

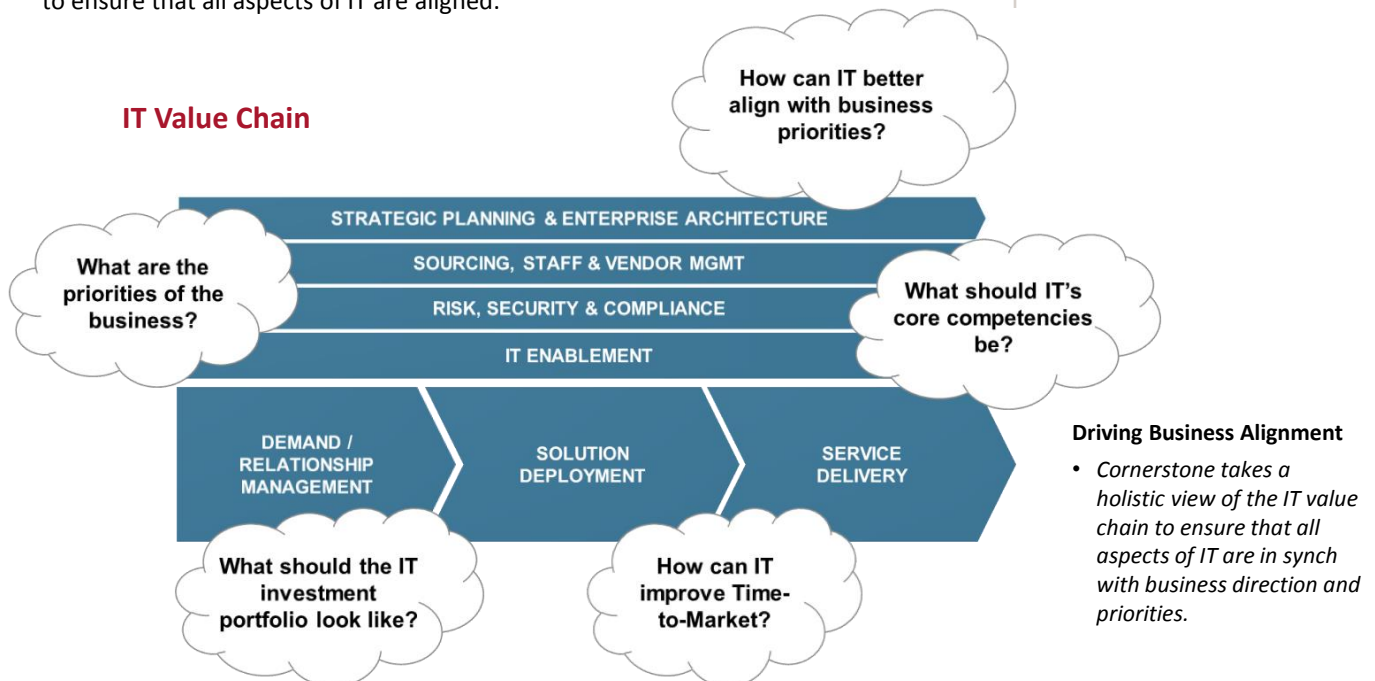
The competitive landscape is changing and changing fast as technology advancements, globalization and government policies converge to create a 'flatter' world. In this new global playing field, businesses must expand their view of competition and prepare themselves for rapid change, being able to quickly shift gears in response to global market forces. Organizations must build agility into their operating models while still driving growth and operational efficiencies. Regardless of the business direction or priority, technology plays a key enabling role, and organizations must tap into IT to better equip themselves with the tools and resources to compete in the 'flatter' world.

Defining a Blueprint and Path to IT-enabled Business Transformation

The development of an IT strategy starts with the business – the strategic priorities, supporting processes and people that drive and operate the business. Be it business agility, operational excellence, customer superiority or product innovation, IT must be aligned to enable these business drivers. Cornerstone's IT Strategy & Roadmap product also takes a holistic view of IT's operating model within the context of business drivers to ensure that all aspects of IT are aligned.

