

Using Your IT Strategy as a Catalyst

Increase your businesses value, security, and profitability by defining a multi-year IT strategy that aligns with your goals.

Introductions

Jason Carlson, Infrastructure Manager

Todd Bortke, VP of Operations

Your IT roadmap



Pick a road

Accelerating toward success

Don't slow down

Attaining desired outcomes

Bonus objectives





WHAT



WHY



HOW



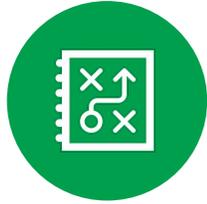
Benefits of an IT strategy



Technology
roadmap



Document
business context &
key initiatives



Strategic
blueprint



Transform current
state to desired
future state



Tactical



Aligns technology
initiatives with
business goals



Not a list of
IT to-dos.



Why have an IT strategy?



Increase:

- Stakeholder support
- Businesses value
- Security posture
- Profitability



Identify:

- Potential risks & strategies to mitigate them
- Gaps by mapping out current state to desired future state



Assist:

- Map IT investments & resource allocation





How to create an IT strategy?

- Assemble a cross-functional team
- Understand future business strategy
- Assess the current state of IT
- Scan external factors & technology
- Envision future state
- Conduct a gap analysis
- Analyze scenarios & strategic options

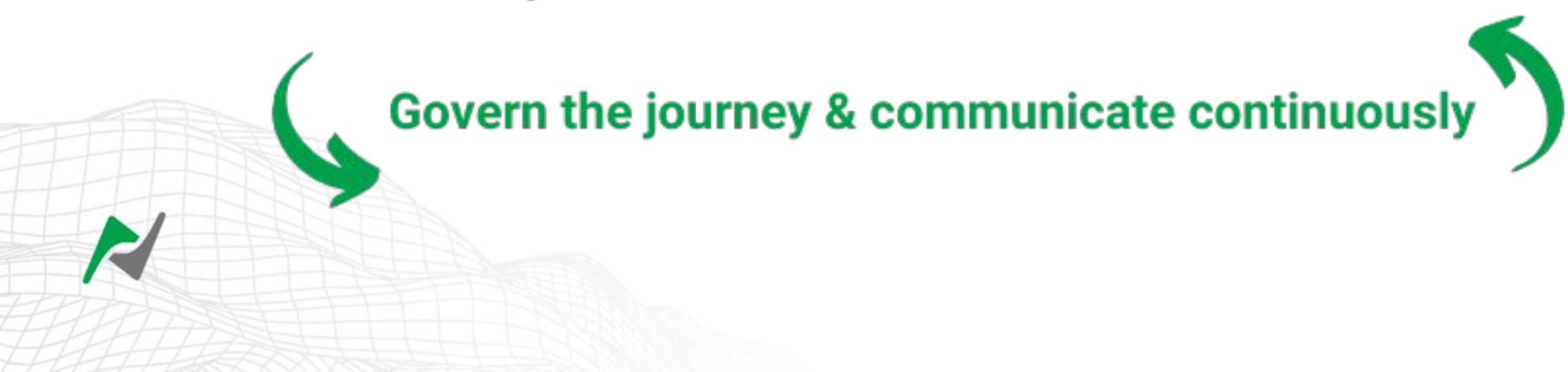




How to create an IT strategy?

- Craft IT strategy (preferably for 5-Years)
- Define the IT operating model
- Analyze IT initiatives & prioritize based on value, cost, & complexity
- Detail out implementation roadmap
- Socialize & secure buy-in from stakeholders
- Assign success metrics

Govern the journey & communicate continuously



Assemble a cross-functional team



Bring people together with different expertise, and from different departments in your organization.

Address the challenges of the modern business environment. It takes consistent innovation to survive.



Future business strategy

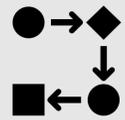
Key components of a business strategy

- Vision and Objectives
- Core Values
- SWOT (Strengths, Weaknesses, Opportunities and Threats)
- Tactics and Operational Delivery
- Resources and Resource Allocation
- Measurement and Analysis

Future Thinking



Assess the “Current State”



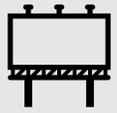
“Current State” is how you describe the process you have right now. Not just the problems you have with that process, but all the other steps and actions involved too.



Current State Analysis enables a business to evaluate the current state of its processes and identify issues / opportunities for improvement. Understanding critical aspects in the processes (which future state will need to account for)



Assess external factors & trends



Current trends? Leverage NCI as your partner of choice to help.



Emerging and existing technologies you can utilize to enhance productivity and boost revenue.



Be on the cutting edge, not the bleeding edge.



