

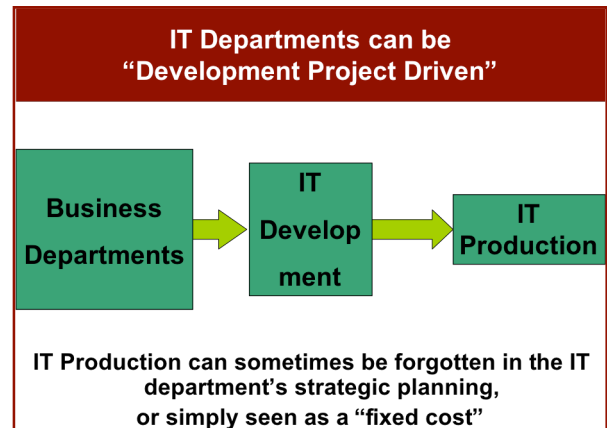
Free Breakfast Seminar

Managing IT Production

IT Production is that part of the I.T. Organisation which is responsible for the day-to-day running of the IT Infrastructure and Systems, including not only *Management of the IT Infrastructure*, but also *Help Desk* Services, *IT Support Teams* (including DBAs, Systems Engineers and Middleware and Networking Specialists), *Operations* Teams (24x7 monitoring, batch processing), as well as including responsibility for *Backup & Recovery* and Business Continuity Infrastructure.

Challenges. The IT Production side of I.T. can sometimes be forgotten, or treated as a fixed cost overhead. At the same time, the IT Production teams face increasing challenges:

- **Increasing demands** on Storage, Processing and Networking infrastructure, due to **new Projects and Regulatory issues**.
- How to **Manage Costs** at the same time as delivering support for a growing portfolio of IT infrastructure,
- How to make **Costs Transparent** to IT development and business teams.
- Justifying Investment in **Disruptive Infrastructures** such as Server Consolidation, Storage Area Networks etc.
- **Integration** of divergent infrastructure technologies as a result of changes in strategy, mergers and acquisitions etc.
- Ongoing relationship management with IT development, and keeping up-to-date with the **Deployment Implications of New Technologies**.



If these issues are not addressed, IT Production can sometimes become just "fire-fighters". What is sometimes needed is a systematic approach – an IT Production Strategy, which takes into account the fact that the issues involved with running an IT Production team are very different from the ones involved in Development projects.

Consultancy for IT Production Managers.

Dennis Adams Associates has been formed as a specialised consultancy in order to assist IT Production Managers to identify and address the issues involves with managing these sometimes-complex problems, and to help them develop and implement appropriate ITP Strategies.

manage * (v)

1. be in charge of, run.

7. Succeed in surviving or in attaining one's aims, cope...

Dennis Adams has over 20 years experience in the IT Production field, working for IT Production and Infrastructure Managers and team leaders for a variety of Organisations, including Barclays Commercial Services, Quest Software, and BNP Paribas.

He has often been used to develop strategy, and provide a different perspective to IT issues. An animated and engaging speaker, he is able to articulate and present the complex issues facing IT Production managers in a memorable way.

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Managing IT Production

Free Breakfast Seminar for IT Production Managers.

This seminar is designed specifically for managers of IT Production Environments, during which we will cover:

- An outline of the common issues that face all IT Production managers these days.
- A systematic approach to addressing the issues of IT Production.
- The ways in which you can create and implement a viable IT Production Strategy.
- How to prioritise IT strategy to deal with the Time / Quality / Cost triangle.
- How to make IT Production more Responsive to the Business.

As a result of this seminar, you should be more able to take a systematic approach to the problems of IT Production, to create an IT Production strategy, and be in a better position to justify IT Investment from the Production perspective.

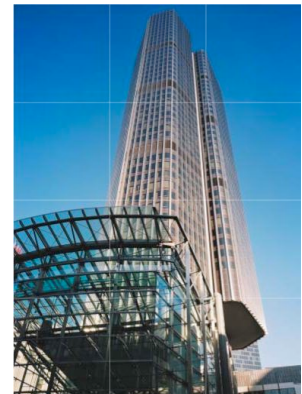
Topics Covered

- The Challenges - common problems facing IT Production
- “Get the MOPS out” - A systematic approach to Creating an IT Production Strategy, based around Metrics, Operational Tools, Processes & Procedures and Standards.
- Creating and implementing an IT Production Strategy.
- Dealing with Business Imperatives - becoming Client-focused.
- Making Costs Transparent - justifying IT Infrastructure Investment.
- Introducing Production Suitability criteria into Projects, so that we can ensure that solutions are Scalable, Reliable, Recoverable, Secure, and Supportable.

Seminar Details

The Breakfast Seminars will last from **8:15 to 9:45**, and will be held in the Regus Offices in Tower 42 - the tallest in the City of London, and just 100 yards from the Bank of England and the Stock Exchange. Seminars will be available on the following dates in 2004:

- **Friday 8th October**
- **Tuesday 2nd November**
- **Wednesday 8th December**



How to Register

Fill in the attached Fax Registration form, and fax it to Tower 42, at 020 7877 0688. Alternatively, you can telephone on +44 (0)7753 834804, or email seminars@dennisadams.net.

Places at these seminars will be allocated on a first-come-first-served basis, so contact us today.

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