



# ARE YOU WORKING ON THE RIGHT THINGS?

Most companies devote almost 80% of their IT budgets to “keep-the-lights-on” maintenance activities. Learn how the right software can help you focus on innovation, growth, and cost reduction. ▶▶

## IT MANAGEMENT CHALLENGE NO. 1



# MERCURY IT GOVERNANCE— OPTIMIZE THE BUSINESS OUTCOME OF IT.

## DOES YOUR CEO SEE YOU AS A TRUSTED BUSINESS PARTNER, COUNTED ON TO CONSISTENTLY DELIVER VALUE?

IT executives today are judged on their ability to positively influence the business outcome of IT. Would it help your case if you could show that:

- ▶ Your IT portfolio comprises those projects with the highest value to the business—with priorities, progress, and performance clearly visible?
- ▶ Your people always work on the top business priorities?
- ▶ You always can provide compelling justification when you need new skills for your resource pool?
- ▶ You drive down the cost of “keep-the-lights-on” IT activities to free more funding for strategic projects?

Scrap your old opaque, manual, inconsistent processes and replace them with transparent, automated, enforced ones that put you:

**IN CONTROL**—Achieve real-time visibility into IT demand, your portfolio, and its projects. Deploy best-practice IT business processes that are consistent, repeatable, and enforced.

**IN COMPLIANCE**—Capture the data generated from running IT, maintain a reliable audit trail, and operate IT in a transparent manner—all documented to meet government requirements.

**IN ALIGNMENT**—Prioritize portfolio projects by objective measures to deliver the highest value. Raise the percentage of your IT budget spent on strategic projects by driving out waste and improving efficiency. Create an IT organization that is fast and flexible, reduces time-to-value, and quickly adapts to changes in business priorities.

To reach this higher state of IT, leaders embrace effective IT governance strategies and software to govern and manage their priorities, processes, projects, and people.

For example, Xcel Energy transformed uncoordinated, disparate IT operations into a cohesive, responsive, and transparent IT machine. This has helped deliver millions of dollars of additional value every year—while allowing for tight alignment with business priorities and compliance with Sarbanes-Oxley. Xcel Energy expects its IT governance initiative to help company leaders repurpose at least \$10 million annually to strategic investments that will grow and transform the business.

See for yourself how integrating Mercury IT Governance into your company's core business practices can help you optimize the value of IT.

## Top Four C-Level IT Priorities 2005

1. Revenue Growth
2. Streamlined Operations/  
Reduced Costs
3. Automation of IT Systems  
and Processes
4. Business Processes  
Alignment

**Mercury IT Governance Center helps with all four.**

Source: Optimize Defining the CIO Executive Report, May 2005 CMP-United Business Media

“When we designed our IT governance structure, the first thing we did was reach out to the business units to understand their strategic and operating requirements. We then translated these into an enterprise-wide technology strategy, and put in place a structure that kept the business side involved by giving them real-time visibility and control over the IT initiatives and operations important to them. Our partnership with the business side is so much stronger as a result because they can see the value we deliver every day.”

— Ray Gogel, CIO, Xcel Energy



Visit us at [www.mercurynow.com/ITG](http://www.mercurynow.com/ITG) to access your IT Governance Executive Kit and discover how to get maximum value from IT budgets.

Plus, the first 50 to register will receive a FREE hardcover edition of *IT Governance: How Top Performers Manage IT Decision Rights for Superior Results*.



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