Envision future state (5 years)



Do:



Design from the future
backward, not from
the present forward



Focus on possibilities,
not limitations



Foster creativity and
innovation, which will
lead to breakthroughs



Think outside the
box and question
the status quo



Envision future state (5 years)

Don't:



Don't rush to judgment saying: "we have tried it before and it doesn't work"



Don't have the attitude of "good luck getting approval for it"



Don't harbor the thought of "we don't have time for that now"



Don't say "this will never work because our culture is different"



Conduct a gap analysis



S

Strengths

- Things your company does well
- Qualities that separate you from your competitors
- Internal resources such as skilled, knowledgeable staff
- Tangible assets such as intellectual property, capital, proprietary technologies etc.



W

Weaknesses

- Things your company lacks
- Things your competitors do better than you
- Resource limitations
- Unclear unique selling proposition



O

Opportunities

- Underserved markets for specific products
- Few competitors in your areas
- Emerging need for your products or services
- Press/media coverage of your company



T

Threats

- Emerging competitors
- Changing regulatory environment
- Negative press/media coverage
- Changing customer attitudes toward your company





<h1>S</h1> <h2>Strengths</h2>	<h1>W</h1> <h2>Weaknesses</h2>	<h1>O</h1> <h2>Opportunities</h2>	<h1>T</h1> <h2>Threats</h2>
<p>Things your company does well</p> <p>Qualities that separate you from your competitors</p> <p>Internal resources such as skilled, knowledgeable staff</p> <p>Tangible assets such as intellectual property, capital, proprietary technologies etc.,</p>	<p>Things your company lacks</p> <p>Things your competitors do better than you</p> <p>Resource limitations</p> <p>Unclear unique selling proposition</p>	<p>Underserved markets for specific products</p> <p>Few competitors in your area</p> <p>Emerging need for your products or services</p> <p>Press/media coverage of your company</p>	<p>Emerging competitors</p> <p>Changing regulatory environment</p> <p>Negative press/media coverage</p> <p>Changing customer attitudes toward your company</p>





Analyze scenarios & options

SWOT Analysis

PESTLE (political, economic, social, technological, legal and environmental) analysis

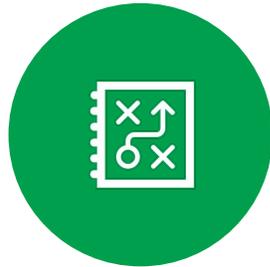
Market trends and customer needs: Identify potential opportunities or areas of growth.



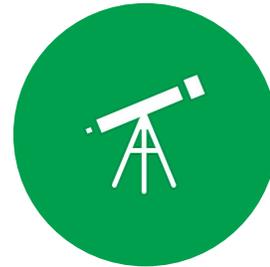
Create an IT strategy blueprint (preferably in 5 years)



Analyze environmental factors that affect an organization and its strategy



An enterprise's strategy drives its technology strategy



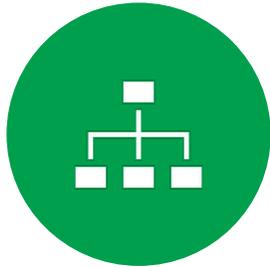
Set a vision for IT



Set objectives and goals for IT



Create an IT strategy blueprint (preferably in 5 years)



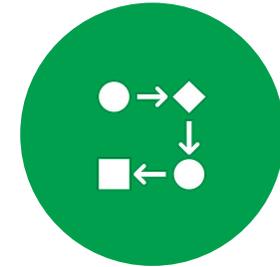
Conduct a strategic
assessment of IT
capability



Create an implementation
plan for IT strategy.



Identify costs associated
with implementation
initiatives



Track and communicate
progress.



