

Information Productivity

A Paul Strassman Master Class

At The Swallow International Hotel, London

16 May 2000

Information Productivity

A Paul Strassmann Master Class

The Swallow International Hotel, Cromwell Road, London

16 May 2000

*A unique opportunity to hear one of the world's most
highly acclaimed IT gurus in London*

A rare opportunity to hear Paul Strassmann explain the concepts of Information Productivity and his methods for measuring Knowledge Capital. Paul Strassmann is a world renowned CIO and eminent economist. His report on the Information Productivity of 1330 UK companies revealed that:

- @ 46 per cent of UK firms detracted from shareholder wealth in 1998.
- @ Information management costs vastly exceeded economic value-added.
- @ Most frequently used measures of productivity are faulty and obsolete.
- @ Information management costs exceed costs of capital ownership.
- @ The top UK firms, when ranked by Information Productivity, are successful without having high information management costs.

This one-day seminar will combine Master Class and workshop activities to challenge and enlighten.

A welcome speech will be given by Martin Butler, Chairman of Butler Group.

Jonathan Stephenson, Information Productivity Consultant, will deliver the keynote speech and introduction.

Paul Strassmann will explain his ideas for measuring the effectiveness of organisations. His talk will cover:

- @ The importance of having metrics that reflect the information-driven model of modern business.
- @ How to calculate Information Productivity.
- @ How to make meaningful comparisons of IT spending between look-alike companies.
- @ Knowledge Capital, its importance and measurement.
- @ Accounting for IT spending.

After lunch, you will have the opportunity to work with Paul Strassmann and Martin Butler in a more intimate, workshop environment.

Productivity Paradox

Paul Strassmann's Report on US and UK industrial corporations concluded:

- @ "There was no relationship between the costs of information management and profitability."
- @ "There was no relationship between the costs of information technology and profitability."
- @ "Improvements in Information Productivity in the US since 1991 are attributable to favourable interest results and not to information technology investments."

Agenda

09:30 Welcome Speech – Martin Butler.

Keynote Speech and Introduction – Jonathan Stephenson.

The Importance of Information Technology

- @ How does IT contribute to company profitability.
- @ Innovative IT – case studies in value creation.
- @ Introduction to Paul Strassmann.
- @ Avoiding the automation treadmill.
- @ Elevating the CIO to the board.

Paul Strassmann

- @ The Productivity Paradox.
- @ Metrics for the Information Rich Economies.
- @ Information Productivity.
- @ Measuring Corporate Efficiency.
- @ UK, US, and global Information Productivity comparisons.

Break for Coffee

Paul Strassmann

- @ Knowledge Capital.
- @ Stopping the asset rot associated with the build and junk cycle.
- @ Measuring the value of ideas.
- @ Software development and Knowledge Capital.

Lunch

Workshop Sessions

The afternoon will be spent in a more interactive atmosphere in which Paul Strassmann and Jonathan Stephenson will work with delegates to interpret Information Productivity statistics and IT spending models. This will present the opportunity to ask more detailed questions and challenge the speakers.

1 Calculating Information Productivity

An interactive workshop for benchmarking Information Productivity lead by Paul Strassmann and Jonathan Stephenson. A chance for delegates to discuss and compare their Information Productivity rating and to see how it can be used to improve company effectiveness.

2 IT Spending Models and Creating a Case for IT Investment

- @ The changing role of IT and the CIO.
- @ Breaking out of the throw-away software cycle.
- @ Strassmann IT spending models.
- @ Building an IT investment case based on current cash values.

17:00 Day Ends

Registration Form

I would like to attend the Paul Strassmann Information Productivity Master Class to be held at The Swallow International Hotel, Cromwell Road, London, on 16 May 2000.

Name: Dr/Mr/Mrs/Miss/Ms _____

Position: _____

Company: _____

Address: _____

Post Code: _____ **E-mail:** _____

Phone: _____ **Fax:** _____

Terms and Conditions: All registrations must be received at least four weeks prior to the event. Completed registration forms will be invoiced immediately and payment must be received two weeks prior to the Master Class. An unpaid invoice will result in your registration being cancelled.

