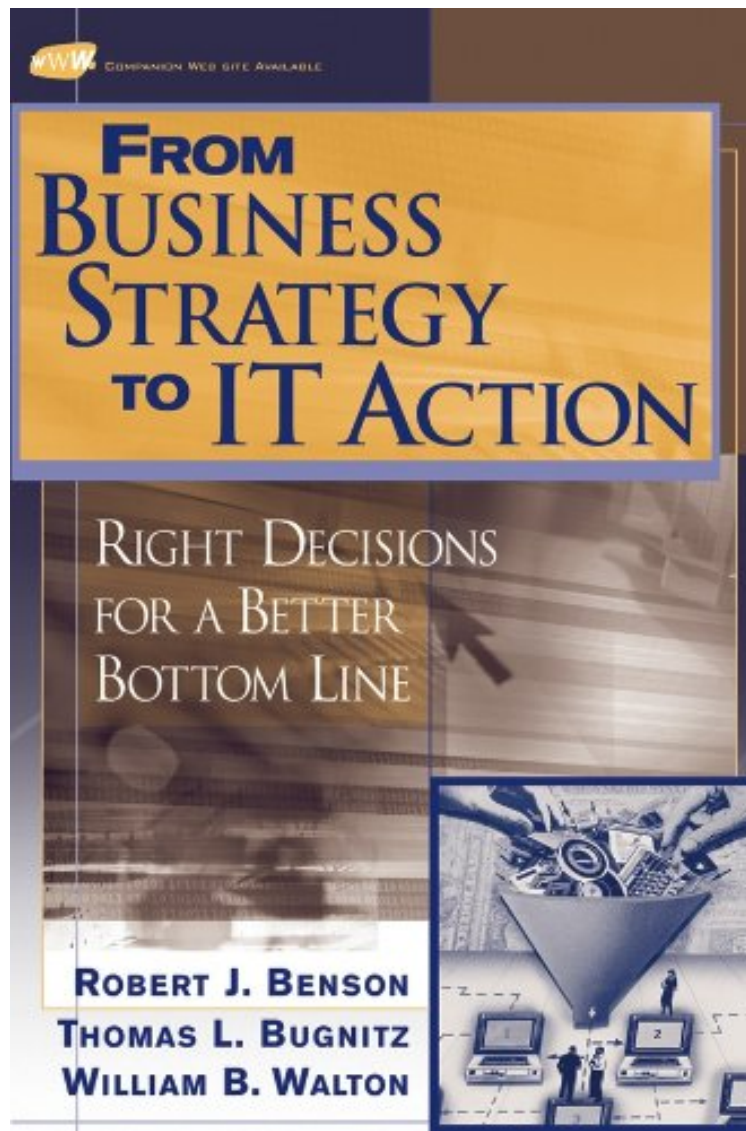


[FREE] From Business Strategy to IT Action: Right Decisions for a Better Bottom Line

From Business Strategy to IT Action: Right Decisions for a Better Bottom Line

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Robert J. Benson, Tom Bugnitz : From Business Strategy to IT Action: Right Decisions for a Better Bottom Line before purchasing it in order to gage whether or not it would be worth my time, and all praised From Business Strategy to IT Action: Right Decisions for a Better Bottom Line:

0 of 0 people found the following review helpful. Good Seller.By Gretchen GottlichReceived as promised. Good Seller.29 of 29 people found the following review helpful. One of the best books on the subject!By Mike TarraniI've read a stack of books related to this subject, and this is one of two books that I think hit the bullseye and that I

recommend to peers and clients (the other is Value-Driven IT Management, ISBN 0750659254). What I most like about this book is the highly focused, clearly defined approach to transforming strategy into action. In fact, 'action' is the main characteristic of this book, both in writing pace and in the results you can achieve if you follow the map the authors provide. Chapter 1 leads you through defining your goals that links the strategy to your bottom line. This establishes the methodology that you'll follow through the rest of the book. Each subsequent chapter is a milestone in the process of transforming strategy into action. What I like is the consistent format, which starts with "Ask the Right Questions", then listing steps, ending with a summary. More importantly, the bottom line remains the focus of this book from start to finish. This keeps the reader's attention on the goals, business issues and costs. The topics covered in each step represent best practices that should be present in any organization that is mature enough to undertake a business-IT alignment. For example, portfolio management, prioritization techniques, and aligning to a value chain are addressed. In addition, the challenges faced by both business and IT are uncovered, with advice on how to meet them during the process. Finally, the book sets forth the transformation process in a well ordered sequence that will get you from inception to meeting all objectives if followed. The chapters on scoring and measurement are invaluable. One topic that makes this book exceptionally valuable is the introduction of the Business Value Maturity Model. This model, in my opinion, is the missing link in the quest for Business-IT alignment initiatives, and one that I hope gets wider dissemination than in this book. Other aspects of the book that I especially like include the excellent use of graphs and diagrams, and the absence of empty claims and theory. The material is clear, actionable and realistic. Think of this book as both a compass and blueprint. I cannot recommend this book strongly enough, particularly to organizations that are struggling with business-IT alignment. 1 of 1 people found the following review helpful. Old but not outdated

