

[www.pwc.nl](http://www.pwc.nl)

[www.ratio-consultants.com](http://www.ratio-consultants.com)

# Business Intelligence as a Service Brochure 2018



# Ratio: your expert in IT cost and quality analysis

## What other clients have achieved

We have a track record where clients have saved 5 – 10 % on their IT costs after the first year. A company with an IT TCO of 50 mio euros would save **2,5 – 5 mio euros**.

### **RIKS 1: Spend analysis and benchmark**

- In-depth data assessments feeding into clear conclusions, expert advice
- Based on Ratio TCO 3D calculus model *Cost Cube*
- Recent and relevant benchmark data, ensuring accurate ranking of your business performance within its specific segment.
- Ratio database covers over 1700 Dutch organisations, totaling more than 67.000 points of measurement, to feed into Ratio Cost Cube

### **RIKS-2: Creating transparency in IT cost attribution within your organisation**

- Reports include detailed visuals, clear conclusions, and to the point advice
- Detailed IT cost attribution to organisational units, based on actual use
- Keys:
  - € / application (service)
  - € / user
  - € / department/organisational unit
- Detailed IT cost attribution assessments per employee unit within your organisation: department, division, project team, etc.

### **RIKS-3: Optimising IT cost and quality**

- Effective intervention and implementation strategies based on RIKS 1 and 2 outcomes
- Intervention and implementation support
- Fair charges of general IT costs, e.g. with migrations, consolidations, etc.
- Concise business cases, impact analyses, and roll-out plans

# Get a firm grip on internal IT expenditure with Ratio expertise and innovative power

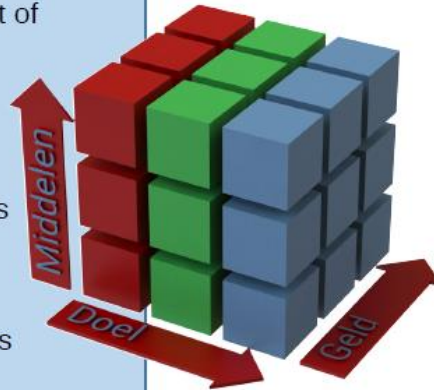
## Cost Cube: Ratio's approach to Total Cost of Ownership

An all-new TCO calculus model

- Clear, instant comprehension of your business performance
- Differentiated volume and cost aspects ( $P \times Q$ )
- Clear KPI presentation, from both demand and supply point of view
- Vastly improved benchmarking options, derived from hundreds of Peer assessments, rather than 7 – 13 fellow branche organisations
- Individual Cube cells present commodities, mainly independent of branche

Multiple options for policy and decision-making support:

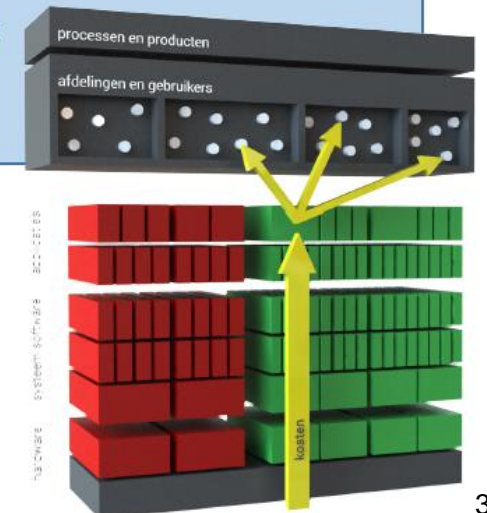
- Comparison between (fusion) partners and locations
- Impact assessments of current IT environment integrations
- Benchmarking intended IT environment integrations (business cases, scale advantages)
- Make-or-buy scenario comparisons
- Impact analyses for technical migrations (business cases)
- Time travel: long-term impact analysis for projects and policies



## Stacks: transparent IT cost attribution

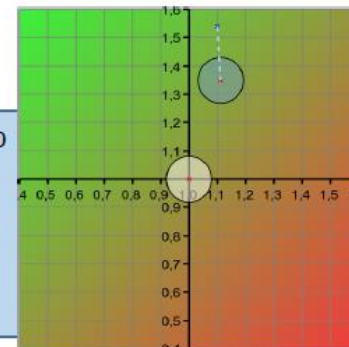
Our new and improved calculus model for cost attribution and cross charges.

