evaluations and comparisons
- Templates and policies centers
- Extensive research library
- Multi-format content: research videos and workshops

Custom Advisory Services:

In addition to all of the research outlined above, you have the option to have **on-demand phone or e-mail consultations** with our Research Analysts.

That's consulting-level insight into the challenges you're facing – on call, when you need it most.

Info-Tech Solution Sets

Step-by-step roadmaps offer one-stop solutions to your IT challenges

Solution Sets provide you with a comprehensive package of advice and tools to walk you through the key challenges you face, including:

- **Executive presentation** of all our key recommendations – communicate effectively with your own stakeholders
- **Supporting data and case studies** from the Info-Tech global network – leverage your peers' best practices
- **Decision tools, templates and policies** – get the job done today
- **Video summaries** of our point of view and analysis – get your team up-to-speed easily using our subject matter experts

Help & Service Desk Solution Map

As seen in this sample Solution Map, we take a project, break it down into step-by-step tasks, and then address those tasks from your point of view.

Management Best Practices: OptimizeIT

How to get the most from your resources - it's the eternal IT struggle.

OptimizeIT helps you:

- squeeze the most from your budget
- review and revise your processes for maximum efficiency
- get maximum results from your available resources

We lay it all out for you. Step by step. We provide the tools you'll need to improve your IT processes… and we connect it to research you can use to get the job done.

"Your OptimizeIT offering is another prime example of Info-Tech's commitment to providing cutting edge "knowledge" tools to the IT industry."

- City of Reno

OptimizeIT is a new way to use research to dramatically improve your IT operations, processes and resource management.

OptimizeIT

Improve Processes and Implement Best Practices

Ever wished for an IT management handbook with shortcuts for budget and resource management?

That's the heart of OptimizeIT.

We outline the steps to take and provide the tools you need to streamline your core IT functions:

- IT Strategy
- Talent Management
- Vendor Management
- Application Maintenance
- Policy and Procedure Management
- IT Continuity Planning
- Compliance

For program specifics, please visit the OptimizeIT home page
www.infotech.com/OptimizeIT

The management best practices development programs in OptimizeIT will help you:

1. Mature your core IT functions
Improve your IT functions in an incremental, repeatable, sustainable way

2. Do more with less – and do it faster
Follow clear, step-by-step processes to get the job done right with the least amount of time and resources

3. Accelerate your professional development
Build your skill set – for now, and for the future

"I think the Premium Research and OptimizeIT will be a major benefit to us. And it was very timely, as we are now beginning to place a lot of focus on improving our internal processes."

- Santee Cooper

MeasureIT: Custom Peer Benchmarking

Instant custom budget and staffing benchmarking that is completely customized to your company is included in your membership.

Get valuable insight into your own staffing and spending practices using MeasureIT to compare your department against companies with similar demographics.

The data provided by MeasureIT will help you:

- Justify your spending and get your budget approved with valuable data custom to your company
- Compare your staffing practices with those of your peers
- Impress your executives with over 100 metrics that are impossible to find anywhere else - generated immediately after you complete the MeasureIT survey

Over 1,200 companies have already completed a MeasureIT survey, so we can provide meaningful results instantly with the data relevant to your company and your industry.

Learn More:

- *MeasureIT for Budgets*
- *MeasureIT for Staffing*

"We have been using [MeasureIT] to support our ongoing IT assessment. I have found it very helpful."
- Dakota Country, MN

Research Planning Calls:

A Vital Component of your Membership

- A Research Planning Call (RPC) gives you the opportunity to **speak with an expert** about your priorities and projects.
- You will work together with an analyst to **create a plan** for using our research over the course of your membership to ensure you get maximum results.
- After your RPC, you receive a custom planning document that **connects your initiatives to our research**, specifically selected for you by your analyst, to help you achieve your objectives.

By helping you navigate the vast resources at your disposal, the RPC addresses the top priorities on your agenda. Your Research Planning Call connects you to the right information from day one.

