



# IT Strategy and Planning Workshop

*Develop a business-focused, strategic IT roadmap*

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## Highlights

- Benefit from an efficient and collaborative workshop based upon participation of business and IT executives
- Define a sequence of IT improvement projects directly tied to business objectives and imperatives
- Identify projects required to enable future business direction and overall IT improvement
- Improve the ability for IT to be a competitive differentiator and catalyst for business growth
- Engage with a world-class advisory service dedicated to helping clients meet their needs

## Align IT and business

Lab Services Executive Advisory Practice encourages success through executive relationships, change agent partnerships, and enterprise-wide IT improvement services. Our collaborative IT Strategy and Planning Workshop combines the insight and contribution of your business and leadership teams with the experience of IBM executive advisors to create a two-to three-year IT roadmap.

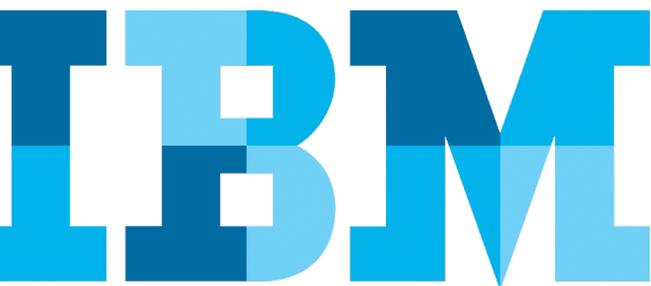
Our approach emphasizes the role of IT as a partner in driving business value, and not simply a cost to be minimized.

## What you can expect

This seven-to-eight week engagement is comprised of business leadership interviews and surveys to determine:

- your business objectives and imperatives,
- current and desired nature of the relationship between IT and the business, and
- current and target levels for nearly two dozen capabilities that represent the full spectrum of the IT organization.

Collaborative brainstorming will identify actions that address identified IT capability gaps and position IT to better support the stated business objectives and imperatives. These actions are then grouped into key themes, projects are defined and organized into a prioritized IT roadmap.



## Ask yourself

Our portfolio is strong and can help optimize IT, reduce costs and help get underneath what's at the heart of business to make it a healthier one. To determine if Lab Services Executive Advisory Practice is right for you, ask yourself:

- Are you in need of a new strategy and plan?
- Are current delivery methods too expensive and do they impede business agility?
- Has it been difficult, if not impossible, to accurately determine your overall costs?
- Can your business truly afford service diversity or poor quality?

## For more information

Learn more about the IT Strategy and Planning Workshop and related Lab Services Executive Advisory Practice solutions. Contact [stgls@us.ibm.com](mailto:stgls@us.ibm.com), an opportunity manager in your geography, or visit:

[ibm.com/systems/services/executiveadvisorypractice](http://ibm.com/systems/services/executiveadvisorypractice)



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