

Information Economics Summit

your invitation

6-8 June 2004



Butler Group ▶
Analysis without compromise

Information Economics Summit – 6-8 June 2004

For decades a single question has plagued the managers of information systems. What value does the provision of information add to an enterprise? This question goes far beyond the mere amortisation of equipment. It goes far beyond the measurement of internal productivity that some managers have conducted – cost per Line of Code, for example. These are non-answers to the core question.

During this period two other facts have become unquestionably clear. The first is that the standard measures of economic performance are inadequate to this task, since they focus exclusively on the classical components of the economic equation, labour, materials and equipment for example. The second fact that has become clear is that no measure of the value of information can be based exclusively on internal data. It must reflect the performance of the enterprise in its market place. It must be based on how the business relates to the outside world, how it trades.

Our inability to answer questions about the value of information, when its costs are plain to see, has triggered an avalanche of embarrassment. Most of the negative comment about IS departments can in the end be traced to this single failure. It is easy enough to answer many questions peripheral to the central issue, or even to dismiss the whole value question as subjective. But that doesn't silence the critics. It only adds venom to their attack.

Butler Group and the eminent American businessman and scholar Paul Strassmann have combined forces to solve this problem. Our task is nothing less than the creation of a new branch of economic theory. We have launched the Information Economics Journal as a means of furthering the debate.

The Information Economics Summit will be the first major conference directed to this new economic development. It will address the new theory and its implications for the governance of IS, the management of risk and the benefits or disadvantages of outsourcing.

The event will take place on 6-8 June. It should be in the diary of every CIO who needs to give a better answer to the question 'What do we get for our money?' We would also urge CIOs to bring with them to the summit an influential member of their CFO's team.

In five years time we may well look back on this as a seminal event, like the day Michael Porter first unveiled his model of the value chain.

Attendance at the Information Economics Summit will be by invitation only. The Summit has been designed to encourage active and informed participation by all those attending. The topics, speakers and structure have also been selected to ensure that practical messages emerge. The summit will help CIOs concretely to increase the value of information to their enterprise, and to ensure that such increase is properly understood and appreciated by all who need to be involved.

Martin Butler



Founder and President
Butler Group

M. G. Butler.

Martin Butler

The Speakers



Martin Butler
Founder and President
Butler Group

Martin is well known throughout the world as one of the most incisive commentators on the business use of information technology, and has earned a reputation for direct, unambiguous analysis. Martin has authored numerous reports on topics ranging from e-commerce to the competitive use of information. He has over twenty years experience in the IT industry.



David Butler
Chairman
The Executive Learning
Alliance

David Butler was educated at Mill Hill School and Keble College, Oxford, where he studied ancient history and philosophy. He was chairman and co-founder of Butler Cox plc, and the founder of its research wing, the Butler Cox Foundation. He was also a director of Istel Ltd., a vice president of the BCS, and an investment adviser to the United Bank of Kuwait. He is now Chairman of the Executive Learning Alliance Ltd, a company that tracks developments in emerging markets. He is a published novelist and has lectured all over the world, on literary subjects as well as business.



Ric Francis
CIO
Safeway Stores

Ric is the Chief Information Officer of Safeway Stores Plc. He is also a member of the Stores Board. Immediately prior to joining Safeway, Ric held the position of CIO for Smiths Group Plc, the Global Engineering Organisation. He held this position after managing the successful systems merger between Smiths Industries and TI Group.



John Yard
Director, Business Services
Inland Revenue

John Yard is a Tax Inspector by profession. He was appointed Deputy Director of Operations in 1988 and set up the Department's Change Management Division in 1992. In early 1993 he became Director of Information Technology overseeing the transition of staff and work to EDS. He is currently the Director of the Revenue's Business Services which is responsible for providing all central services in the Department. In the last 18 months his main focus has been running the competition to select an IT Supplier for the Inland Revenue when the current contracts with EDS and Accenture expire in 2004.

Paul was corporate director responsible for worldwide computer, telecommunications and administrative functions at Xerox from 1976-78. He was key contributor to shaping business Xerox strategy for office automation and developed new methods for evaluating the productivity of computer investments. More recently, he was the acting Chief Information Executive of the National Aeronautics and Space Administration, with direct responsibility and accountability for the NASA computing and telecommunication information infrastructure. He is author of over 250 articles on information management and information productivity.



Paul Strassmann
Associate
Butler Group

René is one of the world's leading authorities on business transformation. He has twenty years' experience at the top of major corporations including Pepsi, IPC Magazines and Marks & Spencer, many of them as a main board director. His skill is combining an insider's knowledge of the IT world, and long familiarity with the ways of the boardroom. He is also a well known radio presenter and TV interviewer.



