



The Information Agenda Guide for communications service providers

Accelerating the journey to Information On Demand (IOD)

Among communications service providers, the new converged business model presents new opportunities and new challenges. The increasing amount of information collected by and available to the organisation needs to be correct, complete and current. Opportunity lies in the IBM Information Agenda Guide for communications service providers – a proven, practical method for developing an information agenda that can guide an organisation's trusted information initiatives.

Convergence is key among communications service providers today. Triple and now quad-play business models are becoming the norm, causing providers to re-evaluate IT strategy and the very purpose of the increasing amounts of information being managed. Time-to-market for new services and return-on-investment (ROI) horizons are being significantly shortened as providers compete in geographically larger and increasingly competitive markets. Risk mitigation, from the technical, financial and regulatory perspectives, gains importance as providers contract with partners and third parties to gain competitive advantage or provide more sophisticated service offerings.

The untapped value of information

When all an organisation's data can be consistently drawn upon, with governance in place to assure that information is correct, complete and current, the ingredients exist to transform data into trusted information. This trusted information can then be used to deliver business benefits, such as advanced customer management and new marketing opportunities, which can lead to sustainable competitive advantage.

Building an information agenda

Organisations that want to make the most of both existing and new data, but do not know where to begin, need an information agenda – a comprehensive,

enterprise-wide approach that an organisation implements to achieve both short and long-term strategic changes.

An effective information agenda can help organisations to:

- Identify data and content that are vital to the organisation
- Identify how, when and where information should be made available
- Determine data management processes and governance practices
- Identify and prioritise the information projects that deliver the most return
- Align information use to match the organisation's business strategy
- Deploy an information infrastructure that meets present and future needs.

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IBM can help accelerate the process and minimise the risk of creating an information agenda through industry-specific Information Agenda Guides.



Chief Information Officers (CIOs), in concert with line-of-business (LoB) colleagues, can build a best-in-class information management vision and create a detailed roadmap to realise it. The goal is to unlock the business value of information for competitive advantage and enable delivery of trusted, accurate information to optimise business performance. The actions suggested by the Information Agenda Guide involve key stakeholders across the organisation addresses four key information agenda components and ensure that these components work together:

- **Information strategy:** *The vision that guides decisions on how best to support business goals*
- **Information infrastructure:** *The technology and capabilities needed for a common information framework*
- **Information governance:** *Policies and practices for the management, usage, improvement and protection of information across the business*
- **Roadmap:** *A phased execution plan for transforming the organisation.*

IBM as transformation partner

The Information Agenda Guide for communications service providers is a practical, accelerated and proven approach based on years of experience

working with leading organisations. It is a cross-IBM programme composed of a prescriptive methodology and mature communications service provider assets, delivered by IBM practitioners with deep industry expertise.

IBM IOD solutions offer end-to-end information infrastructure capabilities for executing your information agenda. IOD offerings have been specifically designed to address virtually every aspect of an organisation's trusted information needs. Based on open standards and reflecting an investment of over US\$10 billion in the last three years, IOD offerings are among the industry's most comprehensive.

For more information

For a copy of the white paper *The Information Agenda Guide for communications service providers* – or to learn more about the Information Agenda Guide for communications service providers and IBM IOD solutions – contact your IBM sales representative or visit:

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