

# BUSINESS-DRIVEN INFORMATION TECHNOLOGY

How Technology is Moving from  
the Equipment Room to the Board Room

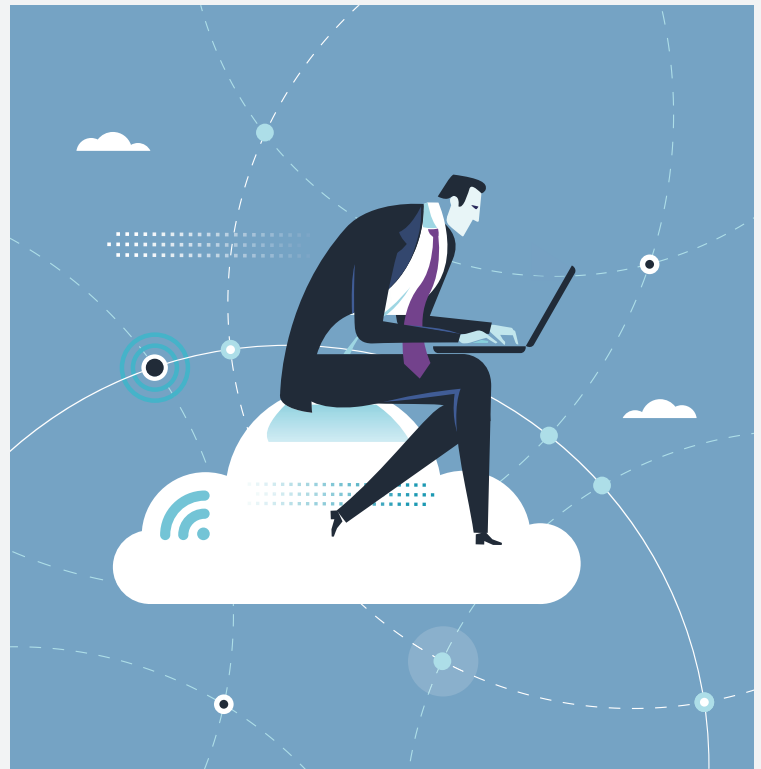
**Technology has gradually been evolving from a back-office function to an integral part of almost every business process across industries.**

This evolution is accelerating as new technologies such as cloud applications, cloud computing, and business analytics continue to weave their way throughout the functions of sales, marketing, service, operations human resources and finance. While this can present tremendous opportunities to create new business models and leapfrog competitors, it also presents challenges to those companies who do not embrace this new reality.

Organizations can find themselves steeped in the past, with technology supporting only back-office functions and technologists serving in a support role to keep things running day-to-day rather than strategists to help build competitive advantage. Companies who embrace this new paradigm of technology as a strategic asset, however, stand to benefit significantly from the productivity gains, revenue growth through customer and supplier integrations and competitive advantage that can result from a more Business-Driven strategic approach.

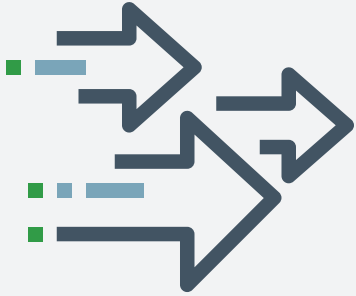
## What is Business-Driven IT?

Business-driven Information Technology (IT) is a more strategic approach to IT. Rather than rely on IT as a support function in operations or finance, Business-Driven IT recognizes technology as a strategic asset of the business and a function that can be leveraged across the enterprise to drive business value within all internal functions of the organization extending outside of the enterprise to customers, suppliers and partners. It is an approach that



recognizes infrastructure must be optimized for cost and performance while investments need to be made to gain competitive advantage, increase productivity and drive revenue growth. It is a mindset that IT needs to play a role in the overall strategy of the company. The challenge is that most organizations are not positioned to support this new reality.

# WHY DO LEADERS NEED TO EMBRACE BUSINESS-DRIVEN IT?



## Speed and Complexity of Technology

Technology is becoming more advanced and accessible than ever, leading to more fragmented technology environments. The rapid changes in technology combined with accessibility to applications through software-as-a-service is making it easier for departments to initiate solutions that address their specific functional needs at the expense of an enterprise architecture that leverages data and resources across the organization. By deploying a strategic model, companies can create a technology architecture that integrates these solutions in to a framework across the value chain thus leveraging the data and resources throughout the enterprise.



## Competitive Threat

New technologies including mobile, internet-of-things and analytics are creating opportunities for existing competitors to differentiate themselves or gain competitive advantage. These dynamics are also making it possible for altogether new competitors to enter in to these markets without the baggage of outdated, legacy technology. By being proactive, companies can lead their markets and use their domain expertise as a strength versus a weakness against these competitive threats.



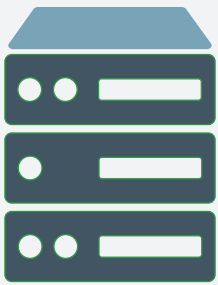
## Brand Protection

For almost any company the majority of their value is locked up in their brand promise. The brand promise is the commitment by a company to create a unique experience for customers each time they engage in a transaction. It is also a trust relationship that is established and ensures a customer's data and privacy is protected from malicious attacks both inside and outside the enterprise. When this trust relationship is breached, the negative impact is immediate, and can often times have long-term implications. By investing in a comprehensive security program, companies can avoid the risk of compromising their brand value and the costs associated with these vulnerabilities.

