



Strategic IT Planning and Business Design Services

Sine Nomine Associates offers IT consulting services for strategic planning and business design to a wide range of industry partners, such as telecommunication carriers, Internet service providers, technology manufacturers, financial institutions, and educational institutions.

In our expert teams, we combine extensive IT engineering perspective and expertise with a global view of the technology market and an in-depth understanding of its underlying economic infrastructure in order to provide client-specific consulting services. Industry reports reflect cross-disciplinary views of important issues and services.

Capabilities

- Strategic Planning
- Product/Service Definition
- Infrastructure Review
- Business Planning
- Strategic Alliances/Partnerships
- Placement of Funding
- Systems Monitoring Using Nagios
- Competitive Analysis
- Market Intelligence
- Market Analysis
- Information Newsletters
- Profitability Analysis
- Financial Analysis
- Backup and Disaster Recovery

Sample Project

Global Computer Solutions Vendor: Total Cost of Ownership Sales Tool

Business Need: Develop a Total Cost of Ownership sales tool that would enable the client's global sales force to make the case for server consolidation onto large systems.

Solution: The client was launching a large-scale sales initiative based on server consolidation, and they required development of a sales tool that would enable their sales force, "on the spot," to compare and contrast the total cost of ownership of varying server consolidation architectures. Based on Sine Nomine Associates research and development, engineers gathered specific price and cost points for the variables involved in a TCO calculation, including but not limited to equipment prices, software licensing and maintenance costs, power requirements and costs, high-volume air conditioning requirements and costs, systems management costs (including labor). These variables were then documented in a spreadsheet tool based on their relative relationships and weightings, which in turn were gathered from a broad survey of actual use and costs across a wide range of industries. The final TCO model is currently in wide use across the client's sales force as the primary tool for TCO comparisons for server consolidation business cases.