

# Sacramento



## Newsletter



### ***A new paradigm for improved bottom-line performance through technology***

**By: Evelyn Milani, President- InfoSYS Inc.**

Wikipedia says "**convergence** denotes the approach toward a definite value, as time goes on; or to a definite point, a common view or opinion, or toward a fixed or [equilibrium](#) state". Is convergence a better way for IT to align with business? In a recent article, Ziff Davis magazine states: "Educating line management on technology's possibilities and limitations is hard; so is setting IT priorities for projects, developing resources and skills, and integrating systems with corporate strategy. It's even tougher to keep business and IT aligned as business strategies and technology evolve. There's no silver-bullet solution, but achieving alignment is possible. A decade of research has found that **the key is building the right relationships and processes, and providing necessary training.**

What follows is a methodology developed by Professor Jerry Luftman for assessing how ready your company or business unit is to **create, improve and sustain alignment**. Modeled after the **since retired "Capability Maturity Model"** developed by Carnegie Mellon's Software Engineering Institute, but focused on a more strategic set of criteria, this new tool is gaining recognition: It has been successfully tested at more than 25 Fortune 500 companies and is currently the subject of a benchmarking study sponsored by the Society for Information Management and The Conference Board.

Called the "**Business Technology Convergence Index**," the study looks at large corporations in 50 industries and concludes:

...enterprises with a more nearly converged business technology management exhibited superior revenue growth and net margins relative to their industry groups between 2002 and 2006:

- \* 12% average annual revenue growth vs. 4% for their industry groups
- \* 36% average annual earnings per share growth vs. 7% for their industry groups
- \* 6% higher EBITD margins than those delivered by their industry groups
- \* 4% average higher return on equity
- \* 8% average higher return on assets
- \* 14% higher return on investments"

Return on investment speaks volumes to Sr. Management and strengthens every facet of our companies. Converging IT with the business is critical in delivering superior bottom-line performance.

*Jerry Luftman is the executive director and distinguished service professor for the graduate information systems programs at the Stevens Institute of Technology in Hoboken, N.J., and editor of *Competing in the Information Age* (Oxford University Press, 1996). He is a former IBM CIO who held numerous executive positions in his 22 years at IBM.*

### November 2007 Issue

What's in this month's Newsletter:

***A new paradigm for improved bottom-line performance through technology***

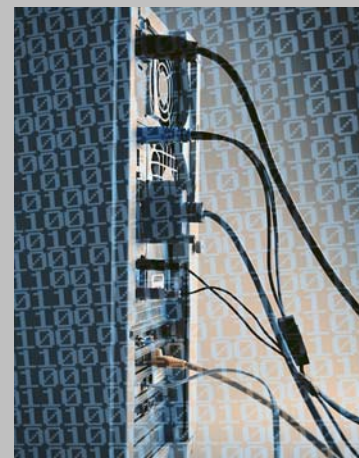
November HDI Meeting:  
Metrics 101 with Ellen Donati of The Legislative Data Center

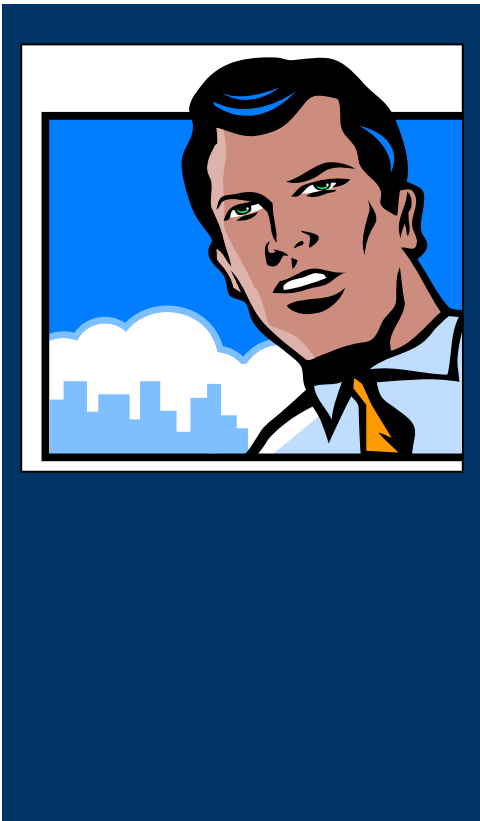
Meeting will be held on November 15<sup>th</sup> at Heald College in Rancho Cordova

Agenda

Calendar

Sponsor





## November HDI Meeting Location and Agenda!

Heald College  
2910 Prospect Park Drive  
Rancho Cordova, CA 95670

Directions from downtown:  
Take Hwy 50 East to Zinfandel Drive.

Exit at Zinfandel Drive, stay in the middle lanes.

Continue straight across the intersection onto Gold Center Drive. (Do not turn left or right onto Zinfandel)

Turn left on Prospect Park Drive.

Continue along Prospect Park Drive to Heald College.

### Agenda

2:15-3:00pm **Meet and Greet (Optional)** Join the chapter officers, members, and guests for refreshments at this informal networking opportunity.

3:00-3:15pm **Welcome & Announcements**

3:15-3:30pm **Sponsor Introduction & Presentation**

3:30-4:30pm **Guest Speaker: Ellen Donati, Help Desk Manager with CA Legislative**

4:30pm **Door Prize Drawing**

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This month we will feature guest speaker Ellen Donati, HelpDesk Manager for the California Legislature, presenting:

**Metrics 101: Everything you wanted to know, but were afraid to ask!**

About Ellen:

Ellen Donati began collecting and using metrics in 1984 when she supervised several units of call representatives. As part of the training department, Ellen collected metrics to help the company determine where to focus training efforts and dollars. In Human Resources Ellen coached call center managers on effective use of metrics to properly discipline and reward employees. As Ellen transitioned to state employment, she leveraged her private sector expertise and implemented a program which measured and published helpdesk metrics. Ellen uses metrics for performance reviews, training, customer communication, and staffing requirements.

# November 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15 HDI Meeting!	16	17
18	19	20	21	22	23	24
25	26	27	29	29	30	

## Sponsors

**November's Sponsor is  
Sacramento HDI**