- Reversed ABC: a new cost attribution methodology based on extreme decomposition and cost breakdown structure
  - IT cost attribution based on actual use:
  - Outcomes stand comparison with Activity Based Costing
  - Greater ease of execution through use of existing business information data
  - Reduced effort and budget consumption
  - Reduced human interventions and interpretations yield more robust outcomes
  - Highly suitable for benchmark integration
  - Performance outcomes for three main categories:
    - Cost per application (service)
    - Cost per user
    - Cost per department/organisational unit
- Customised cost attribution to individual processes or products (optional)



## SMART Quality: our new quantitative approach to IT quality

- Quality Cube: a new model for assessing Total Quality of Ownership
- Focus on services rendered, rather than process management
- Big Data processing and analysis
- A new and objective basis for quality benchmarking IT services against 'market practise'
- Clear-cut representation of price/quality performance



# RIKS Online: full transparency of your IT cost. On a monthly basis

---

## **Why RIKS? Why RIKS Online?**

Ratio champions the IT industry's growth into maturity, providing solid management tools to support this ambition. Management tools such as RIKS Online. We don't believe in expensive surveys establishing your organisation's position two years back, leaving the question "where do we go from here?" unanswered. To us, that is like driving a car with both eyes on the rearview mirror. What we offer you, in addition to a modest rearview mirror, is a clean windscreen, and a reliable navigation system, allowing you a clear view of where you are, and where you are heading.

## **How do we go about it?**

RIKS Online offers a combined outcome of RIKS-1 en RIKS-2 assessments customised to your organisations specific requirements, accessible through a personalised web portal service. Each portal is separated from other client systems as well as Ratio's back office. All calculations and reports in RIKS Online are generated from Ratio's uniquely developed calculus models and methodologies: Cost Cube, SMART Quality, and Stacks. Our continuous upgrades of RIKS Online ensure your quick, accurate insight in the nature and the composition of your IT TCO, and its attribution within your organisation. Providing you with the necessary management information for IT cost optimisation. Unlike classical spend analysis and benchmarks, RIKS Online offers continuous snapshots of the 'now', along with a detailed current year forecast. RIKS Online ensures our customers to always have the latest IT cost and quality data at their hands, presented in a way that will guaranty instant insight of processes performing up to scratch, and processes going off the rails. With the latter, we show you the causes, enabling timely interventions.

## **Why try to do it yourself?**

Ratio independently gathers, processes, and reports all required data in monthly information updates, reducing our client's efforts to a minimum. Our experience and expert tooling allow a far more efficient process than those based on, for example, Excel spreadsheet surveys. Those, in our experience, simply fail to cope with the massive data inputs from shared infrastructures, services, and constantly changing contexts. Performing monthly calculations of IT cost charges alone would take your organisation at least a full fte, even if all user and cost data from all elements within the IT infrastructure were available! RIKS Online thus proves to be a cost effective investment, rendering more detailed and reliable business information for your organisation. RIKS Online offers Business Intelligence as a Service (BIaaS). You receive our monthly invoices based on pay per user, i.e. user accounts within your IT environment.

Minimal investment and predictable cost, the way it should be!

# Our philosophy: maximising result through minimising processes

---

Our philosophy behind RIKS Online is simplicity: minimising efforts to gain maximum information output.  
A strategy particularly aimed at C-level managers, sparing them extensive learning curves, and complex data investigations.

