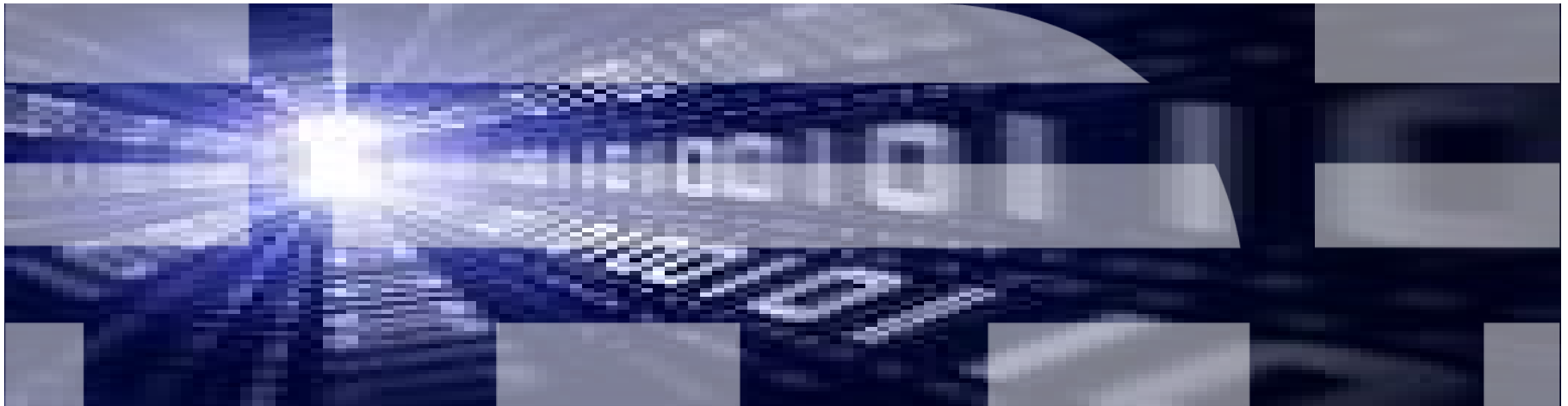


Business Performance and Optimization Agenda

The Business Outcome oriented approach

Why should you have yours... *now*



Senior executives are under enormous pressure because they must ...

...Prepare the enterprise for rapid change

Become comfortable with unpredictability and adept at anticipating and managing change

...Reduce and optimize costs

Slash operational and maintenance expenses by maximizing everyday efficiency to survive the current economic climate but also to succeed over the long term

...Drive greater flexibility across the enterprise

Increase their organization's ability to take advantage of new revenue opportunities and address competitive threats as they occur



Senior executives want to make better use of their information so that they can...

... Drive new revenue, profits and competitive advantage

Provide critical insight to identify changes in market behavior, improve relationships, identify new markets and develop new offerings that ensure maximum business impact

