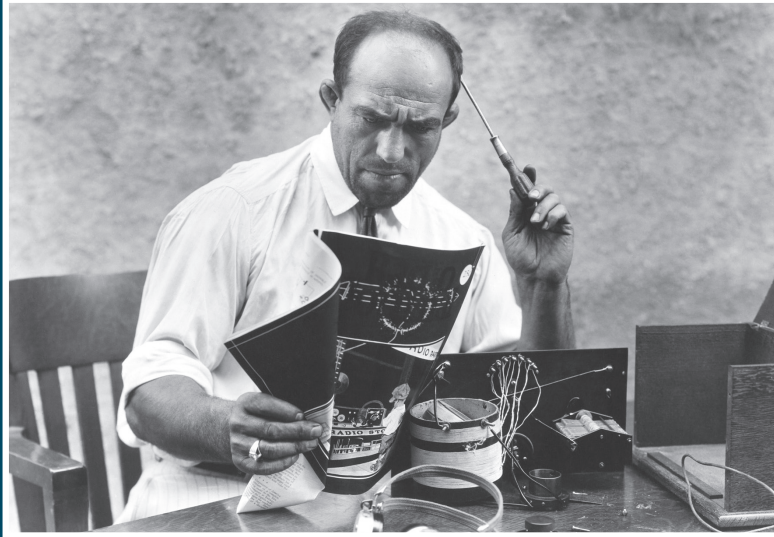


# Linking Strategic and Tactical Thinking

**Challenge:**

A \$1.6B health system struggles with new technology and process, suffers service difficulties due to infrastructure it shares with its namesake university.

***“IT works for us, instead of us working for the IT department.”***

– CTO, Temple University Health

**Solution:**

Create an Office of the CTO to separate and implement the next generation infrastructure platform and restructure the organization. *The entire effort is accomplished by reallocating existing budgets with no net new extraordinary operating expenditures.*

**Approach:**

VertitechIT has developed a proprietary Leverage IT<sup>SM</sup> process. By partnering with senior management to develop a vision and augment existing skills, eliminate organization silos, and empower staff to adopt a broad view of the enterprise well beyond IT. The approach results in shorter project timeframes, lower costs, and clearly defined “cutovers” to client staff for continuing operations.

Office of the CTO

IT Leadership Training

Interim Executive Placement

Strategic/Tactical Support

VertitechIT<sup>®</sup>

# The Monetization of IT

**Challenge:**

In the midst of a \$21M infrastructure facelift, one of New England's largest healthcare institutions looks for a way to monetize its IT investment.

*“Successful joint ventures are dependent on joining forces with proven, dynamic, and entrepreneurial businesses.”*

– CTO, Baystate Health System

**Solution:**

An innovative joint venture with VertitechIT creates opportunities to offer managed services and secure datacenter hosting to orbiting independent healthcare practices, *generating an initial \$200,000 in annual outside income* available to fund other strategic initiatives.

**Approach:**

The average non-profit hospital operating margin is just 2.6 percent so the ability to generate revenue without impacting IT service levels is invaluable. VertitechIT reduces operational expenses to fund innovation, enabling the CIO, IT staff, and other functional areas to become an internal and external service broker.

Joint Venture Operation

Managed Services

General Financing

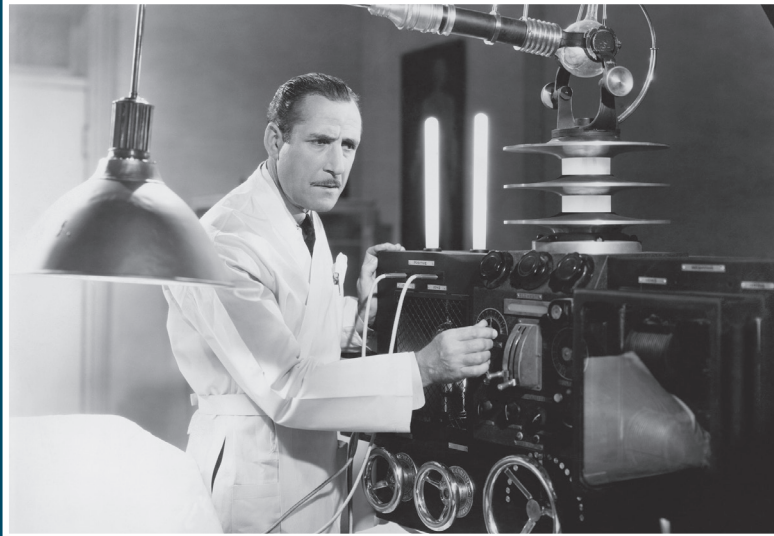
Telecom Expense Management

Mergers & Acquisitions

Professional Services

VertitechIT<sup>®</sup>

# Doing More With Less

**Challenge:**

Rapid growth for a global real estate services group is slowed by an expensive and unresponsive datacenter architecture.

*“We’re quickly moving to a model where we don’t have to own so much IT stuff.”*

– Global CIO, Cushman & Wakefield

**Solution:**

Server virtualization and implementation of a world-wide hybrid cloud infrastructure *reduces annual IT spend by 75 percent*, removing barriers to growth and providing disaster preparedness at an affordable price. Standardizing, virtualizing, and cloud-enabling allows for dynamic allocation of IT resources.

**Approach:**

Enterprise clients consistently wrestle with economic pressures dictated by rising costs and increased competition. Healthcare faces new government mandates and needs deeper technology investments to improve patient outcomes. The VertitechIT approach centers on speed and driving technical innovation while removing technology as a barrier to growth.

Digital Strategy

Infrastructure Assessment

Hyper-convergence

Hybrid Cloud

VDI

IT Service Management

Professional Services

VertitechIT<sup>®</sup>