



# HAVING A STRATEGY IN PLACE FOR YOUR TECHNOLOGY IS CRITICAL FOR SUCCESS

WHETHER YOU'RE NEW TO THE PROCESS OR A SEASONED I.T  
PROFESSIONAL KNOWING WHERE TO START WHEN MAKING AN  
IT PLAN CAN BE DIFFICULT

Technology is being used to create new business models, enhance existing products and services, or create more rewarding customer experiences. It is therefore vital that businesses develop the right technology and IT strategy for success now and in the future. This places new demands on the organisation's technology platform and on its IT function to not only exploit technology to create value, but to do it as quickly as possible.

Taking advantage of new technology and getting the most from your IT investments isn't easy. Only a third of businesses said they had a single preferred supplier for their technology needs, which means the majority don't have a trusted advisor to call upon.

Whether you're new to the process or a seasoned IT professional, knowing where to start when you plan an IT strategy can be difficult. Our five simple steps can assist you in creating an IT strategy for your business.



## 1. OUTLINE BUSINESS GOALS AND OBJECTIVES

The primary function of your IT strategy is to support your business objectives. Start by outlining your business needs, goals and high-level objectives. Then identify the business capabilities that will be required over the period covered by the organisation's strategy. For example if your business objective is to double in size over next 5 years, your IT strategy needs to reflect this with its infrastructure.

## 2. DEFINE YOUR SCOPE AND TIMESCALES

It's important that everybody involved understands both the purpose of your IT strategy and who is responsible for delivering it. Be consultative and meet with key people in your business units who will be able to tell you how they're using technology, what their plans are and how your technology can support them. It's also important to put a lifespan on your IT strategy and frequently review it. Organisations faced with fast changing markets may need to work on shorter time-frames than those in more stable markets.

## 3. REVIEW YOUR EXISTING INFRASTRUCTURE

Reviewing your existing IT infrastructure will help you define problems, see what's working already and what can be improved. Determine the business capabilities that will take priority and assess the gaps between the current and required level. It is critical that you are taking into consideration the future needs of your business and how your infrastructure will need to perform during that period.

## 4. CREATE A ROADMAP

Start by defining an overall technology architecture, which is made up of the major software, hardware and other tools you'll be using. Then consider any department-specific technology that might be required to meet business goals, like specialist financial or HR software. Lastly, think about how the parts in your architecture fit together, and what processes will determine their integration.

## 5. DEFINE YOUR METRICS

It's important to identify some key metrics and KPIs that you can use to benchmark and analyse the performance of your IT strategy over time. Since your IT strategy is supporting your business needs, you need to make sure that it is functional and cost effective.