Cancellation (by Fax Only): Cancellation 28 to 5 days prior to Master Class - 50% of attendance fee. Cancellation 4 days prior to, and including, the day of the Master Class - 100% of attendance fee.

To cancel your booking please fax Butler Group on +44 (0)1482 323577

Costs

Please Tick

Non-Subscriber: ☐ **£750.00**

Subscriber: ☐ **£675.00**

On receipt of this Registration Form, Butler Group will invoice you, or your company, for the relevant amount. If you wish your company to be invoiced, please supply a Purchase Order Number:

Purchase Order No: _____

Please Note:

Additional delegates may attend at a reduced fee, please contact Jimane Cartwright at Butler Group to discuss your requirements:

Phone: +44 (0)1482 586149

E-mail: jimane.cartwright@butlergroup.com



Paul A Strassmann
*Director of Defense Information
 USA Department of Defense*



Jonathan Stephenson
*Principal Consultant
 Butler Group*

Paul A Strassmann: Paul A Strassmann's career in the United States includes service as Chief Information Systems Executive (1956-1978; 1990-to-date), Vice-President of Strategic Planning for Office Automation (1978-1985), and Information Systems Consultant (1986-1990). In March 1991 he was appointed to a newly created position of Director of Defense Information, as Principal Deputy Assistant Secretary of Defense for Command, Control, Communications and Intelligence. Strassmann had direct policy and budgetary oversight for information technology expenditures of over \$10 billion per annum. He is recipient of the Defense Medal for Distinguished Public Service – the Defense Department's highest civilian award.

Strassmann joined Xerox in 1969 as Director of Administration and Information Systems with worldwide responsibility for all internal Xerox computer activities. From 1972 to 1976 he served as General Manager of its Information Services Division, which included all central computer operations, telecommunications networks, administrative services, software development, and management consulting services.

After his retirement he became an author, lecturer, and consultant to firms such as AT&T, Citicorp, Digital Equipment, General Electric, General Motors, IBM, Shell Oil, Sun Microsystems, and Texas Instruments, as well as a Visiting Professor at the University of Connecticut and the Imperial College in London, England.

Prior to joining Xerox, Strassmann held the job of Corporate Information Officer for the General Foods Corporation and afterwards for the Kraft Corporation from 1960 through 1969. He earned an Engineering Degree from the Cooper Union, New York, and a Master's Degree in industrial management from the Massachusetts Institute of Technology, Cambridge. He is author of over 150 articles on information management and information worker productivity. His most recent book, "The Squandered Computer", offers specific recommendations on how to obtain better value from investments in information technologies.

Jonathan Stephenson: Jonathan Stephenson is an Oxford graduate with over ten years experience working in the corporate software arena. He joined Butler Group in 1995 as Principal Consultant and has worked on a broad range of consulting projects for clients drawn from diverse industries.

He has worked with household names such as British Airways, Sun Microsystems, Willis Carroon, Britannia, and Yorkshire Water and has a distinguished track record as an IT strategist and analyst. Before joining Butler Group he managed the engineering team and was programme manager for Blyth Software Inc.

Featured in January's Financial Director magazine, he is Europe's leading exponent of the Strassmann methodology. Jonathan edits the Strassmann @ Butler Group journal and contributes a regular column to the on-line newsfeed silicon.com



www.butlergroup.com
www.itxplorer.com

Butler Group, Europa House, 184 Ferensway, Hull, HU1 3UT, United Kingdom
 Tel: +44 (0)1482 586149 Fax: +44 (0)1482 323577

www.butlergroup.com www.itxplorer.com

© Butler Direct Limited, All rights reserved. This publication, or any part of it, may not be reproduced or adapted by any method whatsoever without prior written Butler Direct Limited consent.

Business Reply Service
 LICENCE No HU 640



**Butler Group
 Europa House
 184 Ferensway
 Hull
 HU1 3BR**