## **Minimal effort, maximum information**

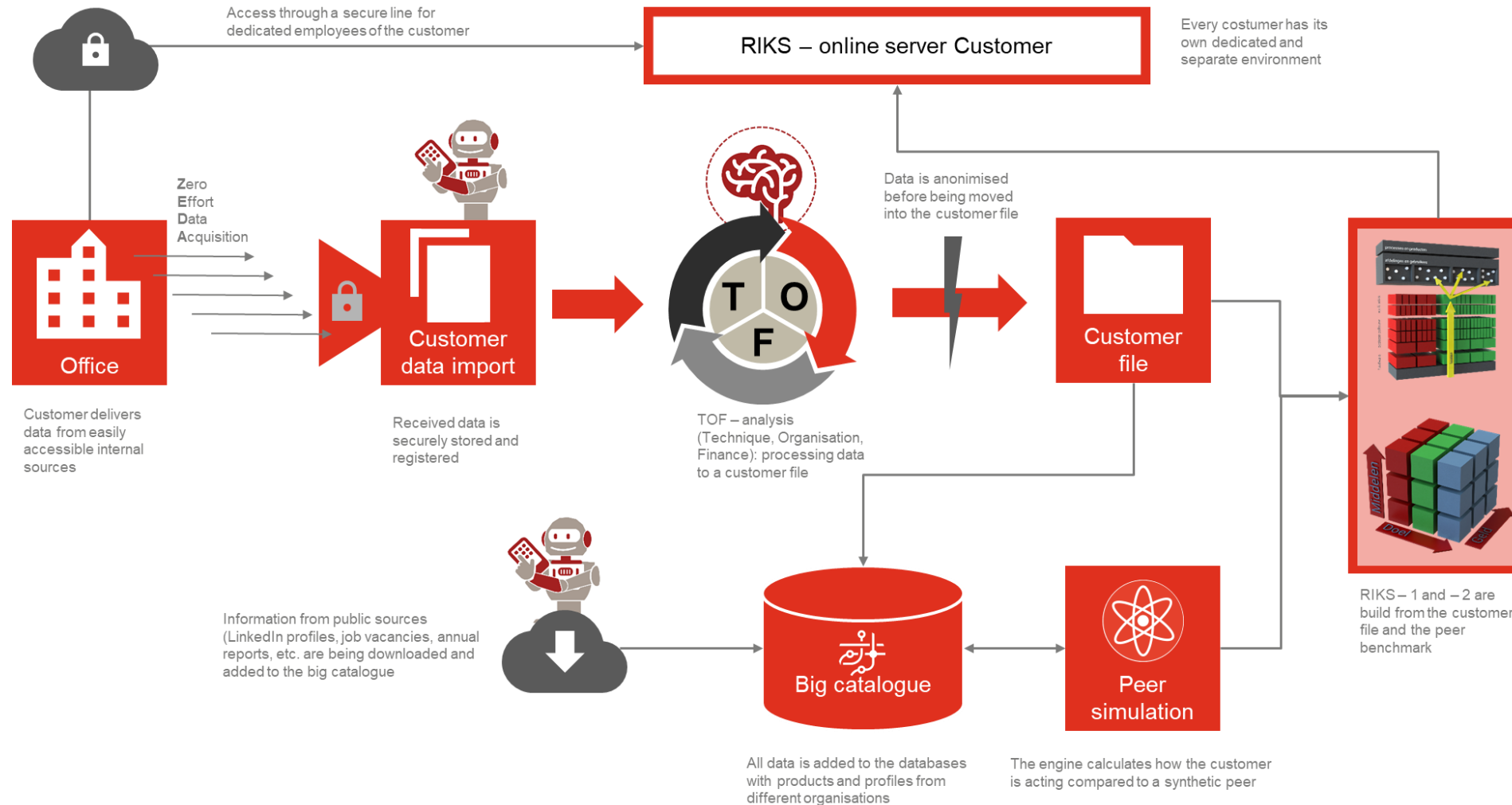
- A simple, transparent user interface
- High-level reports, limited drill-downs
- Don't turn your management into data analysts!
- Specific analyses and bottom level drill-downs may be carried out when requested

