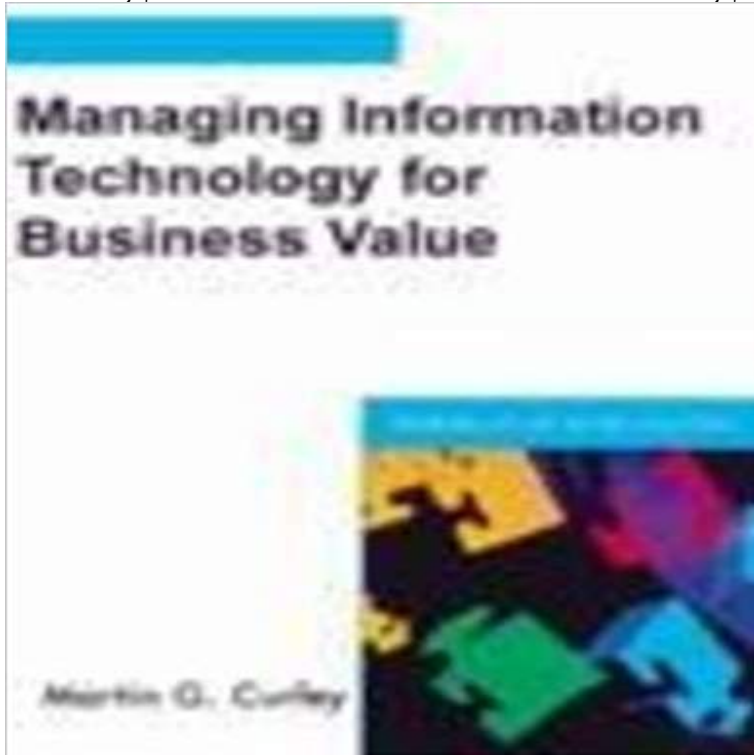


Managing Information Technology for Business Value: Practical Strategies for IT and Business Managers (IT Best Practices series)



Managing Information Technology for Business Value is Martin Curleys call for IT and business managers to reformulate the way they manage IT. Traditionally, IT success has been measured in terms of IT parameters such as up time, capacity, and processing speed. It is Curleys contention that if IT is to deliver business value, then IT should be measured in core business terms such as customer satisfaction, revenue growth, and profitability.

Managing Information Technology for Business Value is a practitioners handbook for evaluating IT investments, aligning IT with corporate strategy and using IT as a competitive weapon. Synthesizing leading academic research and industry best practices Curley introduces principles and strategies for managing for optimum IT Business value, managing the IT budget and managing the IT organization and capability. In a time when IT spending is reduced and IT organizations are often perceived as cost centers, Martin Curleys Managing Information Technology for Business Value provides a necessary and timely counterbalance. Curley makes an argument using evidence from his work at Intel and with other leading enterprises, that IT investments can and should be linked directly to enterprise business indicators. IT spending ought to improve corporate profitability and the relationship between IT initiatives and business indicators should be explicit and empirical.

Curley organizes his views of IT by developing a capability maturity model approach (CMM) for each important facet of IT planning. Curleys collection of models provides a blueprint for analyzing and improving the performance of IT organizations.

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