



Five Ways the CEO Can Use EA to Support the Business

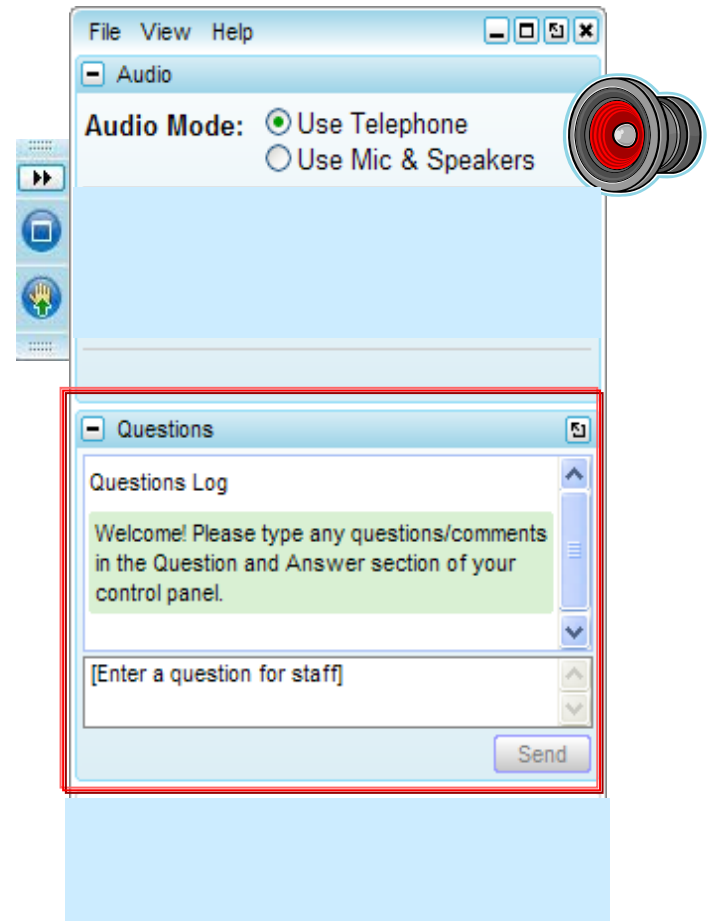


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August 5, 2009

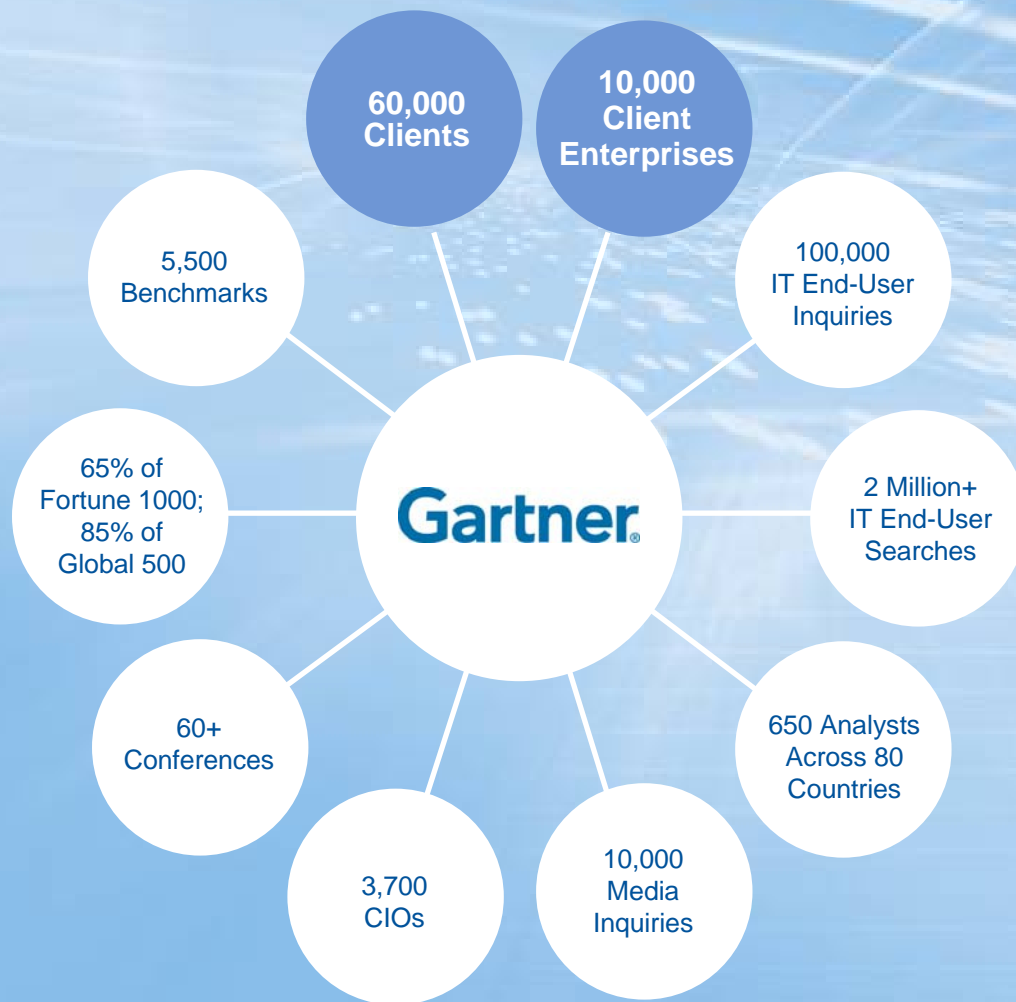
Welcome!