... Optimize the allocation and deployment of resources and capital

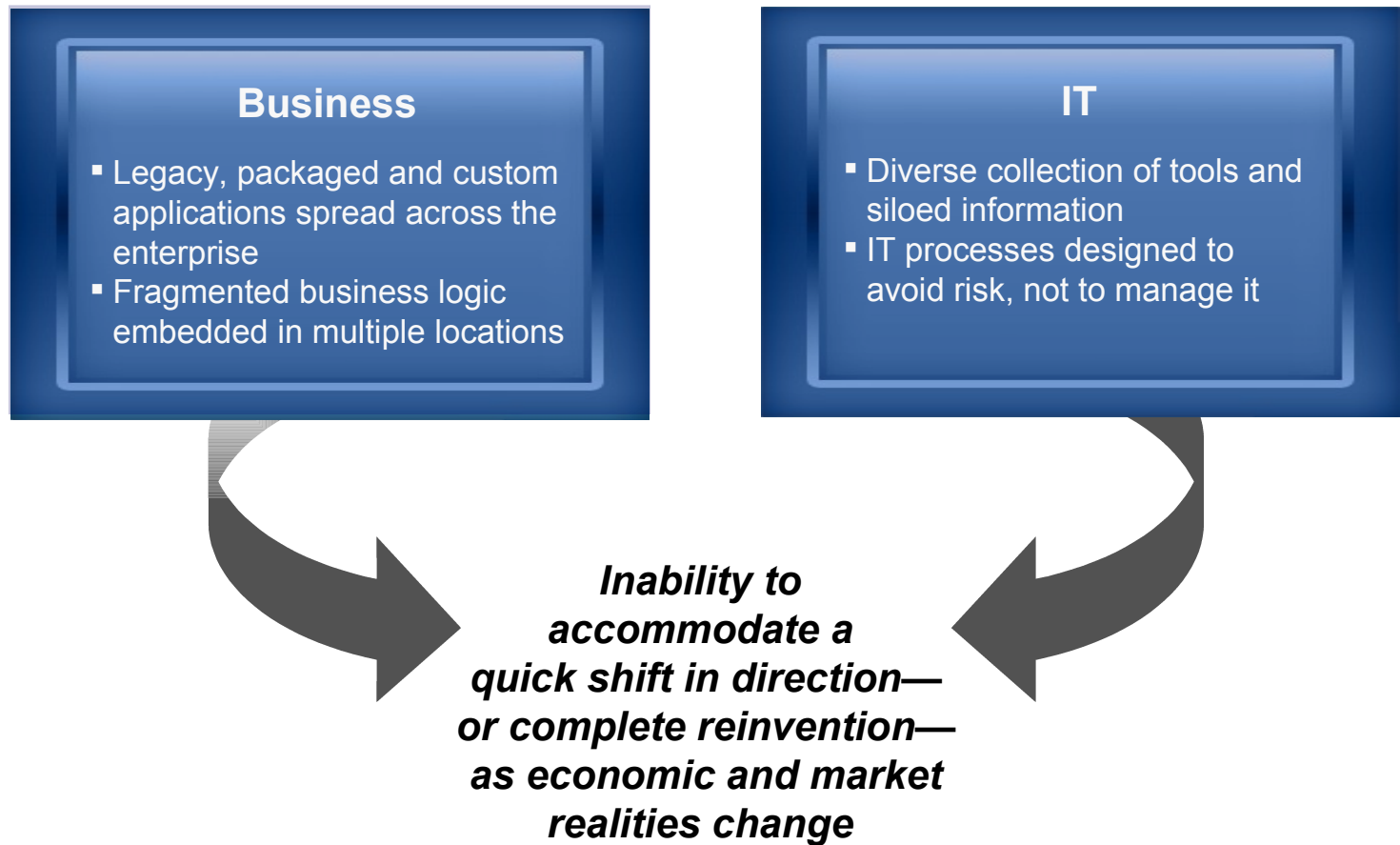
Create cost efficiencies that align to business strategies and objectives

... Lower business risk

Help reduce vulnerability and provide greater certainty in predicting, identifying and responding to threats



Process rigidity limits a company's ability to respond to change
— and the market opportunities that go along with it



What is keeping the CIO's awake at night ...?



**How to create an enterprise Information Management Supply Chain?
Transforming Information into a Strategic Asset**

To Create Value...

Can I get just the right insight & information
to the right people in the context of what they are doing?

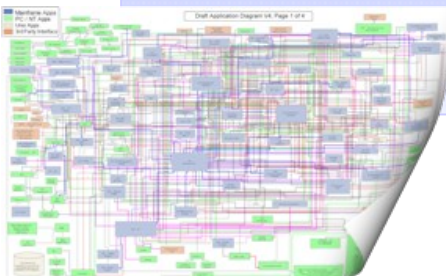
Executives? Business Analysts? Customers? Call Centers? Web?

I have hundreds of databases and content repositories.

Idon'tknow where what is!

Can I get it all organized?

Can I decomm ission data?

