



11 QUESTIONS EVERY CIO SHOULD ASK THEIR IT MANAGER

Every business is looking for ways to be more efficient. You know information technology is critical—you can't be in business without it. But what is your IT really costing you? Could you be doing more with the technology you have? Could you reduce costs and provide better service to your organization?

Finding out becomes a lot easier when you know the right questions to ask. We have a few suggestions for how to get started:

1. WHO IS CHOOSING OUR IT?

Making good choices about the right technology starts with who is making those choices—and why.

Are those decisions strategic and based on long-term business requirements or short-term technology remedies? Are they delaying inevitable problems and inviting further lock-in that could be more expensive to fix later? Do the vendor's features and functionality match the demands of your architecture?

HOW RED HAT CAN HELP: We'll work with you to develop a strategy built around value. Because the Red Hat subscription model delivers value over the long term, you can deploy applications cost-effectively and flexibly. And you won't be locked in to solutions that cost more down the road.

2. WHAT ARE WE DOING TO CONTROL COSTS?

The idea is simple: Get the most out of your current investments and keep future costs under control. Do you need to deploy applications and provide a rapidly ready environment to meet business demands? Integrate with legacy and new databases? Or have developer needs that change hourly?

You want to make sure your technology is fully utilized. And gain the most performance from the servers you already have to avoid investments in hardware you don't need. Controlling costs also means making sure technology vendors are providing value beyond charging you for licenses to use the software.

HOW RED HAT CAN HELP: Deploying Red Hat and JBoss open source solutions via subscription delivers ongoing value that doesn't lock you in or charge you for simply the right to use the software. You purchase an annual subscription, which means you hold Red Hat responsible year after year.

3. HOW MANY LICENCES DO WE HAVE?

Proprietary licenses charge for the right to use software. They often lock in organizations and force upgrades. And if you need to understand cores, threads, sockets, you may already be spending too much. Measuring how many proprietary software licenses you have is often a good way to begin measuring the true costs of supporting that proprietary technology over the long term.

HOW RED HAT CAN HELP: Migrating to Red Hat open source solutions frees you from low-value proprietary licenses. With Red Hat subscriptions, you pay for the value Red Hat delivers, and every year you can choose Red Hat again or switch to another vendor.

4. ARE WE USING OPEN STANDARDS?

Open standards mean that the technology is based on a common, independent standard rather than the choices of one vendor. Because these standards have been established neutrally and collaboratively, more vendors can deliver value around them. With open standards, your technology investments will be interoperable with the hardware

and software you have today. They'll also be protected from lock-in tomorrow since open standards make migration to other platforms easy. And you get rapid innovation, quick resolution to issues, and value when you use it, rather than the license keys you'll forget.

HOW RED HAT CAN HELP: Our technology is built via open standards. Linux takes advantage of commodity hardware and protects you from lock-in. If you don't think Red Hat is providing the value you want, the Linux open standard makes it easier to choose another vendor than if you were using a proprietary architecture.

JBoss Enterprise Middleware protects customers from being locked in to their application platforms. That type of lock-in can bring substantial maintenance charges for companies that have chosen proprietary platforms in the past.

5. ARE WE USING OPEN SOURCE?

Open source means anyone can see the software code. Not only that, they can look at how it works and make changes that benefit them. The technology is built collaboratively, which results in lower costs.

Open source puts organizations in control. It forces vendors to deliver value beyond the license to use the software. And if you don't like how one open source vendor is serving you, you can choose another without overhauling your infrastructure.

HOW RED HAT CAN HELP: Red Hat has built its business on helping organizations of all sizes receive the full value and innovation of open source technology. Our standards-based open source software, delivered via subscription, offers our customers exceptional value and performance. The open source development model lets us create better software faster. We pass along the benefits of this efficiency to our customers.

6. WHAT ARE WE DOING TO IMPROVE THE UTILIZATION OF OUR SYSTEMS?

Hardware may be one of your biggest expenses. Are you using it as efficiently as you could be? A server running Red Hat® Enterprise Linux® can do more work in less time. And with performance tuning, you may be able to use a less expensive server instead. In addition, JBoss® Enterprise Middleware has a small footprint, is easy to install, manage, and rapidly scale. New advances in infrastructure technology are helping IT departments better utilize the hardware they already have – without reducing the quality of services they provide to their organizations.

