

smexxa '12

*it***SMF** 

THE **7** HABITS OF WELL-GOVERNED IT DEPARTMENTS

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WHAT?

HOW?

WHY?

MY PERSPECTIVE

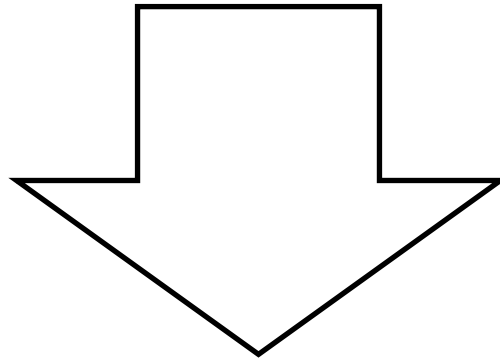
IT

SERVICE

MANAGEMENT

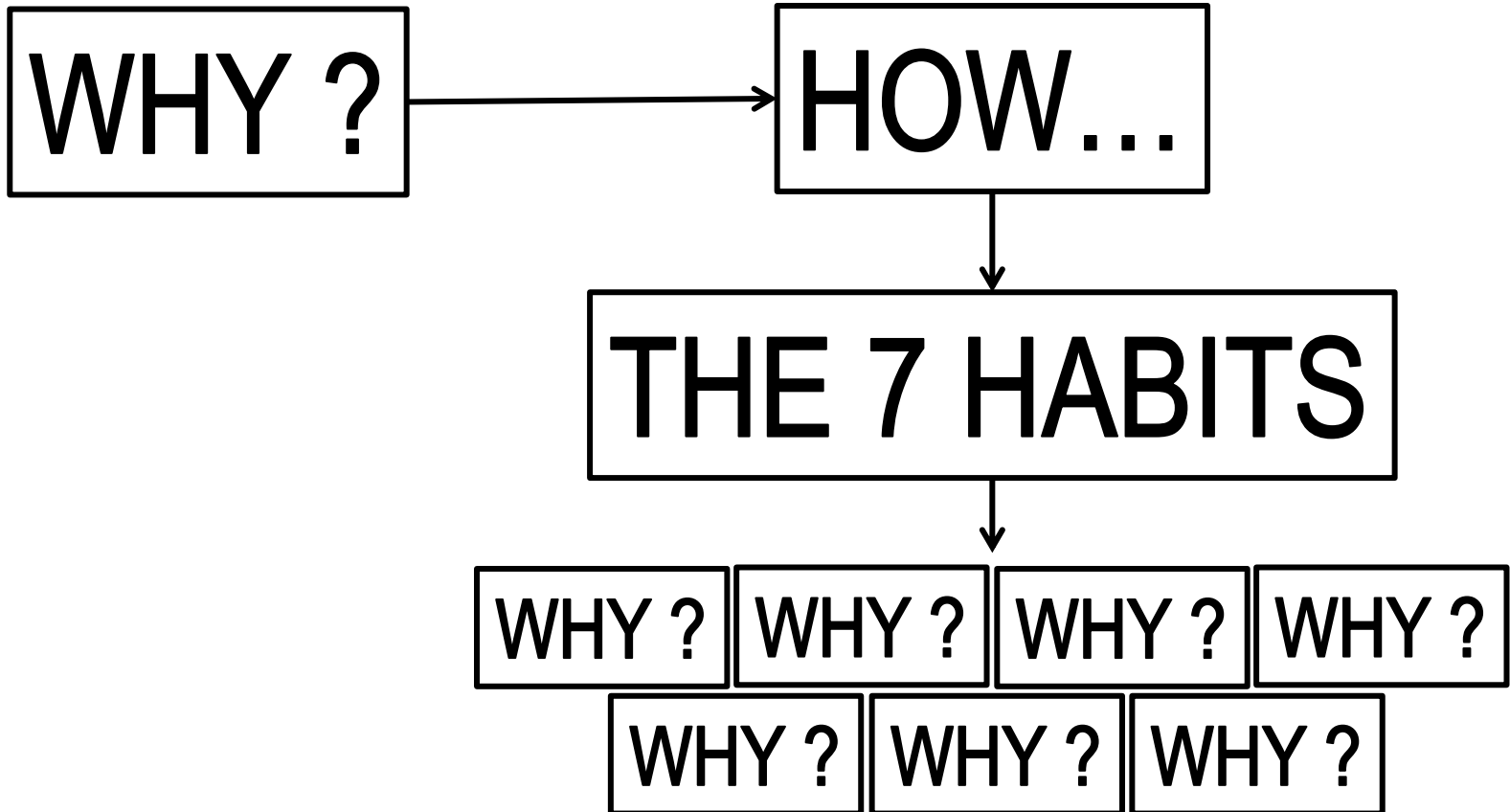
SERVICE = { **VALUE++**
RISK--

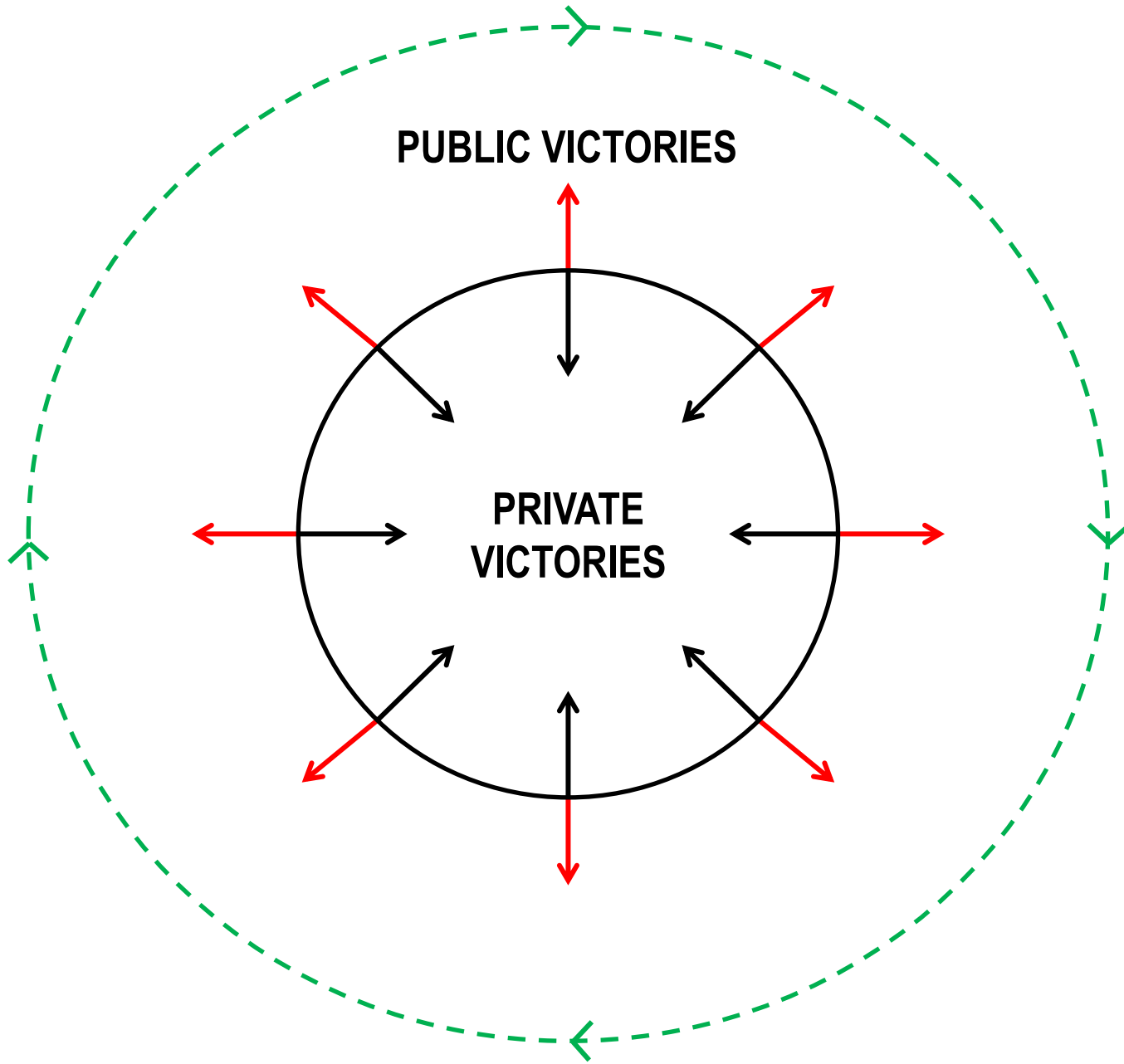
WELL-GOVERNED?



