



**Open Research and Analysis**

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# CMDB

## An Analyst's perspective

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## Topics

- ▶ What's an analyst?
  - Purpose / remit
  - Freeform Dynamics – doing it better
  
- ▶ Framing CMDB in context
  - Drivers – IT and business led
  - Appreciation and activity
  - Strategy – why and how?
  - Challenges and risks
  - Final remarks

## What's an Analyst?

### ▶ Purpose / remit

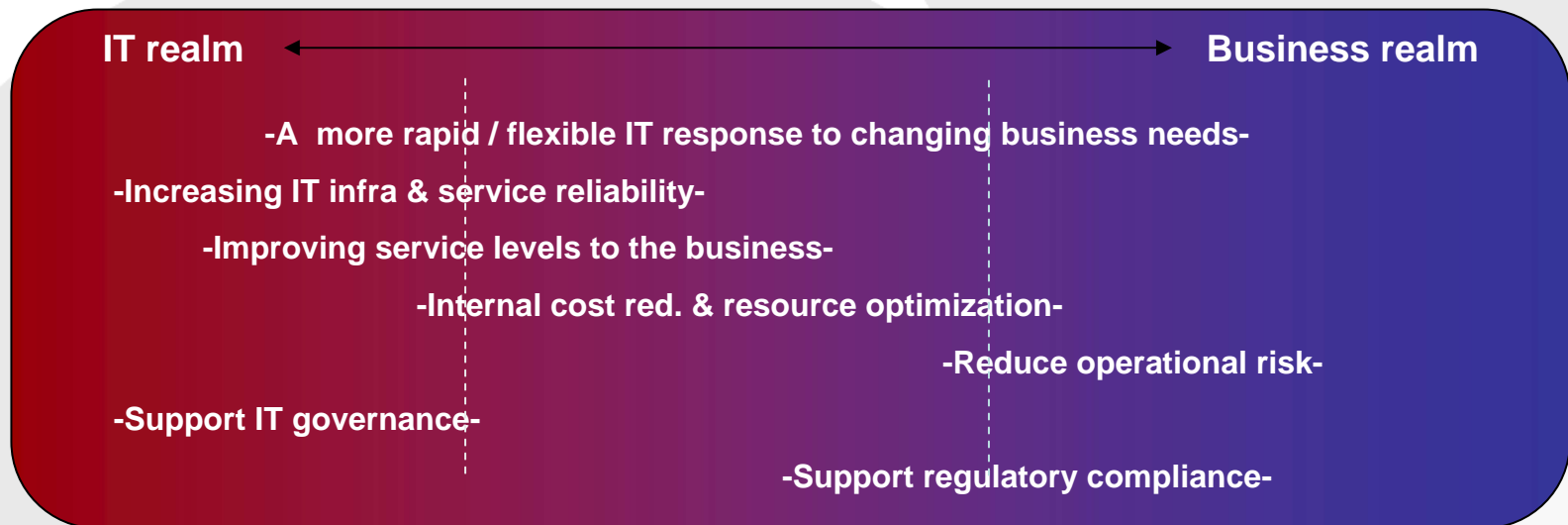
- Understand IT markets for xyz products /solutions / services
- Create better understanding of IT in business context
- Assist end-users and IT vendors make better decisions
- Be an enabler, rather than a dictator of trends

### ▶ Freeform Dynamics – doing it better

- Created in late 2005 to fill obvious gap in the market
- Open, community and partnership led approach
- Use significant primary research capabilities to drive all analysis
- Shorten cycle between:  
challenge/acknowledgement/exploration/investment
- Above all, be clear, simple and deliver superior customer service

## Framing CMDB in Context

- ▶ A quick poll (humor me 😊 )
- ▶ Drivers – IT and business led



- Traditional (*and ever so slightly patronising*) to assume that IT doesn't 'get' the business, and vice versa
- NOT true when CMDB is considered

