



# Why Outsourcers Should Run the Compuware Value Improvement Program for End-customers

## FOCUS OF THE VALUE IMPROVEMENT PROGRAM (VIP)

Competitive companies in today's digital economy understand the imperatives to be effective and efficient, compelling them to make better use of and improve the ROI of their resources, especially investments made in software. To improve effectiveness and efficiency, many companies today are doing more with less, prompting organizations to use outsourcers for mainframe application and data management.

To the end-customers of outsourcers, it's not always clear if software is being fully leveraged and delivering the best ROI—good indicators of whether applications and data are being managed effectively and efficiently. That's why Compuware offers customers, including outsourcers, the **Value Improvement Program (VIP)**, an exclusive, evidence-based customer program designed to help you qualify, quantify and increase the value you derive from Compuware solutions.

## VIP FOR OUTSOURCED MAINFRAMES: OBJECTIVE PERFORMANCE REPORTING TO THE END-CUSTOMER

Compuware understands that many customers have chosen to outsource their infrastructures. Increased efficiencies, innovation and unparalleled service are the common ground on which the relationship between end-customer and outsourcer is built.

However, end-customers often strategically renegotiate information technology outsourcing (ITO) contracts to drive down pricing, transform existing IT infrastructures or gain new relationship benefits. This puts a squeeze on market share and the ability to deliver services customers really need.

A fundamental factor in this is the end-customer's perception of the outsourcer's performance. This includes discovering and championing efficiencies that will drive improvement in productivity in the existing infrastructure. But how can you provide proof of your service level to the end-customer? How can you show you are worth your money?

Ideally every outsourcer should be able to present objective metrics capturing the benefits of their services while simultaneously retaining and accelerating growth within their ITO business. This is where the VIP can help.

Showing good results and improvements by taking advantage of training and best practice documentation, ultimately will ensure the ITO provider is recognized by the end-customer as a valuable partner in service delivery and enablement of the end-customer and their business.

## VIP VALUE FOR OUTSOURCERS

The VIP is a valuable service for many outsourcers facing a variety of challenges. Our VIP dashboards, driven by business analytics, can benefit your company by:

- Making your business more agile in responding to development needs in an efficient manner
- Verifying standards of excellence through meaningful metrics representing service quality





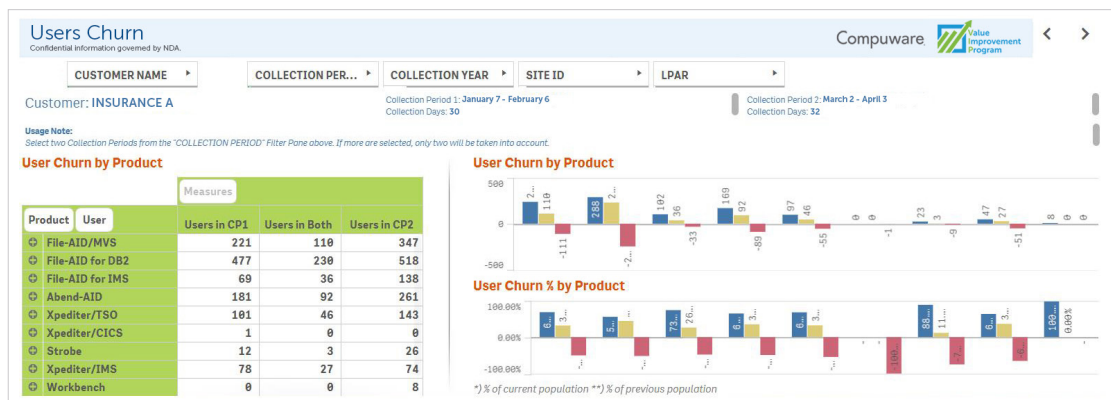
- Demonstrating innovation by championing optimization of staff methodology, system support and application deployment
- Ensuring staff maintains currency of industry-leading tool knowledge through appropriate training for the current and future mainframe workforce
- Enabling replication of efficiencies through standard approaches across multiple end-customers leading to reduced operating expenses

Many ITO customers today favor a provider that can show detailed and objective statistical measurements of their KPIs along with delivery excellence. Whether the end-customer or the outsourcer is the decision maker on technology, it is imperative that the outsourcer provides insight into their performance. Sharing KPIs may improve their position as an ITO leader in looking to improve customers' productivity and ultimately gain increased outsourcing engagements or better position themselves for continuing their partnerships.

The end product of the VIP is a series of dashboards and reports that provide visibility into Compuware product usage. Which dashboards and reports are valuable to you depends on the outsourcing agreement with your end-customer. It can also provide insight into potential new service offerings for the customer. Here is an example of what types of information can be included.

The VIP includes both executive- and practitioner-level dashboards that provide a comprehensive picture of your organization's benchmarks with regard to solution adoption and usage as well as maturity level and efficiency. This report can be clustered according to person and allocated to the LPAR and/or application.

### Churn Report



With user churn comes the loss of valuable skills. In addition, as new staff are transitioned into their roles, there are inevitable gaps in knowledge of tools. In the case of outsourced systems, this information becomes particularly valuable.

Compuware uses Qlik, a state-of-the-art business intelligence tool, to generate dashboards. With this technology, your product usage KPIs can be easily visualized in your own specific portal.





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“Having this level of visibility will save us weeks of effort in assessing how tools are utilized and assisting our development teams to increase their efficiencies by seeing what they are using versus what they can use.”

— Tool Ownership and Deployment team at a U.K.-based financial institution

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Using the insights gained from the dashboards, Compuware develops a workable plan of action for the end-customer. Having completed these plans for many other companies, we are uniquely positioned to share best practices and recommendations for improvement.

As Compuware tools are utilized by most Fortune 500 companies, we understand that outsourcing partners are a vital part of a customer’s daily work. Therefore, we have developed specific programs based on VIP results that are aimed at helping outsourcers. Compuware will support you as you execute your action plan where possible, for instance delivering additional product training. After executing the action plan, we analyze the impact of the measures together in a new statistical collection.

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“The Compuware VIP service played a big part in helping us save \$15 million over the last four years.”

— Health Insurance Provider

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### WHAT’S THE EFFORT FOR MY STAFF?

Starting a VIP initiative is quick, simple and does not incur extra cost for your end-customer or your company. In essence, it only takes a few hours to:

- Switch the VIP “on”
- Send the product usage statistics to Compuware after several weeks of automatic collection

The VIP requires that Compuware collect anonymous **statistics** to perform valuable analytics. These analytics enable us to identify how Compuware products can be better leveraged and to provide you with industry comparatives.

Your organization’s usage statistics are then sent to Compuware for processing in our business analytics tool for analysis and result generation. The real effort is either included in the functionality of our tools or done by Compuware staff. As a user of the tools, you have the easy part.

Learn more by contacting your Account Consultant or visiting [compuware.com/value-improvement-program](https://compuware.com/value-improvement-program).

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### The Mainframe Software Partner For The Next 50 Years

Compuware empowers the world’s largest companies to excel in the digital economy by fully leveraging their high-value mainframe investments. We do this by delivering highly innovative solutions that uniquely enable IT professionals with mainstream skills to manage mainframe applications, data and platform operations.

**Learn more at [compuware.com](https://compuware.com).**

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