

What IS Professionals Do

A Case Study of a Strategic Planning Presentation

PROPOSAL TO

Your Firm

for

Strategic Business Planning

Strategic Information Technology Planning

Information Technology Implementation Planning

September 2xxx

What does Your Firm want?

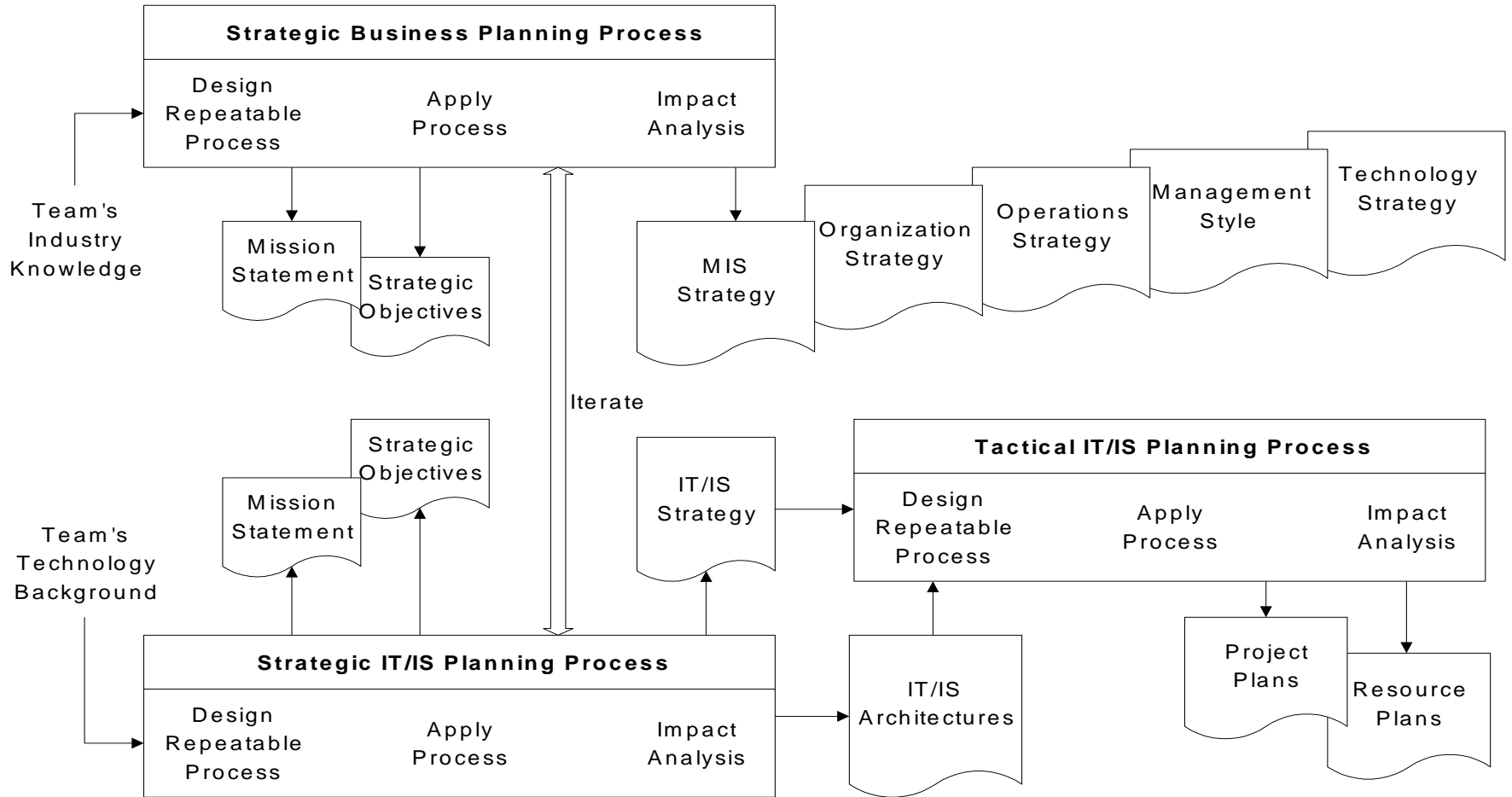
From business planning

- Reusable process producing implementable strategies & plans
- Direction & strategies permitting *Your Firm* to:
 - Earn a fair return for stockholders while maintaining social responsibility contributing to national development
 - eq. High productivity with high ethics
 - Retain & develop quality staff
 - eq. High morale with good career pathing
 - Achieve a competitive advantage through effective planning