## **Management By Exception**

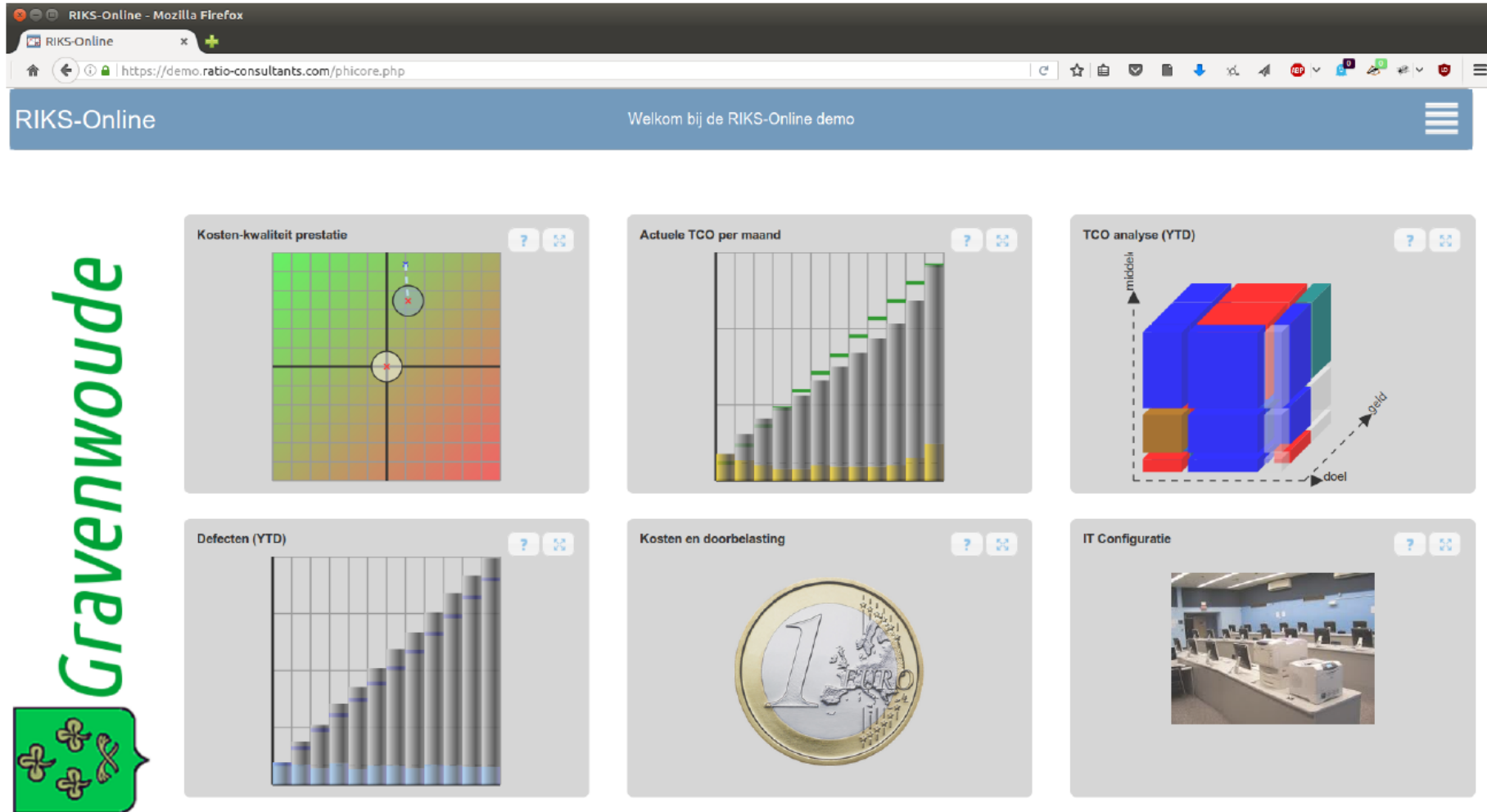
- Flagging any deviations from 'business as usual'
- Establishing their causes and sources
- Focused advice and targets
- Fit for purpose Information
- Separate views (dashboards, information buttons) to support specific roles (CFO, CIO, etc.)
- Dedicated views and aggregations may be custom-built for specific users, in consultation with our customers