René Carayol
Former CIO
IPC Magazines

Gordon became Group IT Director for the renamed Somerfield Stores in 1999 and was previously responsible for managing all the key service and development areas within systems. Since leaving Somerfield in July of 2003 he has been pursuing a career as an independent consultant and speaker. His major focus is on the retail sector and working with IT Directors and their teams to develop and implement 'smart sourcing' strategies.



Gordon Scholes
Former CIO
Somerfield Stores

Michael is a solicitor specialising in commercial law with a particular focus on information technology and e-commerce. Michael joined Walker Morris (a large single site regional commercial law firm based in Leeds) in 1995 and was appointed as a Partner in May 2003. A key element of Michael's practice is in advising on complex information technology service arrangements and outsourcings (both for service providers and those purchasing services).



Michael Stevens
Partner, Corporate
Commercial Department
Walker Morris

Agenda

Sunday 6 June 2004

12.00-12.30

Registration

12.30-13.30

Welcome Lunch

13.30-14.00

Summit Introduction – *Martin Butler, Founder & President, Butler Group*

- Information not technology is key to business success
- IT investments to date have not been effective
- Costs of information administration have not decreased.
- Objectives of the Information Economics Summit
- Takeaway actions

14.00-14.40

'Information Economics': The New IT Value Model –

Paul Strassmann, Former CIO, Xerox and NASA

- Before IE, there was no structural basis on which the costs and value of information could be allocated or assessed.
- Guesswork was the model employed to establish if IT investments were sound or money down the drain.
- There is an alternative method of IT performance measurement.
- The relevance of the new model in dealing with matters of strategic investments in IT.

14.40-15.00

Q&A

15.00-18.30

Leisure Activities (Golf, Laser Clays/Archery, Snooker, and Quad Biking)

18.30-19.00

Drinks

19.00-onwards

Dinner

Monday 7 June 2004

09.00-11.00

Unlocking the Secrets of IE – *Paul Strassmann*

- Structure of a firm's costs of information and how they are related to IT
- Measuring information productivity
- Use of information productivity and measures of transaction cost effectiveness
- The growing importance of transaction costs in global competition. Case Studies
- Opportunity for delegates to apply methodology to their own organisations.

11.00-11.30

Break

11.30-12.30

Debate:

"Should the Costs of IT be valued separately from those of the business?" – *Facilitated by: David Butler, Chairman, The Executive Learning Alliance*

12.30-14.00

Lunch

14.00-16.00

Intelligence Building Sessions – (3 Parallel Sessions):

Governance – *Facilitated by: Martin Butler*

- Can the historic rules of Governance be changed?
- The alignment of IT strategy with the business is critical – how can this be achieved?
- Who is responsible for IT Governance?

Risk & Compliance – *Facilitated by: Gordon Scholes, Former CIO, Somerfield Stores*

- What are the costs of compliance?
- What impact will compliance have on IT spend?
- How much effort is really required for compliance?

Continued ►

Monday 7 June 2004 *Continued*

14.00-16.00

Outsourcing & Offshoring – Facilitated by: René Carayol, Former CIO, IPC Magazines

- What levels of the business should be outsourced?
- What are the driving factors for outsourcing?
- How should outsourcing relationships be managed?
- How to integrate the outsourced activities into the organisation?
- Can an outsource provider create value for the business?

16.00-16.30

Break

16.30-17.00

Governance Case Study – John Yard, Inland Revenue

- What structures, organisation, disciplines and skills are needed to manage the IS function in line with the right corporate goals and ambitions? Are there rules and procedures that encourage such a result, or is it just good teamwork?

17.00-17.30

Risk & Compliance Case Study – Ric Francis, CIO, Safeway Stores

- Today's business is surrounded by risk, the risk of insecurity, of infringing regulatory norms, of falling foul of an increasing army of watchdogs. How can we stick to the rules and avoid pitfalls, without this becoming an all-consuming task.

17.30-18.00

Summary of Main Messages – Paul Strassmann

18.00-19.00

Free time

19.00-19.30

Drinks

19.30-onwards

Dinner

Tuesday 8 June 2004

09.00-11.00

Intelligence Building Sessions – (3 Parallel Sessions):

Governance – Martin Butler

Risk & Compliance – Mike Stephens, Partner, Walker Morris Solicitors

Outsourcing & Offshoring – Paul Strassmann

11.00-11.30

Break

11.30-12.00

Outsourcing & Offshoring Case Study

- Outsourcing has become the norm for many large corporations. But how do we determine what can be outsourced and what is core? How do we understand a good outsource deal? Have the past years taught us any lessons?