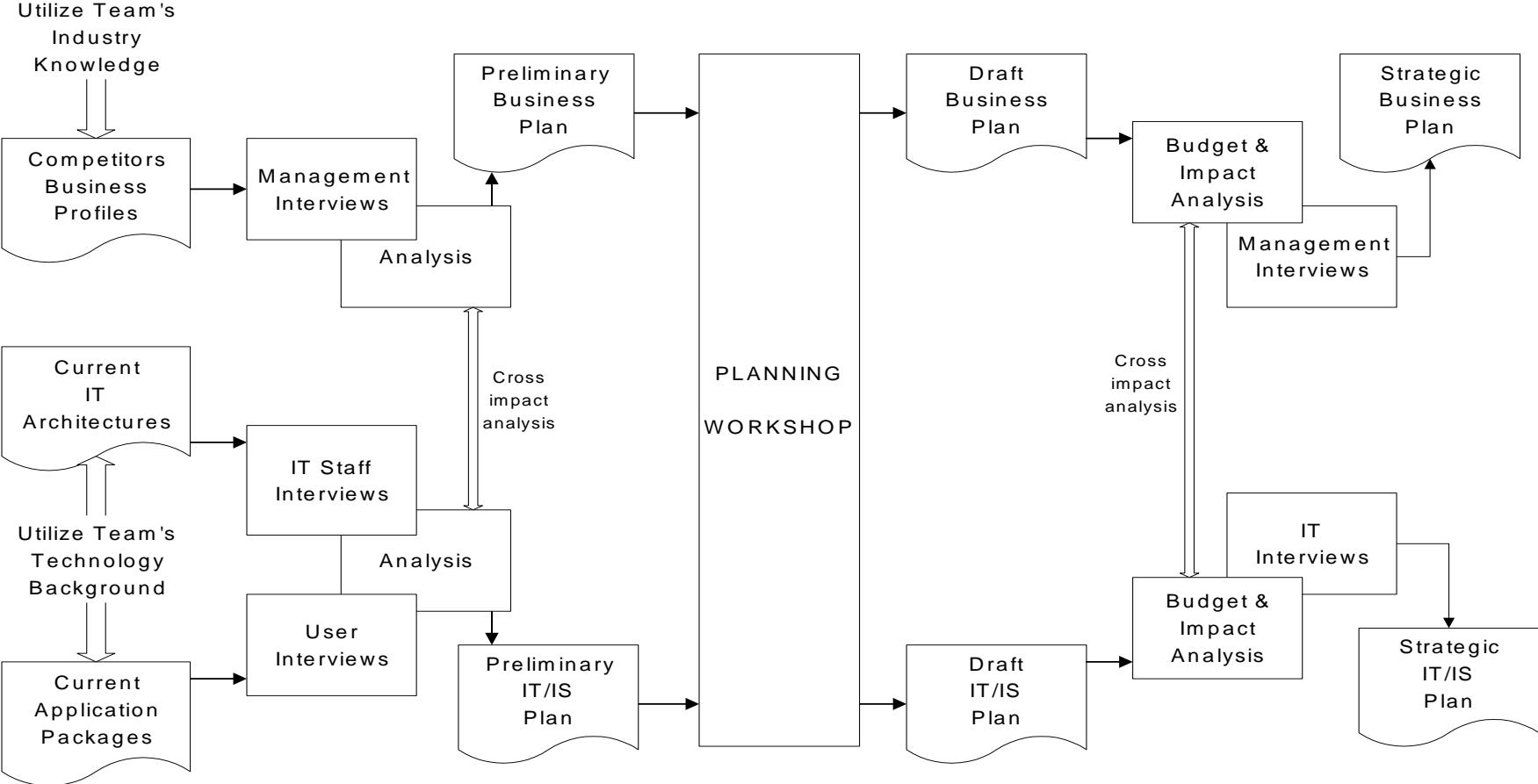
From IT planning

- Reusable process producing implementable strategies & plans
- Direction & strategies permitting *Your Firm* to:
 - Ensure that information systems effectively support operations & management
 - Ensure that IT investments are efficiently spent
 - Use IT for competitive advantage

