

# Measuring the Business Value of Information Technology: Practical Strategies for IT and Business Managers

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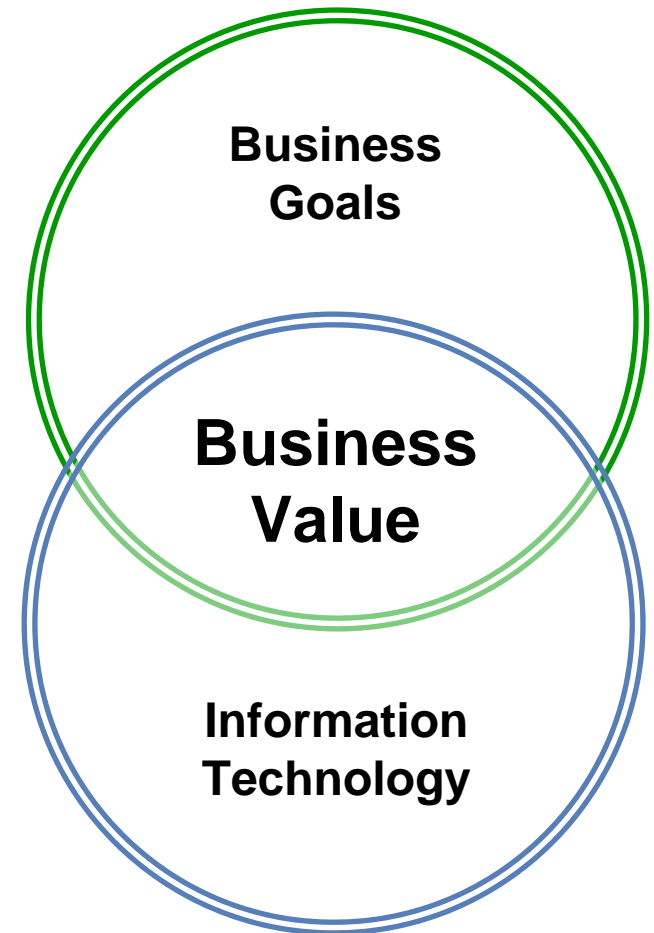
# Why IT Business Value?

- **Dilemma = Scarce resources**
- **Requirement = Deploy the right solution**
- **How = Know the value your IT delivers**
- **Result = Organizational success**
- **Outcome = IT is a strategic partner**

**Culture Change = IT is a value center, not a cost**

# What is Business Value?

- **Defined by the customer**
- **Common definition**
- **Common vocabulary**
- **Portfolio approach**
- **Prioritizes IT spending**

