

Information technology is **no longer a supporting player** within the enterprise **but part of the main engine**. That makes IT-business alignment paramount to business success.

more technology executives teamed with their C-level and business colleagues to use technology to reengineer work, products and services.

startups introduced entirely new business models and as **legacy companies transformed their own processes and market offerings**.

CIOs and their IT teams must **still deliver utilitarian technology services**, Topham said. But they must also **now have the capacity to strategize** how technology can shape what the enterprise offers for products and services as well as how it delivers those offerings.

IT-business alignment ensures that the **IT organization and business units are working together** and **moving in the same direction** at the required speed.

IT-business alignment helps ensure that the **organization gets the right technology at the right time**

- It **reduces digital friction** because IT is able to deliver technology that is easier for workers, customers and partners to use.
- **Customer engagement, cost reduction and productivity improve.**
- **Organizations gain more visibility into pain points in both business processes and the technology** that supports them.
- It fuels innovation, as teams are better able to identify problems and opportunities that can be addressed through the use of technology.
- It results in faster delivery times and improves speed to market due to increased collaboration and innovation.
- It increases ability to deliver technology that drives business strategy and goals.
- It provides a competitive advantage in the marketplace.

- **lack of trust and credibility between IT and business leaders**
- **reluctance by IT or the business to cede control** or invite input into one's respective functional domains
- **lack of business acumen** within the IT department
- lack of **technology knowledge** throughout the **business** functions
- inability of IT to understand how technology initiatives can support business goals
- inability of IT to communicate how technology initiatives can support business goals
- inability of IT to calculate the financial impacts (costs and ROIs) of technology initiatives

Create **shared accountability and shared value realization** between IT and the business
In addition to becoming good communicators, **develop good listening skills**.
Embed technologists within the business units and have IT workers engage directly with their business unit counterparts.
Create incentives for employees throughout the organization to work toward IT-business unit collaboration.

Many CIOs **stress business value is the only thing that matters** these days because technology on its own is just a cost or an expensive vanity project. They stress that statements like **'we have the best technology' are meaningless** unless this **technology accrues something directly to the businesses'** bottom line.

As a part of succeeding, CIOs say that **businesses should define KPIs at inception of a project** and persist them in cycles of measuring, managing, and publishing.

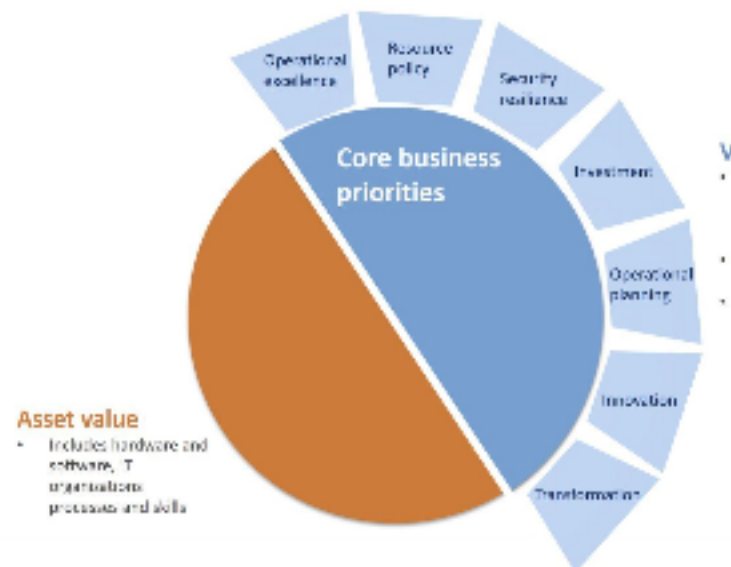
CIOs say that demonstrating value should be a philosophy **across the enterprise**

CIOs say **delivering and demonstrating business value should be a core objective of every person and function within IT**.