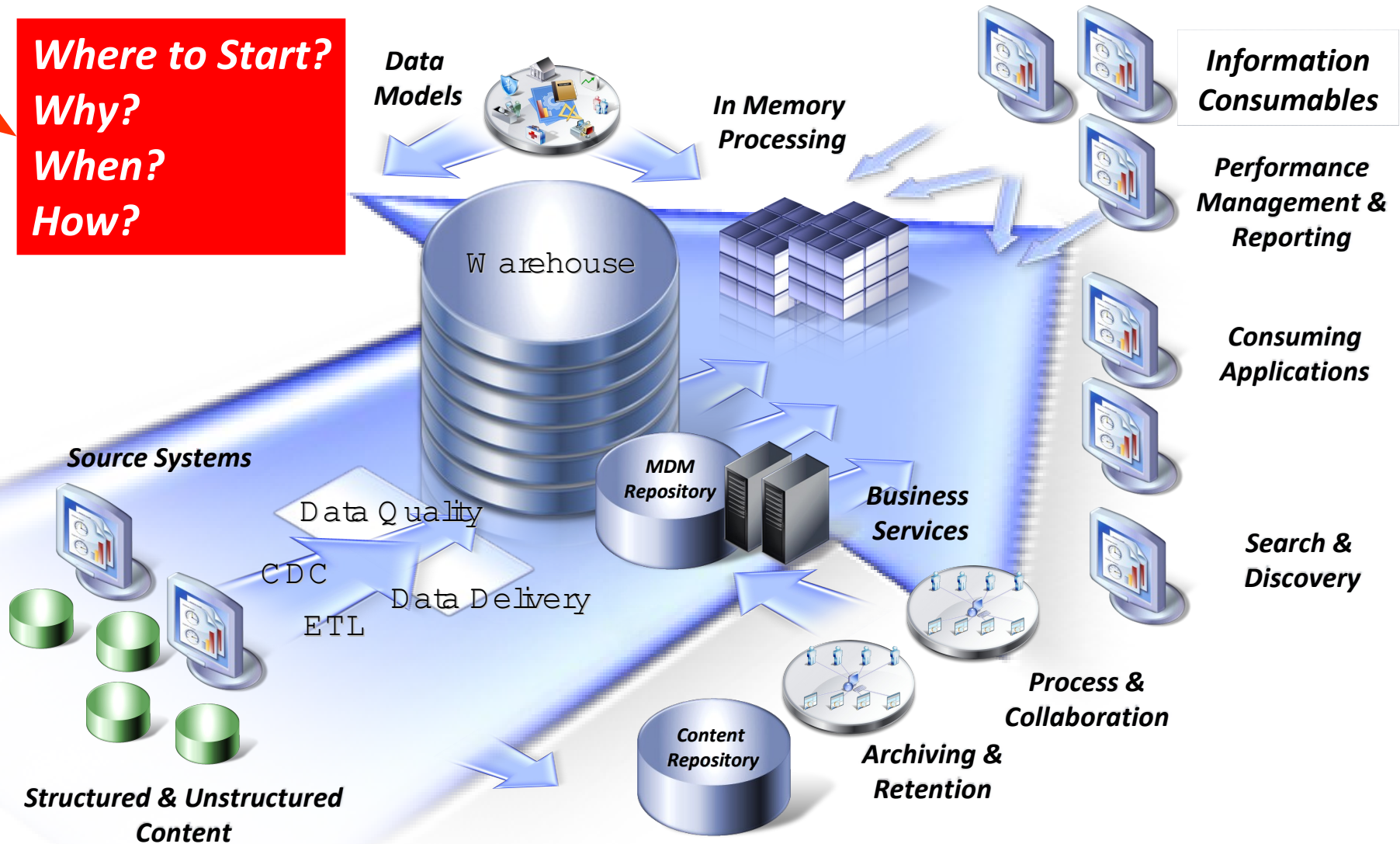


→ *While Lowering Costs*



How to create an enterprise Information Management Supply Chain?

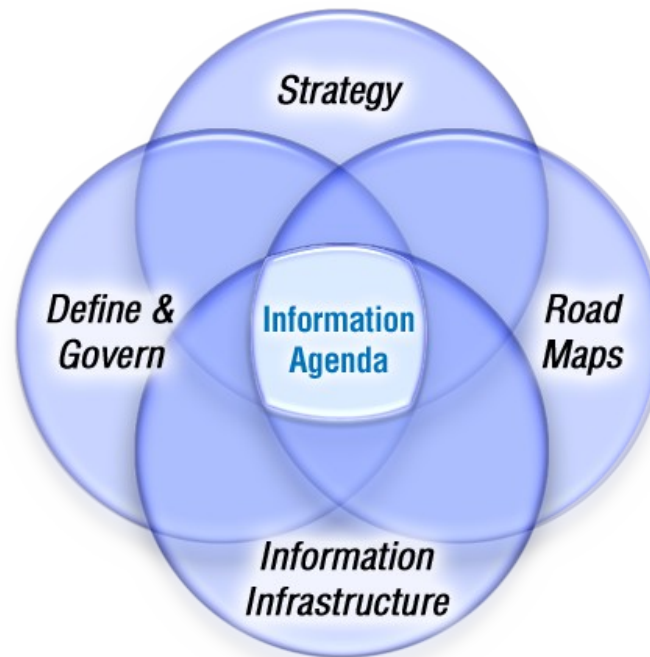
Where to Start?
Why?
When?
How?



