**TECHNICAL BUSSINESS & WRITING**

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**ROLL: P19-0033**

**SECTION: BSCS-5A**

**Integrated Business Solution**

Reference No: XYZ

To: CEO

From: Istafa Malik

CC: Ali

Date: 10 October 2021

Subject: Annual report for IBS

At last week’s executive committee meeting, you made the point that our company’s business units and technology organization need to be much more in tune with each other. In this memo, I’d like to explain how we could take a joint step toward making that happen.

No one doubts that our company’s success depends on solid technology support. But everyone also believes that we can do a lot more to make technology serve the business units—for example, by deepening our insights into what customers need, integrating channels, speeding the delivery of services, and accelerating new-product development. We struggle to realize this potential.

I’ve thought hard about how we could make more progress toward our goals. While I don’t claim to have the entire solution, I do have an idea that may bring us a big step closer. But in order for this solution to be successful, I will need your support and cosponsor ship.

The idea is quite simple: you and I would jointly issue an annual report for technology—something analogous to the annual report for investors and the broader market. This document would not only provide a candid overview of our ability to extract business value from technology but also substantiate that analysis with hard metrics. We would share perspectives on the challenges of technology, convey our ideas about its role in our company, celebrate achievements, and articulate our plans and visions for the future.

To show that we are serious about bridging the gap between technology and the business units and to discourage people from seeing the report as an attempt by IT to plead its own case, it’s important that you and I issue the report jointly. Here’s how we could structure it.

### CEO–CTO introduction

### Supporting organizational agility

### Aligning technology with business strategy

### Plans to use technology in new ways

### Technology capability statement

### Technology capability balance sheet

That’s about it I hope this was helpful and I am looking forward to the future where I see IBS on top of the mountain.

Regards.