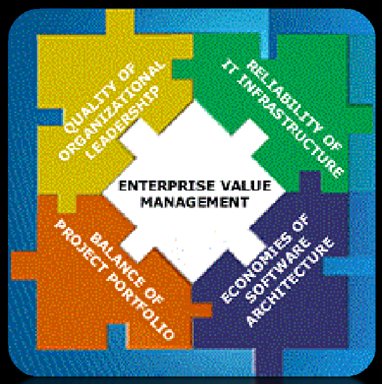


Maximizing the Value of Your IT Enterprise Investments

Enterprise Value Management

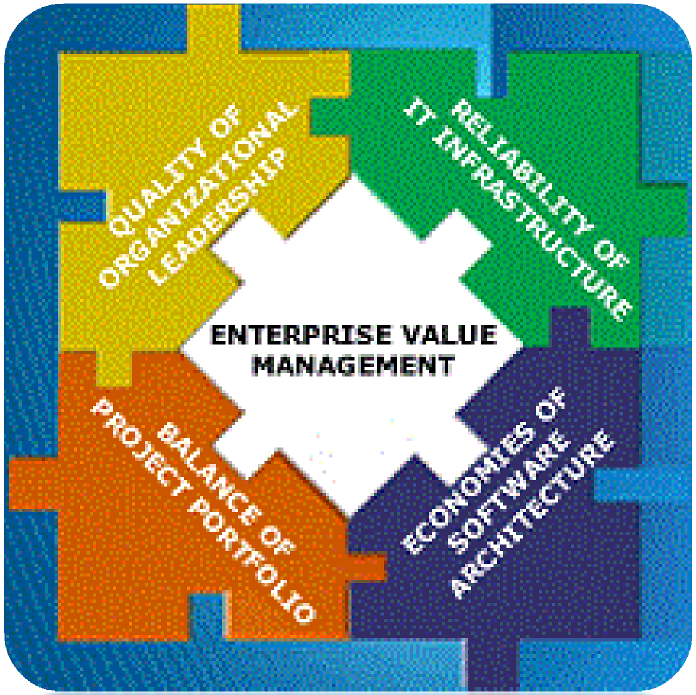
Agenda

- Introductions
- CIO Issues
- Enterprise Value Management
- Panel Discussion
- Q&A
- Next Steps

Enterprise Value Management

October 14, 2010

September 30, 2010



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Dayle Beyer (panel member)

- **President/Founder of Inspire Excellence**

- Dayle has inspired excellence in thousands of people by using a unique blend of project management, business analysis and coaching tools and techniques to make projects faster, cheaper and easier.
- We co-actively collaborate with people, teams and organizations in how to take sophisticated exams, gain momentum towards significant goals and create solutions for bottom-line results.

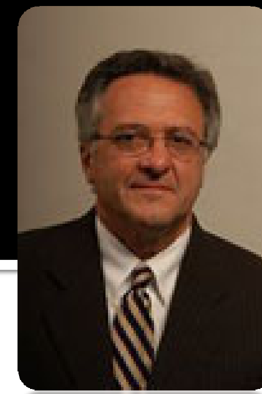
www.InspirExcellence.com

Shane Deay (panel member)

- **President/Founder of Avant Corporation**
- With over 18 years of IT experience, the last 12 in service management consulting and training, Shane helps service providers and IT organizations identify opportunities for improvement in pursuit of the following goals:
  - Better align IT services with business objectives and customer needs
  - Improve overall service levels
  - Maximize the business value of their services
  - Successfully manage to service level expectations
  - Optimize resource allocations

www.avantusa.com

Peter Mauro (panel member)



- **Founder of Encore Consulting**
- As the founder of Encore Consulting, Pete has over 25 years of IT consulting experience with responsibilities in all facets of the consulting business, including sales, delivery, and management. His primary responsibilities throughout his career have included building new branches of consulting companies, developing new geographic and vertical market sales territories, and reorganizing and managing underperforming branches to profitability.

www.encoreconsulting.com

Lawrence J. 'Butch' Sheets
Keith D. Sutherland (panel members)