Information Agenda Roadmap deliverable replies to these questions

Establish end-to-end vision & business-driven value

Align people, process, & information

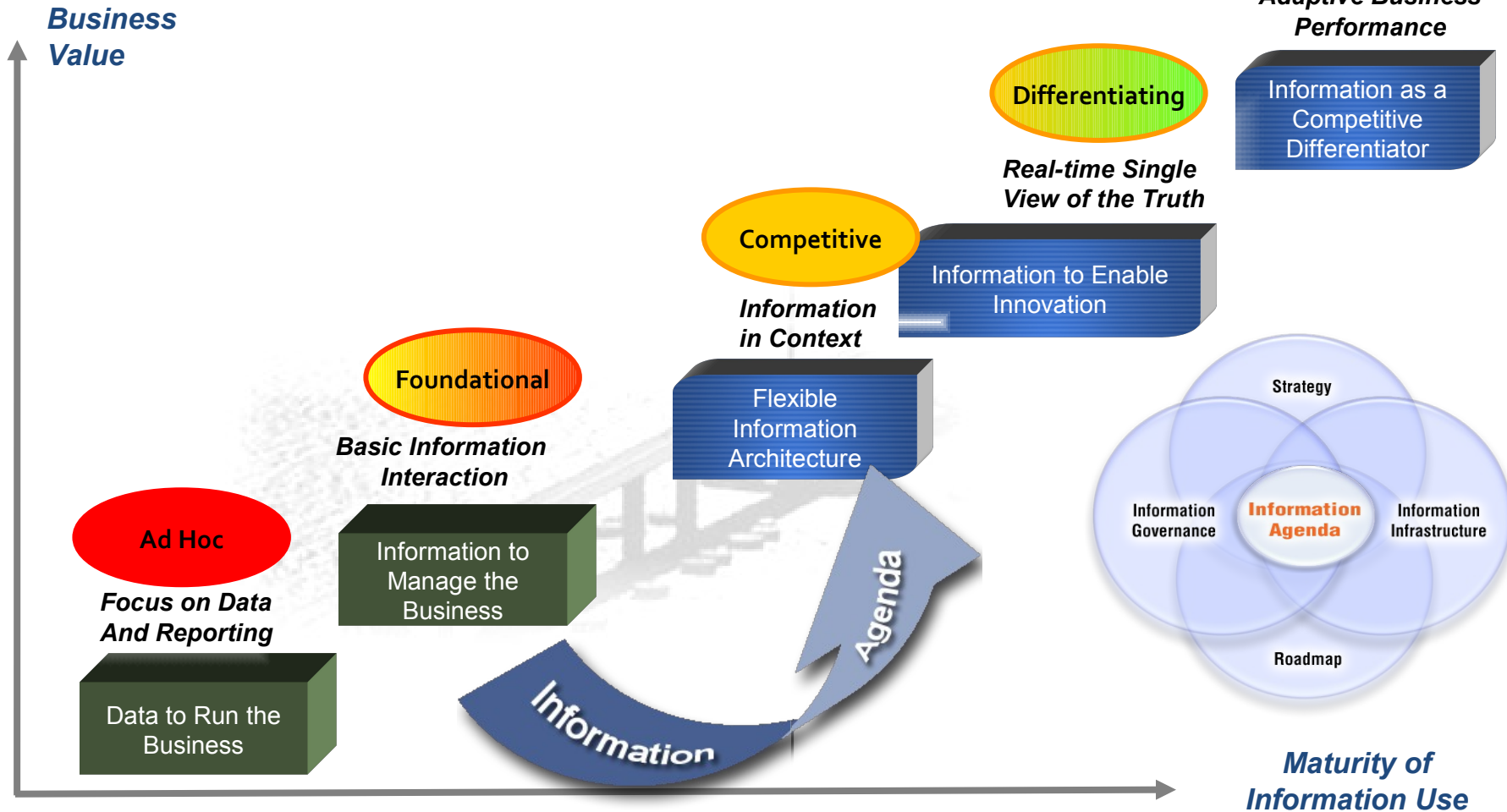


Accelerate projects for short & long-term ROI

Architect an extensible information infrastructure

Transforming Information into a Strategic Asset

entails Bridging the Capabilities Gap



Information Agenda Roadmap deliverable replies to these 3 questions

Ad Hoc

Focus on Data
And Reporting

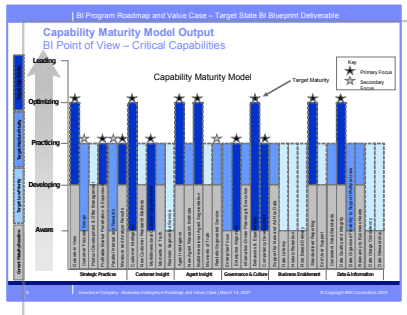
Roadmap

Breakaway

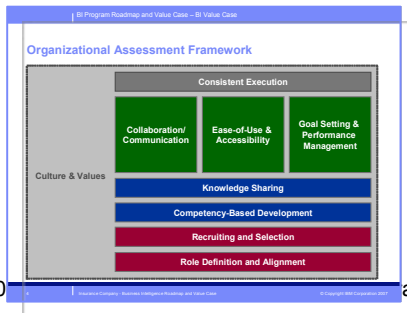
Adaptive Business
Performance

What should we be doing?

CAPABILITY MATURITY MODEL

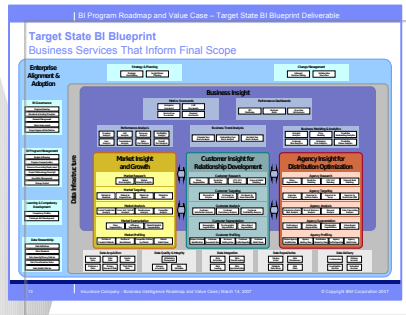


ORGANIZATIONAL READINESS ASSESSMENT

