



THE ISSUE

Nowadays, business has to cope with greater uncertainty about the future, shorter decision timeframes, globalisation or pan-European operations, regulatory changes, market dislocations and industry restructurings – and the constant demand for increased shareholder value. On top of this, new digital technologies enable businesses to do things economically that they could not do before and offer the opportunity to create totally new business models.

It is not surprising then, that our expectations of IT are much higher today, while IT decisions are even more complex. Although new technologies offer cheaper and faster facilities, they often need to be tied in with past IT investments which cannot be changed easily, so benefits are eroded and frustration rises.

THE OUTCOME

Our IT Strategy Services are designed to

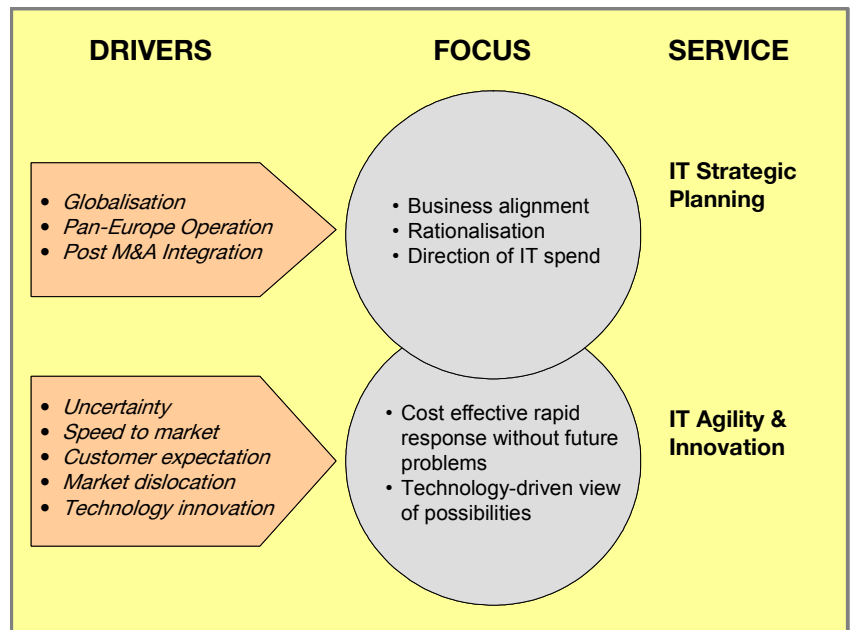
- create *a route map of strategic initiatives and quick wins* for the next two or three years for all dimensions of IT (including applications, technologies, competencies and sourcing)
- ensure *alignment with changing business strategy*
- exploit the *opportunities offered by the latest technologies*
- generate *shared understanding and commitment* to the way forward both within the business and IT
- and, *target IT expenditure more effectively.*

OUR SERVICE PHILOSOPHY

IT strategy work varies tremendously in scope, depth and focus - and we cover the full range. Our service family is a rationalized set designed to address what we believe are four main challenges for IT:

- **Business alignment** – re-aligning IT to the changing goals of the business
- **IT rationalisation** – achieving commonality, sharing and stability
- **IT agility** – handling shorter timeframes, unpredictability and innovation
- **Exploiting new technologies** – to create new business models or to improve the existing ones.

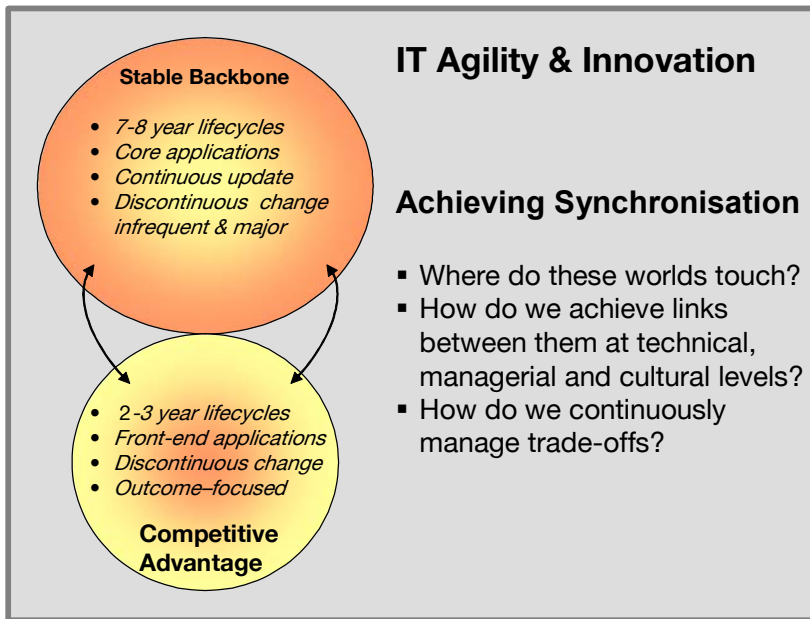
These service variations use a common core of tools and methods, with additions and emphases to match the particular theme. In practice a strategy study usually addresses a mix of challenges.



THE NIXONBROOKE APPROACH

Our approach has three phases. In the **Focus Phase** we articulate business direction and targets, stimulate new ideas from future technologies and review all facets of the current IT environment. Tactical improvement and strategic initiatives then emerge from comparisons of current IT with business expectations and benchmarking against industry practices.

The initiatives are then detailed in the **Develop Phase**. This may address such diverse issues as rapid development approaches, IT standards, management disciplines and infrastructure robustness – as well as application developments or changes in technology platforms.



The final **Planning Phase** results in a road map with timeframes, priorities, benefits and investment levels.

The detailed outcomes are often radically different for each service. For example, an 'innovation-based' strategy may provide a consolidation framework for a multitude of initiatives with an 'in flight adjustment mechanism' to keep it on track; while a strategic IT agility study will identify what needs to be done to achieve flexibility; and a major architecture rationalisation will produce a defined plan with milestones and resource estimates.

We are often invited to remain with the programme during implementation as programme management support or in review mode. We can also provide assistance in specialist areas, for example, supplier selection and management or introducing IT management disciplines.

BENEFITS OF USING NIXONBROOKE

NixonBrooke has an extensive portfolio of tools and methodologies developed through client engagements over the last fifteen years. These methods encompass the characteristics of both the newest digital technologies alongside legacy technologies from earlier investments.

Our consultants are pragmatic, creative, rigorous and innovative. They have worked in multi-national organisations at Board level and have a collaborative style to facilitate change. They have the experience to select from our methodology foundation and flex these tools appropriately. We are able to address pan-European and global operations through our international network.

OUR BACKGROUND

NixonBrooke is a specialist IT advisory team. Our role is to help the business obtain the best possible return from its investment in Information Technology. Our teams comprise experienced consultants who have specialised in this field for many years. We were formed as an agreed spin-out from KPMG, with whom we have a licensing arrangement for our methods, and with whom we continue to work collaboratively for some clients.

Our services cover:

- IT strategy
- IT performance management
- Governance & organisation
- Outsourcing
- Strategic programme management.

CONTACT US

Telephone
+44 (0) 1483 566 354

Fax
+44 (0) 1483 566 216

Email
info@nixonbrooke.com

Web site
www.nixonbrooke.com