## Customer and Supplier Loyalty



Customers, suppliers and partners are demanding greater visibility into processes and performance. This need for transparency drives accountability, but also creates another level of loyalty and “stickiness” toward a long-term relationship. Higher levels of customer attrition can lead to higher costs and a greater challenge to maintain growth over time. By deepening these relationships through portals, integrations and extensions, companies create business value as well as a potential barrier to entry against alternatives who could enter the market.



## Optimizing Technology Resources and Investments

Companies tend to spend too little on technology or they spend too much on technologies that do not drive business value. Most organizations tend to focus their technology spend on important infrastructure needs in the beginning in addition to critical application needs in finance and operations.

Rarely are these investments rationalized over time or developed in to an enterprise architecture that supports the overall strategy of the business. Through Business-Driven IT, organizations develop a roadmap that tightly aligns with the strategy for the business, and continually adapts to changes in the business as well as changes in technology to maximize the return on investment and avoid unnecessary costs. This includes the diligence, change management and training necessary for successful deployment.

# WHY DO LEADERS NEED TO EMBRACE BUSINESS-DRIVEN IT?

The best place to start is by assessing your company’s current state of IT and develop a roadmap with a plan forward. Understanding your company’s unique starting point is only the first step to ensure success. There need to be specific supports in place to create the appropriate environment for achieving success:

- Leadership needs to take an active role in driving a strategic approach to IT.
- A shift in IT focus from tactical to strategic by solving business problems and creating opportunities for business growth and competitive advantage.
- A willingness to ensure the appropriate sponsorship across key leaders of the organization.
- The right technology leadership structure to support the needs of the business and engage with stakeholders.

# HOW DO LEADERS BEGIN THE JOURNEY?

**Evolving to a more Business-Driven IT model can be difficult and take time.**

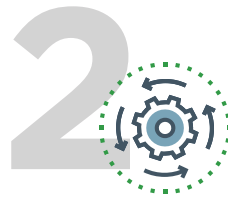
To simplify the process, Elevate Services Group has developed a **Technology Maturity Model (TMM)** that outlines the state of your current IT operation, evaluates where things stand along the continuum and sets a plan to evolve your people, process and technology roadmap to the desired state in the maturity model over time. This Technology Maturity Model methodology has been developed using over 40 years of business and technology experience leveraging both strategic and tactical expertise with proven results.

## Technology Maturity Model:



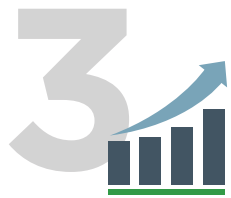
### Transactional

Have you optimized your platform and infrastructure? Is your IT reactive to demand versus proactive to solving business problems?



### Tactical

Have you streamlined your operational processes and are you measuring performance using a “managed hands” approach to IT? Are your technology initiatives operating in silos?



### Program

Have you shifted your focus from operational efficiencies to business growth? Are you developing deep and integrated relationships with your customers, suppliers and partners?



### Strategic

Is your business strategy fully aligned with your technology strategy? Are you working from a fully integrated enterprise architecture and roadmap? Is technology giving you a competitive advantage in the marketplace and barriers to competitive alternatives?

# ELEVATE SERVICES GROUP

Technology Reimagined

**Imagine a world where your information flows seamlessly from your first customer engagement through the final invoice and payment.**

A world where performance is at its peak, technology is flexible, service is simple and the problems are few and far between. A world where your technology offers a competitive advantage over alternatives and a barrier against non-traditional competitive threats. It all starts with engaging with a trusted technology partner that is experienced in Business-Driven IT and understands your business strategy who can guide you through developing a roadmap and plan to move you along the technology maturity model journey.

Elevate Services Group is a managed technology solutions provider that offers a unique strategic approach to Business-Driven IT. We have extensive business and technology expertise with experience successfully helping organizations through the technology maturity model. We are not a consultant or a traditional managed services company, but we offer reliable, scalable and secure technology solutions including people, process and technology designed to maximize the return on your technology investments.

## **We do this through a three-pronged approach to Business-Driven IT:**

- **Strategic Discovery**

As your trusted technology partner, we begin by using our proprietary DART (Discovery, Assessment, Roadmap and Timeline) methodology to determine where your business sits along the Technology Maturity Model (TMM) and develop a comprehensive roadmap and plan to move from current state to future state technology aligned with your business strategy. Within this process we evaluate the overall business strategy in conjunction with the people, process and technology to develop the business case and most optimal solution for your technology needs moving forward.

- **Managed Program Services**

Once a clear roadmap and timeline has been developed, our program services are designed to deliver the policies, practices and people to complement existing resources and drive your initiatives moving forward. Our program

services are designed with speed, structure and scalability using best practices to provide ongoing program support and begin to evolve your technology initiatives from tactical back office functions to more strategic Business-Driven IT initiatives.

- **Managed Program Services**

Finally, in many cases the largest part of the business case for technology optimization lies in the transition to managed cloud services. By transitioning to the cloud, companies benefit from the security, reliability and performance of using cloud technologies and managed services combined with the cost savings that are realized for investment in more strategic initiatives across the value chain. Our managed cloud services include a comprehensive portfolio of services including infrastructure, security, network infrastructure, telephony and services desk support.