# Our philosophy: maximising result through minimising processes



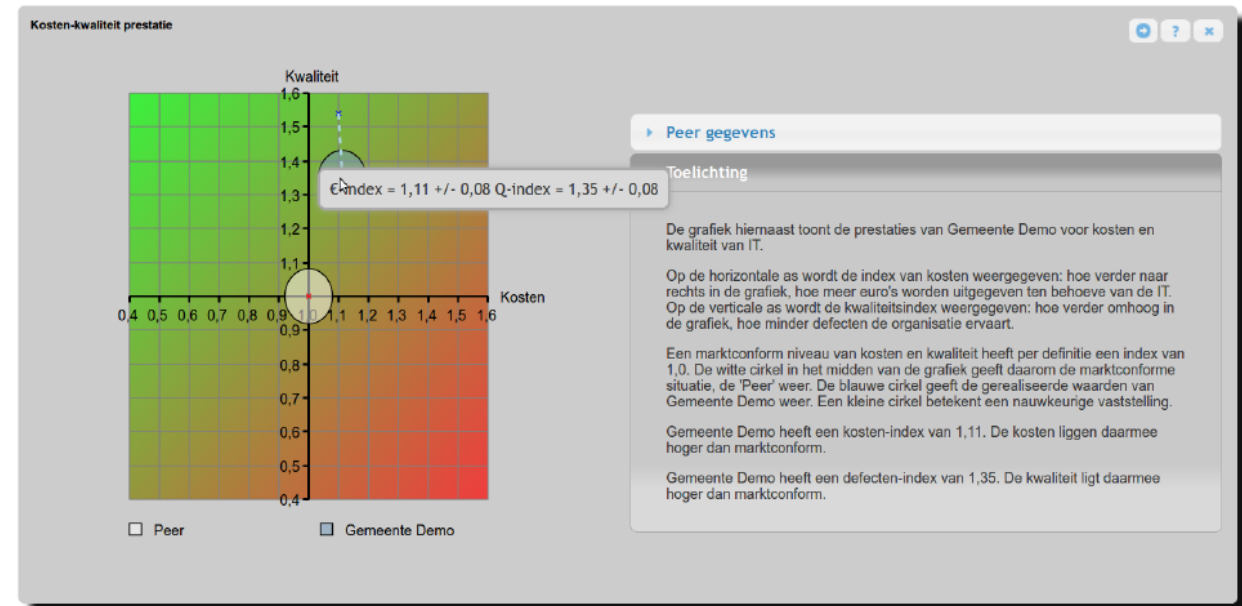
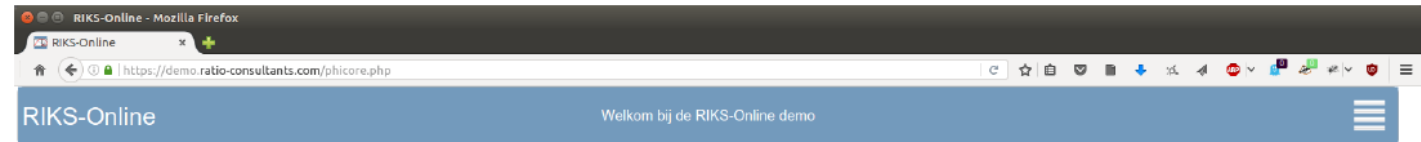
# Less is more: Clear user interface with information buttons according to user role and needs



# Cost – Quality Performance Information Button

## Clear presentation of Cost – Quality Performance ‘at a single glance’

- Ratio's integrated methodology for assessment of Total Cost of Ownership and Total Quality of Ownership
- Based on current history (12 months to date) and Peer market practice
- Supplement texts
- Tables, graphs, and text supplements are easily copied into internal reports.

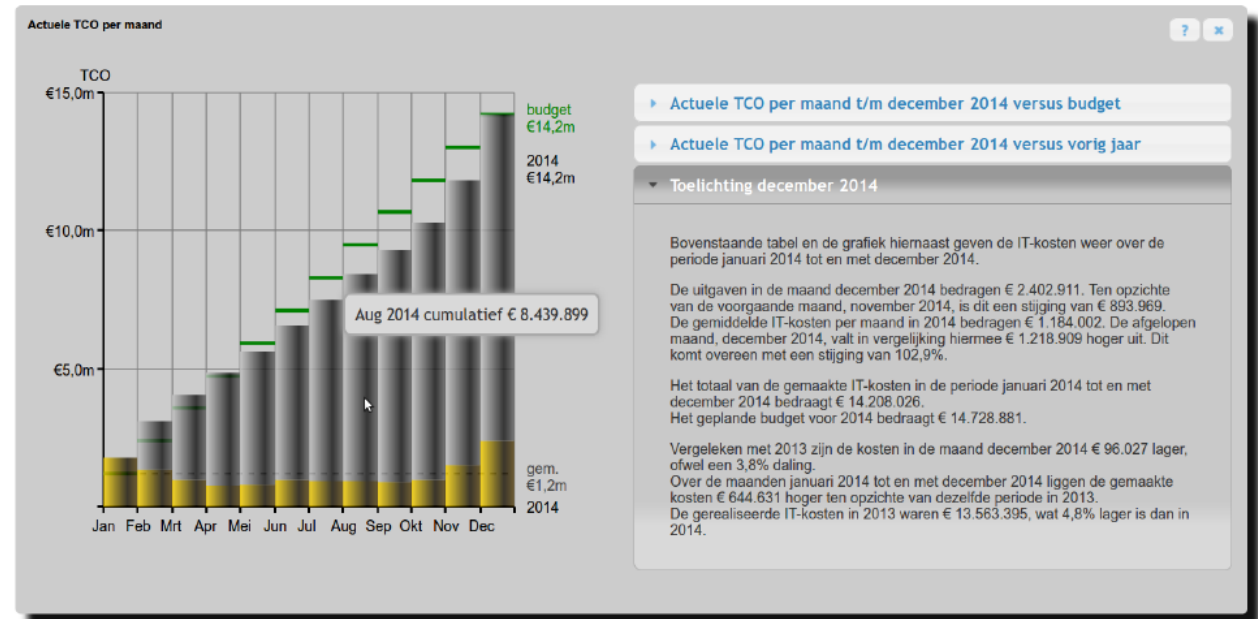
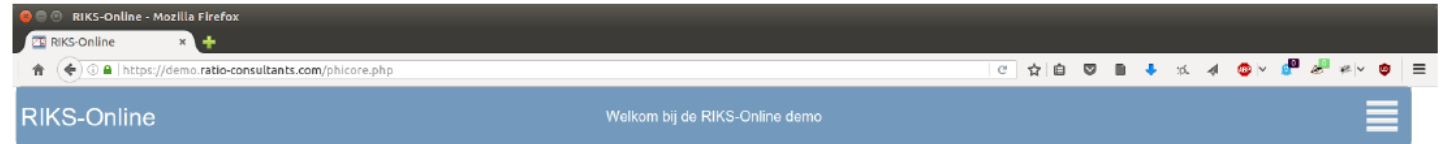




