



An Insight company



Application Business Mapping Service

Why Datalink

- ✓ Decades of experience**
Datalink helps organizations transform IT service delivery, operations and resources to meet today's business challenges.
- ✓ Comprehensive service**
From developing IT strategies and aligning workloads to architecting solutions, technology, and services, we assist with all facets to design and implement your new IT delivery model.
- ✓ Solution agnostic**
We craft a comprehensive IT transformation roadmap for your business using ideally suited offerings from a wide range of leading providers.
- ✓ Attentive customer support**
Direct, real-time access to Datalink OneCall Support engineers ensures IT operations are prepared to support business requirements at all times.

Providing actionable insights on the content and interconnectedness of your application portfolio

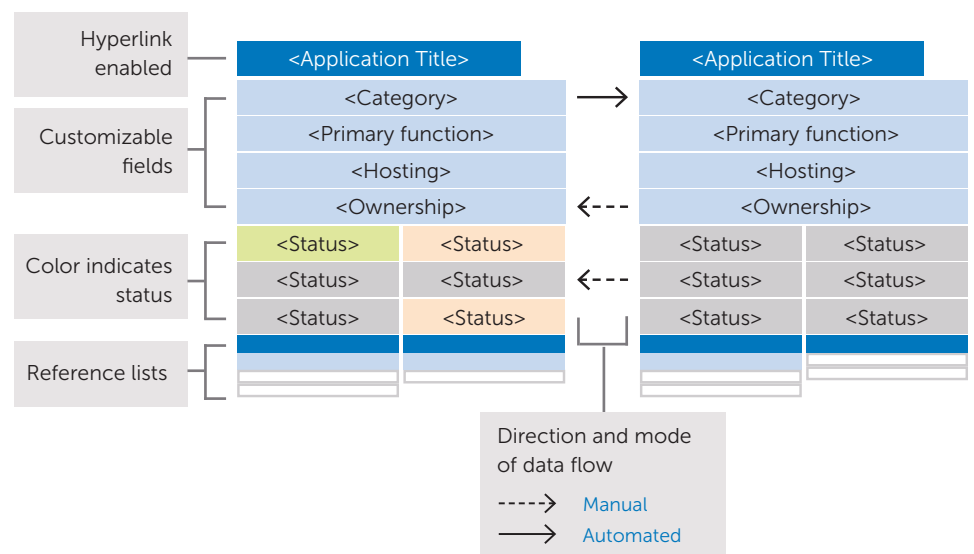
With the rapid growth in the number of applications organizations use and the rate at which they are updated and enhanced, it's easy for the details of your portfolio to become lost or outdated. Datalink's Application Business Mapping Service helps you identify and catalog your applications, record the dependencies among them, produce a graphical representation, and keep your information up to date. This allows IT leaders and planners to visualize the application portfolio in the context of the organization's business architecture and make better-informed decisions.

The benefits of Application Business Mapping (ABM)

ABM is a process that produces both immediate and long-term results. It can help your organization:

- ✓ Define relationships between applications and the business functions that use them
- ✓ Understand upstream and downstream interdependencies
- ✓ Develop maps that show the relationships of applications to business architecture
- ✓ Produce a precise current state assessment of the portfolio at a particular point in time
- ✓ Create a sound foundation for planning, analysis, and communicating value













Application portfolio mapping: How the map works



ABM drivers and objectives

There many reasons for performing application mapping. Two of the most common are a change in leadership with the new team wanting an accurate view of the portfolio, and a major portfolio rework such as might be seen with a communications redesign or a new core system (ERP, for example).

The objectives of a mapping exercise generally involve:

					
Data storage consumption and manipulation	Manual or point-to-point communications	Data exchanged (both consumption and manipulation)	Identification of duplicate apps or processes	Cataloging of external facing apps	Adherence to security policies
					
Discovery of apps at or near end of life	Determining/assigning of ownership	Assessing functions/functionality	Consumption (users, BUs)	Applications that don't communicate at all	Excel-dependent communication/processing

About the ABM process

To ensure all your applications are identified and logged, Datalink follows a proven methodology for performing application mapping. It involves:

- 1. Project definition:** We collaborate with you to identify the application characteristics you want to focus on.
- 2. Data collection and repository creation:** Our team works hand-in-hand with yours to find every application available in your environment. We create a relational database containing relevant information about all your applications.
- 3. Map development:** We produce the application business map.
- 4. Handoff:** We deliver the completed data model, map generation tool, and the knowledge needed to keep information on your portfolio current and accurate.

While every mapping process is unique, a typical engagement runs four to six weeks.

Impact

Clients use ABM output in many ways.

National health services provider

Helped a new CIO quickly get familiar with their application portfolio and visually communicate how that portfolio supports the whole organization

National furniture rental company

Supported an application rationalization initiative that will save millions in support costs and increase internal responsiveness

Regional financial services company

Visualized the overlapping applications they use and identified the likely causes of data redundancy and inconsistency in their data repositories



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