**MIS760 – IT Strategy**

**Final Presentation**

Assignment: Develop an IT Strategy for the entire IT organization or part of the IT organization for your company or a firm of your choice. If you prefer you can develop a strategy to build and introduce a new or enhanced service, which is a continuation of the work you started in the first paper e.g., a strategy for cloud computing, mobility solutions, virtualization, BI and analytics etc. **A key element is to demonstrate alignment of your IT strategy with the business units and with the corporate strategy. In addition, cover how your organization will become a trusted partner with the business and how IT will drive improvement in the business and a competitive advantage**. The CIO and his/her organization need to participate in the development of the corporate strategy and this needs to be reflected when the IT strategy is developed. The presentation should be comprehensive enough that it could be presented to the CEO/President of the Division. Prepare a 30/45 minute power point presentation to present to senior management; covering all the critical elements of your strategy.

A possible outline of the document follows:

**IT Strategy Plan**

Cover Sheet

Table of contents

Section 1: Executive Summary

Section 2: Introduction

* 1. Company background
  2. Purpose
  3. Industry
  4. Size, growth rate, outlook
  5. Customers

Section 3: Corporate strategy

* 1. Mission
  2. Vision
  3. Objectives
  4. Value statement
  5. Strategy

Section 4: Business/Service unit Strategy

4.1 Mission

4.2 Vision

4.3 Objectives

4.4 Value statement

4.5 Strategy

Section 5: IT strategy

* 1. Mission
  2. Vision
  3. Objectives
  4. Value statement
  5. Definition of the IT strategy
  6. Define the 5 P’s of the IT strategy (perspective, positions, plans, patterns, ploy)
  7. **Alignment with Corporate and Business/service unit**
     1. **What tools/processes/methods/metrics will you use to ensure alignment?**
     2. **Demonstrate how you will implement what you defined in 5.7.1**
  8. Demonstrate how it delivers value to the business (how, when, who, where, what)
  9. Show how the 5 principles for delivering value are used
  10. Develop a digital strategy that supports the new strategy
  11. Develop a cloud strategy that supports the new strategy
  12. **Demonstrate how your strategy will drive business improvement and a competitive advantage**
  13. **Show how it supports the forming of a strong IT business relationship leading to a partnership** (competence, creditability, interpersonal interaction, trust leading to value)
  14. Create a Data strategy
      1. Demonstrate the use of Information Management (IM)
      2. Demonstrate the use of Master Data Management
  15. Show IT-enabled Innovation
      1. How will you improve the customer experience
      2. How will you use Business Intelligence
  16. Address compliance impacts and needs
  17. Suppliers and alliances
      1. Address the need and how to evaluate
  18. IT Governance
      1. Define the process and structure you will use
      2. Define the components
      3. Demonstrate how you will manage risk with your strategy
         1. Develop a risk management strategy (RM)
  19. Communication plans
      1. Define a communication plan to be used with the business

Section 6: Professional assessment

* 1. Internal analysis (Strengths and Weakness)

Use Super Swot matrix and provide a detail description

* 1. External analysis/Competitive analysis (Opportunities and Threats)

Use Ansoff Matrix for opportunities

Use Porter’s five forces for threats

* 1. AS-IS analysis (use structure from the Manheim case and the presentation)
  2. TO-BE analysis
  3. Market analysis and demand
  4. Target market
  5. Application Portfolio analysis (positioning maps)
  6. Use the appropriate strategy tools e.g., BCG; core competences; critical success factors; value chain analysis, scenario planning etc.

Section 7: IT Service Design

* 1. Stages of the service design
  2. Productivity and Innovation
  3. Service processes
  4. Service visualization through blueprinting

Section 8: Technology road map

8.1 Develop a technology roadmap including the new strategy

Section 9: Business Model

9.1 Develop an IT business model

9.2 Demonstrate how it is aligned with the corporate/BU business model

Section 10: Functional strategies

* 1. Marketing strategy (for an external strategy)

10.1.1 8 p’s of service marketing

10.1.2 Value proposition

10.1.3 Marketing segmentation

10.1.4 Customer satisfaction and loyalty

10.2 Financial

10.2.1 Profit and Loss analysis – P/L (3 years)

* + - 1. Revenue projections
      2. Expense forecasts

10.2.1.3 P/L

* + 1. IT budget
       1. Functional budget

10.2.2.2 Capital budget

* + 1. Cash flow analysis – 1 year (for a start up)

10.3 Delivery/Operations

10.3.1 Customer service strategy

10.3.2 Distributing services through physical and electronic channels

10.3.3 Delivery options

10.4 Technology

10.5 Sales

10.6 Human Resources

10.6.1 Hiring

10.6.2 Training

10.6.3 Retaining

10.6.4 Staffing plan (in house, in source, outsource, partnership)

10.6.4.1 Identify staffing and sourcing criteria

10.6.5 Outsourcing

10.6.5.1 Strategy and steps to select a vendor

10.6.5.2 Strategy to mitigate risk

10.6.5.3 Define jobs/functions to be outsourced

10.6.5.4 Identify success metrics

Section 11: Implementation Strategy

11.1 Rollout plan

Section 12: Measurement and Metrics

12.1 Traditional measures (ROI, ROE, shareholder equity, market share, product profitability …)

12.2 New metrics – (customer satisfaction, customer profitability, customer lifetime value …)

12.3 Balance scorecard

12.4 Value measurements

12.5 Demonstrate how IT metrics are linked directly to the business

12.6 Create a dash board

Section 13: Issues

13.1 Government regulations and policies (Political and legal environment)

13.2 Technology environment

13.3 Macroeconomic environment

13.4 Social environment

13.5 Demographic environment

13.6 Complementors

13.4 Other

Section 14: Conclusions

14.1 Recommendations