



Corporate Overview

## Mission

Animus helps organizations develop proactive solutions to achieve best practices in managing their IT infrastructure.

## Vision

**Animus** envisions organizational IT maturity, such that IT becomes fully aligned with business strategy.

## Core values

- // **People:** IT must ultimately support people to help them achieve success.
- // **Practicality:** Tools and processes only work if people use them, and people use them only if they help achieve their goals.
- // **Performance:** At the end of the day, IT must create strategic value for the business.



Phara McLachlan  
CEO

**The Path to Maximum Strategic Value:** Best practice management of technology infrastructure is a complex undertaking, but the enormous and growing investment in technology by most companies makes it a critical business discipline. Technology must deliver value that supports the business plan.

### IT Business Consultancy: Elevating Savings, Performance And Compliance

Every organization faces unique challenges in managing technology to maximize strategic value. Animus recognizes this and adopts a partnership approach to every engagement. We align with your business strategies and goals, design processes and define functional requirements. Our complete program management services establish clarity and accountability as the foundation for continuous progress toward measurable results.

Whatever pain your organization feels in managing technology, Animus brings an expert third party perspective and teams with your people to design the solution. Whether you are implementing an existing plan or need help developing strategies, Animus can support your efforts with programs in any of these areas:



#### Executive Services

- Briefings
- IT Strategic Planning
- Business Case Development
- Risk Management
- Aquisitions & Mergers Process Program

#### Custom Services

- Program Implementation
- Savings Investigation
- Policies & Process Best Practices
- Training & Awareness Program

Animus is the primary resource you need to bring your organization to best practice level and achieve the strategic contribution required from your IT infrastructure. We increase accountability, efficiency and control while minimizing risk. This planning occurs in the larger business context to assure production of maximum value.

### IT Asset Management: The Foundation of Strategic Value

Compliance issues, the need for accountability to management, and heightened cost concerns have transformed IT asset management into a critical, next level discipline.

Unfortunately, there is no magic product that can instantly raise your company's IT asset management (ITAM) to the level of best practices. And processes do not change overnight. However, Animus helps you find the right tools for your environment and defines the processes to support continuous improvement.

Since Animus is an independent consultancy and not a manufacturer's representative or partner, our business model does not depend on selling software. Rather, we tailor a strategic plan to fit your business and find the solutions that fulfill your plan.

The staff of Animus brings many years of experience implementing best practices for large and mid-size companies. We know the questions to ask, the best ways to get critical information about your assets, the tools available to help, the regulatory standards, and relevant government rules.

Implementing asset management processes could be one of the most difficult challenges an organization undertakes. Partnering with an outside organization like Animus can help. We work with your organization as a resource providing unbiased approaches outside of corporate politics. We utilize industry experience to help you make changes with confidence.

**"IT Asset Management is a mandate, not an option."**

### IT Service Management: Aligning Technology with Strategy

Applying the disciplines of IT Service Management (ITSM), Animus helps you focus your technology assets for contribution to business strategy. Ultimately, that means aligning IT services to reflect relationships and agreements with internal customers. IT cannot operate in a vacuum or as a black box; it must reflect the needs of customers as they execute the strategic business plan.



Stakeholders, executive management and users all have shared accountability with IT, because the impact of technology decisions and performance is far-reaching and mission critical. Animus solidifies a framework for accomplishing this shared accountability using the widely accepted guidelines of the Information Technology Infrastructure Library (ITIL).

Excellence in the delivery of IT service levels to internal customers in support of the business plan does not happen by accident. Animus believes continuous improvement is possible if incorporated into the planning process for IT provisions. Animus guides you in defining processes to manage and improve service levels, capacity, continuity and availability, as well as financial stewardship. Our experience, disciplines and resources are what you need for a complete and strategic IT Service Management program.

### Software Asset Management: Manage, Control and Protect

Software is obviously mission critical for any company that depends on technology. But software is protected by intellectual property rights, and companies face substantial criminal, civil and punitive risk unless they take a proactive approach to compliance with copyright law. Non-compliance can lead to unnecessary costs and constrain future negotiations.

Animus embraces the challenge of providing software resources when and where they are needed for business success while minimizing cost. This is a complex process that must be managed centrally using tools that provide continuously updated information about software installation, licensing and usage. Our integrated approach prepares you to enter licensing negotiations armed with knowledge about your organization and strategies for minimizing cost.

Some of the programs we offer:

- Quick start program
- Software Audit Preparation
- Value Analysis
- Software Audit Response Readiness

When it comes to Software Asset Management, Animus facilitates access to necessary software, minimizes cost, protects your data and keeps you in compliance.

## Who We Are

Animus helps organizations develop proactive solutions for practical achievement of best practices in managing their IT infrastructure. We specialize in IT Asset Management, Software Asset Management and IT Service Management to help businesses reduce risk, increase accountability, uncover savings and control their IT assets, software and information. Animus defines a path to maximum strategic value for our clients through plans and processes that not only reflect best practices, but also address the real challenges of gaining cooperation across the enterprise.

## The Strategic Value of Technology





## Contact Animus

If you need an independent partner to assist your organization with dramatic strides and continuous improvement in delivering the strategic value of technology, get in touch with us. We're ready to listen to your needs and work together to define and implement your plan for success.

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