- **Co-Owners of Service Management Dynamix, LLC**
- Keith D. Sutherland and Lawrence J. 'Butch' Sheets formed a business dedicated to delivering high-quality IT Service Management training and consulting based on the IT Infrastructure Library. This partnership, provides customers the benefit of their nearly 70 years of combined IT experience and 20 years of formal IT Service Management knowledge to enable and facilitate the development, deployment, and execution of their Service Management initiatives.

www.svcmgtdynamix.com

John Schladweiler (panel member)

- **President/Founder of Schladweiler Associates, Inc**
- Schladweiler Associates, Inc. is a consulting firm that works with clients in the areas of IT strategy, product/service development, business systems planning, IT infrastructure and process optimization, e-business, and systems architecture. Enterprise Value Management is a key lever that can be used to achieve better IT value – requiring knowledge of where you are now, and developing the roadmap to improve in a way that gives the company the most benefit.

www.schladweiler.com

What Keeps CIOs 'Up At Night'?

How can I cut costs?
- Identifying overfunded or inefficient activities

How am I doing with IT Governance?
- Relationship between Enterprise and IT objectives
- Appropriate processes and feedback mechanisms

How can I improve business processes and manage change?
- Relationships between technical and business processes
- Success requires Organizational Leadership

How can I best align my IT initiatives with the business goals?
- Balanced Project Portfolio
- Dependant on all of the above

Source: ***CIO Magazine 2010 State of the CIO Survey***

Balancing of Project Portfolio

Key questions:

- Enterprise (business) objectives?
- Critical services?
- Critical resources?
- Risk Reduction?
- Over/Under funded activities?
- Opportunities for innovation?

Essential Activities

Core elements of EVM

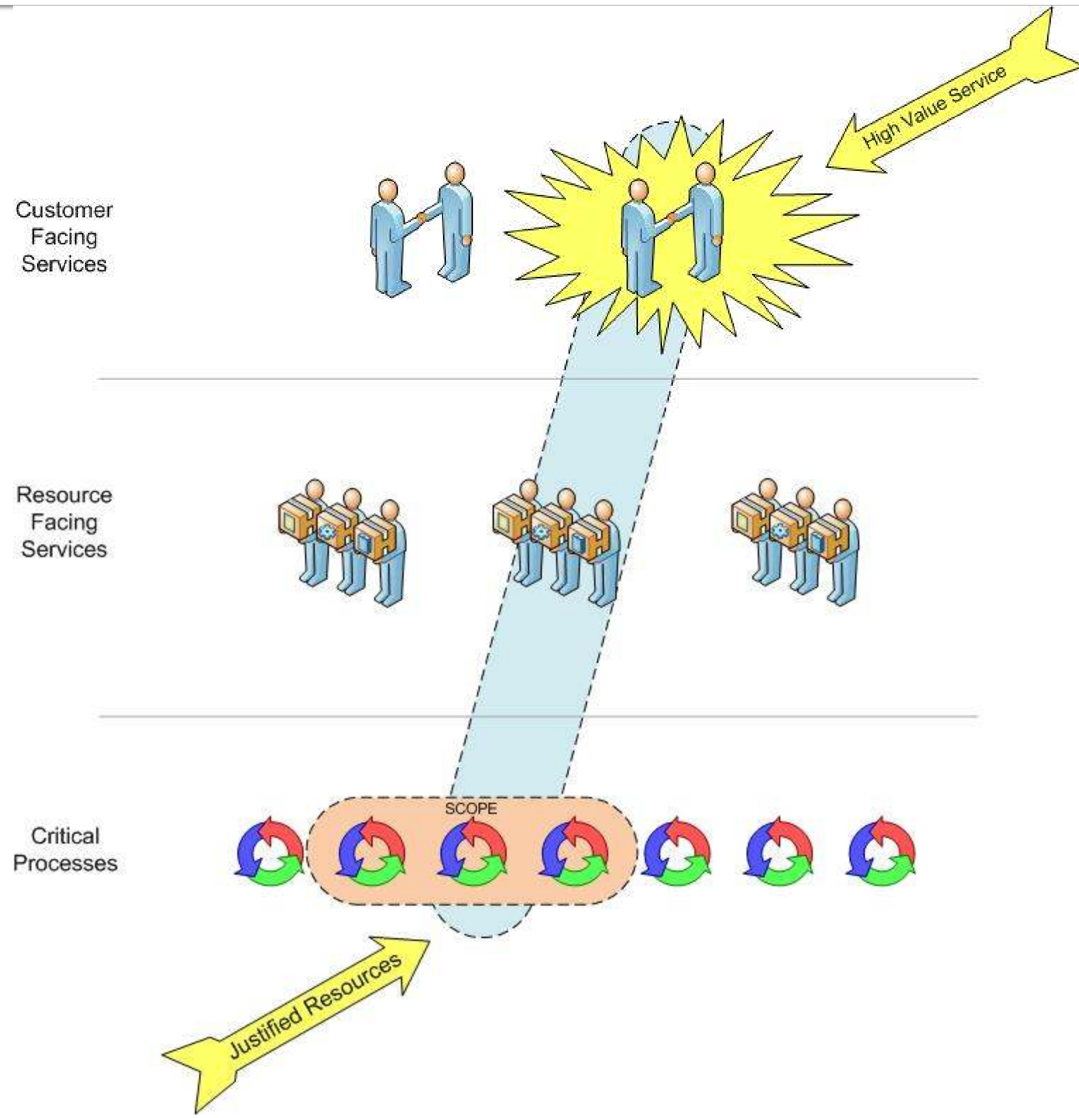
- <u>Define</u> Services
- Assess the <u>Value</u> of Services
- <u>Measure</u> Service Performance
- <u>Choose</u> and Justify Projects

