

Strategic Advisory Practice: Research, Analytics, Strategy

“If an *exchange* between two parties is voluntary, it will *not* take place unless both believe they will *benefit* from it”

- Adam Smith (Wealth of Nations)

Producers and Consumers of technology constantly struggle to assess the contribution of a given technology on the corporation. Producers are unable to identify the corporations’ value chain(s) impacted by the technology, and consumers are unable to measure the impact of the technology on their value chain(s). As a result, producers find it difficult to position their technology offering and consumers find it arduous to justify its procurement. Since the benefit is not apparent to both parties, most often it does not lead to a successful exchange between the producers and consumers.

TechStrategyLabs defines this phenomenon as **Technology AsymmetrySM** – the asymmetry in assessing the contribution of technology to create enterprise value by both the suppliers and consumers of technology.

TechStrategyLabs’ Research, Analytics and Strategic Advisory Practice offers a unique quantification of key information needed for executive decision support by both CIOs/CTOs as well as Technology Vendors. Through the use of *predictive analytics* they provide the highest level of financial and economic transparency in IT decision making by incorporating *industry* and *macroeconomic* information besides other *exogenous* and *endogenous* factors. With TechStrategyLabs’ assistance, demand and supply-side executives can minimize the *risk* in their decision-making leading to a higher predictability and optimum use of their capital.

Who benefits?

➤ Demand -side

- CIOs/CTOs embarking on reducing their Total Cost of Ownership (TCO) of IT assets and maximizing their Total IT Value Contribution by optimization IT resources and utilizing the appropriate sourcing strategy
- Procurement executives looking to reduce the overall Total Cost of Procuring IT assets
- CIOs/CTOs interested in measuring the financial impact of their technology decisions and risk on business (ROI, ROA, ROIC , Enterprise Value)
- CIOs/CTOs interested in accurately allocating costs to business units by formulating the most appropriate IT charge-back model to allocate cost

➤ Supply-side

- Technology vendors interested in identifying the target value-chain(s) in order to accurately position their offerings
- Technology Vendors seeking to assess the ROI, ROA for their offerings in the context of the demand-side value-chain(s)
- Technology Vendors seeking to assess the Total Cost of Ownership (TCO) of their offerings to the demand-side value-chain(s)
- Technology vendors looking to accurately “value-price” their offerings
- Technology vendors interested in defining an effective “go-to-market” strategy

Benefits

- CIOs/CTOs have an analytical basis to measure the financial impact of their decisions
- CIOs/CTOs have better transparency into the financial risk of their decisions to formulate appropriate mitigation strategies
- Technology Vendors are able to value, price and position their offerings in-line with the demand’s value chain(s)

Key Questions

- Is your IT organization operating at the optimum and sustainable level of cost and risk?
- Are your IT assets procured in the most efficient way to lower your Total Cost of Ownership?
- Are you able to differentiate the most value-add IT assets from the least value-add ones?
- Are you able to maximize the price of your IT offerings to the respective customer segments?
- Is your “go-to-market” strategy effective and sustainable?

TechStrategyLabs is a IT research and analytics advisory firm with over 50 years of experience in the IT industry for various business segments. The industry experience of the Principals is complemented by an advisory team consisting of senior strategy and finance faculty from the *Johnson Graduate School of Management, Cornell University*. A combination of industry and academic insight is the key differentiator for TechStrategyLabs to bring the adequate level of expertise needed to address the **Technology AsymmetrySM** problem.

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