By Ming L. Mendonca

The book is well designed as it progresses nicely from one concept to the next with each concept built on the previous ones. It is also well written as each concept is presented and then later reinforced. The lessons are also kept preacute; cised and condensed but easy to follow. I like NIE framework and the idea that how much of what practices you implement is depending on the needs and the maturity of your organization. I also like the Business Maturity Model advocated by Benson since it also takes into account the cultural aspect of the corporation. The book was written in 2004, so it has had 6+ years in circulation. However, it still provides up to date lessons. At the end, you may choose other models to implement, for example, you may choose Venkatraman's Strategic Alignment Model for IT/Business Alignment, or CMM/CMMI for capability mature model instead of the Business Maturity Model... However, this is not a bad place to start your strategic planning and thinking.

From Business Strategy to IT Action gives companies of all sizes the tools to effectively link IT to business strategy and produce effective, actionable strategies for bottom-line results. The authors present CEOs, CFOs, CIOs, and IT managers with a powerful and accessible resource packed with such useful material as:

- * The Strategy-to-Bottom-Line Value Chain, which integrates the management practices relating to planning, prioritization, alignment, and assessing a company's entire IT budget
- * Methods for using IT Impact Management to establish IT culture and performance models for the business/IT connection
- * The IT Improvement Zone, which quickly identifies where a company can focus its energies for maximum results
- * And much more

"The book provides a road map for C-level executives, including CIOs, on how to manage and invest in IT to deliver business value." (COMPUTERWORLD; 11/29/04)

From the Inside Flap

From Business Strategy to IT Action presents a practical and proven management approach based on a very simple idea: a company should only spend money on IT that directly supports its business strategies and operational effectiveness, and should not spend money on IT that doesn't. Management can control IT budgets and investments, and at the same time improve IT's bottom-line impact, by consistently developing and selecting the best IT investments and eliminating existing but underperforming IT activities. This book illustrates how to do this. From Business Strategy to IT Action shows how CEOs, CFOs, and CIOs can improve their IT investments, control IT budgets, and get the biggest bang for their IT buck. From a coordinated business/IT strategic planning process to business/IT performance measurement, the authors present a suite of tools for understanding, managing, and controlling the entire IT budget, aimed at producing the right IT actions for the organization. The central theme of this book is the Strategy-to-Bottom-Line Value Chain, a framework that integrates five practices a company can use to get the right bottom-line results from IT activities: Strategic IT Demand/Supply Planning, Innovation, Prioritization, Alignment, and Performance Measurement. The authors present robust Portfolio Management and Culture Management support practices, all focused on making IT produce measurable bottom-line results. All of these are tied together with the Business Value Maturity Model, a tool for assessing the readiness of an organization to use IT most effectively in its business. Extending the groundbreaking concepts introduced in Information Economics that promote managements direct involvement in decision-making for IT investment, this book shows how management can actively participate in all activities in the Value Chain. By wrapping a complete planning and management framework around the original concepts of Information Economics, the authors establish a new way for business and IT managers to make the right decisions and get the right results from IT.

From the Back Cover

From Business Strategy to IT Action gives companies of all sizes the tools to effectively link

IT to business strategy and produce effective, actionable strategies for bottom-line results. The authors present CEOs, CFOs, CIOs, and IT managers with a powerful and accessible resource packed with such useful material as: The Strategy-to-Bottom-Line Value Chain, which integrates the management practices relating to planning, prioritization, alignment, and assessing a company's entire IT budget Methods for using IT Impact Management to establish IT culture and performance models for the business/IT connection The IT Improvement Zone, which quickly identifies where a company can focus its energies for maximum results And much more