Your Questions + Our Analysts = Custom Answers, On Demand

Included with Silver and Gold Memberships

When you're making critical decisions, expert guidance can mean the difference between success and failure.

An Info-Tech Silver or Gold level membership gives you on-demand access to the expertise of our entire team of analysts… on call, when you need it.

"[The analyst's] expertise in diverse technology spaces has helped AGI identify and select proven, mature vendor solutions which, allowed us to narrow our decision making process and focus on the solution implementation rather than spending exhaustive time in research."
- *Affinity Group*

Rely on our experienced analysts for answers when you:

- Need assistance at key times of the year:
  - Justifying your spending or budget
  - Performance appraisals
  - Process audits
- Need to build consensus by leveraging third-party guidance
- Require objective advice or validation when making major technology decisions

You get consulting-level insight, one-on-one, to help with your IT, business and strategy challenges.

When Will You Need A Subject-Matter Expert?

Throughout the course of any project or initiative, you can rely on our analysts' insight to help solve your technical, business and strategy issues.

One phone call gives you the guidance of an expert.

Connect with an analyst when you need to:

Learn Trends & Develop Strategy	Make Technology Decisions	Manage & Operate IT Department
✓ High-level planning	✓ Detailed scoping	✓ Implementation & deployment
✓ Technology review	✓ Vendor review & selection	✓ Process audit & risk management review
✓ Business case development	✓ Negotiating & contracting	✓ Annual reporting, performance management, department planning & budgeting
✓ TCO justification	✓ Case study discussion	
✓ Supporting metrics		

IT Strategy & Leadership Silo

(included with Silver and Gold Membership)

Because it's critical to bridge the gap between IT and the rest of your business…

Info-Tech delivers the tools you need to **develop and execute an IT-business strategy.**

☑

You'll stay on top of the rapidly changing tech landscape – **without wasting time** searching through a sea of questionable resources.

☑

Our analysts have real-world IT experience. They'll filter the trends from the fads and give you **honest, objective IT management guidance.**

Our IT Strategy and Leadership Silo research provides **clear, strategic advice on the use of technology** that:

- Helps IT Leaders and CIOs **communicate effectively** in the language of business
- **Speeds up your daily tasks** with customizable management tools (e.g. ROI calculator, GAP Analysis Template)
- Supports your **strategy development** (Strategic IT Planning & Governance best practices methodology)
- Examines the specific IT issues faced by your industry with **industry-focused business case** examples
- Extends the IT strategy program in OptimizeIT to include an evolving **business/IT relationship**

Exclusive Benefits include:

