Business-IT Alignment
In the age of New IT
Evolving Toward Business-IT Alignment
52% of business people claim they are solving their own technology needs.

76% of IT leaders say they'd like to be more involved in setting the company direction.

30% of CEOs blame reactive project requests for late delivery and scope-creep.

82% of CEOs claim that IT could be playing a more strategic role.

The Top 5 Questions of IT Leaders

1. What should I own?
2. What should I shed?
3. How do I improve collaboration with business units?
4. How do I get a seat at the table? (Then how do I keep it?)
5. How do I start a digital/innovation/discovery/formal analytics program?
New IT Priorities

Perceived Value

Survival

High

Low

Digital Security
Mobile
Cloud
Analytics
BI
Big Data
Innovation
Digital
Security
Data Management
Analytics
CRM
Social Media
Office Automation
Networks
Infrastructure

Modernization
4 Avenues for IT Value Creation

1. Decide who you want to be.
2. Circumscribe ownership.
3. Create a digital strategy.
4. Link key objectives & analytics.
Decide who you want to be

**TYPE 1** tactical

Tactical IT focuses on operational fulfillment, ensuring that systems are buzzing and end-users are happy. In the tactical model, SLAs are doctrine, uptime is king, and the “modernization” is only uttered in a whisper.

**TYPE 2** order taking

In seeking to satisfy cross-functional business needs, Order Taking IT departments excel at project planning. Managers spend time refining requirements-gathering processes and refining functional specification documents. Getting headcount is always a challenge as leaders juggle supply and demand.

**TYPE 3** aligning

Aligning IT teams focus on meeting the needs of heterogeneous business units, often by designating business architects or business-IT liaisons. These IT organizations excel at project prioritization, often struggling to satisfy the competing needs of multiple constituencies.

**TYPE 4** data provisioning

IT departments focused on Data Provisioning have seen the writing on the wall. With data being “the new oil,” (or “the new water,” or “the new air”) the IT team that manages and deploys information between and across business units has immediate authority and a new level of prestige.

**TYPE 5** brokering

Brokering IT departments understand the concepts of playing to one’s strengths by delivering what they’re skilled at, and cultivating a network of partners for more specialized work or for cost-effective solutions. The cloud looms large for Brokering teams, but it’s only one of many delivery forms in this model.

**TYPE 6** IT everywhere

The IT Everywhere archetype means that IT is seen as woven into business strategy and operations. Technology ownership is shifted to those who use it, and IT teams will often move directly into lines of business. If IT still exists it plays the role of program management and procurement, choreographing project delivery, minimizing duplicate efforts, maintaining a roadmap, and functioning as an authoritative reporting body.

Circumscribe Ownership

- front office
- business-driven
- locally owned

- back office
- foundational
- centrally owned

Circumscribe Ownership

BUSINESS

- front office
- business-driven
- locally owned
- user access devices
- analytics
- local applications
- enterprise applications
- data
- infrastructure & platforms

IT

- back office
- foundational
- centrally owned

portfolio of projects

Create a Digital Strategy

**STRATEGIC objectives**
- ESTABLISH direct-to-consumer sales model
- ESTABLISH strategic partnerships with leading providers
- DRIVE retention through digital outreach

**DIGITAL RETENTION initiatives**
- OPTIMIZE web assets
- DIGITAL wallet
- OUTREACH via social
- MODERNIZED CRM

**DIGITAL WALLET projects**
- DW1 Mobile Payment App
- DW2 RewardPerkz on the Go™
- DW3 mobile recommender
- DW4 digi-customer segmentation

Link Key Objectives With Analytics

**STRATEGIC objectives**

- **ESTABLISH**
  - direct-to-consumer sales model
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**DIGITAL RETENTION initiatives**

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**DIGITAL WALLET projects**

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- **DW2**
  - RewardPerkz on the Go™
- **DW3**
  - mobile recommender
- **DW4**
  - digi-customer segmentation

**MOBILE RECOMMENDER metrics**

- **DW3M1**
  - profile completeness
- **DW3M2**
  - % of click-thrus
- **DW3M3**
  - revenue uplift by category
- **DW3M4**
  - % of notifications enabled vs disabled

So: Where Are You Now?

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Did You Get Your Copy?
Thank you!