

IT Assessment & Capability Planning

Leader in Media Communications



BUSINESS PROBLEM

A leader in the field of media communications specializing in connecting high-tech vendors with solution providers was seeking an IT assessment to:

- Understand how well IT was functioning across the business
- Design a roadmap detailing the optimal areas to focus their investments
- Create a process for ongoing integrated planning
- Identify quick-win projects
- Maximize the value of their IT spend



PROJECT OVERVIEW

GreenPages met with each line of business (e.g. Media, Consulting, Events) to understand their specific business models, distinctive competences, and how they deliver value. From this we were able to define:

- Opportunities for IT to help each business area
- Common IT needs spanning the organization
- Investment options (revenue, strategy alignment, cost savings) by mapping an integrated portfolio across the organization with bubble charts
- Process/governance changes to increase value of current spend
- Risk / opportunities that had not been previously addressed



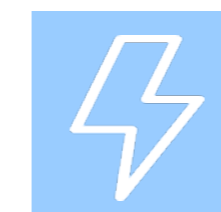
REVENUE IMPACT

- Accelerated revenue growth by an additional 8-10% by identifying operational constraints and mitigating them with new IT solutions
- Enabled new business opportunities



COST IMPACT

- Improved baseline efficiency with some quick-win tools including workflow, scheduling tools, and document management resulting in cost reductions of 5%
- Rationalized multiple instance of Salesforce thereby lowering licensing costs



STRATEGIC ENABLEMENT

- Identified the organization's core competencies
- Defined processes to ensure IT investments are planned and executed via a process that maximizes value across the organization