SERVICE = { **VALUE++**
RISK--

ROADMAP FOR THE TALK

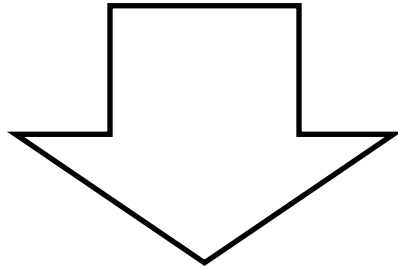




PUBLIC VICTORIES

**PRIVATE
VICTORIES**

PRIVATE VICTORIES



**GET YOUR OWN
HOUSE IN ORDER**

HABIT

#

1

RECOGNIZE

THE

RISK



IT Doesn't Matter

by Nicholas G. Carr

As information technology's power and ubiquity have grown, its strategic importance has diminished. The way you approach IT investment and management will need to change dramatically.

In 1968, a young Intel engineer named Ted Hoff found a way to put the circuits necessary for computer processing onto a tiny piece of silicon. His invention of the microprocessor spurred a series of technological breakthroughs—desktop computers, local and wide area networks, enterprise software, and the Internet—that have transformed the business world. Today, no one would dispute that information technology has become the backbone of commerce. It underpins the operations of individual companies, ties together far-flung supply chains, and, increasingly, links businesses to the customers they serve. Hardly a dollar or a euro changes hands anymore without the aid of computer systems.

As IT's power and presence have expanded, companies have come to view it as a resource ever more critical to their

success, a fact clearly reflected in their spending habits. In 1965, according to a study by the U.S. Department of Commerce's Bureau of Economic Analysis, less than 5% of the capital expenditures of American companies went to information technology. After the introduction of the personal computer in the early 1980s, that percentage rose to 15%. By the early 1990s, it had reached more than 30%, and by the end of the decade it had hit nearly 50%. Even with the recent sluggishness in technology spending, businesses around the world continue to spend well over \$2 trillion a year on IT.

But the veneration of IT goes much deeper than dollars. It is evident as well in the shifting attitudes of top managers. Twenty years ago, most executives looked down on computers as proletarian tools—glorified typewriters and

N. G. Carr (2003)
Harvard Business Review
81(5)
pp. 41 – 49

IT = an Infrastructural Technology

Inconsequential for strategy

Essential for competition

RISK!!!!

**UNDERSTAND
HOW ESSENTIAL
ARE YOU TO
YOUR CUSTOMERS**

HABIT

#2

**KNOW THE
PLAYING
FIELD**

**WHAT EXACTLY
ARE YOU
DEALING WITH?**

CMS/CMDB???

MODELLING

WHY

THIS

NOW

SO MUCH

?

PAIN POINTS

LOW HANGING FRUIT

“MARKETING”

HABIT

#3

CULTIVATE

A CARE

CULTURE

CARE ABOUT

BUSINESS

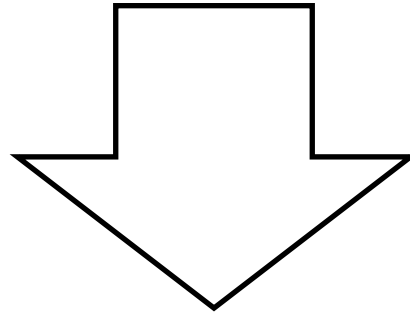
SERVICE

CHANGE

IT

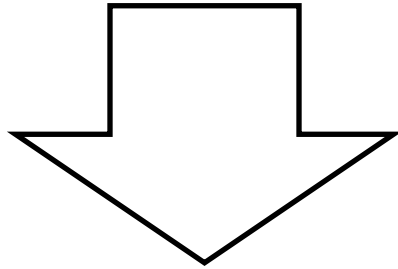
**CULTURE CHANGE
IS DIFFICULT
AND TAKES TIME**