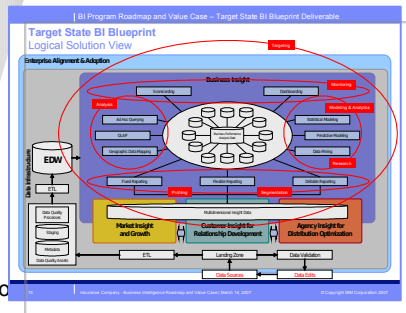


How should we be doing it?

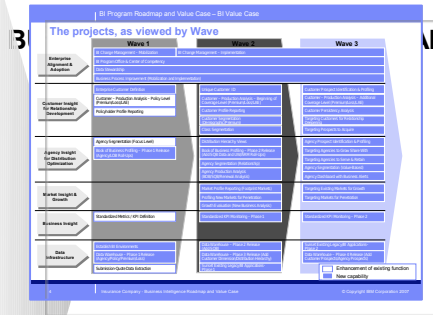
THREE-YEAR BUSINESS INITIATIVES BLUEPRINT



DATA & TECHNOLOGY VISION & GAP ASSESSMENT



When should we be doing it?



VALUE CASE

The Benefits Summary Sheet is a table summarizing the financial and operational benefits of the initiative. It includes columns for metrics such as Total Benefits, Total Costs, and Net Present Value (NPV) across different time periods. Below the table, there are key findings and highlights.

Benefits Highlights:

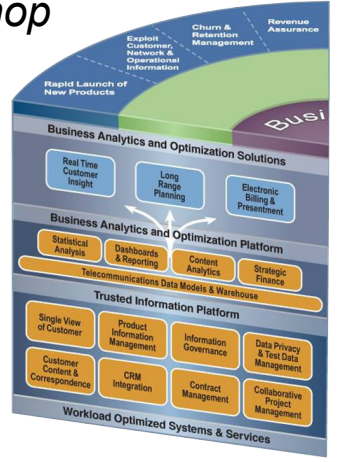
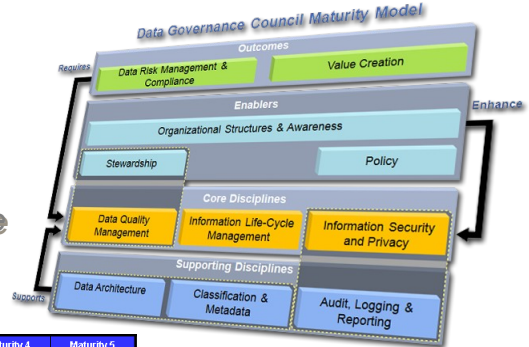
- Benefits were realized by June 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030.
- NPV (Total) is \$1,234,567,890.
- ROI is 15%.