Define Services

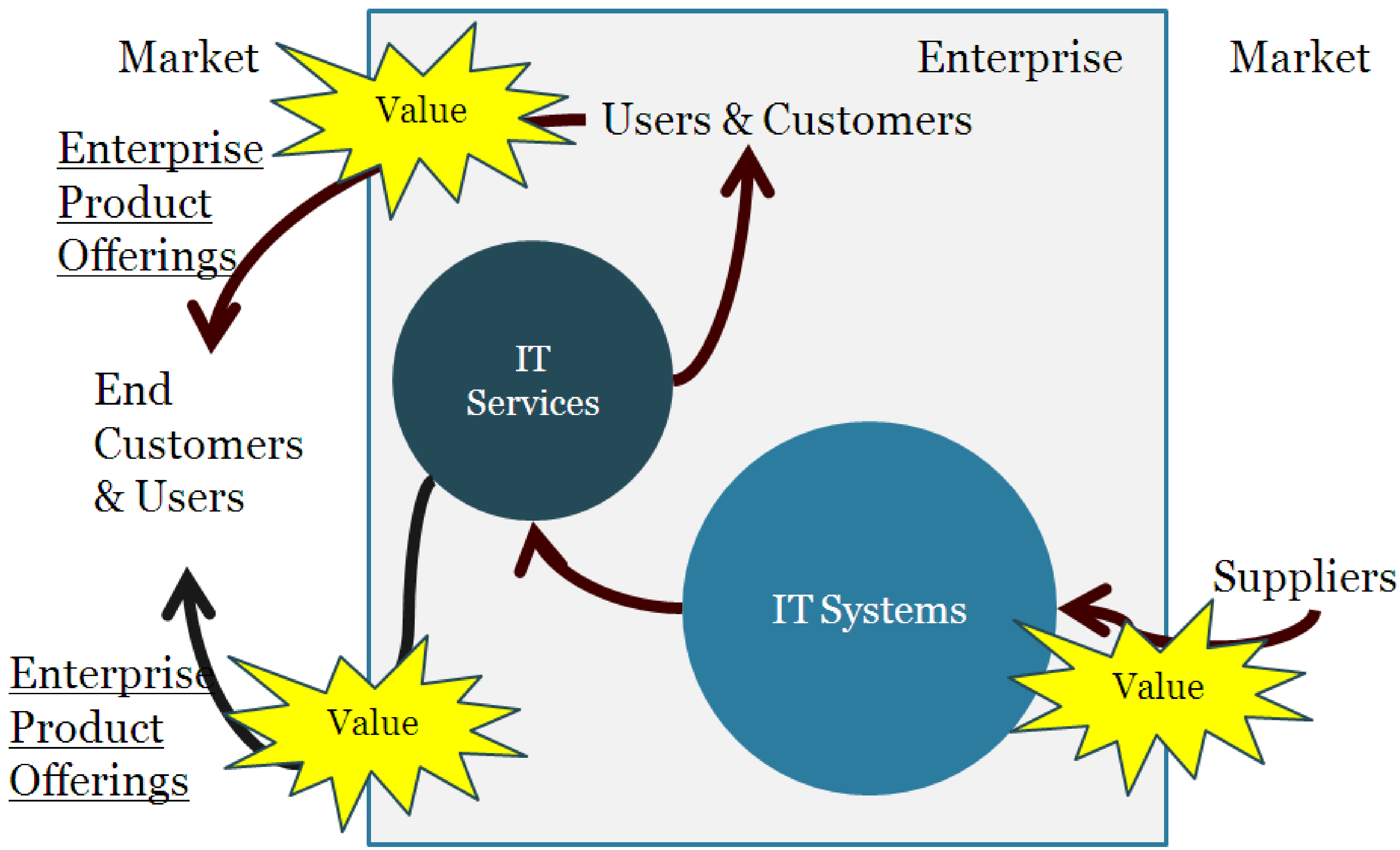
Step-by-Step Service Definition

1. Marketplace > Enterprise Product
2. End-Customers & End-Users
3. Users then Customers
4. Customer Facing Services
5. Resource Facing Services

Define Services



Assess the Value of Services



Assess the Value of Services

Consider factors beyond traditional ROI

- Revenue
- Liability Reduction
- Competitive Advantage
- Regulatory Compliance
- Marketplace Good Will