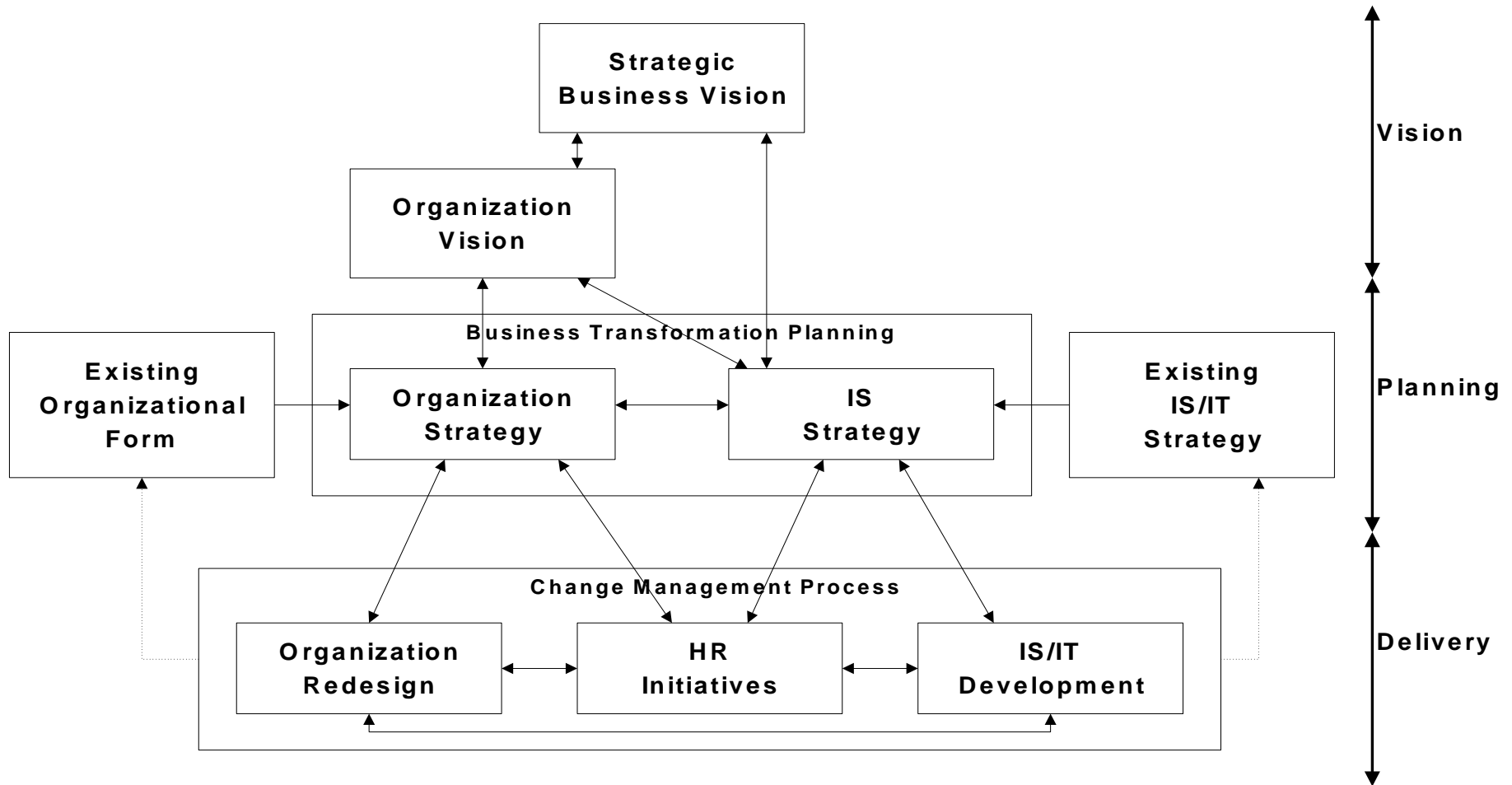
Integrated Business and IT Strategic Planning Process