# TCO YTD Information Button

## Year To Date (YTD) IT cost reports include current financial year cost forecasts

- Table and graph presentations
- Year-To-Date realisation and forecast versus current financial year budget
- Year-To-Date realisation and forecast versus previous financial year
- Supplement texts
- Tables, graphs, and text supplements are easily copied into internal reports.

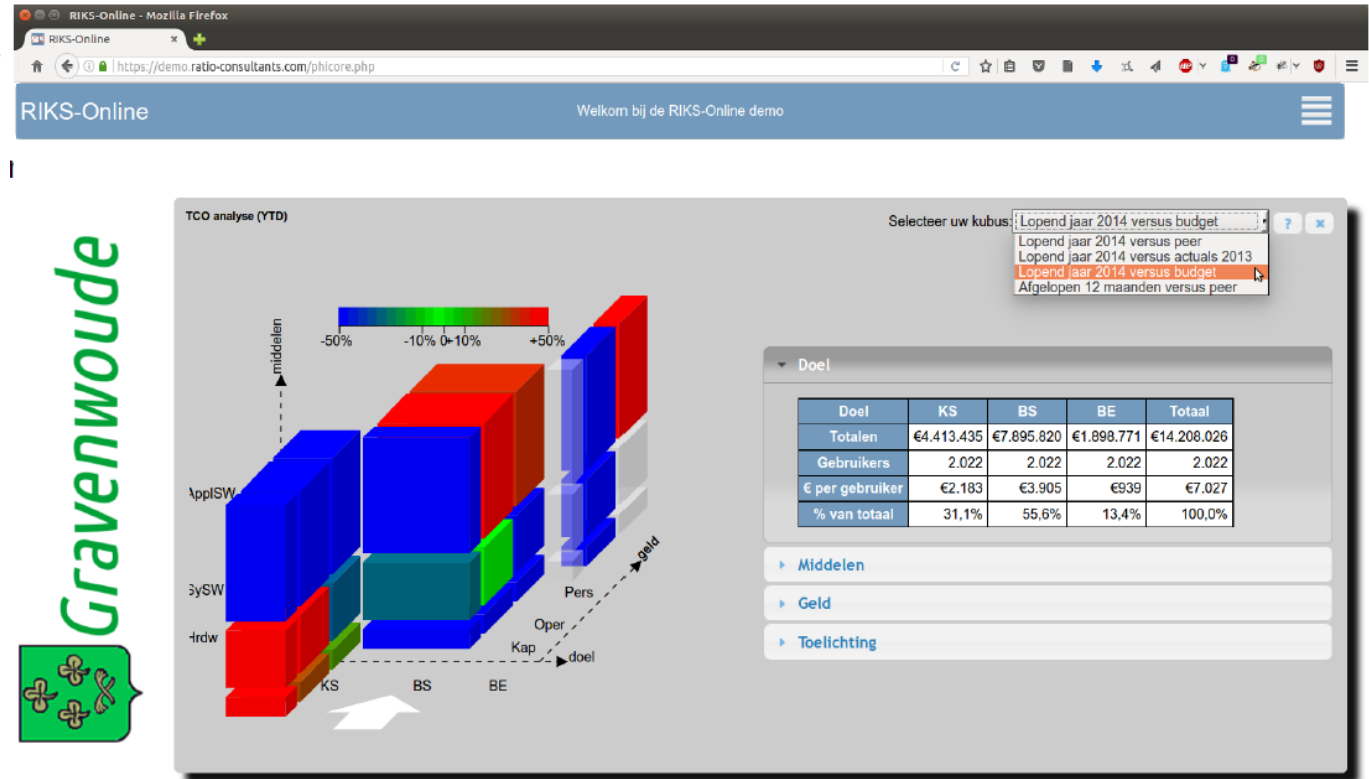


# TCO Analysis and Benchmark Information Button

Based on Ratio's unique Cost Cube TCO model

- Colour indicators provide instant insight of over / underspends
- Comparison of current year to Peer market practice
- Comparison of current year to 12 months to date
- Comparison of current year to previous financial year