12.00-13.00

Lunch

13.00-15.00

Intelligence Building Sessions – (3 Parallel Sessions):

Governance – Martin Butler

Risk & Compliance – Mike Stephens, Partner, Walker Morris Solicitors

Outsourcing & Offshoring – Paul Strassmann

15.00-15.15

Break

15.15-16.00

Summary of Key Messages and Takeaway Actions – Martin Butler



The agenda has been created to allow all delegates the opportunity to participate in each of the intelligence building sessions. The intelligence building sessions have been created to ensure that practical actions are discussed, developed and delivered.

Information Economics Summit Venue – Tylney Hall



Residing for over a hundred years amidst landscaped gardens and woodlands is the magnificent Tylney Hall. With a unique view of the rich rolling countryside of Hampshire, it provides the perfect venue for thought stimulation in tranquil and peaceful surroundings. Although a mansion house has existed on this site since 1561, it is Lionel Phillips' Tylney Hall, built in 1898 that stands today.

The hotel is set deep in the countryside, and transport links are extremely good.

The nearest airport is Heathrow, approximately 40 mins transfer time and the M3 is only 10 mins drive away. The nearest train station is Basingstoke where taxis are readily available to take you to the hotel.

Set in 66 acres of parkland and gardens the leisure facilities at Tylney Hall are outstanding. On site there is a leisure centre with gym and indoor swimming pool, an outdoor pool is also available for those keen enough to brave it! There is a superb golf course adjacent to the hotel, tennis courts and a croquet lawn.



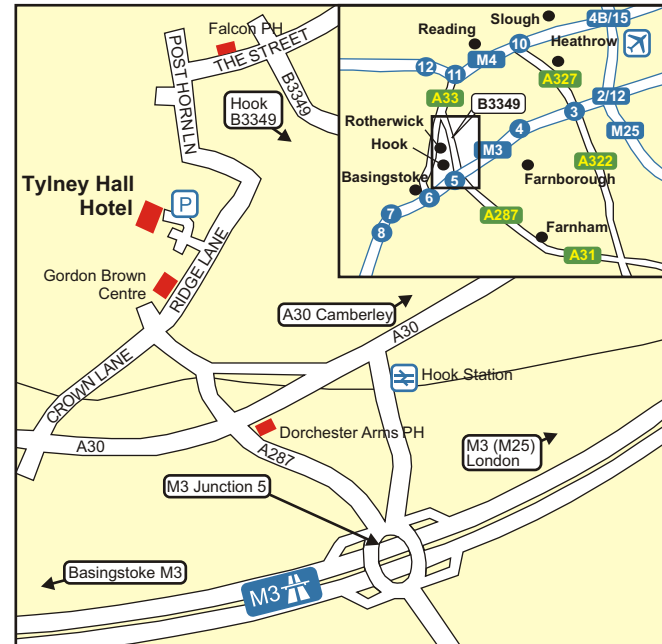
Tylney Hall

Rotherwick, Hook, Hampshire, RG27 9AZ, UK

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Fax: +44 (0)1256 768141

E-mail: reservations@tylneyhall.co.uk



How to Register

Participation at the Information Economics Summit costs £2,950.00 inclusive of all meals and accommodation.

To register your interest in attending the summit, please complete the form below and return it to us by fax on:

+44 (0)1482 608394 or on-line at: **www.butlergroup.com/events/ies/register.asp**

Should you have any questions regarding this event, please contact Sue O'Connor on: **+44 (0)1279 722206**

Contact Details

Salutation:	<input type="text"/>	First Name(s):	<input type="text"/>	Surname:	<input type="text"/>
Position:	<input type="text"/>		Company:	<input type="text"/>	
Address:	<input type="text"/>				
	<input type="text"/>			Postcode:	<input type="text"/>
E-mail:	<input type="text"/>	Phone:	<input type="text"/>	Fax:	<input type="text"/>

Terms and Conditions

- Only 50 delegate places are available at the Information Economics Summit and these will be allocated on a first come basis. Our aim is to create a high-level, intimate event where each delegate has the power to significantly influence debate and change outcomes.
- Delegates will be invoiced upon receipt of a completed registration form. All delegate fees must be paid in full in advance of attendance at the Summit.
- Delegates will be responsible for their travel to and from the Summit together with all personal incidentals incurred during the event.
- Butler Group reserves the right to levy a cancellation fee of £1,000 if delegates cancel on or after 1st May 2004. Cancellations on or after 1st June 2004 will incur 100% cancellation fee.

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