1. Analyst Access via phone or email
2. Events (All members)
3. Roundtable Conferences – groups of up to 10

Access for your Team

Helping you work together for better results

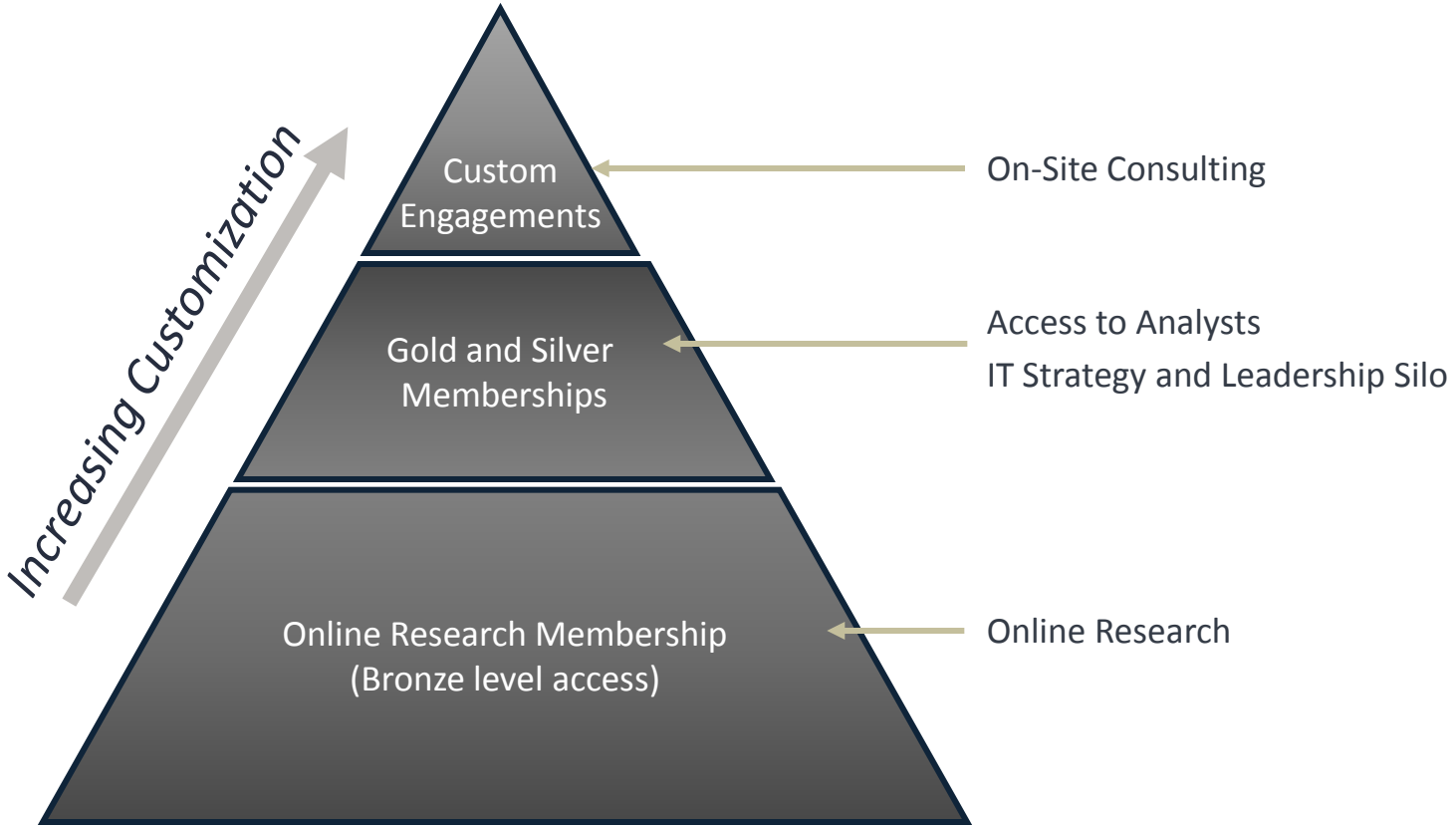
Info-Tech memberships are based on a team licensing model that allows access for all IT staff.

Making our research available to your team results in:

- **Improved productivity**. Each team member will spend less time hunting for tools and resources to get things done when they can rely on their Info-Tech membership to provide comprehensive solutions specific to the project at hand.
- **Easier knowledge sharing and training**. Processes and best practices can be readily applied by all team members, making it simple to pick up where someone else leaves off.
- **Consistent access to our tools and resources**. Keeping everyone on the same page can be a challenge; providing your entire team with access to our research ensures that proven methodologies and effective tools can be applied throughout the department.

