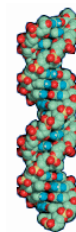


Customer Case Study:
itDNA™ in the Travel Industry



When one of the world's largest hotel and leisure companies needed to avoid a \$1 million upgrade to their mainframe, they turned to Plexent and itDNA™ for a solution.

This company, with over 110,000 employees world-wide, owns and operates a hotel portfolio that includes 738 owned, leased, managed and franchised hotels with approximately 229,000 rooms in 82 countries.

During the process of moving their computing environment to a distributed environment reducing the requirements of their mainframe platform they were faced with a challenge.

To meet near-term processing requirements they were going to have to purchase a \$1 million upgrade to their mainframe.

To avoid this costly upgrade, they formed a Performance Management organization in an effort to maximize system performance.

The new organization was based on the Capacity and Availability Disciplines within the itDNA™ model.

Specific deliverables from which the new organization benefited included:

- Organizational Model and Framework
- Roles and Responsibilities
- Industry Best Practices
- Process Flows and Inter-process swim-lane diagrams
- Reference Library of Platform specific Technology Enablers

By quickly establishing a new organization based on itDNA and implementing Performance Management processes complete with an architectural framework comprised of platform specific technology enablers, the company avoided the costly upgrade, allowing them to move to a distributed computing environment.

What is itDNA™?

itDNA is a multidimensional product that defines, organizes, and categorizes the many best practices, resources, characteristics, and metrics involved in managing complex, distributed computing environments.

It allows clients to define the "what, why, and how," for your business and technical processes, and take control of your environment.

itDNA is based on the IT Infrastructure Library (ITIL®); the international standard for IT Service Management.

itDNA consists of two IT Business Functions, Support and Delivery. Composed of 12 Disciplines, it provides a convenient hierarchy for classifying, collecting, viewing and presenting the

various processes and functions within an IT organization.

Below the Disciplines are Elements which represent the basic or fundamental services required by a distributed computing environment.

Because Elements tend to be more technology specific, they change more frequently than the relatively static Disciplines.

itDNA

- A Project Management approach
- A framework, based on ITIL, ISO, and CMM to organize IT Infrastructure
- A rich Intellectual Property Knowledge Base
- A model to measure IT Infrastructure maturity level
- A complete itDNA Maturity Assessment for Information Technology
- Policies and Procedures for each itDNA Element
- A complete set of IT Project pricing and scoping tools for ITIL

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