Assess the Value of Services

Engage the Business and Customers!

Measure Risk to assess Service Value

- Most accurate measure of value
- Something business understands
- Work with customers to give each service a risk score (it's value)

Measure Service Performance

Measuring IT Service Quality

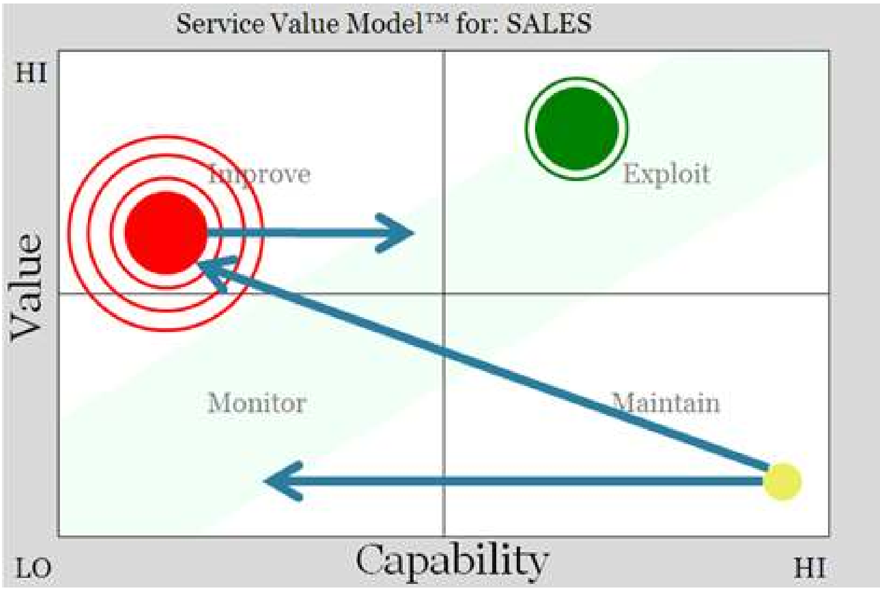
Two perspectives of service quality

- Internal – only a predictor of quality
- External – perception is reality!