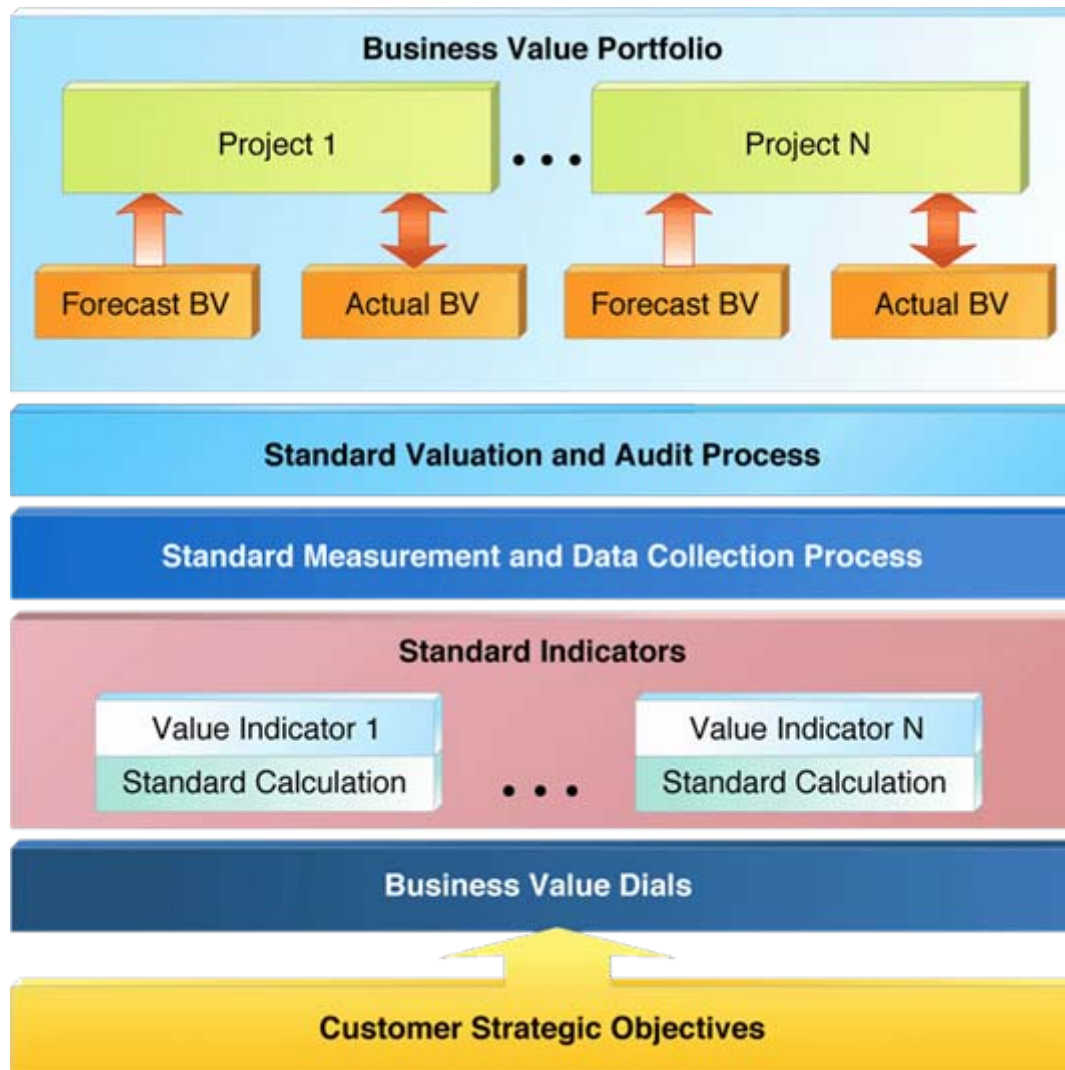


# Core Processes

- Develop Business Value Dials
- Build a measurement framework
- Get Finance to independently audit
- Create a Business Value Portfolio



# Program Architecture

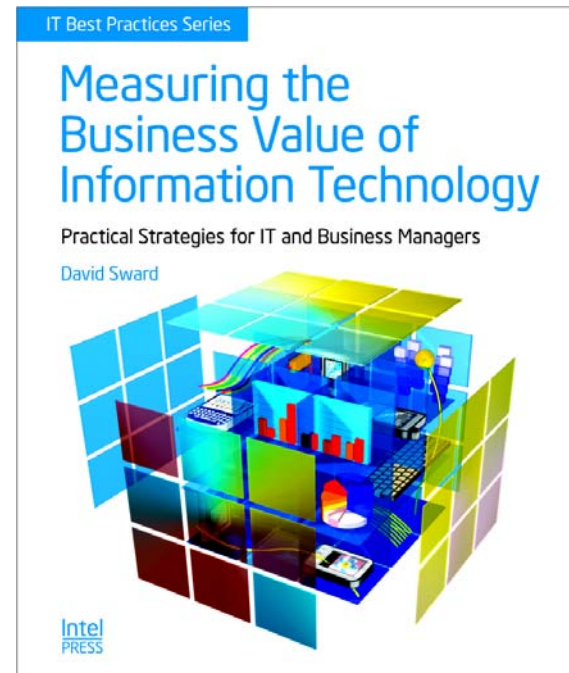


# Start Today

- Get senior management support
- Identify what delivers maximum value
- Partner with your Finance group
- Focus on “new” IT business value
- Dedicate the right resources
- Start small and grow the program

# Audience

- Anyone who believes in making the right IT investment decision to maximize the value delivered to their customers' and create a competitive advantage to improve the firm's bottom-line
- Including:
  - Project Managers
  - Managers of IT organizations
  - Product Managers
  - All C level Executives
  - Lecturers in Academia
  - IT and Business Consultants
  - IT Solution Providers



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