- Comparison of current year to budget
- Reports on all three Cost Cube axes:
  - Goal
  - Resource
  - Cost

Our Cost Cube folds out to reveal individual cells, each clickable for explanatory text



# True Cost and Rebilling Information Button

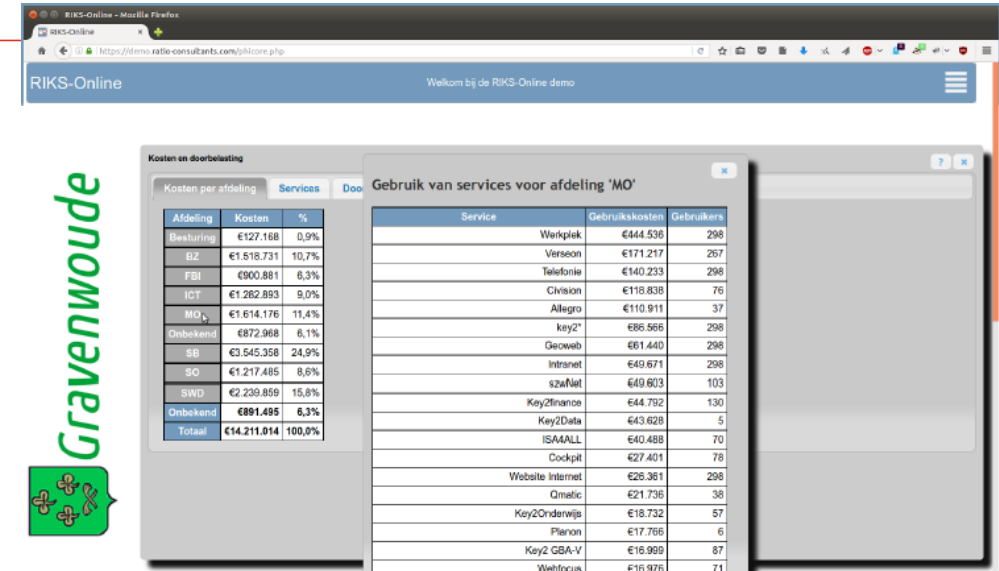
Attribution of IT cost to business, based on true cost to true usage  
(Ratio Stacks methodology)

## IT cost per business unit

- Drill-down to employee unit (team, department or division)
- Specification of services used and number of users

## Cost per service and application

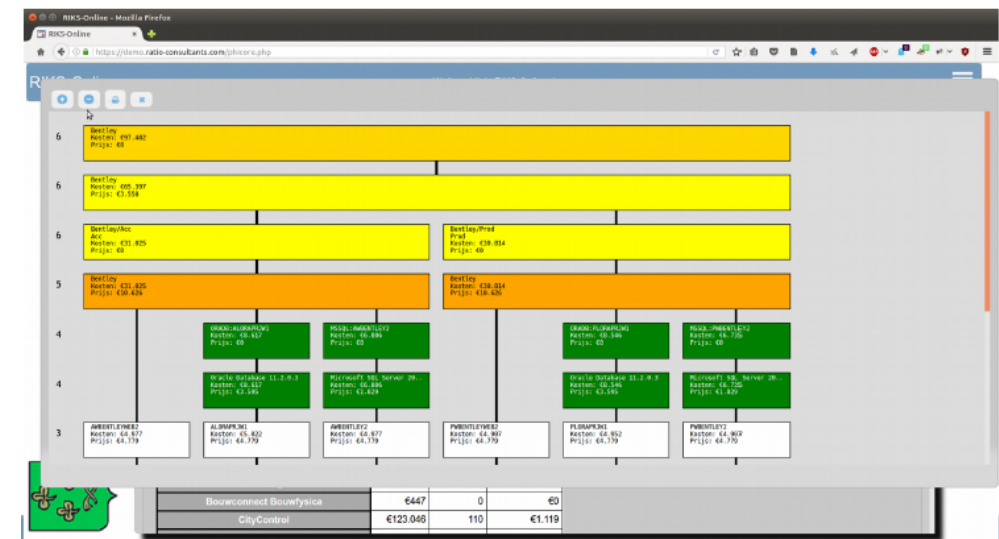
- Detailed elaboration of individual services to underlying infrastructures
- Cost per separate configuration item