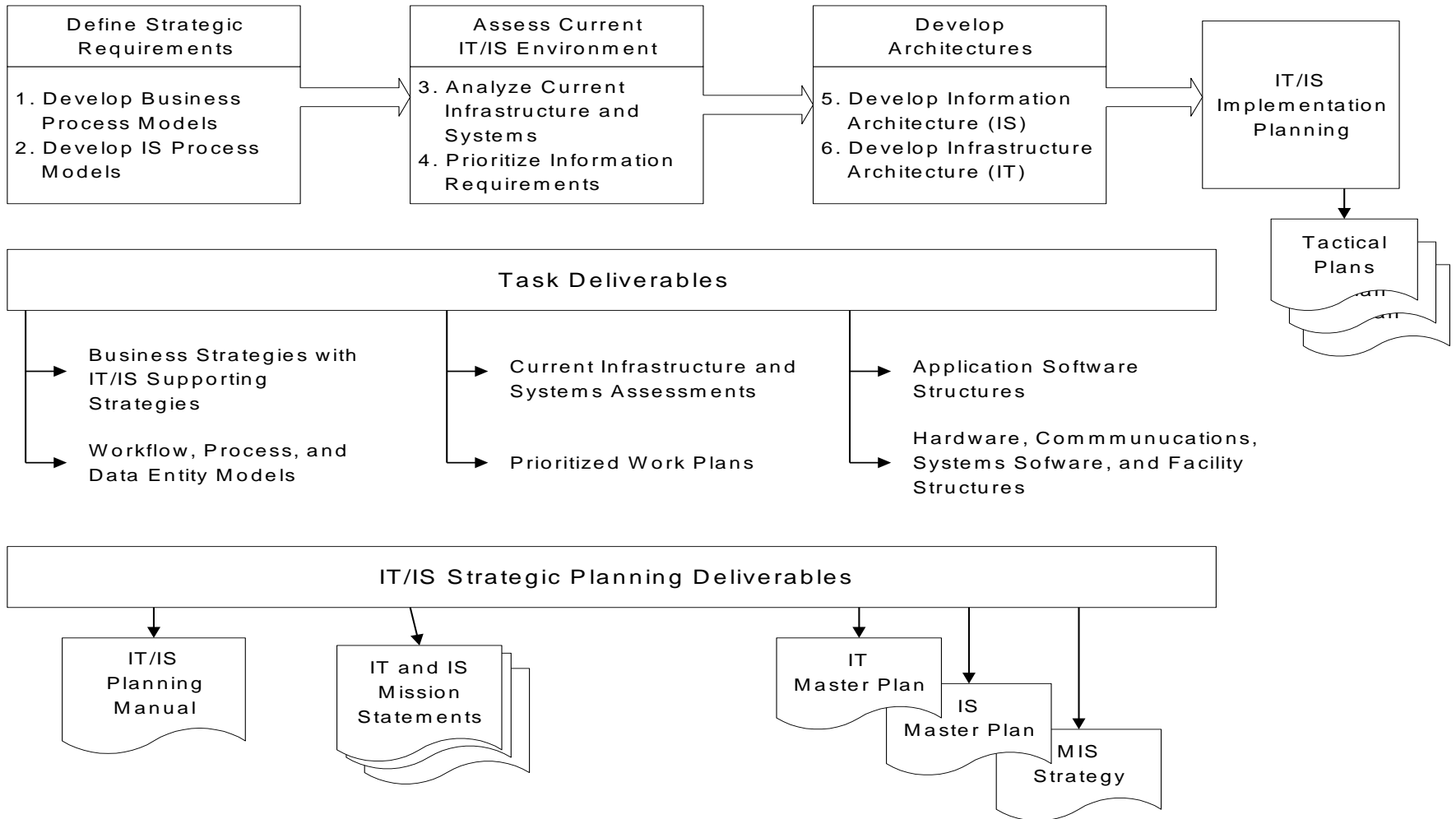
Producing an Integrated Business/IT Strategic Plan