HOW RED HAT CAN HELP: Red Hat is at the forefront of innovative technologies designed to help you gain full performance and utilization from your systems. You can free up systems to perform additional workloads, increasing the level of service you can provide to your organization.

7. ARE WE USING VIRTUALIZATION, CLOUD COMPUTING, OR GRIDS?

Are you taking advantage of the latest technology to maximize your hardware's abilities?

Virtualization lets you run more than one operating system on a single machine. That makes it easier to pool computing resources and get the most out of your hardware. Red Hat Enterprise Linux has virtualization built into the operating system.

Cloud computing delivers software as a service – you purchase computing power via the Internet as you need it. You can manage peak service demands without additional capital costs.



Grid computing is a way to share computing resources. Systems borrow spare computing power from each other, rather than relying on the power of a single server.

Together these technologies can help you get the most out of your technology investments while meeting the highest service demands.

HOW RED HAT CAN HELP: Working collaboratively with the open source community, Red Hat has introduced several significant technologies that drastically improve performance, utilization, and service. With products such as Red Hat Enterprise MRG and Red Hat Enterprise IPA, you can optimize your environment and deliver better performance and security.

8. WHAT WILL IT COST US TO MIGRATE?

There are many aspects of a migration to consider – the short-term investment in technology, the time involved, and the skills of the support and migration team. And what may be most important to consider is the long-term cost of not migrating and continuing to support the expensive proprietary licenses you're locked into.

HOW RED HAT CAN HELP: Red Hat makes migration much easier with technology that simply works, enterprise agreements for an easy purchasing process, and additional services like training and consulting to ensure your team has the skills they need. Red Hat subscriptions also include unlimited support, maintenance, and upgrades. No client licenses. No forced upgrades to newer versions of the software. And if you do upgrade your system, its subscription can be reallocated to the new system.

9. IS OUR TECHNOLOGY EFFICIENT TO MANAGE?

Up-front acquisition costs rarely tell the whole story of how much you're paying for your technology. How much time do your administrators spend managing your systems? What strategic, business-critical projects could they be working on if they spent less time on basic, repetitive tasks?

Are you able to keep up with changes on your systems? How much visibility do you have into your platforms and the applications that run on them? When there are outages, how quickly can you diagnose and solve the issue? And do you have the tools that allow your team to learn from each other and past experience? With today's shrinking IT budgets, effective management tools are more necessary than ever.

HOW RED HAT CAN HELP: Red Hat Satellite gives you the system administration power to manage many servers as easily as one. And JBoss Operations Network simplifies development, testing, deployment, and monitoring of your JBoss Enterprise Middleware. With Red Hat systems management tools, your staff can automate repetitive tasks, improve application performance, and scale resources as you grow.

10. HOW CAN I DO A BETTER JOB AT MANAGING MY INVENTORY?

Organizations often have to deal with excess inventory of hardware or under-utilized, expensive software. As the company grows, these systems and their software can continue costing money, even as their use diminishes.



One key question to ask is just how much of the hardware you have is limited to one application per server. That could be a significant opportunity to gain efficiency and reduce costs.

HOW RED HAT CAN HELP: You can start by virtualizing your most powerful servers. That way you can still run your applications in virtual servers without changing the application or its operating system. Then you can retire old servers.

Standardizing on Linux can help you gain significant efficiencies by providing a consistent environment to develop applications while making your environment more flexible and easier to manage.

11. HOW ARE WE REDUCING OUR OPERATIONAL COSTS?

It's the question on the minds of many CIOs today. How can I reduce operational costs – the area where such a significant portion of my IT budget has already been committed? And then, can I continue to provide better service and innovate? This is especially difficult in an economic downturn when new capital cost projects have trouble getting the resources they need.

HOW RED HAT CAN HELP: Red Hat has become well known for helping cut costs. We provide low-cost, high-quality open source alternatives to expensive proprietary architecture. We also help you increase utilization of your existing technology. You can use the resources you save to provide better service to your business through new strategic projects.

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