

TRANSITECH

BUSINESS AND TECHNOLOGY OPTIMIZATION METHODOLOGY

**(Making the Most
of What You Already Have)**

02/25/10

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Changing Environment

- Flat World
- Economic Reset
- Environmental Factors
- Global Unrest
- Security Threats



Business Environment

- Cost Pressures
- Tax Revenue
- Staffing Balance
- Ridership Status



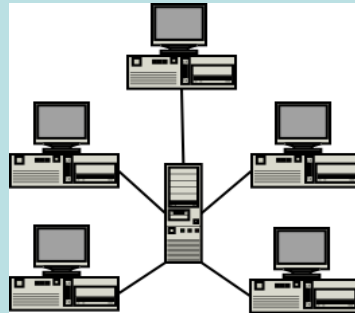
Technology Environment

1970



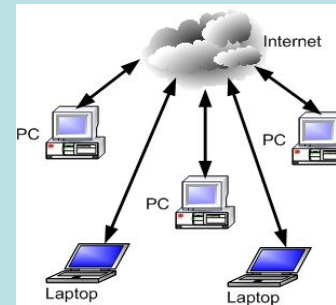
Mainframe

1990



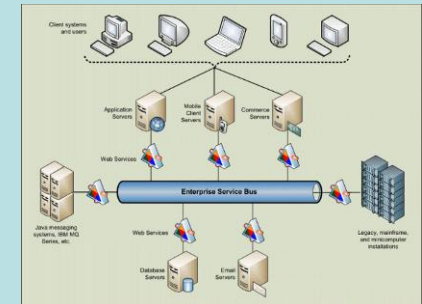
Client Server

2000



Internet

2010

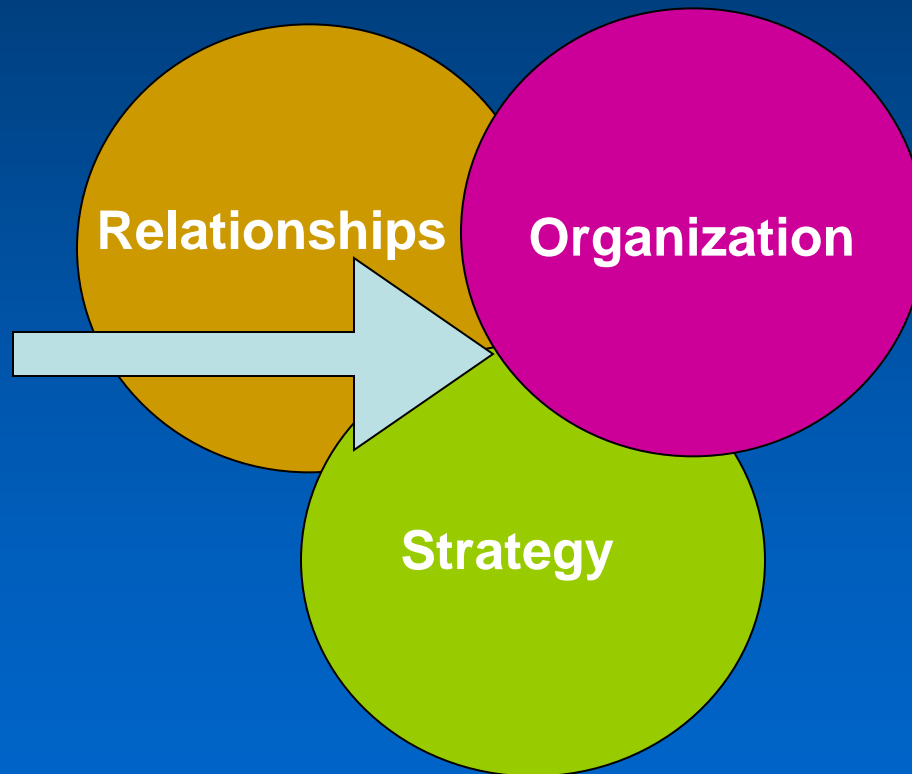


SOA & SaaS



Business IT Optimization

The Melding of Relationships, Organization and Strategy

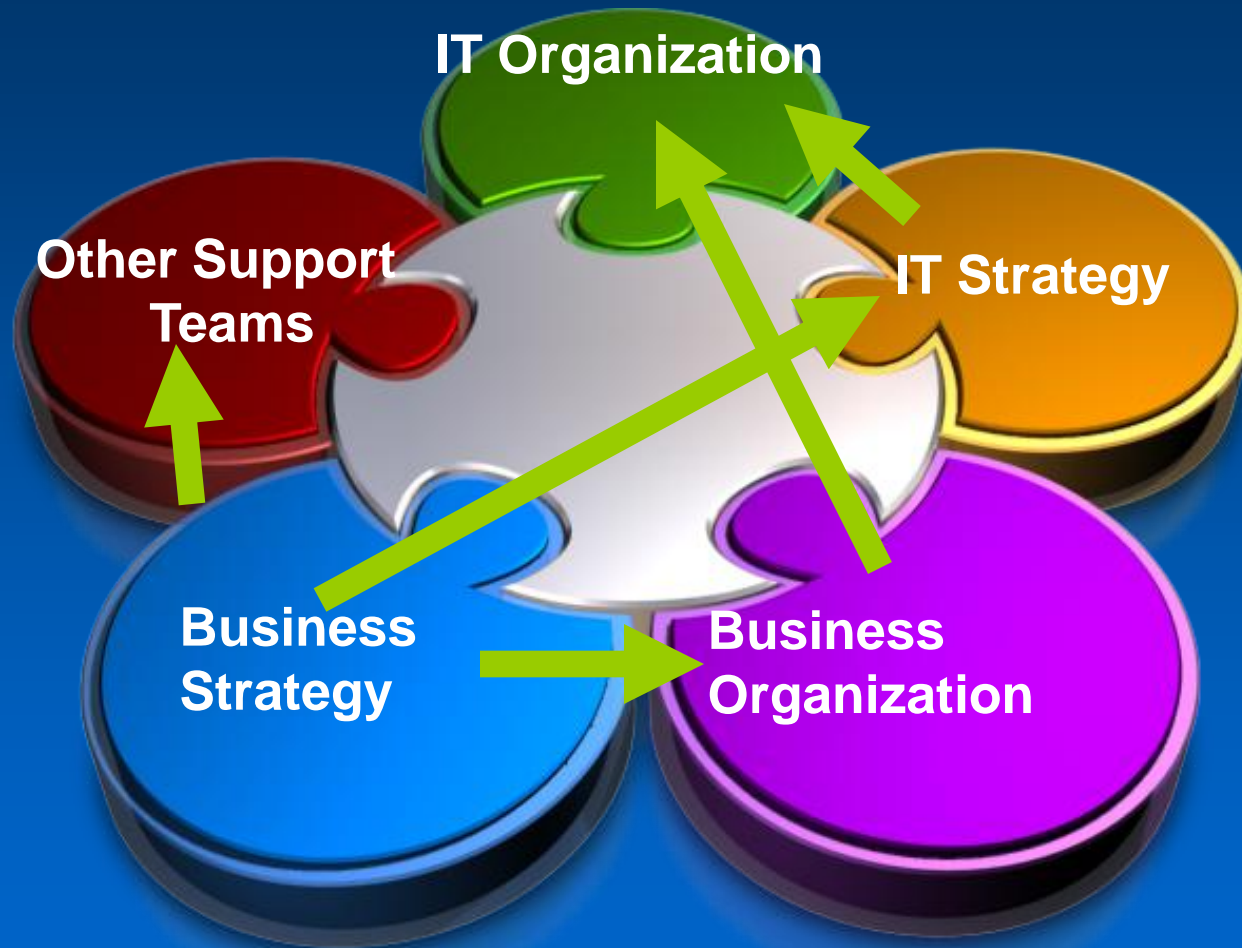


Business IT Strategy

- **Mission - Business purpose**
- **Vision - View of future**
- **Goals - How to achieve mission**
- **Success Factors - What are they**
- **Measurements - What's finished look like**
- **Make it Happen - Business tactical plan**



Business IT Organization



Business IT Relationship

- Is this what you would have if you started over?
- Would your peers seek to copy you?
- Is this the relationship you need ?



Published **Gap** Analysis

IBM Study - 2598 CIOs - InformationWeek High vs Low Growth

- Integrate business and technology to innovate?
 - High-growth 64%; low-growth 33%.
- Focus on enabling the business and corporate vision?
 - High-growth 28%, low-growth 15%.
- Create business strategy with fellow execs?
 - High-growth 74%, low-growth 61%.
- Present to senior management?
 - High-growth 66%, low-growth 53%.

