

Strategic Advisory Practice: Research, Analytics, Strategy, Incubate

“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)

Providers, Users and Investors of technology constantly struggle to assess the economic contribution of technology on the corporation. Providers are unable to identify a corporation’s value chain(s) impacted by their technology and users are unable to measure the impact of the technology on their value chain(s). As a result, Providers find it difficult to position their technology offering and users find it challenging to justify its procurement. Investors are faced with the challenge to invest in technology ventures that have a higher return on their investment. Since the benefit is not apparent to all stakeholders, it leads to unsuccessful exchange between them. TechStrategyLabs defines this phenomenon as **Technology AsymmetrySM** – the asymmetry in assessing the contribution of technology to create value by the Providers, Users and Investors of technology.

TechStrategyLabs’ Strategic Advisory Practice offers a unique quantification of key information needed for executive decision support by the C-suite including CIOs/CTOs, technology vendors and investors. The use of *applied research* and *predictive analytics* provides the highest level of financial and economic transparency in IT decision making by incorporating *financial risk*, *industry* and *macroeconomic* information besides other *external* and *internal* factors that impact value creation in a corporation. With TechStrategyLabs’ assistance, executives can minimize the *risk* in their decision-making leading to higher predictability and optimum use of their capital.

Who benefits?

➤ Users of technology

- CIOs/CTOs/CFOs embarking on reducing their Total Cost of Ownership (TCO) of IT assets and maximizing their Total IT Value Contribution by optimizing IT resources and utilizing the appropriate hosting, sourcing and migration strategy
- Chief Procurement Officers (CPO) and CFOs looking to reduce the overall Total Cost of Procuring IT assets
- CIOs/CTOs/CFOs interested in measuring the financial impact of their technology decisions and risk on business (¹ROI, ROA, ROIC , Enterprise Value)
- CIOs/CTOs interested in accurately allocating costs to business units by formulating the most appropriate IT charge-back model
- Business Leaders interested in accessing the financial impact of a technology selection and migration

¹ ROI – Return on Investment; ROA – Return on Assets; ROIC – Return on Invested Capital; Enterprise Value – Present Value of the company’s IT assets at the Cost of Capital
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➤ Providers of technology

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

➤ Investors of technology

- Investors interested in obtaining a deeper market and financial insight into the future of their fund companies
- Investors seeking strategies to lower IT operating cost and generate value for their fund companies
- Investors seeking to ascertain the combined IT asset value of a merger or an acquisition

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 Providers are able to value, price and position their offerings in-line with their User’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?
- As an IT provider, is your “go-to-market” strategy effective and sustainable?
- What is the future impact of your investment as an IT investor?
- Is the return on a technology investment pragmatic and risk-managed?

TechStrategyLabs provides analytical and decision advisory services to IT executives. The firm differentiates by utilizing applied research and predictive analytics to help formulate strategies that enables IT executives to make accurate, objective and independent decisions. With a team of highly experienced principals with over 50 years of Big-4 Management Consulting experience and accomplished advisors from the **Johnson Graduate School of Management, Cornell University**, TechStrategyLabs is uniquely positioned to offer strategic advice and market insights in information technology that contribute to financial and economic value of corporations.

Phone: +1.973.447.4161: sumitro.sarkar@techstrategylabs.com: www.TechStrategyLabs.com