



IT-Business Strategic Alignment Maturity Assessment and Benchmarking Project

<p>Benefits</p> <ul style="list-style-type: none"> • Provides the first step towards bridging the IT-business gap. • Allows organizations to measure how well the technical and business organizations work together. • Allows organizations to see how they are doing compared to other companies. • Enables organizations to identify opportunities for enhancing their IT-Business integration. 	<p>Can the relationship of your Information Technology (IT) and non-IT organizations be improved? Are you as aligned as your competitors? Would you like to find out and close any gaps? Keeping technology and business initiatives in harmony is an issue faced by every organization and an issue that must be checked every few years as business, technology, and workforce/skill needs change; especially in today's dynamic environment.</p> <p>The Complex Business of IT</p> <p>Companies and their Information Technology (IT) functions are experiencing a period of unprecedented change and opportunity. Business fluctuations, competition, demographic shifts, and new technologies are reshaping the IT portfolios, development methods, and even the composition of the workforce. The demand to quickly contain costs and generate revenues through IT are creating new alliances and are increasing sourcing models. Although technology opens new avenues for business services, existing applications must still be maintained. These forces pose severe challenges to the IT workforce, and as a result attracting and retaining key talent remains a critical need as employees must meet the business needs while envisioning a potential leveling of opportunities in the years ahead. These shifts are not necessarily new, but the pace of change has increased, and put a premium on new work methods and arrangements.</p> <p>Against this backdrop, senior management is now actively challenging IT and business to become more aligned and to provide demonstrable business value. As a result, IT faces a clear mandate:</p> <ul style="list-style-type: none"> • Improve IT applications and services while simultaneously contain or reduce operating costs. • Provide managers with tools and support to help increase sales, grow the business in new directions, and satisfy customers with products they can use directly. • Utilize emerging technologies to create new applications, and establish standards and enterprise architectures that are secure and will support future business requirements. • Help employees become more productive and connect
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their efforts to meet business goals.

These are among the critical IT issues at the forefront of today's organizational agendas. IT has never been better positioned to help address these issues and deliver results to the organization, its customers, and shareholders.

Is your organization ready to meet the challenge?

How the Assessment Works

What is the best method to discover opportunities for enhancing this important relationship? The answer: use the Strategic Alignment Maturity Assessment Tool.

Dr. Jerry Luftman, noted author, college professor, conference speaker, mentor, and consultant has developed a well respected and field tested assessment methodology that measures the effectiveness of the IT initiatives. The tool uses interviews and a web-based questionnaire that collects ratings from IT and non-IT leaders to identify the extent of alignment on such items as understanding of business issues and partnership with the line, IT project planning and use of resources, architectures, value analytics, and governance.

Ratings can be for the entire enterprise, or specific business units, or locations. Data can also be collected via interviews or focus groups. These ratings are then entered into a database on which future analysis is built and reports produced. Your data is then scored and mapped against other organizations to show how your company stacks up. No identifiable information will be released.

What Do You Get

Several analyses are produced. First, a maturity summary scale is developed that depicts where your IT organization and processes rank on a one to five scale; which ranges from limited to optimized. You will also receive a written assessment analyzing your organization and a benchmark report comparing your IT-business assessment with those of other companies (over one-third of the global 1,000 companies have already participated). Areas of divergence are noted with prescriptive options shown where possible. The key is to understand why an area is out of alignment and what actions could/should be taken to achieve better integration. Research has demonstrated that organizations with a higher IT-business alignment maturity outperform their competitors.



Who Conducts the Research and Administers the Assessment?

Jerry Luftman Ph.D. directs this research project and will facilitate the assessment. He is a recognized leader in strategic alignment. Following a prominent business career at IBM, he was the founder, Associate Dean and Distinguished Professor of the information systems graduate programs at Stevens Institute of Technology, School of Management. He is currently the founder and Executive Director of the Global Institute for IT Management. His research builds upon his ground-breaking 10+ year research underwritten by IBM. His new books *Competing in the Information Age: Align in the Sand*, published by Oxford University Press, and *Managing IT Resources* published by Amazon.

If you are working with a consulting partner as part of your assessment, the consulting partner may participate in the administration of the instrument and analysis of the data

To perform the research from different perspectives we ask you to provide us some data. The data gathered will be used anonymous. You can re-enter your data by using the same link used for answering the assessment questions (if used on same computer). The Link:

<http://www.surveymonkey.com/s/SXPSM5S>

What Does It Cost?

The charge per company for the assessment, varies based on the scope of the assessment, begins at \$30,000 US. Program participants have used the assessment and benchmarking results to improve their organizational alignment and performance. Participants will have the opportunity to pursue follow-on consulting with independent firms who are familiar with the assessment and benchmarking project if they so desire.