

TECHNOLOGY TRANSFER PRESENTS

# CHRIS **POTTS**

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## **THE CORPORATE STRATEGY FOR IT**

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HOW TO CREATE VALUE

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FROM TECHNOLOGY

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**JUNE 13-14, 2012**

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



info@technologytransfer.it  
www.technologytransfer.it

## ABOUT THIS SEMINAR

### **WHY A CORPORATE STRATEGY FOR IT – WHAT’S IN IT FOR YOU?**

Developments in IT and the world economy have changed the paradigm for corporate IT people and the strategies they lead. Consumers and Business managers are increasingly confident at exploiting technology in ways that they value. Meanwhile, executives remain determined to constrain IT spending, not always certain of what they get in return. The economic climate makes it even more important to understand the links between value creation and IT costs.

The Corporate Strategy for IT harnesses the energy of Business-led strategies for exploiting IT, to create maximum total value. It also makes transparent the linkages between Business decisions and IT costs - often with some very surprising results.

### **WHAT THIS SEMINAR WILL GIVE YOU**

This seminar provides a proven framework for deeply integrating IT with corporate and Business strategies, exploring the impact on investments, operating costs, Enterprise Architecture, organisation, and sourcing. Taking a strategic Business perspective of IT, the seminar reviews where the IT market currently stands. What does this mean for existing and new investments in IT, for IT organisations and the people they work with? Many delegates who have already attended this seminar find that it permanently changes their understanding of what Corporate Strategies for IT are all about.

### **WHY YOU SHOULD ATTEND THIS SEMINAR**

The seminar will show you the innovations that industry-leading companies have used to redraw and enhance the relationship between IT people, and IT investments, and the wider Business. See why organisations are finding that older generations of Corporate Strategy for IT are now inhibiting the value they can create from IT, and explore the current and future generations of strategy.

Use this seminar to:

- Explore the four generations of Corporate Strategy for IT
- Assess which generation of Strategy for IT your organisation currently has
- See how to rapidly formulate a Strategy for IT that your Board will understand
- Implement new tactics for collaborating with Business executives and managers
- Transform IT costs and budgets into a Portfolio of investments in Business change
- Maximise the contribution of IT expertise to Business innovations and investments

## OUTLINE

### 1. IT market watch: is this the end of 'IT Strategy'?

- Strategic inflection points in the IT market
- The four generations of Corporate Strategy for IT

### 2. Case study

- Introduction and background
- The CIO's strategic promise

### 3. The IT value chain

- Why the Business-IT gap is a myth
- The Strategic Integration Framework for IT

### 4. The Corporate Strategy for IT

- Rapidly formulating a Strategy that is meaningful and memorable
- Maximising the Strategy's contribution and influence

### 5. Integrating IT with Corporate and Business Strategies

- Why strategic integration = paradox management
- Exploring some fundamentals of Corporate Strategy

### 6. Investing in Business change and IT

- Diagnosing your organisation's investment culture
- Transforming IT budgets into a Business Value Portfolio

### 7. Using true Enterprise Architecture to drive Business innovation

- How to drive Business innovation
- Architecting Enterprise

### 8. "Expert IT Customer" Management model

- The IT customer's performance dashboard
- Organisation design, investment process, accountabilities and governance

### 9. Sourcing Strategy

- The IT-related competencies you cannot Outsource
- Optimising the value, cost and risk of your supplier Portfolio

### 10. IT market watch revisited

- Turning research into value-adding tactics
- The ultimate destiny of the CIO

### WHO IS THIS SEMINAR FOR?

This is a seminar for everyone involved in IT-related Business decisions. There is no technical IT content.

It is designed for:

- CIOs
- Corporate and Business Strategists
- IT Strategists
- Business/IT Relationship Managers
- Enterprise Architects
- Business Analysts
- Non-IT Executives and Managers who invest in IT, or who have IT costs

## INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: <b>TECHNOLOGY TRANSFER S.r.l.</b> Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>within May 29, 2012</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p><b>GENERAL CONDITIONS</b></p> <p><b>GROUP DISCOUNT</b></p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>EARLY REGISTRATION</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p><b>CANCELLATION POLICY</b></p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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### CHRIS POTTS THE CORPORATE STRATEGY FOR IT

June 13-14, 2012  
Residenza di Ripetta  
Via di Ripetta, 231  
Rome (Italy)

Registration fee:  
€ 1200

*If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.*

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www.technologytransfer.it



## SPEAKER

**Chris Potts** is a Corporate Strategist who specialises in investing in change and exploiting IT, and a CIO futurist. He works with CIOs and their executive colleagues in industry-leading companies around the world, helping them formulate and execute their next-generation Corporate Strategy for IT. He has been called “a World-Leading Specialist in IT Strategies” and “the World’s Leading Thinker on IT Investments”. Mr. Potts has more than 20 years’ experience in corporate, Business and IT strategies, investing in change, Enterprise Architecture, hands-on Business Management and IT delivery. His hallmark techniques, including one-page strategies, investment culture diagnoses, inverted investment portfolios, ‘true’ Enterprise Architectures and expert IT customer operating models, have been used by companies around the world. He has published numerous articles on Corporate Strategies for IT, the CIO’s destiny, investment management, Enterprise Architecture, and Business value. He is also the author of the Business novel “**fruTion: Creating the Ultimate Corporate Strategy for Information Technology**” (Technics Publications, USA, 2008).