Here's how to participate in today's webinar

- You can listen to the presentation using your computer's speaker system as the default (VoIP).
- Or dial the conference line by selecting Use Telephone in the webinar audio pane.
- Have a question for the presenter(s)? Type it into the Questions pane—we will answer as many as time permits.
- A recording of this presentation will be sent to you within 48 hours.
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Five Ways the CEO Can Use EA to Support the Business



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“I skate to where the puck is going to be, not where it has been.”

Wayne Gretzky



Leaders are already here

Enterprise architecture is the process that interweaves business and IT together



The Identifier of Obstacles



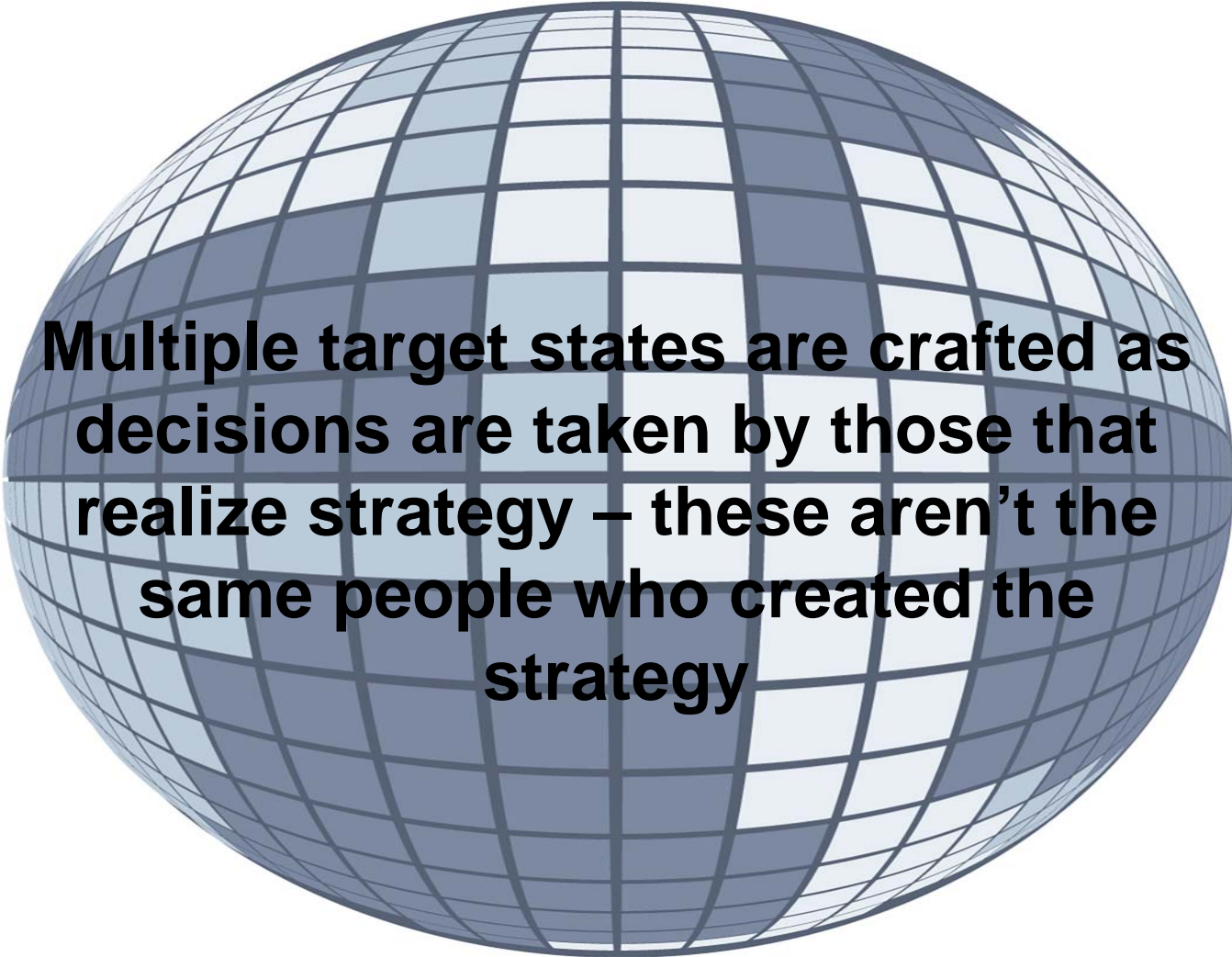
