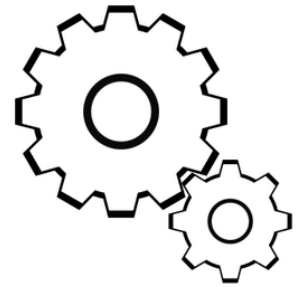




## Business-IT Alignment

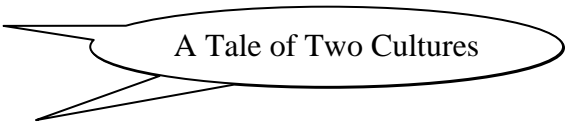


“IT is an overhead that delivers no real business value.” “IT is a bottomless pit.”

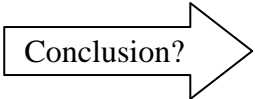
How come nobody ever talks about business-marketing alignment? or business-finance alignment?!

the players

- The CEO
- The CFO → Those morons in IT have no business sense
- The C\*O
- The CIO
- The techno geeks → Those morons in business are clueless about technology
- The technology vendors



	Low Business Performance	High Business Performance
Low IT Budget	25%	25%
High IT Budget	25%	25%



Nicholas Carr, HBR, May 2003 ... "IT Doesn't Matter"

*"What makes a resource truly strategic—what gives it the capacity to be the basis for a sustained competitive advantage—is not ubiquity but scarcity. You only gain an edge over rivals by having or doing something that they can't have or do. By now, the core functions of IT...have become available to all. Their very power and presence have begun to transform them from potentially strategic resources into commodity factors of production. They are becoming costs of doing business that must be paid by all but provide distinction to none."*

What do you think?!

### COMPETITIVE NECESSITY:

Having the latest IT does not guarantee competitive superiority

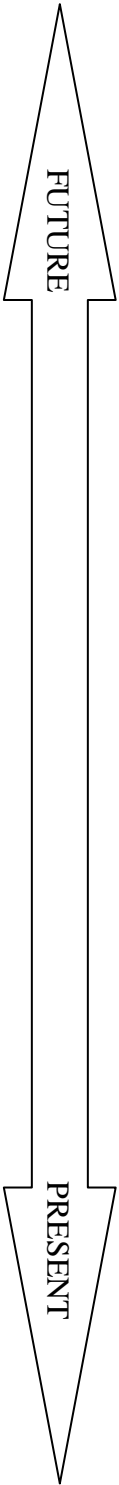
Not having the latest IT guarantees competitive inferiority

→ If everyone else has got it (or is getting it), you'd better get it too. ("ticket to the game")

# I.S. Planning Process

## Business

## I.S.



**1.**  
Strategic Business Planning

- This is where we want to be in the future
- This is how we want to get there.
  - 6 months
  - 1 year
  - 5 years



**3.**  
I.S. Vision

This is where we need our I.S. to be in the future

- 6 months
- 1 year
- 5 years

in terms of

- hardware/software/network
- database
- people

These are the 3-6 I.S. areas we must manage effectively to flourish



**4.**  
I.S. Guidelines/Policies  
Architectures

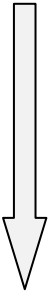
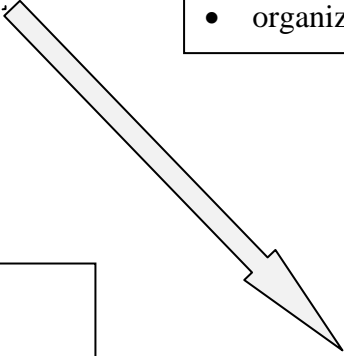
These are the policies we need to follow in managing our systems

- technical
- organizational

**2.**  
I.S.  
Assessment/Audit

This is where our I.S. is now

- hardware
- software
- network
- database
- people



**5.**  
Strategic I.S. Initiatives

These are the I.S. initiatives we need to take at this time