NO CULTURE CHANGE



NO LONGTERM CHANGE

PUBLIC VICTORIES



INTERACTIONS WITH OTHERS

HABIT

#4

BE

PRESENT

**BE THERE
FOR YOUR
CUSTOMERS & USERS**

FRRIENDLY

AAA – ACKNOWLEDGE
– APOLOGIZE
ACT

SCALE

TIMEOUS

HABIT

#5

**BECOME
INVISIBLE**

ACT PRO-ACTIVELY

MONITOR

DESIGN

**WHEN THINGS GO RIGHT
NOBODY NOTICES...**

HABIT

#

6

MODERATE

EXPECTATIONS

**THINGS WILL
GO WRONG!**

COMMUNICATE

COMMUNICATE

COMMUNICATE

**PARETO
PRINCIPLE
WRT
COST**

HABIT

#

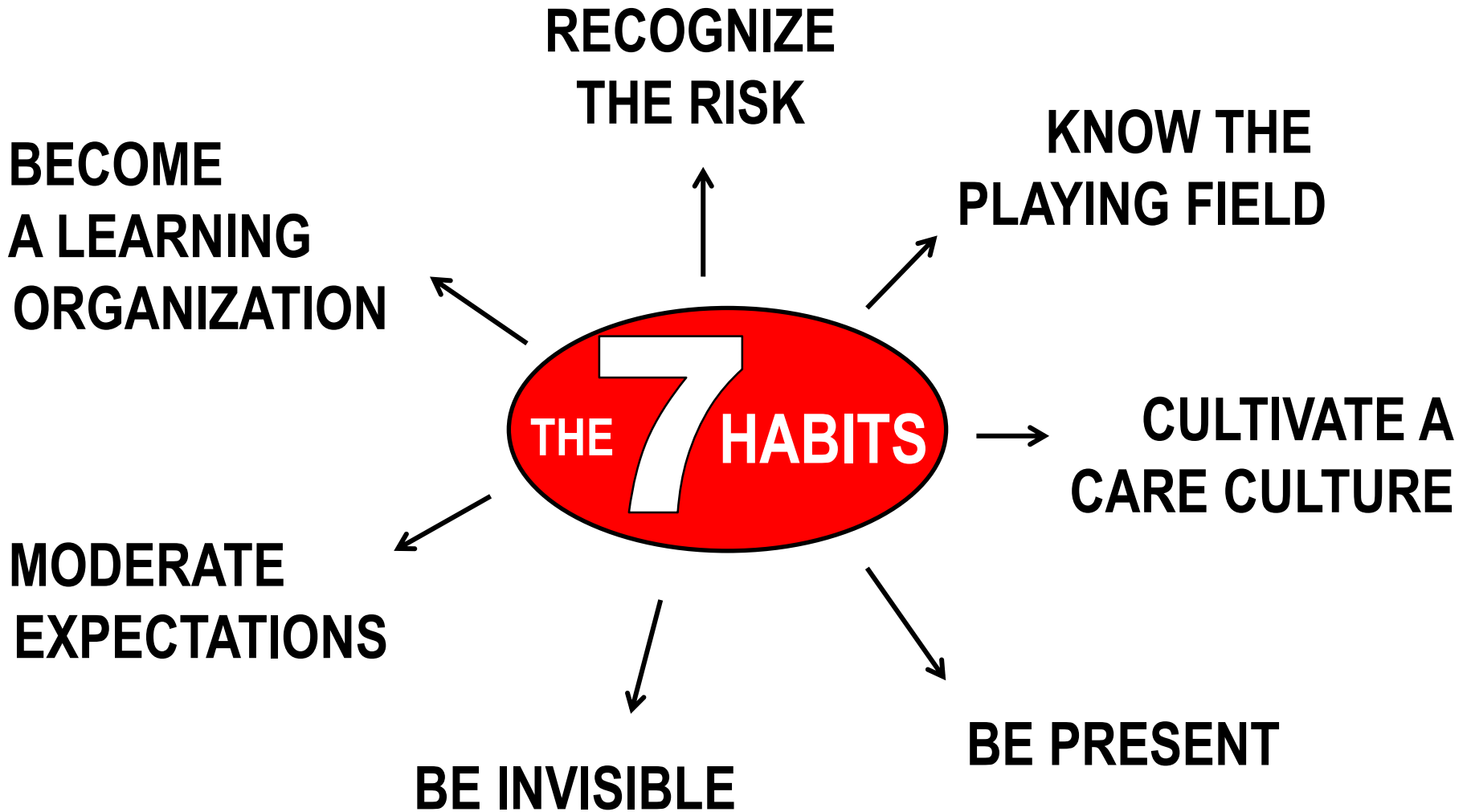
7

**BECOME A
LEARNING
ORGANIZATION**

PERFECTION?

REVIEW
REFLECT
REACT

RECHARGE



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