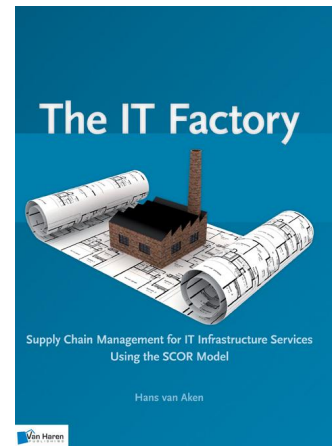


Zaltbommel: Netherlands 10<sup>th</sup> January 2012

# The IT Factory

## Gartner Imperatives Tackled



Last year Gartner identified the **10 major forces** that are actively reshaping the future of IT services and the outsourcing market\*. Amongst the much hyped Cloud, Security and Consumerization were included the **Value Chain** and **Componentization** -- items that don't get so much Press hype but, according to Gartner, are fundamental forces that should be addressed. A new title: *The IT Factory* describes operating within these forces by applying Supply Chain Management for IT Infrastructure Services Using the SCOR Model.

### Why Value Chain?

Service Value Chains will redefine competition and how IT services are consumed and paid for. A new maxim for the future regarding service provisioning is that the whole is greater than the sum of the parts+. Organisations must improve their ability to examine their providers (internal or external) and their value chains. The network of providers must each deliver their part . as the business builds a greater whole

### Why Componentization?

More elements of IT can be regarded as a component (definition: a constituent part; element; ingredient) of a larger, or broader IT application or system. The notion of re-usable objects+is becoming more of a reality as the internet creates a platform+on which users can configure prebuilt IT components rather than constantly starting from scratch for each new IT project.

### The IT Factory is the Solution

Caspar Hunsche, CTO, Director of Research, Supply Chain Council, Inc. notes that *it's been done before*. The processes of IT Value Chain and IT Componentization can deliver goods and services by using the same Factory+techniques that supply chains do.

*Paul Jellema, Manager Global Supply Chain Performance Management, Nike, Inc.:*

*The IT Factory+is a very accessible and highly recommendable book when optimizing the portfolio of IT services used in a company. IT services should be tailored to today's rapidly changing needs of the business. Leveraging knowledge of supply chain (SCOR) key performance indicators pro-actively sets you up to provide the right decision making support information*



Hans van Aken, a seasoned HP employee, with support from The Supply Chain Council, has used the Global Standard SCOR (**Supply-Chain Operations Reference-model**) to distil the experience of many Supply Chain experts to describe how businesses can implement IT Commoditisation and Value Chain using tried and tested techniques.

Hans van Aken describes how supply chain management for IT infrastructure services can use the reputable SCOR Model. He describes a position where Business demand is met with an efficient IT Supply:

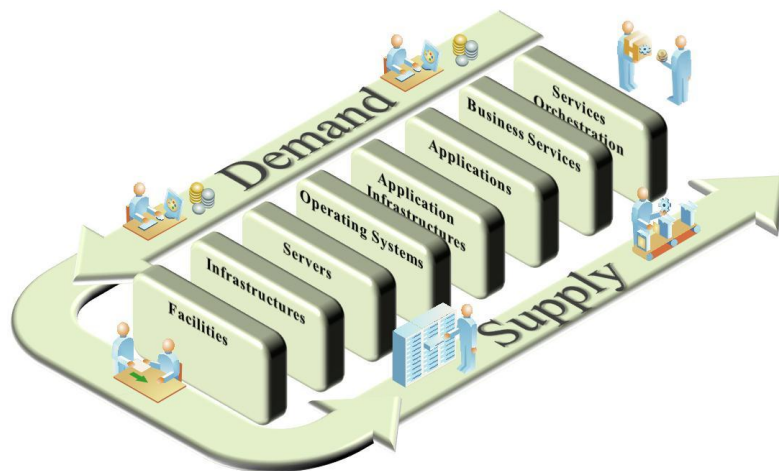


Fig.1 The IT Supply Chain Reference Model

Van Aken notes: *This model is actually drawn as a demand-driven IT supply chain which puts the pull+of the customers demands in the spotlight rather than the push+of available technologies and supplies. The choice for this demand-driven depiction encourages many in IT to first understand the demands of the customers (and the customers customers) and then secondly define and organize appropriate supply chains to meet the demands.* The beauty of the content as devised by van Aken is the detailed practical guidance for delivering the Model. The Model is clearly set out and readers will be re-assured to know that the fundamentals are based on the successes of the tried and tested SCOR approach.

By thinking out of the box and using established successes in complementary industries it's just possible that Hans van Aken has delivered a solution to two of Gartner's imperatives.

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### **Notes for Editors:**

Gartner Source: <http://www.gartner.com/it/page.jsp?id=1433214>



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## About 'The IT Factory'

The IT Factory Book is published by Van Haren Publishing. It can be found at [www.vanharen.net](http://www.vanharen.net).

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- A Appendix . Examples of IT Supply Chain configurations

### About the Author



Hans van Aken is an IT Supply Chain Strategist and Enterprise Architect working at Hewlett-Packard and has more than 22 years of experience in Consulting and IT Infrastructures. He has gained his experience during many engagements at multinationals in almost all industries where he frequently worked in international teams. Hans provides consulting services to project teams, IT Managers and C-level executives concerning the organization and business aspects of IT services.



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The last decade, Hans gained first-hand experience in the area of Utility Computing and, later on, Cloud Computing. These experiences inspired Hans to write the book *The IT Factory* in which the seasoned expertise and knowhow gained in factories and supply chains is put to good use in producing IT services. This book unleashes everyone's general, sometimes a bit dormant, knowledge of factories and supply chains.

In 2007 Hans' knowledge, skills and experience has been tested by the independent Open Group and recognized at the level of *Master Certified IT Architect*. Furthermore, Hans is an Open Group IT Architect Certification Board Member and TOGAF 8 certified.

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