They want **KPIs(IT)** identified that provide an agreed upon **definition of success**. Those **KPIs depend upon the business goal and value** that should be targeted or demonstrated.

these CIOs suggest that it is important that an **upgrade increase efficiency**, speed, and the overall user experience/customer satisfaction.
If it does not achieve these things, CIOs suggest perhaps an **upgrade is unwarranted** and the dollars are better expended elsewhere.

While CIOs have multiple perspectives on measuring value, they all suggest that **value is the major determinant of IT/business alignment**.



Asset Value: Acquisition of new technology is at the foundation of any business. This typically refers to **hardware and software** that keeps a business operational

Business Value: Overall **impact on business model and service delivery**, these are enhancements to business priorities.

Enterprise **IT Value: A Total Snapshot**

IT Business Value: A **Major Shift** in Thinking for CIOs

CIOs today must **reinvest in new technologies and applications to drive more value**.

IT and Productivity When tasks can be **automated, people** who would normally accomplish those tasks in their day-to-day **can focus on other key functions**.

IT and Forging Competitive Advantages transforming the business is where IT leadership should not only be **forward-thinking** in determining the ways in which the **business can leverage new technology that puts them ahead of the competition** but also up to the task of **presenting key metrics** as they build a case **for new investments**.

IT and Customer Satisfaction **Using technology**, businesses can even get intelligence that helps them time their product or service launches for the most client satisfaction or exposure. Making things easier for internal and external clients, also **helps enterprises create business value through client satisfaction**.

Information Technology (IT): This refers to the entire department

Money and Funding: Think of money in terms of measurement units.

Transactions and Services: A transaction is an exchange where something is delivered, and services are derived as a result.

Business-as-Usual vs Change: some of the business value of IT is just making sure the regular functioning of the organization maintains. **business value comes down to two groups: operating or change**.

Economic value includes items that **reduce cost or increase revenue**. **strategic value** deals in **productivity enhancements**, key differentiators that are included in your value proposition and customer satisfaction.

The **business value of IT is largely visible in operations**. **Improvements to efficiency**, cost reduction and more **should result** in the organization meeting and exceeding established key performance indicators (**KPIs**).

quantifying your enterprise **IT spend against industry averages** is generally an effective **benchmark** to use when making a case **for business value**

What is IT-business alignment and why is it important?

What is IT-business alignment?

Why is IT business alignment important?

What are the benefits of IT-business alignment?

What are the challenges of IT business alignment?

IT business alignment best practices

Demonstrating business value

A philosophy to run across the entire IT organization

Techniques most relevant to proving the value IT is generating

Demonstrating the value of upgrades to traditional software

Demonstrating the value add for collaboration software like Slack?

How CIOs prove business value

Why Business Value is Key to IT Success

Week1&2_reading

week1

week2

Trends in the Information Technology sector

17 ways technology could change the world by 2025

The U.S. leads the global landscape in technology innovation.

Digital technologies have risen to prominence as a **critical determinant** of economic growth, national security, and international competitiveness.

National statistical accounting challenges notwithstanding, tracking the digital economy's growth trajectory is essential because it **serves as an integral forward-looking barometer of U.S. economic growth** and international competitiveness.

In the **digital era, innovation**, entrepreneurial dynamism, and information and ICT production will **drive America's competitive edge**.

1. AI-optimized manufacturing
2. A far-reaching energy transformation
3. A new era of computing
4. Healthcare paradigm shift to prevention through diet
5. 5G will enhance the global economy and save lives
6. A new normal in managing cancer
7. Robotic retail
8. A blurring of physical and virtual spaces
9. Putting individuals - not institutions - at the heart of healthcare
10. The future of construction has already begun
11. Gigaton-scale CO2 removal will help to reverse climate change
12. A new era in medicine
13. Closing the wealth gap
14. A clean energy revolution supported by digital twins
15. Understanding the microscopic secrets hidden on surfaces
16. Machine learning and AI expedite decarbonization in carbon-heavy industries
17. **Privacy is pervasive – and prioritized**