Track A: Cost Optimization and Financial Management: Innovate and Collaborate to Drive Savings

This track gives practical ‘how-to’ advice on your cost reduction/avoidance initiatives, making the financial case for moving to the cloud and leveraging IT Finance to focus on business value.

1 Understanding Responsibilities for Digital and Non-Digital Technology Spending
   This session will explore:
   • What is driving digital technology spend and where does it occur?
   • Who should budget for the different types of technology spend?
   • How can CIOs ensure their involvement in all digital technology spending decisions?

2 The Financial Case for Moving to the Cloud
   This session lays out the financial case — and hidden benefits — of migrating to the cloud.
   • How can you overcome the negative publicity around how cloud is increasing OpEx spend?
   • How can you harvest the hidden financial benefits of using cloud?
   • How can you overcome CFO objections to cloud adoption?

3 Five Steps to Drive Effective IT Financial Management
   This presentation will examine:
   • What is effective IT Financial Management (ITFM)?
   • Why is ITFM important?
   • Where should you start and what can you do now?

4 Breaking Through IT Cost-Cutting Barriers to Optimize Business Performance
   This session will explore:
   • Which IT cost optimization techniques are most effective to drive continuous improvement?
   • How can you break through traditional cost-cutting barriers to optimize business performance?
   • How will a broader approach to IT optimization increase IT’s contribution to business success?

5 Use These Six Key Financial Metrics to Determine Financial Viability of Strategic Partners
   This session will highlight 6 key metrics that are easily calculated from readily available public information, yet reveal pertinent trends and current status of any publicly traded company.
   • What can a detailed analysis of financial statements yield beyond basic financial viability?
   • What are the most critical ratios and metrics to use?
   • What are the best practices to implement an advanced, proactive discipline of financial analysis of strategic partners?

6 Lease Financing of IT Infrastructure: is it Right for You?
   This session will examine:
   • What are the best practices for evaluating lease versus purchase financing options?

7 Five Best Practices to Demonstrate IT Value for Cost Optimization
   This presentation will identify the most commonly used techniques to demonstrate the value of IT to the CFO/CEO and eliminate the likelihood of IT budget cuts.
   • Why does the IT budget always get cut?
   • How can the CIO build credibility with the CFO?
   • How can you get more investment in IT?

8 How to Translate Costs into Business Value Terms
   This session will examine:
   • How can IT leaders discuss costs in terms that the business will understand and link them to business outcomes?

Key benefits of attending

- Identify opportunities and techniques for cost optimization
- Create a culture to drive agility and innovation
- Negotiate optimal contracts with mega-vendors
- Improve your software audit process to minimize risk
- Manage vendor cost, risk and performance

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