

EXECUTIVE INSIGHT - MOVING YOUR TECHNOLOGY MINDSET FROM BUDGET TO BUSINESS CASE

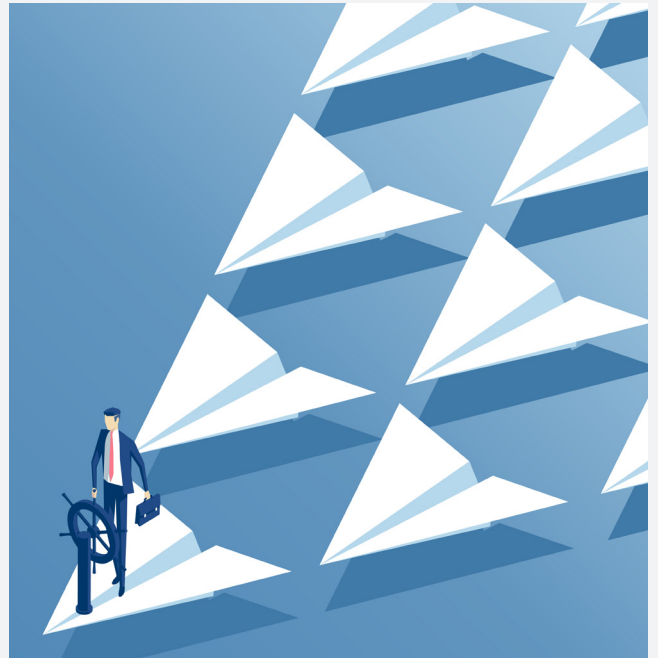
In most companies, technology is treated as a “cost center” that relies on a “budget” to control its spending. Technology has dramatically shifted from a back-office function supporting applications such as e-mail, productivity tools and financials to applications that are driving growth and value such as customer engagement, service portals and partner or supply chain engagement. Because of this shift, businesses have an opportunity to review their approach to technology moving forward to a mindset of “business investment” thus driving value for the business. Businesses move beyond buying servers and infrastructure, to optimizing all technology in order to create business value for the entire enterprise.

The Problem of the Budget Mindset

With a budget mindset, you think about “what” to spend versus “how” to best spend IT dollars. You jockey for budget dollars to ensure your department’s interests are protected, in many cases by over-building your infrastructure rather than optimizing technology to drive business value and taking necessary risks for progress. You play defense, focusing your energy internally to the needs of the department versus an offensive approach focused externally to your customers, suppliers and partners.

The Benefit of an Investment Mindset: Build, Align, Optimize

With an investment mindset, customers discover the best way to optimize technology spend to drive business value through growth of the business, optimizing productivity both internally and externally while maintaining customer loyalty. You build business cases to justify additional technology spend that shows direct impact to the bottom line. You align technology spending directly to the business strategy including assumptions for return on investment. You optimize your technology spending to lower costs, and review platform performance (such as Cloud technology) and increase spending in security and applications that drive business value.



How to Make the Shift Away from Budget - to Strategic Investment

Making this shift takes process, training and practice. The process starts by creating a roadmap that aligns technology initiatives with business goals and strategy. It then requires a shift in the operating model, structure and mindset of your technology team to engage directly with business leaders as a catalyst for driving business value through technology. This requires a clear understanding of the business, industry and competitive dynamics. It also requires training on how to develop business case studies for new technology initiatives and how they drive direct business impact with accountability to both technologists and business leaders. The bottom line is to fully leverage technology as a business grows.

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At Elevate Services Group, we help companies avoid these blind spots seamlessly without having to invest in a Fortune 1000 infrastructure for planning, process, people and governance.

We have senior leaders of large scale corporate IT organizations and businesses that understand the people, process and technologies required to avoid blind spots based on experience. We have business and technology experience having navigated through each stage of business growth. We support the latest cloud technology with certified engineers that fully leverage the cost/benefit of utility computing. We have trained consultants that understand the complexities of integrating disparate systems and developing an enterprise architecture perspective as companies grow.

Elevate Services Group offers the highest level of services and expertise including senior technology and business leadership, certified cloud engineering and certified service technicians. This is what we call "Technology Reimagined" where performance is at its peak, technology is flexible, service is simple and the problems are few and far between.