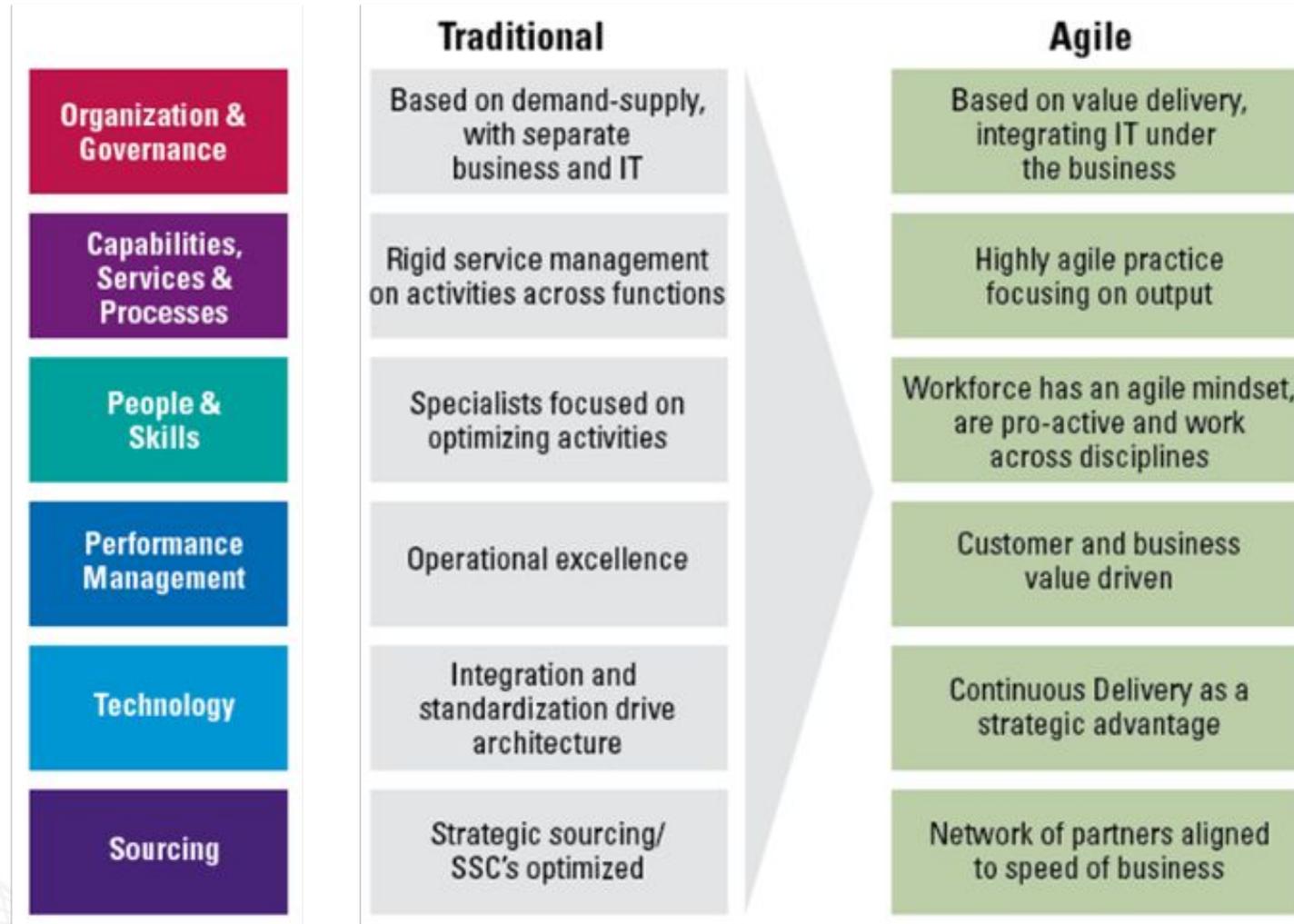
IT operating model



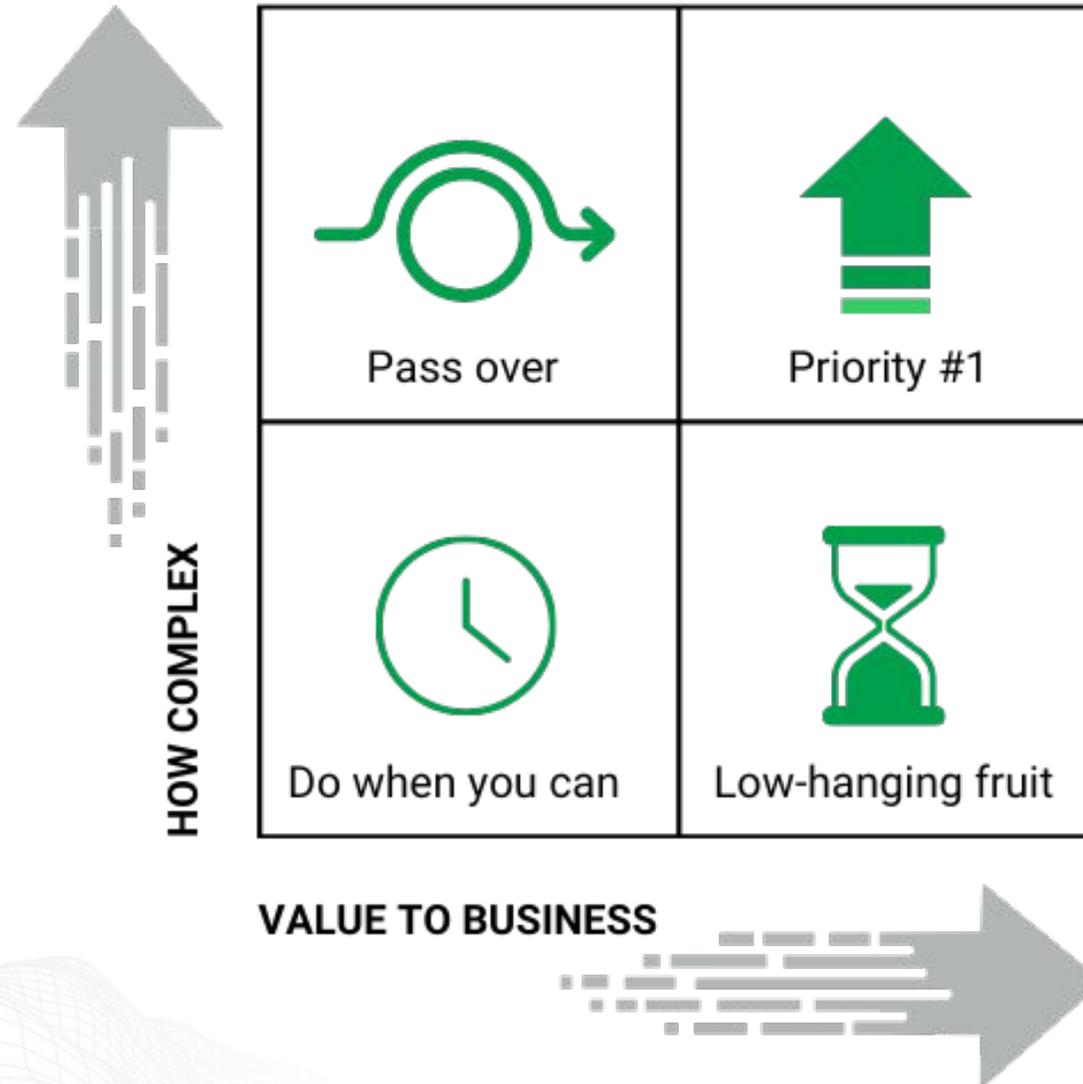
Image courtesy of: <https://www.compact.nl/en/articles/agile-transformation-of-the-it-operating-model/>



IT operating model



Complexity to value model



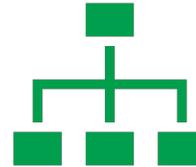
Implementation Roadmap



Tactics are generally high-level initiatives



Each tactic should have a timeline associated with it



Comprised of smaller tasks or jobs (also with timelines)



Assign to an owner



Secure buy-in from stakeholders



1

What motivates stakeholders?

2

Be Truthful

3

Stakeholders Expectations

4

Reaffirm goals and communicate progress

5

Remain consistent

6

Provide Feedback



Assign success metrics



Quantifiable measurement business leaders track to see if strategies are working effectively—known as key performance indicators (KPIs). There is no one-size-fits-all success metric; most teams use several different metrics to determine success.



