It’s no secret that the demands on IT are growing. Earlier this year, Gartner reported that 428 million mobile devices were sold globally in the first quarter of 2011.1

For its part, Forrester Research recently announced that consumer-focused devices, such as Android and iPhone smartphones, continue to pour into the workplace.2

Gartner has also projected that enterprises will spend $112 billion on cloud computing-related technologies in 2011, with an increase to $150 billion by 2013.3

For IT organizations large and small, meeting the needs of the business today is only part of the story. Increasingly, IT is being tasked to prepare for the profound challenges the business will face tomorrow. From mobile application support to cloud computing services to support for personal devices, IT organizations have been forced to rethink their operations strategy to position themselves for a future that is significantly more complex.

So how well are enterprise companies positioned when it comes to maintaining the “today business” while planning for the “tomorrow business”? Are their IT environments up to the task? How much are they automating and integrating? What are their views about the new demands headed their way?

To answer these and other questions, IDG Research Services surveyed IT executives from the United States, the United Kingdom, France, and Australia. A total of 300 surveys were completed between September 19 and October 4, 2011.
This IDG white paper summarizes the key findings of the survey. It begins by exploring how respondents rate their IT organizations’ ability to manage IT to meet business objectives. It then discusses the key trends that will demand a significant portion of respondents’ IT resources in the next 12 months. Finally, it examines a cost-effective approach to managing PCs, mobile devices, software, and IT infrastructure that simplifies and automates the entire ownership experience.

**TODAY’S ENVIRONMENT: WHAT’S REALLY GOING ON HERE?**

Initially, respondents are fairly positive about their IT organizations’ ability to manage IT to meet critical business objectives. More than two-thirds of the executives rate their IT organizations as “good” or “excellent” in monitoring and managing IT assets and services to meet those objectives.

However, further questioning suggests there are some significant challenges here, particularly with regard to automation and integration.

For example, just 27% of respondents indicate a high level of process automation connecting IT asset and service management. Less than half rate the current level of automation for IT management processes as “excellent” or “good” in terms of cost-effectiveness or in terms of freeing up IT’s time to work on more strategic initiatives. U.S. respondents are more likely than those in other regions to rate them as “fair” or “poor.” In fact, nearly one-quarter of U.S. respondents report that all or most processes are handled manually.

In addition, just 16% of respondents indicate a high level of data and process integration between their IT management tools and solutions. Here again, U.S. respondents are more likely to report that their solutions do not work in conjunction at all.

The survey makes a strong case that automation and integration lead to better success in managing IT assets and services.

For example, among respondents who indicate their companies have a high level of process automation connecting IT assets and service management, 87% assign an “excellent” or “good” rating to

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<thead>
<tr>
<th>Level of Process Automation Connecting IT Asset and Service Management</th>
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<tr>
<td>All or most processes are handled manually</td>
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<tr>
<td>There is limited process automation so we will still have several manual processes</td>
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<td>There is a high level of process automation removing many manual processes</td>
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<td>Don’t know</td>
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- All or most processes are handled manually: 16% (Total), 9% (US), 16% (EMEA), 16% (APAC)
- There is limited process automation so we will still have several manual processes: 55% (Total), 50% (US), 51% (EMEA), 51% (APAC)
- There is a high level of process automation removing many manual processes: 27% (Total), 39% (US), 31% (EMEA), 31% (APAC)
- Don’t know: 2% (Total), 2% (US), 2% (EMEA), 2% (APAC)
their IT organization. Among those who report a high level of data and process integration between IT management tools and solutions, 96% assign an “excellent” or “good” rating.

Similarly, companies with high levels of process automation and data and process integration are significantly more likely to assign “excellent” or “good” ratings to their processes in terms of efficiency, cost-effectiveness, and freeing up IT’s time.

Also, company size clearly makes a difference. The survey finds that respondents at companies with more than 10,000 employees are significantly more likely to rate their IT organization’s ability to manage IT assets and services to meet business objectives as “excellent” (21% vs. 12% among all respondents). These respondents are also much more likely to report a higher level of process automation connecting their IT asset and service management. (Of course, these higher ratings should be placed in perspective. Larger enterprises typically have much bigger IT organizations and budgets.)

As the importance of automation and integration really comes into focus when these IT executives offer their thoughts about the year ahead. To say that their plates will be full is a major understatement.

Think about it: IT organizations are already struggling to do more with less. The economic downturn has meant leaner budgets and smaller staffs. But now consider the top trends that are expected to demand a “significant portion” of IT’s resources over the next 12 months:

- Requests for changes/upgrades to IT-supplied applications and technology. Many organizations have delayed their Microsoft product
Companies have an average of three or four different solutions installed to help monitor and manage IT assets and services; larger companies have considerably more solutions in place.

upgrades until they were confident about Windows 7. Organizations looking to do a PC refresh or Windows OS migration will need to find an automated and repeatable process to migrate thousands of PCs, including user data and settings.

