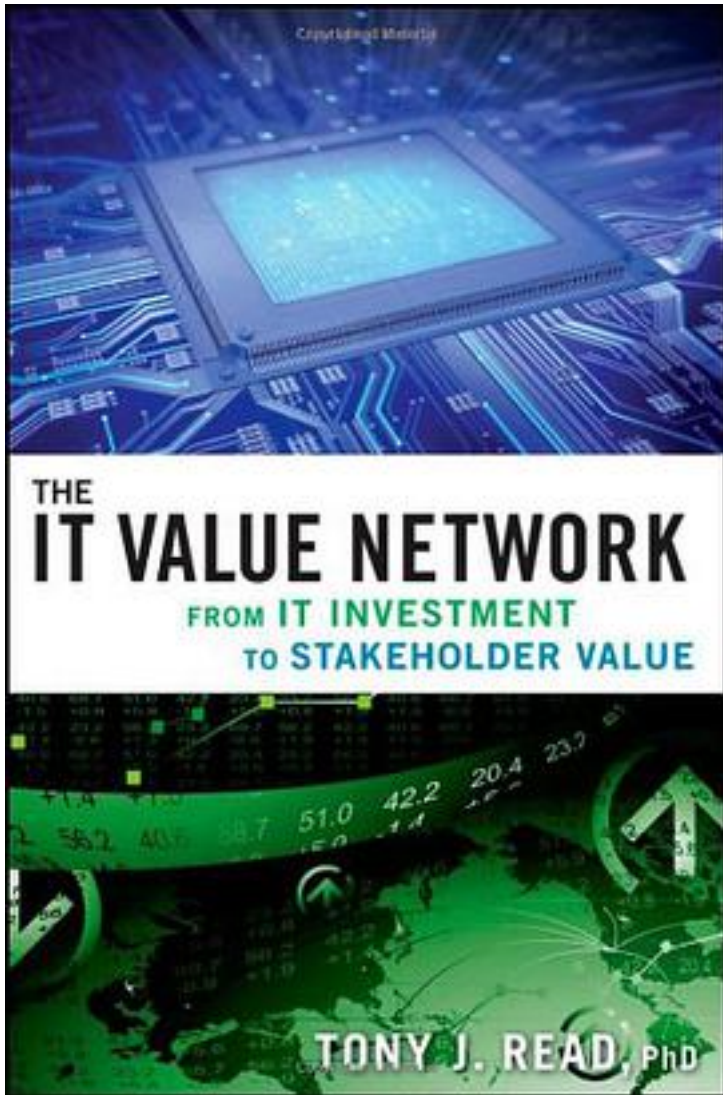


The IT Value Network



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Learn to measure and manage the real value of IT investment and spending IT investments are becoming more than just business enablers or assets on the books; they provide capability that can drive the business. Thought leadership should migrate towards information investment, getting a bigger bang for the buck from the 'I' in IT and from the 'I' in CIO. Your organization needs a new kind of IT investment management system, built to optimize the IT value-creation of the company network. Just looking at financial or accounting measures of value is a short-term focus and a lag indicator, while focusing on productivity measures does nothing for the intangible value and intellectual capital generated. "The IT Value Network: From IT Investment to Stakeholder Economic Value" incorporates new emerging decision support methods, such as real options, which are considered to complement traditional financial measures. Organizational and informational economic based techniques are also incorporated to manage and assess IT investments, including the balanced scorecard (BSC), and investment and portfolio management; in addition to coverage of IT key performance indicators and competitive benchmarking. "The IT Value Network: " Provides a proven framework to unlock and realize IT value, which bridges the value gap between the CIO and business partners, especially the CFO and the Board Shows how value needs to be triangulated with other stakeholder/scorecard measures Provides a six degrees of IT value model and maturity model for managing IT investment Includes cases and implementation guidance making the methodology easy to apply In the current economic climate, the tendency is to focus IT investments on short-term profitability. "The IT Value Network" offers a forward-looking perspective, challenging you to align IT spending more effectively to the company business strategy, value system, and the business network, for sustained competitive advantage or network advantage.

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