IT Solutions that Makes Sense

Choose the level of customization that suits your needs best



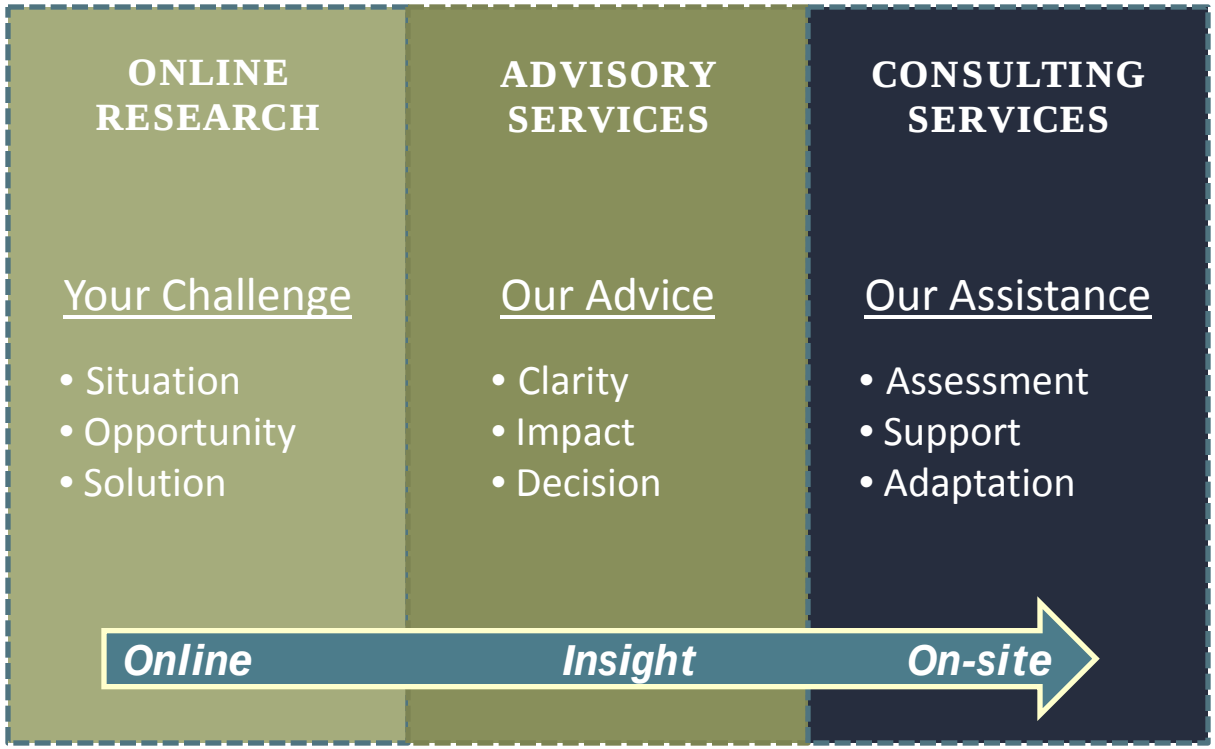
Building on World-Class Research

Info-Tech Consulting Services

Info-Tech recognizes the full-value of our Solution Sets come from your ability to adapt and deliver to your organization—we can help you get there.

Helping You Get Maximum Results

Info-Tech consulting provides the flexibility to help you achieve desired results either by going 'deep' into solutions or going 'wide' across your IT division or organization.



Info-Tech Consulting Services

Sample Consulting Engagements:	
IT Diagnostic	Strategic IT Planning
An IT Diagnostic consulting engagement helps you identify key areas of risk and inefficiency, and to build an action plan.	An IT Strategic Planning consulting engagement helps you identify, prioritize, and plan for mission critical IT projects.
DRP/Business Continuity	Vendor Management
A Disaster Recovery Plan Business Continuity Planning consulting engagement enhances your capacity to plan for and manage critical outages.	Traditional approaches to Vendor Management benefit the vendor disproportionately. A Vendor Management consulting engagement prepares you to select vendors, not just products.
Microsoft Licensing	Security Testing
A Microsoft Licensing consulting engagement ensures you accurately understand your license inventory, so you can make proper licensing decisions, minimize costs, and ensure compliance.	Our Security Testing service allows you to view your security posture from the hacker's perspective. Our reports provide a fully functional snapshot of your current security posture.

INFO~TECH research group

You're In Good Company…

Over 21,000 IT professionals rely on Info-Tech's practical research - at companies from around the world, including these familiar faces:

The true value of IT isn't only what you contribute to the business – it's how **quickly, efficiently and effectively** you do it.

Start your membership today and get practical solutions to your IT challenges.

INFO~TECH
research group

www.infotech.com

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