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## **Formulating an Information Systems Strategy**

### **A three day programme**

This programme gives Directors and Senior Executives an awareness of the possibilities and business opportunities arising from the rapid changes in the field of IS. The programme will also lead to a greater understanding of the changes taking place in technology. In addition, how technology allows companies to gain competitive advantage.

We discuss the necessity of a business led IS strategy and the implications of introducing new structures and procedures through techniques such as Re-engineering the business process.

### **Key elements of an IS strategy**

It is imperative for any organisation to create a business led IS strategy, as computer technology is an integral part of the business infrastructure and will extend its reach for many years to come. To exploit technology the board of the company needs to be able to articulate the business strategy to the I.T. department at the earliest possible moment so that the I.T. professionals can respond appropriately and in a timely way. Conversely, the board needs to be aware of technological advances as these may well precipitate a change in business strategy.

### **The programme enables participants to:**

- Be aware that the business must formulate its strategy first
- Appreciate the importance of information as an asset
- Understand what the latest technology can achieve and apply it for profit
- Appreciate the risks as well as the opportunities of IS.
- Be aware of the techniques to integrate the IS strategy with the business plans
- Initiate the development of a business led IS strategy

### **Learning outcomes:**

At the completion of the programme you will have sufficient understanding of IS and the issues associated with computer technology to more effectively manage and control the introduction of IS projects. You will also be in a position to judge the competence and effectiveness of your IS department.

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## Programme Agenda

### *Business Strategy*

We show the methods by which an organisation defines its business analysing such questions as, 'What business are we in?' and 'What business should we be in?' We consider the various competitive strategies that an organisation can pursue in relation to its customers, and how to define the customer you want. Finally, the programme helps you develop your skills to define the Critical Success Factors that form the foundation of a business plan for your organisation. The business plan is the foundation of the organisation's IS strategy.

### *Information Strategy*

Information is the lifeblood of any organisation as it provides people with knowledge. Information is an asset to the organisation and needs treating as such. We look at information management in the "knowledge organisation" and how a planned and systematic approach is required, enabling information to provide a profitable benefit.

### *Meeting the Challenge of Reengineering*

The challenge of reengineering is that it is the enactment of radical change, in that it not only changes the way an organisation operates but redefines people's roles and responsibilities. These changes to an organisation have a profound effect on I.T. people concerned with designing systems at the hub of the revolution. Computer technology is a key enabler of the Re-engineering process. Computer hardware and software have become office products because of the downsizing to PC networks. The introduction of reengineering techniques challenges the I.T. professional more than any other development. However, the programme also looks at why Reengineering has not fulfilled the promises made by the management Guru's under the heading, 'Reengineering Salvation or Damnation'.

### *Technology Strategy*

Technology is the enabling force that can drastically improve business performance. We look at the role of computers from mainframes to personal computers. In particular how the various technologies are merging with the use of computer networks. Guidelines are given on how to assess the needs of your organisation and how to avoid being bamboozled by the over enthusiastic experts.

### *Measuring IS Investment - Value for Money*

The effective adoption of Information Technology in business is a subject surrounded by myths, half-truths, and in some cases, over-enthusiastic scenarios published by those who sell the equipment. One fact we are all well aware of is that the UK managerial culture deploys its strategy as cost saving. In Japan and the US, quality management and customer satisfaction are key factors that determine success. In this programme, we examine how the organisations that have become leaders in the application of I.S. plan and execute their investment, as against organisations that lag behind. We look at how to invest to gain value for money and at the control of costs, once the investment has been made. The programme contains examples of practical experiences and real life case studies.

### *IS Life Support*

Two thirds of the cost of any system is after it has gone live, assuming the system has a five-year life span. It is, therefore, of vital importance that the running, maintenance and control of an operational system is accomplished with as much care as was taken with its development, maybe even more. This programme covers all aspects of managing IS systems so that they deliver the specified benefits to the business. Specific topics covered are the various charging methods in IS, with an appreciation of what it means to implement service level agreements and good housekeeping and change control systems, and concludes with a review of security and the threats posed to your computer installation.

### **Typical delegates are:**

The training is for directors, senior executives, and corporate planners. This programme is for directors and senior management responsible for the formulation of organisational strategy and business plans.