



IBM Express IT Strategy Assessment

Highlights

- ***Helps align IT strategy with business goals and direction***
- ***Helps you leverage IT to drive innovation and revenue growth***
- ***Recommends operational changes that can help reduce costs***
- ***Helps improve the effectiveness of IT service delivery***

Transforming the role of IT in the business

There's no question that IT plays an essential role in business today. Virtually every company relies on technology to support business functions across the enterprise and enable growth. And the expectations for IT keep rising. Business users demand ever-higher levels of performance and availability. Company executives constantly ask their IT organizations to improve efficiency, cut costs and respond immediately to changing business needs. In addition, IT leadership is under increasing pressure to drive revenue growth. The effective and innovative use of IT to support business objectives has become a critical part of staying competitive.

Your IT organization is probably facing many of these challenges. Your business moves quickly to take advantage of market opportunities—acquiring companies, forging new alliances and bringing innovative offerings to

market. To keep up, you need a flexible, integrated IT organization that is anchored to business objectives. A solid strategy can help you prioritize activities and stay on a defined path to success. It may be difficult and time-consuming, however, to devote valuable resources to developing or rethinking your strategy in house. Or you may not know where to start.

IBM Express IT Strategy Assessment can help you evaluate your IT strategy, analyze your capabilities and potential, and develop a roadmap for improvement. Based on your company's specific needs, IBM consultants perform an assessment that examines your existing IT environment, including IT processes, organization and technology, to help identify gaps in performance, skills, capacity, security and technology. Our consultants—experienced in IT strategy engagements for companies of many sizes and industries worldwide—then offer recommendations for operational

improvement and help you create a road-map with a prioritized list of initiatives. Part of the IBM Express Portfolio™ suite of offerings, IBM Express IT Strategy Assessment is designed specifically for midsize businesses like yours—with a focus on affordability and accelerated implementation to help you start seeing results sooner.

Helping to align IT strategy with business direction

A decade ago, few companies enlisted the support of IT executives in strategic planning—in effect, leaving one of their most valuable resources untapped. The sharp divide between business and IT resulted in many companies having a patchwork of projects implemented to address immediate problems but lacking in long-term vision. IT organizations tended to follow isolated objectives, making them ill-equipped to adapt to evolving business needs. Moreover, many companies found it difficult to prioritize IT investments without a comprehensive view of IT spending. Today, most companies realize that IT can play an important role in the direction of the business. But you may need help in determining how IT can best support the business goals of your enterprise.

IBM Express IT Strategy Assessment can help define the role of your IT organization by ensuring that technology initiatives and activities link tightly to business objectives. Using an accelerated approach, our consultants examine IT functions in terms of the value they bring to the business overall. We then help design an IT strategy based on your corporate priorities and culture; develop a governance model to define responsibilities; and identify opportunities to improve service delivery quality. With a clearer view of IT operations and its relationship to your company's bottom line, the IT organization can potentially respond more quickly to evolving business needs.

Using IT to help drive innovation and growth for competitive advantage

Midsize companies across industries are taking a new approach to information technology—IT organizations are no longer viewed as static service providers. Instead, they are expected to actively drive innovation and revenue growth. It makes sense: The fast pace of technological advancement provides an ongoing supply of ideas, platforms and business models that can create competitive differentiation. But IT organizations

need the foresight to identify promising technologies, the flexibility to adopt them and the expertise to implement them. And the lines of communication between IT and the business must remain open. That's a tall order.

IBM Express IT Strategy Assessment can help you identify advantageous technologies and processes, help your organization prepare to implement them and then assist with the plans for rollout. With our extensive experience and research in emerging technologies and concepts, such as service-oriented architecture (SOA) and componentization, we can offer a valuable perspective that helps you weigh the potential costs and benefits of projects.

Helping to reduce operating costs

At the same time that your IT organization is tasked with supporting revenue growth through innovation, it's also typically viewed as a source for efficiency and cost-savings opportunities. After all, you strive not just for growth, but for profitable growth. IBM Express IT Strategy Assessment can help you find ways to grow profitably—by helping you take advantage of new technologies, process efficiencies and

staffing practices that can potentially make a significant improvement in your operational costs. For instance, after assessing your organization's IT environment, we might suggest ways to reallocate your resources—technology, staff and investments—more efficiently to better support business goals. Or we could identify opportunities for infrastructure consolidation to help reduce costs, and help you develop plans for implementation. And we may also discover ways for you to make your fixed costs more variable—through shared services or alternative sourcing strategies.

Helping to improve IT performance for end users

One of the most important objectives of an IT organization is to support the productivity of business users. For everything from application availability to remote connectivity, IT service delivery must present nearly seamless performance and ensure the highest levels of reliability to satisfy end users and keep the business up and running. This requires immense coordination and oversight of the entire environment, including hardware, software, management processes and internal staff. IBM Express IT Strategy Assessment

can help you deliver the service levels your business requires by identifying your capability gaps in each of these areas. Using benchmarking and IT maturity models, our consultants can help uncover the causes of existing or potential performance issues, insufficient staff skills or certifications, under- or over-utilized resources and security issues.

Why IBM?

When you use IBM Express IT Strategy Assessment, your organization can potentially benefit from a wide range of tools, resources and expertise built and proven over the years by IBM Business Consulting Services. IBM's Strategy and Change consulting practice is one of the largest in the world, with consultants who have extensive experience in strategy consulting for companies of many sizes, in virtually all industries, around the world. Our intellectual capital includes accelerated diagnostic tools, established benchmarking capabilities and maturity model tools that are designed to give you a quick and thorough view of your IT environment. Plus, when you engage with IBM Business Consulting Services, you can access IBM's business and technology portfolio—hardware,

software and services that can complement your IT strategy assessment, as your business requires.

For more information

To learn more about IBM Express IT Strategy Assessment and IBM Express Portfolio offerings, contact your IBM representative or visit:

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