The screenshot shows the RIKS-Online demo interface. On the left, a table titled 'Kosten per afdeling' (Costs per department) lists various departments and their costs. On the right, a table titled 'Gebruik van services voor afdeling 'MO'' (Usage of services for department 'MO') lists services and their usage.

Afdeling	Kosten	%
Beesturing	€127.188	0,9%
BZ	€1.518.731	10,7%
FBI	€900.881	6,3%
ICT	€1.282.893	9,0%
MO	€1.614.176	11,4%
Onbekend	€872.968	6,1%
SB	€3.545.358	24,9%
SO	€1.217.485	8,6%
SWD	€2.236.859	15,8%
Onbekend	€891.495	6,3%
Totaal	€14.211.914	100,0%

Service	Gebruikerskosten	Gebruikers
Werkplek	€444.536	298
Version	€171.217	267
Telefonie	€140.233	298
Clivision	€118.838	76
Allegro	€110.911	37
key2	€86.566	298
Geoweb	€61.440	298
Intranet	€49.671	298
szwNet	€49.603	103
Key2finance	€44.792	130
Key2Data	€43.628	5
ISAAALL	€40.488	70
Cockpit	€27.401	78
Website Internet	€26.361	298
Omatic	€21.736	38
Key2Onderwijs	€18.732	57
Planon	€17.766	6
Key2 GBA-V	€16.999	87
Webfocus	€16.976	71



# True Cost and Rebilling Information

## True Cost calculation and rebilling

(customised in consultation with our customers)

- IT cost attribution to business units
- Rebilling of IT department, staff, and overhead cost

## Data exports into customer financial systems to allow rebilling process

(customised in consultation with our customers)

**Gravenwoude**

The screenshot displays the RIKS-Online demo interface. The main window is titled 'Kosten en doorbelasting' and contains a table with cost data for December 2014. The table has columns for 'Afdeling', 'Gebruikers', 'Directe kosten', 'Overhead', and 'Doorbelasting'. The data is organized into a grid with rows for different departments and users. A sidebar on the right provides additional information and navigation options.

Afdeling	Gebruikers	Directe kosten	Overhead	Doorbelasting
Besturing	37	€127.168	€40.818	€167.986
BZ	242	€1.518.731	€266.972	€1.785.703
FBI	104	€900.881	€114.732	€1.015.613
MO	298	€1.614.176	€328.751	€1.942.927
Onbekend	145	€872.968	€159.963	€1.032.931
SB	512	€3.545.358	€564.833	€4.110.191
SO	281	€1.217.485	€309.996	€1.527.481
SWD	352	€2.239.859	€388.323	€2.628.182
Totaal	1.971	€12.036.626	€2.174.388	€14.211.014

Overdracht doorbelastingsgegevens naar financieel systeem:

Export naar financieel systeem

# Please contact us for more information or a demo



Gertjan Baars

[gertjan.baars@nl.pwc.com](mailto:gertjan.baars@nl.pwc.com)

+31 6 53 77 63 07



Tom Louwrier

[tom.louwrier@ratio-consultants.com](mailto:tom.louwrier@ratio-consultants.com)

+31 6 28 84 88 61



Tom Sterk

[tom.sterk@pwc.com](mailto:tom.sterk@pwc.com)

+31 6 20 39 96 98

© 2018 PwC. All rights reserved. Not for further distribution without the permission of PwC.

"PwC" refers to the network of member firms of PricewaterhouseCoopers International Limited (PwCIL), or, as the context requires, individual member firms of the PwC network.

Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.