- **Requests for support for personal applications and technologies.** If you think the “consumerization” of IT is just a fad, think again. Fully one-half of the respondents say they expect to field requests to support consumer technologies such as the iPhone, Facebook, and other Web-based services that come into the enterprise through the “back door.” Do you have a strategy for gaining business value from these new technologies and minimizing their risks?

- **Requests to access the corporate network from remote locations.** The average workday is hardly restricted to 9 to 5 anymore. People are constantly working: accessing the most up-to-date information, responding immediately to client contacts, and taking care of many more daily tasks around the clock. Some researchers have estimated that the worldwide mobile worker population will increase to 35 percent of the workforce by the end of 2013.

- **Pressure to comply with regulations.** Having noncompliant assets in your environment can result in fines, a tarnished reputation, virus infection, even criminal charges. With industry and government regulations proliferating, can you nonintrusively scan your network to detect potential compliance issues? Do you have the ability to identify, group, and immediately remediate those devices that do not adhere to defined compliance policies?

- **Demand for mobile application support.** Enterprises of all sizes are

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### Number of Different Tools and Solutions Installed to Help Monitor and Manage IT Asset Services

![Bar chart showing the distribution of different tools and solutions installed by organizations.](image-url)
Do you have a solid strategy to address mobile devices as endpoints?

NUMARA CLOUD: END-TO-END, CLOUD-BASED IT OPERATIONS MANAGEMENT

Numara Cloud is a family of integrated, cloud-based IT operations management suites available from Numara Software. Built from the ground up as a modular yet integrated family of technologies, Numara Cloud addresses the IT service management, endpoint management, and mobile device management challenges that midsize and large enterprises face today.

Numara Cloud consists of the following software suites: Numara Cloud Service Manager, Numara Cloud Service Lifecycle Manager, Numara Cloud Endpoint Lifecycle Manager, and Numara Cloud Mobile Device Manager.

By integrating its service, endpoint, and mobile device management technologies, Numara can deliver end-to-end, cloud-based IT operations management to the IT support staff in a single pane of glass. This includes providing device management tools—whether they are physical, virtual, or mobile—as well as the service management tools that orchestrate the overall IT service.

While a number of vendors provide cloud-based IT management capabilities with varying levels of integration, this is generally a matter of data integration.

Numara Cloud goes beyond data integration of its individual products with integration at the application and process levels plus process automation. With Numara Cloud, organizations have an IT management experience that can be described as IT Management Convergence—the convergence of applications, processes, and process automation.

Process integration is something that is encouraged with best practices such as the Information Technology Infrastructure Library (ITIL). Taking a proactive approach and having an effective service management strategy can help eliminate manual processes, which are time-consuming and often inaccurate. Thousand of organizations around the world have adopted ITIL’s philosophies and guidelines to improve their service management and IT operations processes.

Numara Cloud provides a single, cloud-based solution that can manage, secure, control, track, remediate, and retire all devices, whether they are servers, desktops, laptops, tablets, or smartphones.

Numara delivers this service via three Tier 1 data centers in the United States, Europe, and the Far East, leveraging IPv6 and providing class-leading speed, security, and redundancy.
CONCLUSION

As IDG’s survey demonstrates, demands on IT are growing as employees become more mobile, personal technology continues to pour into the workplace, and cloud computing gains in importance. Are IT organizations up to the challenge? While survey respondents are initially fairly positive, further questioning identifies some important concerns. In particular, most companies have limited or no automation connecting IT asset and service management, and very few have a high level of data and process integration between IT management tools and solutions.

Numara Software helps midsize and large enterprises rectify that situation. By integrating its service, endpoint, and mobile device management technologies, Numara is able to deliver end-to-end, cloud-based IT operations management. Numara’s portfolio of cloud solutions are easy to install, use, and change—without the need for consultants or programmers. Ultimately, Numara provides IT organizations with the agility they need to meet the “new world order” headed their way.

For more information, please visit www.numaracloud.com

Getting Started: 10 Questions to Ask About Convergence

Aligning IT with business objectives is no longer enough. Meeting tomorrow’s challenges will require much more: the convergence of applications, processes, and process automation. The following questions can help you get started.

- How many processes, tools, and solutions are currently in place at your organization to monitor and manage IT assets and services?
- Do you have a high level of process automation connecting your IT asset and service management?
- Do you have a high level of process integration between all IT management tools and solutions?
- Are you spending a significant amount of money on consulting services to maintain your current IT infrastructure?
- Are you able to determine who is accessing your network using mobile devices?
- Can you manage and secure all of your physical, virtual, and mobile devices?
- Do you have a single view into IT service management?
- Do you engage with multiple cloud providers for your IT management needs? (Would you prefer a single supplier?)
- Are your IT operations management tools delivered through a single pane of glass?
- How much manual effort is involved when you roll out new operating systems, upgrade hardware, or deploy new applications? (And how easy is it to migrate users’ preferences, settings, and favorites to their new machines?)