## Framing CMDB in Context

### ► Appreciation and activity

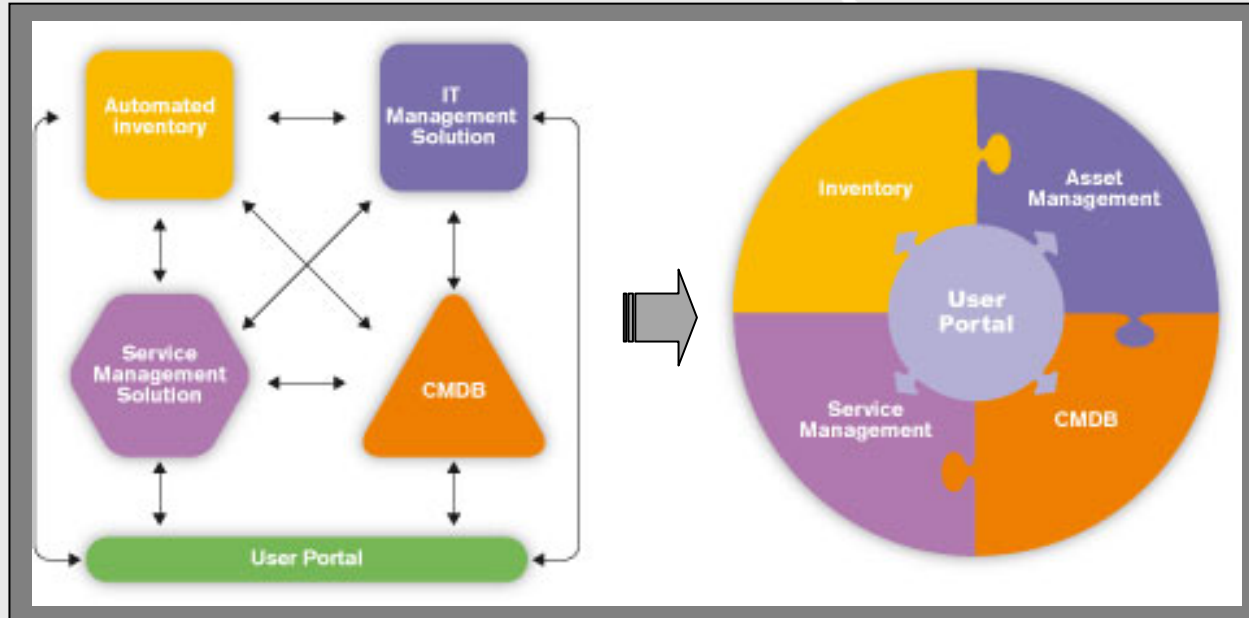
- Drivers    (no diff between 'expert' and 'no exp')
- Benefits   ('some' diff between 'expert' and 'no exp')
- Risks, pitfalls and critical success factors 
  - *benefit from those that already 'did' CMDB; more on this in a mo..)*
- = **significant activity across many verticals now and for next 18months**
- ***Naturally, understanding 'why' doesn't solve the 'how'...***

### ► And of course, generics are only half the story but should help:

- Articulation of concept & req's to senior management
- Define broad business case
- Inspiration seeking (service led organisations for example)
- Frame CMDB 'in context' (*more on this too in a mo..)*

## Framing CMDB in Context

- ▶ Strategy – why and how? (step back for a moment)
  - ‘You cant have a mess managing a mess’
    - Integrated, cohesive and automated approach required, not CMDB ‘for its own sake’
    - ‘ERP for Management’?



## Framing CMDB in Context

- ▶ Strategy – why and how? (*market pressure versus MY business*)
  - Why?
    - **Market:** ITIL says so / everyone else is doing it
    - **My business:** needs a better way of understanding relationships / cause and effect between infrastructure elements so it can..
    - Deliver better internal IT services so the org can deliver superior customer facing services
  - How?
    - **Market:** ‘follow this, buy this, implement this’
    - **My business:**
      - Build *and* buy?
      - Consulting-led advice versus ‘being sold to’?
      - Top down versus bottom up?
      - Existing efforts, existing investments, ‘gain by default’?

## Framing CMDB in Context

### ► Challenges and risks

- Approach taken will expose specific challenges and risks

	Planning	Challenges	Critical success factors
Top down approach	Objectives and benefits Organisational readiness, teams and responsibilities Design & scoping Metrics for success	General understanding of what CMDB is and what it offers How and where to apply it Securing the support of senior management	Buy-in from senior IT management Buy-in from senior business management Involvement of architects Long term strategy
Bottom up approach	Granularity of CIs (if you chose an all encompassing approach you risk mirroring this In the design phase too)	General understanding of what CMDB is and what it offers Finding the time to investigate and bring it on board Enabling technologies	Long term strategy Buy-in from senior IT management Practical short term goals and 'quick wins'

## Final Comments

- ▶ 'Get selfish' – keep asking 'why?'
  - Context must also mean 'me and my company'
- ▶ What are...
  - MY business / priorities / pain points?
  - MY services?
  - MY starting point / existing IT infrastructure?
  - MY capabilities – resources / personnel / time ?
  - MY goals?
- ▶ Clear understanding of these attributes will assist with:
  - Planning, risk management
  - Ownership, collaboration, support and buy in
  - Vendor choice & IT procurement
  - Achievable goals and benefits, sustainability



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