Discoverer of Efficiency Opportunities



$$\text{MAX}(B_t) = \Sigma(A_{1-n}) + \Sigma(P_{1-n})$$

ST(Time, £, People, Risk)

Mirror Strategy in Play



Multiple target states are crafted as decisions are taken by those that realize strategy – these aren't the same people who created the strategy

Future Impact Specialist



Steward of Interrelationships



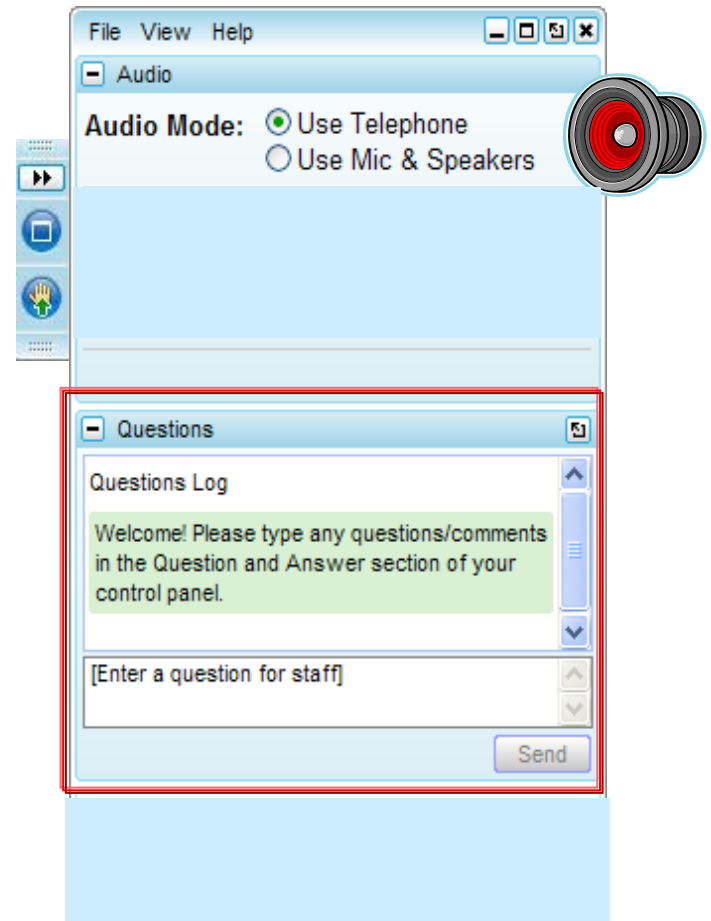
Recommendations

- ✓ End heritage thinking about of EA — EA is not about technology management alone
- ✓ CEOs should challenge enterprise architects to play roles that make a difference within the business itself
- ✓ EA functions must resist inertia and uncover a strategic role that optimizes the business today
- ✓ Chief architects must help their organizations see the effects of today's decisions upon the future state of the business

Thanks for participating!