Strategic Business Planning (Transformation) Framework



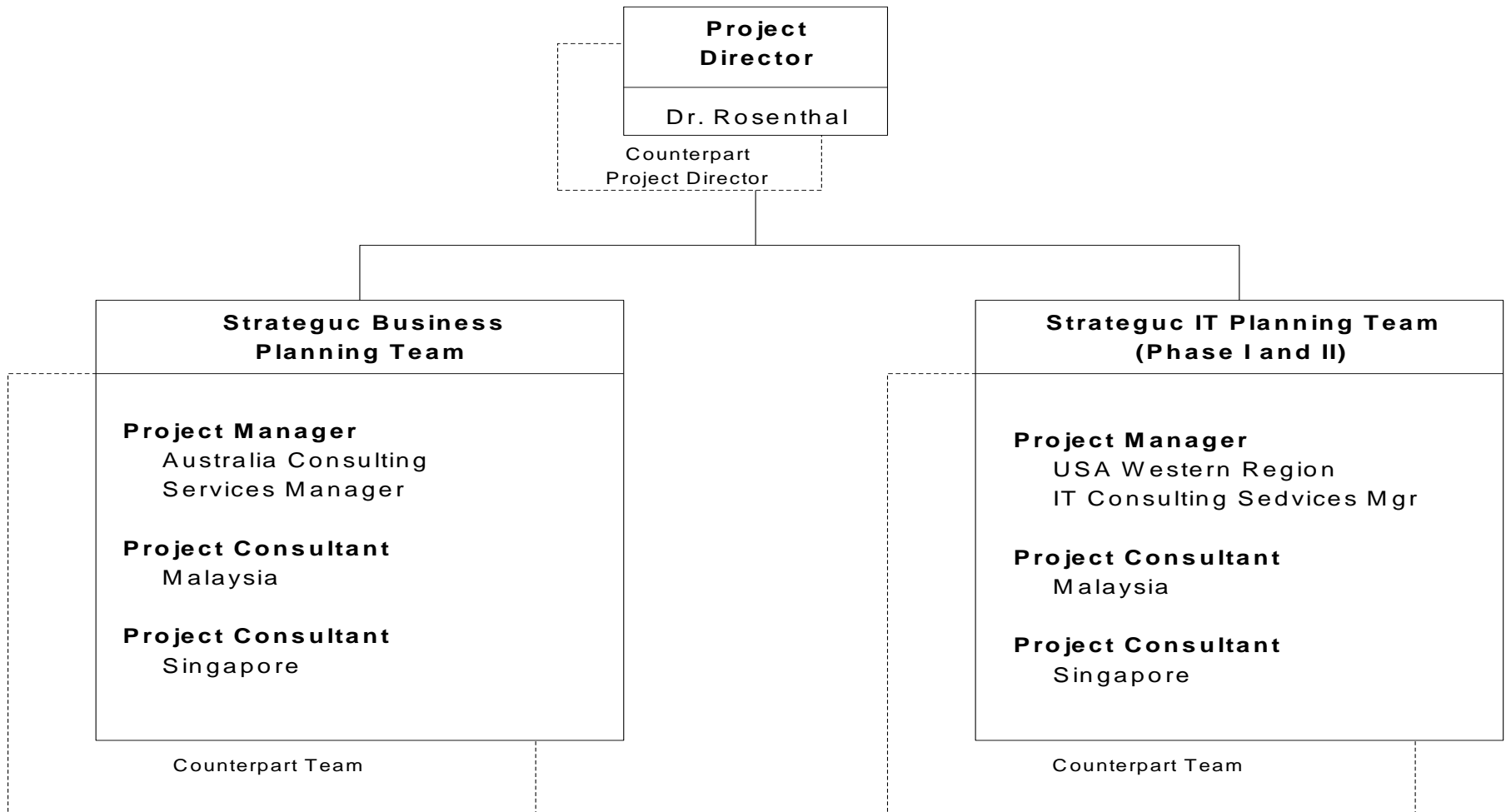
Information Technology Strategic Planning Process



What are Your Firms Technology & Resource Capabilities

- Effective implementation of deposit transaction processing
(however lengthy & expensive)
- Effective & efficient implementation of ATM processing
- Partial financial system implementation
- Current 1960/70's technology utilization approach not adequate for 1980's
(do it yourself in COBOL)

Project Staffing Plan



WHY C& L?

HIGHLY EXPERIENCED. PRODUCTIVE & RESULTS ORIENTED
PROJECT TEAMS

- UNITED STATES EXPERIENCE
- AUSTRALIAN & ASEAN EXPERIENCE
- MALAYSIAN EXPERIENCE

PROVEN STRATEGIC PLANNING METHODOLOGY

- BUSINESS STRATEGY
- SYSTEMS STRATEGY
- TECHNOLOGY STRATEGY

IMPLEMENTATION PROVEN PEOPLE, METHODOLOGY. AND
ORGANISATION