Choose and Justify Projects

Service Value Modeling graphically displays..

- Improvement Opportunities
- Overfunded Services
- Underfunded Services
- Balanced Services



Choose and Justify Projects

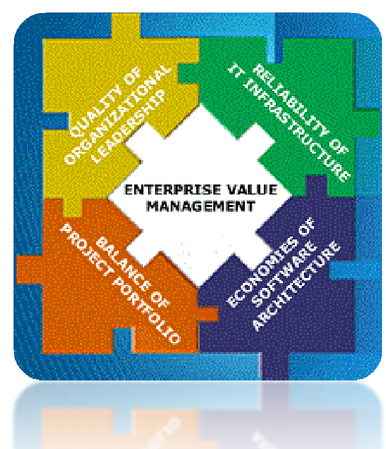
Quantify Improvement Opportunities in Business Terms…

- Focus on High Value services with low quality
  - CFS's or RFS's directly linked to high value CFSs
- Draw resources from low value services
- Justify projects based on Business Value
- Contribute visibly to Business Value and alignment using Service Value Modeling

Panel Discussion

Management Priorities

- Aligning IT initiatives with business goals
- Cutting cost by improving IT operations and systems performance
- IT Governance and portfolio management
- Business process redesign



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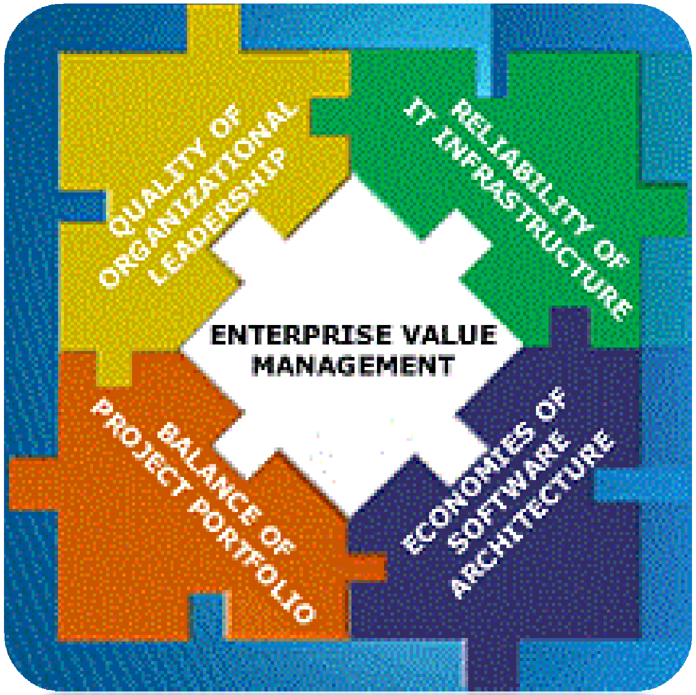

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Next Steps

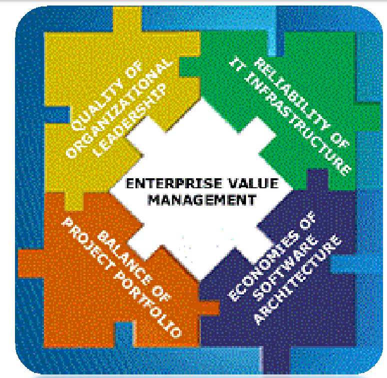
EVM Assessment

With a 2 to 4 week engagement, our team can assess your IT organization to:

- Maximize the value of future IT investments
- Minimize risk in your IT/Business alignment
- Provide best practice processes, tools and techniques to make your projects faster, cheaper and easier

For more information on an EVM Assessment contact:
Pete Mauro – pmauro@encoreconsulting.com

For More Information



Future Webinar Topics

- **Reliability of IT Infrastructure**
  - September 30, 2010 – 10am CDT
- **Quality of Organizational Leadership**
  - October 14, 2010 – 10am CDT
- **Economies of Software Architecture**
  - November 11, 2010 – 10am CDT

See us at: http://enterprisevaluemanagement.net