



Enterprise Advice Service

Providing timely, relevant advice on IT-business alignment issues

Launched June 2005

MWD's Enterprise Advice Service (EAS) is designed specifically for IT management staff at enterprise organisations. EAS provides a cost-effective, flexible way for you to quickly gain expert assistance with the complex, cross-technology issues that arise as you strive to improve IT-business alignment within your organisation.

EAS is available now as an annual subscription service, and is priced very competitively for use by up to 5 named individuals within your organisation.

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Macehiter Ward-Dutton is a specialist IT advisory firm which focuses exclusively on issues concerning **IT-business alignment**. We use our significant industry experience, acknowledged expertise, and a flexible approach to advise businesses on IT architecture, integration, management, organisation and culture.

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The challenges of IT-business alignment

“IT-business alignment” is the subject of significant debate in the boardrooms of enterprises throughout the developed world. Seven factors are pushing the debate to the fore:

- Increased scrutiny of IT investments – they are increasingly seen by enterprises in the same light as other investments, and the same business-focused controls and tests are being applied
- Regulatory compliance – business leaders are turning to IT delivery organisations to assist with compliance. In many cases, they are struggling to respond
- The ongoing debate about the ability of IT to contribute to enterprises’ competitive differentiation
- The shifting focus of IT investment – away from back-office systems, and towards customer, supplier and partner interactions
- Commoditisation of IT infrastructure – high availability of standard infrastructure means that these commodities now have to be harnessed in a way that optimally supports business goals
- Outsourcing – the right IT outsourcing decisions can not be made on the basis of cost alone: they require an understanding how IT systems serve business needs
- Vendor push – in response to the economic downturn and a number of the preceding factors, vendors are enunciating strategies and delivering “solutions” which purport to enable IT-business alignment.

IT-business alignment is not optional

IT is now integral to the way that businesses operate. With IT now playing such a critical role, the view of “IT as a special case” is no longer tenable. Investment in IT must be subject to the same priorities which govern investment in other assets – people, facilities, production lines etc. – on which the continued operation of the business depends.

As a direct consequence, the IT delivery organisation must provide services that are governed according to those same business priorities. This extends to encompass the way that IT service delivery is measured. Only then will it be possible for businesspeople to assess the business return on their investment in IT.

It is no longer feasible for business decisions to be taken without a clear understanding of the IT implications of those decisions. Business leaders and the IT delivery organisation must participate as peers in the business change management process, and adopt a systematic approach to assessing the IT implications of any change. Such collaboration will put the IT delivery organisation in a position where it can actually influence business change – by highlighting the challenges and opportunities arising from technology change.

A challenging period of change

Although the role of IT as a business support tool has undergone a significant evolution, the thought processes which shape how IT products and capabilities are built talked about, and sold, are only just starting to catch up. In this challenging period of change, new approaches to IT management, technology architecture, software development and integration, and service delivery all present significant opportunities – and risks.

A flexible service, tailored for enterprise IT management

A truly peer-level sounding board

The MWD Enterprise Advice Service (EAS) provides you with access to experienced, articulate, business-focused technology experts who are exclusively focused on issues related to IT-business alignment.

The service is designed to be flexible, and to **help IT management with the issues as they are experienced in the field – not as analysts think about them**. However, by way of illustration, customers can use EAS to get input from experienced, independent IT industry analysts regarding:

- Development or review of IT architecture, strategy, and policy documents and processes
- Determining the validity and value of controversial ideas or concerns
- Development or refinement of procurement processes
- Selection of technology vendors and solutions.

The strategic issues that matter to you

MWD's senior analysts have significant practical field expertise as well as rock-solid industry and technology analysis skills. Use the EAS to get help with the following IT-business alignment related issues:

- Linking business strategy to IT strategy
- IT governance and portfolio management
- IT service and process management
- Enterprise architecture
- SOA and Web Services strategy
- Asset consolidation, virtualisation and “utility computing” strategies
- Security and identity management strategy.

Real access to real experts

The EAS gives you the ability to obtain tailored, relevant advice on issues related to IT-business alignment – in a timely fashion. You will work directly with one of MWD's senior analysts: **there is no analyst call centre between you and the advice that you need**.

You can submit enquiries and requests by phone, email, or fax – whatever suits you. MWD analysts will respond by phone, email, or fax. If required (for example, if you want to have an analyst present, or even help to run, an internal meeting or workshop) MWD analysts can, where practical, respond in person. You will always receive an initial response to your enquiry within one working day. Before commencing work in response to a request from you, the MWD analyst will make the cost clear to you and obtain your agreement.

Service pricing and terms

The EAS provides a cost-effective way for you to get high value assistance with these important IT-business alignment issues in a timely fashion. Completed work is charged to your account in multiples of one hour, so MWD analysts can add value to your work for much less than the cost of an “analyst day”.

Other advisory services which provide access to research reports, combined with analyst enquiry access, can cost tens of thousands of pounds each year. MWD has a policy of providing the majority of its research and analysis output free of charge. **By subscribing to the EAS service, you receive the same value offered by other analysts’ advisory services, for a fraction of the price.**

Basic pricing for EAS is based on an annual subscription, which provides access to MWD analysts for up to five (5) named users within your organisation. We offer three standard packages:

- 6 hours – GBP 1200 / EUR 1800 / USD 2200
- 12 hours – GBP 2000 / EUR 3000 / USD 3500
- 24 hours – GBP 3500 / EUR 5250 / USD 6125

Any time still remaining at the end of the annual subscription period is not transferable, unless by special arrangement. If you use all the advice time in your subscription before it expires, you can “top up” as follows:

- 6 hour extension – GBP 1000 / EUR 1500 / USD 1800
- 12 hour extension – GBP 1700 / EUR 2550 / USD 3000
- 24 hour extension – GBP 3000 / EUR 4500 / USD 5400

EAS is aimed exclusively at enterprise IT organisations. It is not available for IT vendor organisations.