



Brochure

Application Portfolio Management

Assess and manage all applications, business processes, and objectives with the powerful analysis and visualization tools in APM.

opentext™

Visualize Your Application Portfolio Landscape

The first step to transforming your organization for the digital age is understanding the status quo. In many organizations, application portfolios have grown beyond the IT organization's ability to effectively manage in a budget-constrained environment. Such bloated portfolios increase IT costs and hamper business agility. APM helps enterprises to reduce redundancies and improve efficiency with robust graphical views of cost, risk, and value measures.

Applications Are Always On

From back end operations to web based services, applications power your enterprise, but over time, legacy applications have multiplied, and the associated data has ballooned in size. In the quest to maintain a competitive advantage and keep IT costs low, your organization may not have retired its legacy applications when it introduced new ones; resulting in an application portfolio that has become bloated and overly complex. Application transformation is defined as a program to streamline and modernize an organization's application portfolio by reducing the number of applications required to run the business, and ensuring existing applications are delivered in the most cost effective way. In order to help organizations achieve this, OpenText™ offers a leadership portfolio of services, software, technology, and experience that delivers the core elements of an application transformation.

The Need for Application Portfolio Management

Many IT organizations fail to maintain an accurate record of all the applications that are being used by the business, which includes what business processes they support, what are the underlying platforms, and who depends upon them. The OpenText™ Application Portfolio Management (APM) software module begins by documenting business process and application dependencies—through both automated bottom up discovery and manual top down surveys, documentation reviews and interviews—and then records the portfolio into a single repository, enabling comprehensive visibility and control of the application portfolio. APM provides the capability to load industry standard business process frameworks, or client specific models, to capture the enterprise's organization, business objectives, location, server, and of course, application information. A rich set of analysis tools automates the search for

optimization opportunities through relationship and dependency graphing and multi dimensional visualization.

Answers provided by Application Portfolio Management include:

- How are your applications performing over time?
- Do the application returns justify the investment and risk of ownership?
- Does the application portfolio need to be adapted to new market conditions?
- Are some application assets degrading, while others improve?
- Where should we put new money to maximize returns?

Application Portfolio Management enables IT to assess and prioritize the portfolio for rationalization and modernization opportunities based on both business goals and IT technology decisions; and then provides ongoing support through business events such as mergers and acquisitions, divestiture, and IT sourcing strategy changes. APM is not just about optimizing application roadmaps; it is also about synchronizing "IT priorities" with "business priorities". As a result, APM should be viewed as an extension of the strategic planning of the IT organization, especially given that these applications automate core business operations.

To illustrate how critical strategic alignment is, the Flexera 2020 CIO Priorities Report says:

"As organizations advance toward digital transformation, IT strategic alignment with the business becomes increasingly important. IT leaders who understand the organization's strategic goals and align IT with those goals elevate IT from a role of technology implementer to one of

equal partner in the business. In this enhanced role, IT is involved early on in strategic business decisions, especially those regarding technology direction.”—Flexera 2020 CIO Priorities Report*