Information Agenda – A Business Outcomes Based Approach



Industry Software POC
Hardened Accelerators

Information Governance Workshop
Data Maturity Model, Best practices

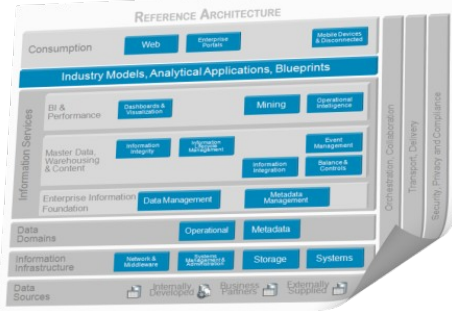


IA Roadmap Workshop
Dynamic BOM, IA Business Maturity Assessment and KPIs

IA Solution Workshop
Business Use Cases, Reference Architectures, ROI models



Business Initiative	KPI	Maturity 1	Maturity 2	Maturity 3	Maturity 4	Maturity 5
Churn & Retention Management	Monthly % churn Annual % churn	No churn measurement in place	Measurements reported but no link to action	Predictive churn analysis linked to marketing campaigns
IBM Customer Examples		Verizon	Verizon AT&T		AT&T	

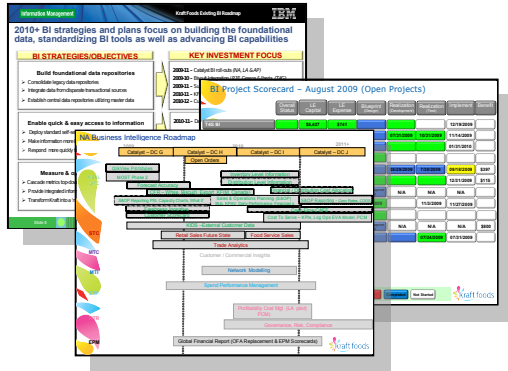


Provides a fast track approach to accelerate Business Analytics and Information enabled transformation

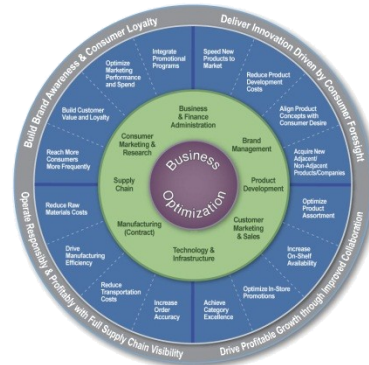
Information Agenda (IA) is IBM's Information Transformation approach for engaging clients at the senior business and IT levels to help first clarify their own information strategy and resulting business value then define the right approach to execute. The IA approach has been strongly validated and helping our clients accelerate their information execution.

Information Agenda Roadmap Process

IBM's Approach to assist our Clients With An Information Roadmap Workshop



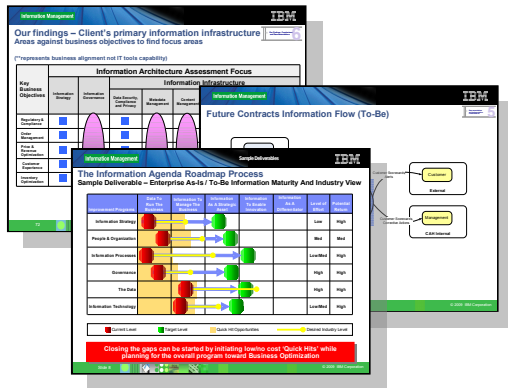
Step 1 – Evaluate existing Information Strategy and Roadmap and prepare for the workshop



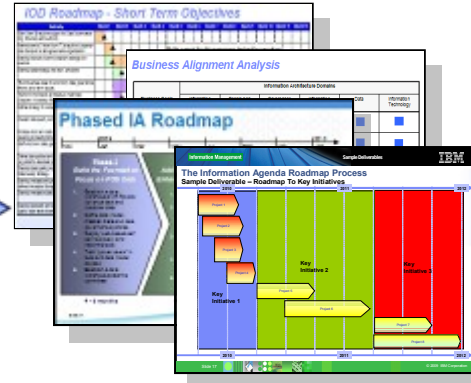
Step 2 – Balance Information Strategy Against Industry Imperatives and industry desired maturity



Step 3 – Conduct on-site workshop and interviews with LOB and IT staffs to prioritize high value business areas



Step 4 – Assess information architecture maturity & readiness and ability to achieve high value business outcomes



Step 5 – Assimilate findings, analyze and prioritize gaps, identify potential projects, develop recommendations and create the Information Agenda roadmap



Step 6 – Present final report, deliver Information Agenda roadmap and plan for Solution Roadmap