Key Value:

- Cornerstone helps organizations quickly identify innovative ways to increase IT productivity for driving business performance
- Cornerstone's approach to IT strategy takes a holistic view of IT's operating model within the context of business drivers and direction
- Cornerstone's IT Strategy & Roadmap offering can be executed in 4-6 months providing a vision, target state and supporting execution plan for driving business alignment



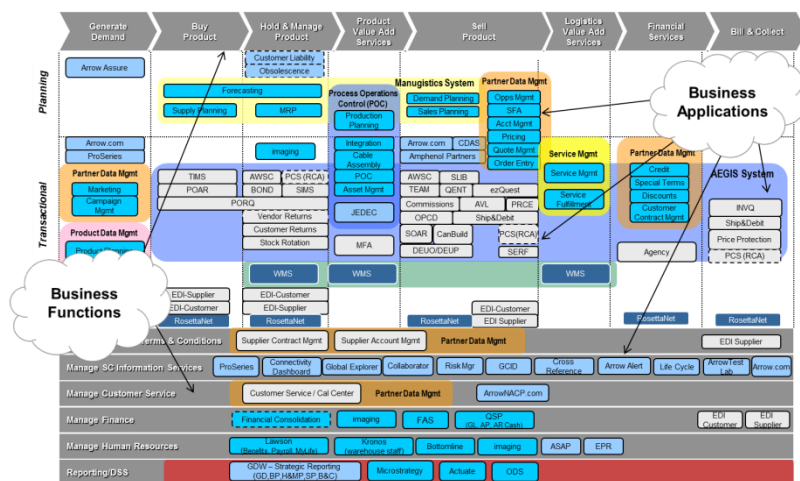
Cornerstone helps organizations quickly identify innovative ways to increase IT productivity for driving business performance. Working closely with IT and business leadership, Cornerstone provides a fresh perspective on information technology, helping to change the way IT operates in leveraging technology assets and resources for enabling major business change and innovation, improving business effectiveness and efficiency or better managing IT delivery, cost and return.

Cornerstone's IT Strategy and Roadmap offering will define a target IT strategy blueprint and supporting transformation program, identifying both 'quick-win' and longer term, strategic initiatives. Deliverables from the engagement include a blueprint and roadmap.

IT Strategy Blueprint: A future state definition of the people, processes and technologies required to support and drive the business. The overall scope can be customized to specific areas of need or urgency.

IT Transformation Roadmap: An implementation roadmap that identifies and prioritizes the initiatives required to achieve the future state IT Strategy Blueprint. This includes a high-level business case and resourcing plan that provide a view into both implementation costs and business value potential. An overall governance structure representing the interests of all stakeholder groups will also be defined to ensure the necessary roles, processes and metrics are in place to monitor and enable implementation success.

Applications Blueprint – Client Sample



Leveraging Our Experience for Your Organization

Typically an IT Strategy & Roadmap engagement can be executed in 4-6 months, depending on the scale and complexity of the client organization. Additionally, Cornerstone's flexible engagement model allows for an approach that can be tailored to the particular needs of the client.

Contact us today to learn more about Cornerstone's IT Strategy & Roadmap offering.

Cornerstone Data Strategies IT Strategy and Transformation Practice

- Cornerstone's IT Strategy & Transformation Practice helps the client tap into the **value generating potential of IT** to drive competitive advantage and new business models
- Cornerstone's IT Strategy & Transformation Practice offerings collectively provide a **step-wise approach to defining a strategic IT agenda** that delivers both near and long-term benefits
- Cornerstone's IT strategy consultants are experienced **practitioners with real-world strategy, planning and implementation experiences** having served in line management positions

Cornerstone Data Strategies, Inc.

- Los Angeles
- New York
- Washington D.C.

IT Strategy & Transformation Product Offerings

ITST-2-01-201200

IT Diagnostic

Assess the existing state of IT across people, process and technology

IT Strategy & Roadmap

Identify innovative ways to increase IT productivity for driving business performance

Application Portfolio Management

Improve visibility, transparency and management of IT assets across the enterprise

Adoption & Change Management

Develop and institutionalize a Change Management capability across culture, people and processes

CIO Advisory

Providing domain expertise, strategic advisory, team mentoring and interim IT leadership

Contact Information:

Visit us on the web:

www.cornerstone-data.com

Cornerstone Sales

sales@cornerstone-data.com

303.502.5577

