



# EXPLORE YOUR NETWORK TREASURE TROVE TO GET THE IT BUDGET YOU WANT

With worldwide IT spending being on pace to total [\\$3.5 trillion](#) in 2015 (Gartner, 2015) – why does it feel like you can never get the budget you need? In most cases your budget will get approved because the proposals are not only technically correct, but also provide good, credible evidence on how the spend aligns with key business objectives. Did you know that your Network Monitoring tool can help you build a comprehensive business case without an MBA?

# Here are **8 tips** to get the IT budget you want

- 01** **Cut the unnecessary hardware spending:** Don't waste your budget on unnecessary purchases, especially workstations and peripherals. Network Monitoring tools such as [PRTG Network Monitor](#) can tell you what devices are being utilised and what can be repurposed or sold.
- 02** **Keeping your suppliers in check:** When you do spend money, make sure you are getting what you paid for. Monitor Data includes your bandwidth speeds, data transfer history, equipment and SaaS uptime. This can be used to make sure that your guarantees and SLAs are being met – if not, ask for a discount.
- 03** **Maximise your bandwidth usage:** Make sure bandwidth is being used properly before you increase your plan, especially in remote locations that rely on expensive satellite or leased line connections. Flow Monitoring can help in identifying peak usage, as well as unusual usage, which include misuse or where changes in behaviour can lead to reduced usage.
- 04** **Make the big case for the big purchases:** Asking for major hardware investments or large outsourcing agreements requires more than just a line in the budget. For example, to justify new (and often expensive) storage investment, make sure to reference usage trends picked up by monitoring tools around your existing storage and memory capabilities.
- 05** **Scale up to a virtual environment:** If you are ready to upgrade your environment to include virtualisation, this can be an expensive initial investment and a complicated sell. Use your current data to show the number of active applications and servers, as well as model how VM will improve investment in servers and storage.
- 06** **Help reduce business risk:** Good budgets can go a long way in ensuring business continuity. When allocating IT investments, ensure that data recovery (onsite infrastructure and offsite storage) and security spending are highlighted.
- 07** **Break out of the IT straightjacket:** The one thing the Internet of Things (IoT) has taught us is that IT is not just about computer and servers anymore. Some network monitoring tools such as PRTG can be configured to bring in data from multiple devices, including non-computing devices (i.e. machines, sensors, video), therefore breaking the stereotype of the typical IT service. Click [here](#) to see the many different ways PRTG has been used to improve business efficiency.
- 08** **Build your own 'budget' cheer squad in other departments:** As SaaS offerings continue to eclipse network-based applications for Marketing, Sales and Finance executives, these departments are quickly becoming key influencers in the IT budget conversation. In the first instance, it is important to work with the senior management team to better understand the big plans on the horizon that can affect your overall IT strategy. After which, take the opportunity to then educate the senior management on your proposed investment, which serves to improve the performance of their services (i.e. better bandwidth for SaaS applications or regular teleconferencing etc.).

## Unified Monitoring is the key to budget planning

A unified monitoring solution such as PRTG Network Monitor gives you a single interface to key trends in your network performance without an MBA. At budget time this allows you to access critical information to plan and sell your IT Budget.



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