Do you have any questions?

- If you haven't done so already, please type your questions into the Questions pane.
- We will answer as many of your questions as time permits.



Looking to reduce your IT costs? Gartner can take the cost out of IT in four ways

The screenshot shows a Gartner website page with a blue header. The main title is "IT and The Economy" with a subtitle "Cost Optimization". A featured video section shows Kurt Potter, Research Director, discussing the "Four Levels of Cost Optimization". Below this, there are several article snippets under "Cost Optimization Spotlight" and "Actions You Can Take Now". The "Actions You Can Take Now" section lists four numbered items: 1. Get the best pricing and terms, 2. Identify opportunities to reduce IT costs, 3. Implement cost-saving technologies, and 4. Restructure, improve processes, innovate. On the right side, there are sections for "Join the Dialogue", "Stay Connected", "Stay Up To Date", and "Set up Email Alerts".

IT and The Economy
Cost Optimization

FEATURED VIDEO
Four Levels of Cost Optimization
Kurt Potter, Research Director

Research Director Kurt Potter discusses the use of Gartner's Four Levels of Cost Optimization framework as a planning and communication structure.

Cost Optimization Spotlight

Method to the Madness: Applying a Methodological Approach to Cost Optimization
Cost optimization typically proceeds without methodological guidance. Our research develops a methodologically sound set of guidelines, frameworks, and intervention strategies to redefine and recharge the critical art of cost optimization.

Cost Optimization Fundamentals

Cost Cutting in IT: When to Use Zero-Based Budgeting
Ken McGee

It's Time to Prepare for a Return to Business Growth
Ken McGee | Mark Raskino

Key Issues for Cost Optimization, 2009
Kurt Potter

Proceeding from Innovations: Why Your IT Vendor is in Financial Difficulty
Debra Logan

CEO Concerns 2009: Dealing With the Downturn
Jorge Lopez | Mark Raskino

Actions You Can Take Now

- 1 Get the best pricing and terms**
Gartner ensures you get the best value from your IT purchases. Gartner analysts and consultants review thousands of vendor contracts and proposals each year.
[Read More](#)
- 2 Identify opportunities to reduce IT costs**
Leveraging proprietary data, Gartner shows you exactly where your spend is high relative to best-in-class peers.
[Read More](#)
- 3 Implement cost-saving technologies**
Gartner ensures your success in implementing priority technology initiatives in conjunction with the business.
[Read More](#)
- 4 Restructure, improve processes, innovate**
Partner with Gartner to advance your technology initiatives to the next level.
[Read More](#)

Webinars

How to Modernize IT While on a Budget
13 May 2009

Join the Dialogue

Stay Connected

Gartner analyst Lydia Leong: "Enterprise class" cloud [http://blogs.gartner.com/lydia_leong/](#) 1 day ago

Gartner: Org's must monitor IT service providers' actions to increase their flexibility and avoid bankruptcy [http://www.gartner.com/](#) 1 day ago

Calling all BI Experts: Help Gartner build the next generation of BI events [http://www.gartner.com/](#) 1 day ago

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Outsourcing & IT Services Summit
15-16 June 2009
London - UK

IT Infrastructure, Operations & Management Summit
23-25 June 2009
Orlando, FL

[Events Calendar](#)

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[IT and the Economy](#) Add +

[Reducing or Controlling Costs](#) Add +

[Budget Management](#) Add +

[IT Spending](#) Add +

[Optimize IT Investments](#) Add +

- Get the best pricing and terms for your IT purchases
- Identify major cost-saving opportunities
- Implement cost-saving technologies
- Implement cost-saving process improvement

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