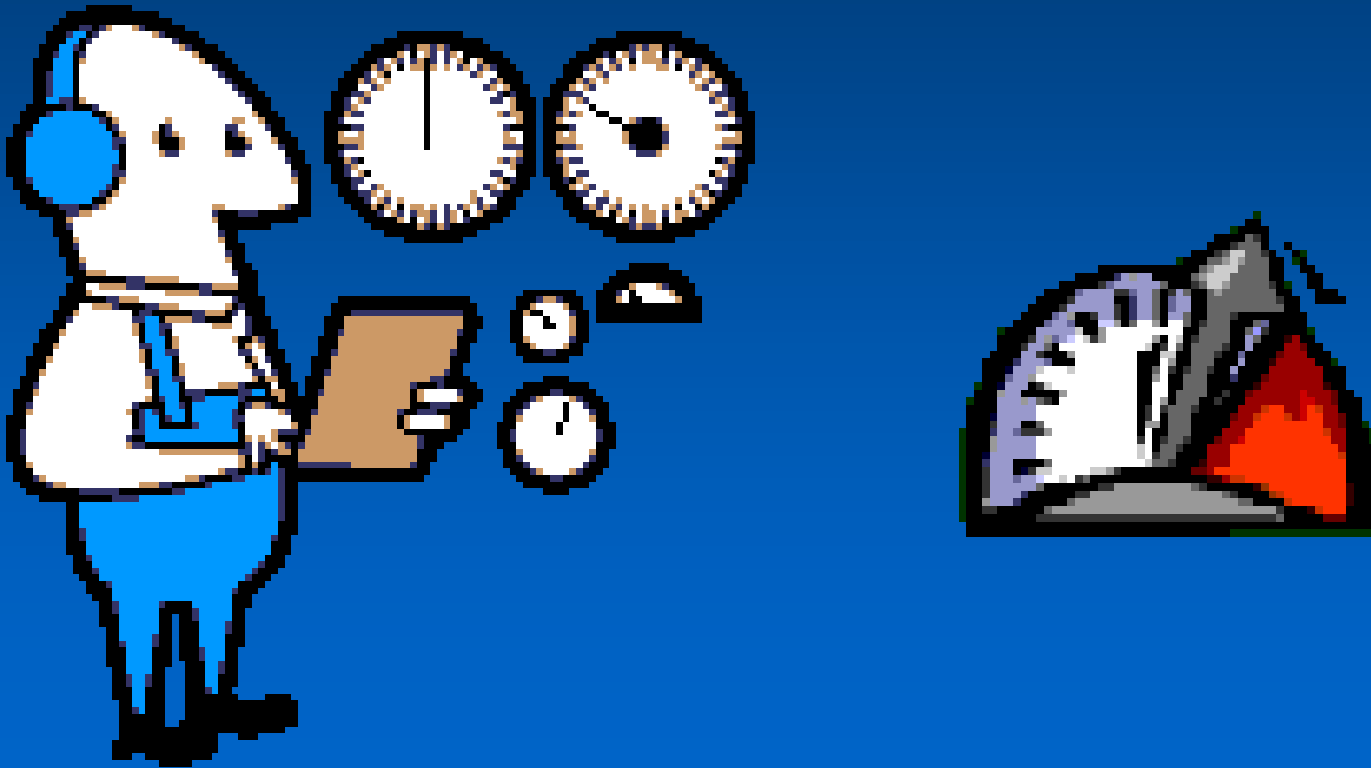


Gap Reduction

- Recommendations
 - Strategy, Organization, Relationship
- Decision Criteria
- Prototype Changes
- Seek Approval of Projects

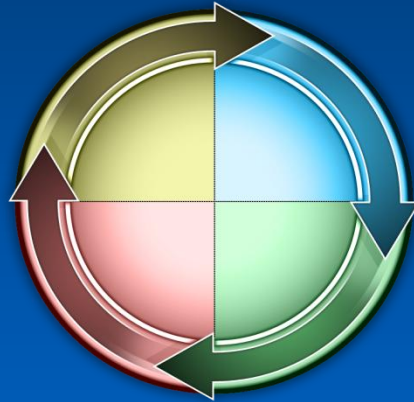


Performance Measurement Projects to Close Gaps



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Business IT Optimization is Continuous - It Never Ends



Next Steps Start Now !!!!!!!!!!!!!!!

