

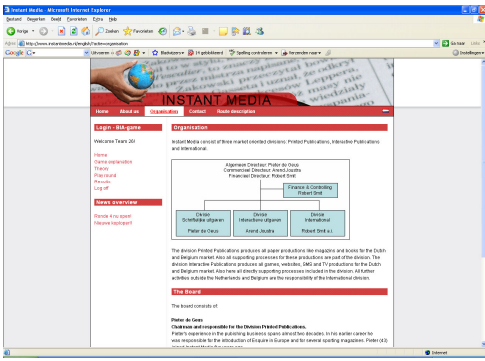
Instant Media

A role-playing simulation on Business IT Alignment

Top-10 Concerns

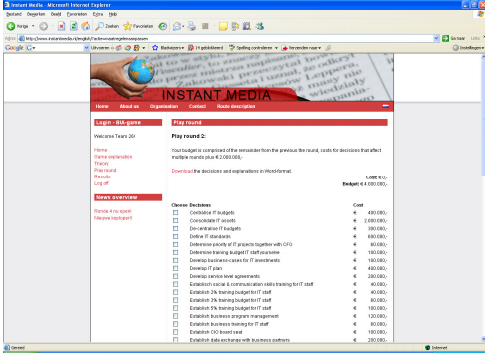
A survey of 300 CEOs, CIOs, and other enterprise managers reveals that business and IT alignment tops the list of management concerns.

1) IT and business alignment	6) Measuring the performance of the IT organization
2) IT strategic planning	7) Speed and agility
3) Security and privacy	8) Creating an information architecture
4) Attracting, developing, and retaining IT professionals	9) Reducing complexity
5) Measuring the value of IT investments	10) Reengineering business processes

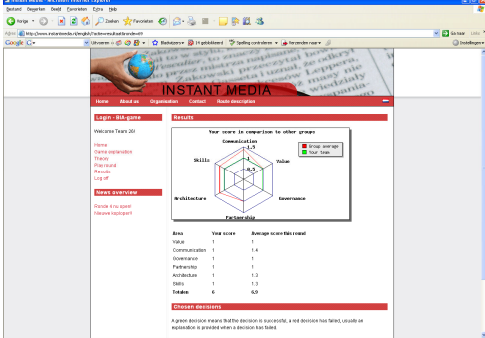


Business IT Alignment Maturity Model

The diagram shows a central box 'Business IT Alignment' connected to 'Strategic Alignment' and 'Operational Alignment'. 'Strategic Alignment' is further divided into 'Business Strategy' and 'IT Strategy'. 'Operational Alignment' is divided into 'Business Processes' and 'IT Processes'. A 'Performance' box is also connected to the central model.



Decision	Cost
Consider IT budget	€ 400,000
Consider IT assets	€ 200,000
Re-evaluate IT budget	€ 500,000
Define IT standards	€ 800,000
Develop a road map of IT projects together with CIO	€ 100,000
Determine training budget (IT professionals)	€ 100,000
Develop business cases for IT investments	€ 100,000
Define IT plan	€ 400,000
Develop system level agreements	€ 200,000
Establish central communication with training (IT staff)	€ 80,000
Establish 2nd training support (IT staff)	€ 80,000
Establish 3rd training support (IT staff)	€ 100,000
Establish business program management	€ 100,000
Establish business management (IT staff)	€ 80,000
Establish CIO board seat	€ 100,000
Establish strategic approach business partners	€ 200,000



Results

Your score in comparison to other groups:

Skills	Score	Target
Strategic Alignment	1.4	1.0
Operational Alignment	1.0	1.0
Performance	1.0	1.0
Business Strategy	1.3	1.0
IT Strategy	1.2	1.0
Business Processes	6.0	1.0
IT Processes	6.0	1.0

IT and Business alignment has ranked as management's top concern for the past four years. Yet in a recent survey, 78% of IT managers indicate that their IT is not aligned with business strategy. Other studies show similar results. That IT should support the business is logical and undisputed. But if this message is so clear, why is alignment so exceptional?

Over years of studies Dr. Jerry Luftman has found that Business IT Alignment is not just the result from 'hard' factors like architecture and skills, but also from the relationship between IT executives and business executives, measured in terms of communications, partnership and governance. He developed a Business IT Alignment maturity model to develop the alignment capability of organizations. Role-playing simulation games are an excellent way of training more complex interactions. Gilbert Silvius at Utrecht University of Applied Sciences developed a role-playing simulation based on Luftman's Business IT Alignment Maturity Model.

In this simulation game, the participants play the role of the newly-appointed Information Manager of a fictional company, 'Instant Media'. The information manager can take actions that help mature the relationship between business and IT. The goal of the game is to realize the highest level of alignment maturity.

The simulation lasts through four decision rounds during which numerous events occur. Step-by-step the participants learn the logic and balance in the interactions between IT and business. The simulation can be played either in a single day or divided over several days and is scalable from 15 to 50 participants per session.

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Who should attend?

- IT/IS managers and staff
- Business unit managers
- Senior and middle management

Time consumption?

In total the simulation takes appr. 6 hours. It can be played either in one day including group coaching or spread over several days.

Number of participants?

Minimum 15, maximum 50.

Learning outcomes

- Improved understanding of actions that stimulate or hinder business IT alignment
- Improved understanding of the logical steps to build business IT alignment capability

Variables of IT and Business alignment in Luftman's Business IT Alignment maturity model:

