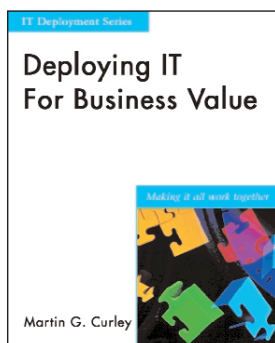


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Deploying IT for Business Value *by Martin Curley*

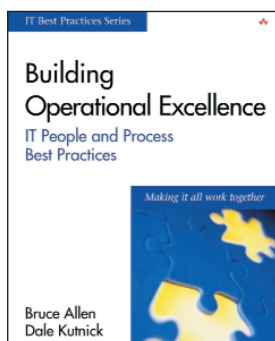


This is Martin Curley's decree for IT and business planners to revolutionize the way they manage IT. He contends that IT is not merely a cost center who's success is measured by parameters such as availability and capacity, but rather must deliver true business value to the enterprise, affecting customer satisfaction, revenue growth, and profitability. Deploying IT for Business Value is a practitioner's handbook for evaluating IT investments, aligning IT with corporate strategy and using IT as a competitive weapon.

Martin Curley is Director of IT Innovation at Intel Information Technology (IT), driving development and adoption of emerging technology and IT business practices in support of new business solutions. Most recently Martin was director of IT People, Intellectual Capital and Solutions for Intel. He has also held senior IT management positions at General Electric and Philips. Martin has a degree in Electronic Engineering and a Masters degree in Business Studies from University College Dublin, Ireland.

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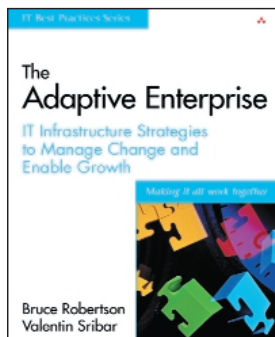
Bruce Allen is Vice President of Meta Group, a leading industry research firm in IT. During his 17-year career, Bruce has managed all aspects of operations, systems programming, performance analysis, budgeting, and planning.

Dale Kutnick is CEO, co-founder, and Chairman of META Group where he oversees all aspects of the company's research and analysis. Earlier in his career, Dale was Executive VP of Research at Gartner Group.

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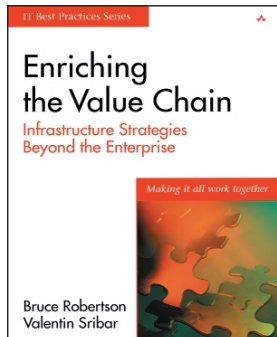
Bruce Robertson leads Meta Group's infrastructure development program. Bruce specializes in security services, networking, middleware, and e-Business infrastructure.

Valentin Sribar is General Manager of Meta Group's Infusion offerings, helping clients to implement adaptive processes and organizations.

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by Robertson & Sribar



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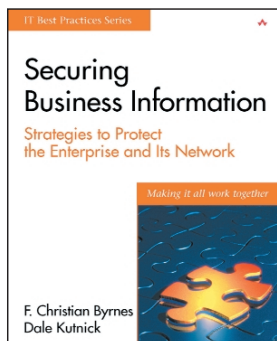
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F. Christian Byrnes leads Meta Group's security coverage program, and is the author of "Security in Enterprise Computing: A Practical Guide."

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