When the right metrics are properly tracked, leaders can use them as a benchmark for business performance. It's important to set the metrics before initiatives start to see progress from beginning to end.



Governing



Set Deadlines



Define Goals



Research
Trends



Prioritize
Initiatives



Monitor
Progress





Constant communication



A constant flow of information, communicated consistently, alleviates uncertainty, and helps to develop mutual trust between the organization, its leaders and managers, and its employees.



Be aware: over-communicating can become an issue! Value, Concise, to the Point.



Challenges



Uncertainty



Lack of resources



Tap into current expertise



Stakeholder misalignment



Document roadmaps



Identify and prioritize initiatives



Collaborate between teams



Roadmap review



Quarterly check-in



Revisit your business strategy



Analyze short-term and long-term goals



As business plans change, adjust IT strategy

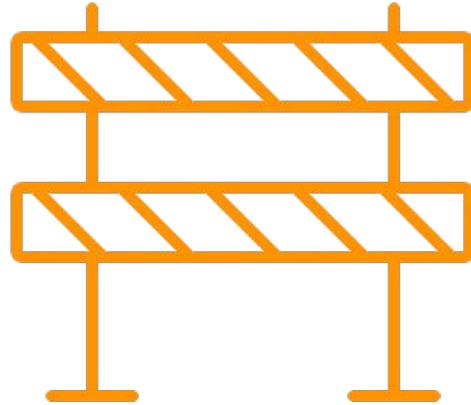


Monitor benchmark changes





Security alert:



Microsoft 2012 Server
End of life: October 10, 2023



Questions





THANK YOU

Visit us at the NCI booth
in the main hall.