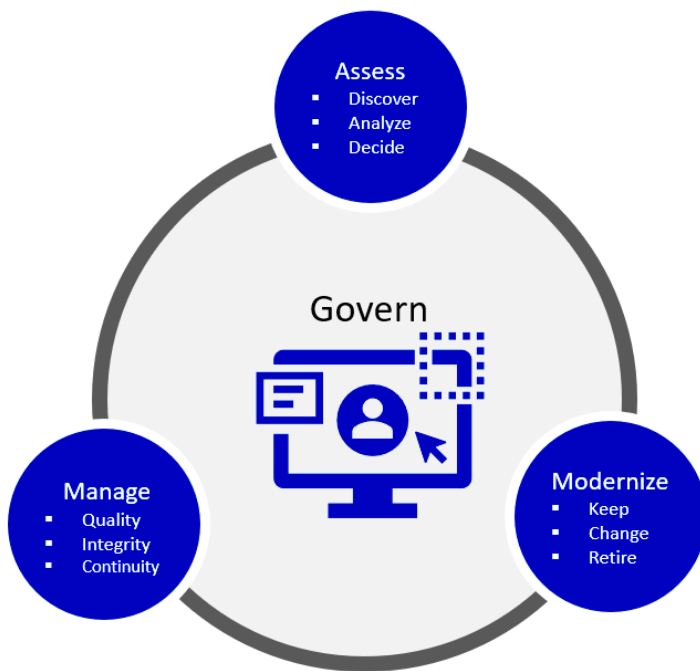


Figure 1. Elements of application transformation

Governance—a Key to Successful Transformations

The application transformation journey is usually undertaken because IT is overcommitted, over budget, and overwhelmed. Once this has been addressed, it is imperative, although not easy, to prevent it from happening again. With multiple operational and strategic activities under evaluation or underway at any given moment, successful delivery and maintenance of your application portfolio is anything but guaranteed.

An answer lies in using OpenText™ Project and Portfolio Management (PPM) Center software, in conjunction with APM, to manage and enforce governance throughout the application transformation process and beyond. PPM is a comprehensive project and portfolio management offering that gives you the information you need to make the right business decisions, lower the total cost of running your business, and reduce risk associated to the build out or ongoing maintenance of your application portfolio. You can also manage your portfolio with greater financial transparency to meet your requirements to deliver business

value efficiently and effectively. This visibility will give executives the information they need to stay the course or make changes as necessary to the investments that are being made. The PPM foundation is also the same foundation upon which the APM software is built.

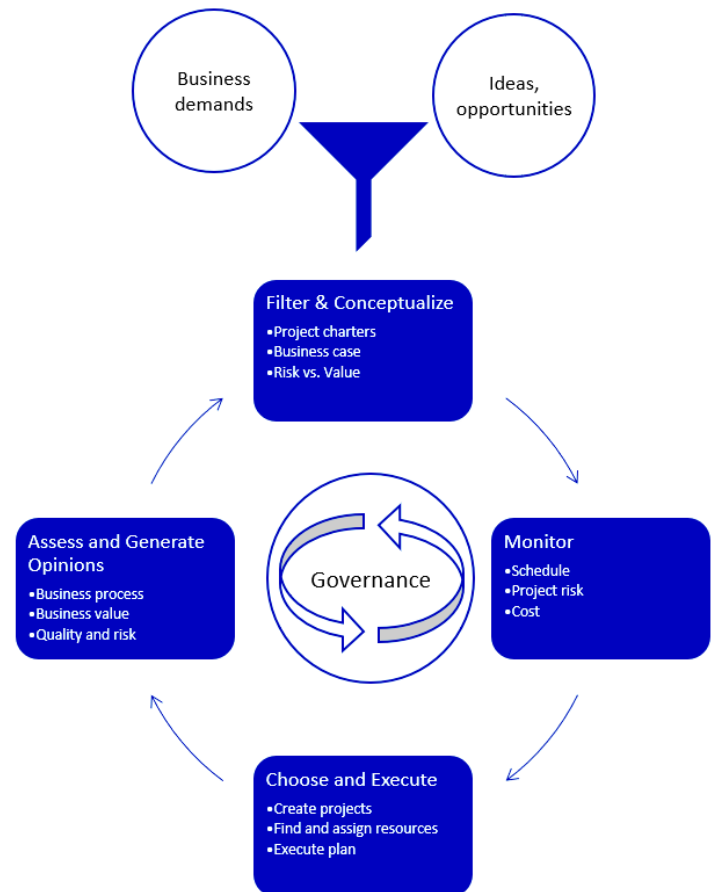


Figure 2. Role of governance and APM together

Our Unique Value to Application Transformation

OpenText has taken many years of IP and learning from delivering rationalization engagements for customers and incorporated much of that knowledge into the software product through standardized models,

*Flexera, 2020. Flexera 2020 CIO Priorities Report. Accessed Nov 15, 2020. <https://info.flexera.com/SLO-REPORT-CIO-Priorities-2020>

Connect with Us



flexible information capture capabilities, and the ability to analyze the information across multiple dimensions (technical, business, and so on). This experience has taught us that enterprises sometimes need to make the best decision even when the information is not perfect or comprehensive. Hence, the APM software allows for side by side comparisons of multiple alternatives against a variety of criteria and to quickly modify these criteria, thus evaluating the application portfolio across several dimensions prior to arriving at decisions.

Furthermore, since enterprise portfolios often become dated due to the difficulty of information capture, the software incorporates key capabilities, such as periodic surveys based on pre built templates to make sure that ongoing decisions and analysis are based on the most current information.

To Learn More

If you're looking for a way to improve your Application Portfolio Management and Project and Portfolio Management, visit: microfocus.com/ppm
www.opentext.com

"As organizations advance toward digital transformation, IT strategic alignment with the business becomes increasingly important. IT leaders who understand the organization's strategic goals and align IT with those goals elevate IT from a role of technology implementer to one of equal partner in the business. In this enhanced role, IT is involved early on in strategic business decisions, especially those regarding technology direction."

FLEXERA 2020 CIO PRIORITIES REPORT*

*Flexera, 2020. Flexera 2020 CIO Priorities Report. Accessed Nov 15, 2020.
<https://info.flexera.com/SLO-REPORT-CIO-Priorities-2020>

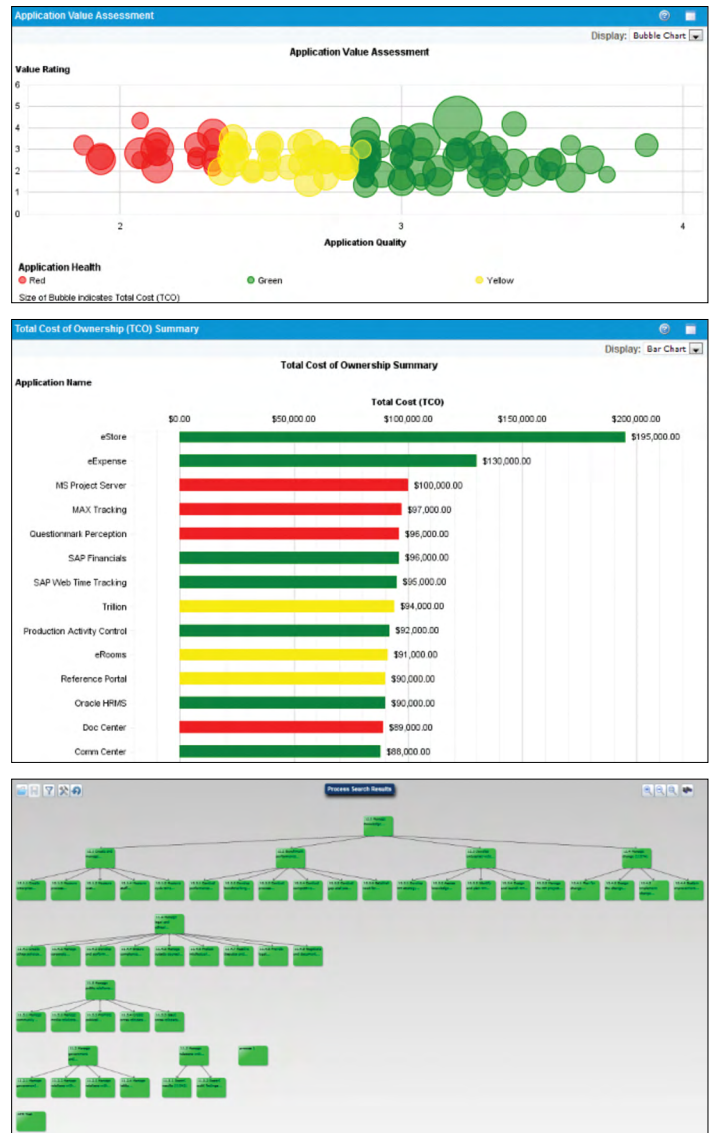


Figure 3. Synchronizing IT priorities with business priorities