



April 12-15, 2010  
Rosen Shingle  
Creek Resort  
Orlando, Florida

# Managing IT: Changing with Focus on the End Customer

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# Managing IT: Changing the way we Change Focus on the End Customer

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**Corbis**

# Change: Some base line metrics

1. 37.2% of all IT projects fail
2. 41% of Change projects fail and 59% of the rest that succeed only  $\frac{1}{2}$  meet the expectations for Senior management
3. After implementing change the failure rate drops to 32.2%



**Changing the way we Change!**

# Our Need and Challenges

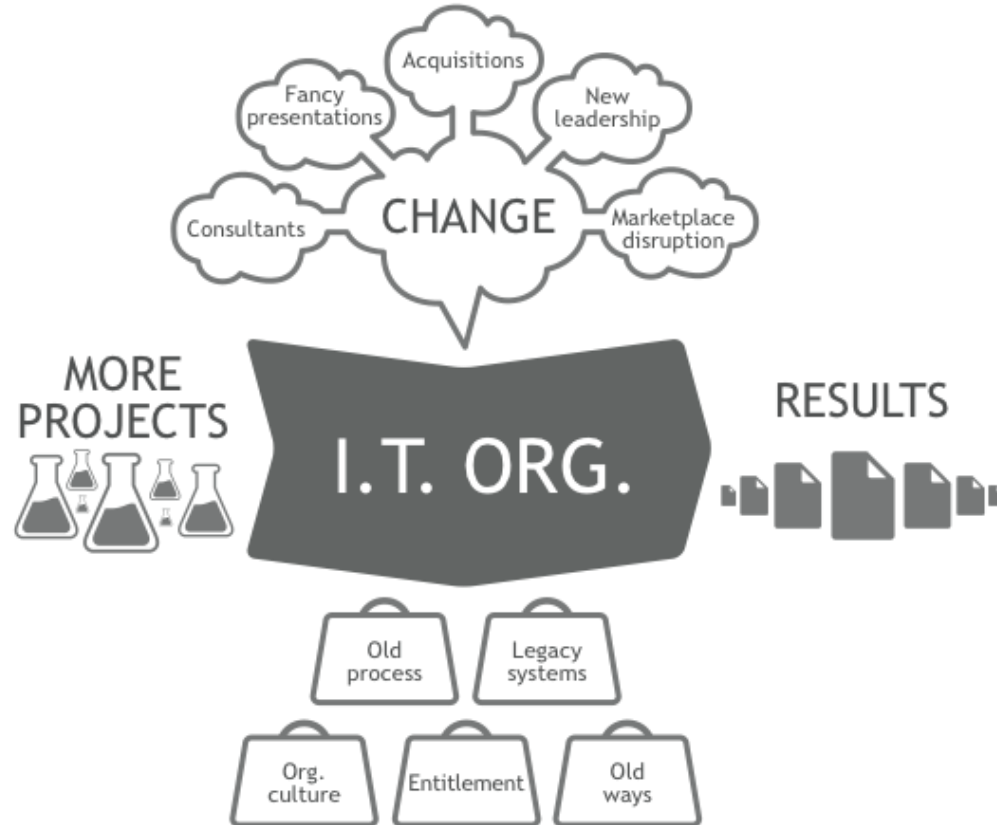
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|    | Needs and Challenges   | Change |
|----|--|--------|
| 1  | Hiring and retaining skilled professionals                                       | ↔      |
| 2  | Balancing Information sharing & Security/privacy requirements                    | ↑      |
| 3  | Obtaining adequate funding for programs and projects                             | ↓      |
| 4  | Simplifying business processes to maximize technology benefits                   | ↑      |
| 5  | Aligning IT and organizational mission goals                                     | ↓      |
| 6  | Managing or replacing legacy systems   | ↔      |
| 7  | Developing company-wide IT accountability  | ↑      |
| 8  | Consolidating common IT business/mission functions                               | ↑      |
| 9  | Creating data interoperability   | ↑      |
| 10 | Building effective relationships in support of initiatives with other executives | ↓      |
| 10 | Formulating/Implementing an enterprise architecture (EA)                         | ↓      |

# Change Forces



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Continue to keep running the ship



# Change: Understand the Customer



## What do we understand ?

## What should we also understand?

Network

Servers

Internet

Applications

ERP Systems

Databases

Security

Management

Requirements

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Our company's products? What do we sell, how do we make \$\$

What our the company margin's?

Who are our company customers? Male, Female? Demographics?

### External Customers

Not internal customers of IT

Why do they buy our products? What do they like?

What do we do, and how does it impact them? Improved delivery times? Less defects? No down time?

Who is our company's competition? Why?

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Who are the internal influencers? How do we help them?

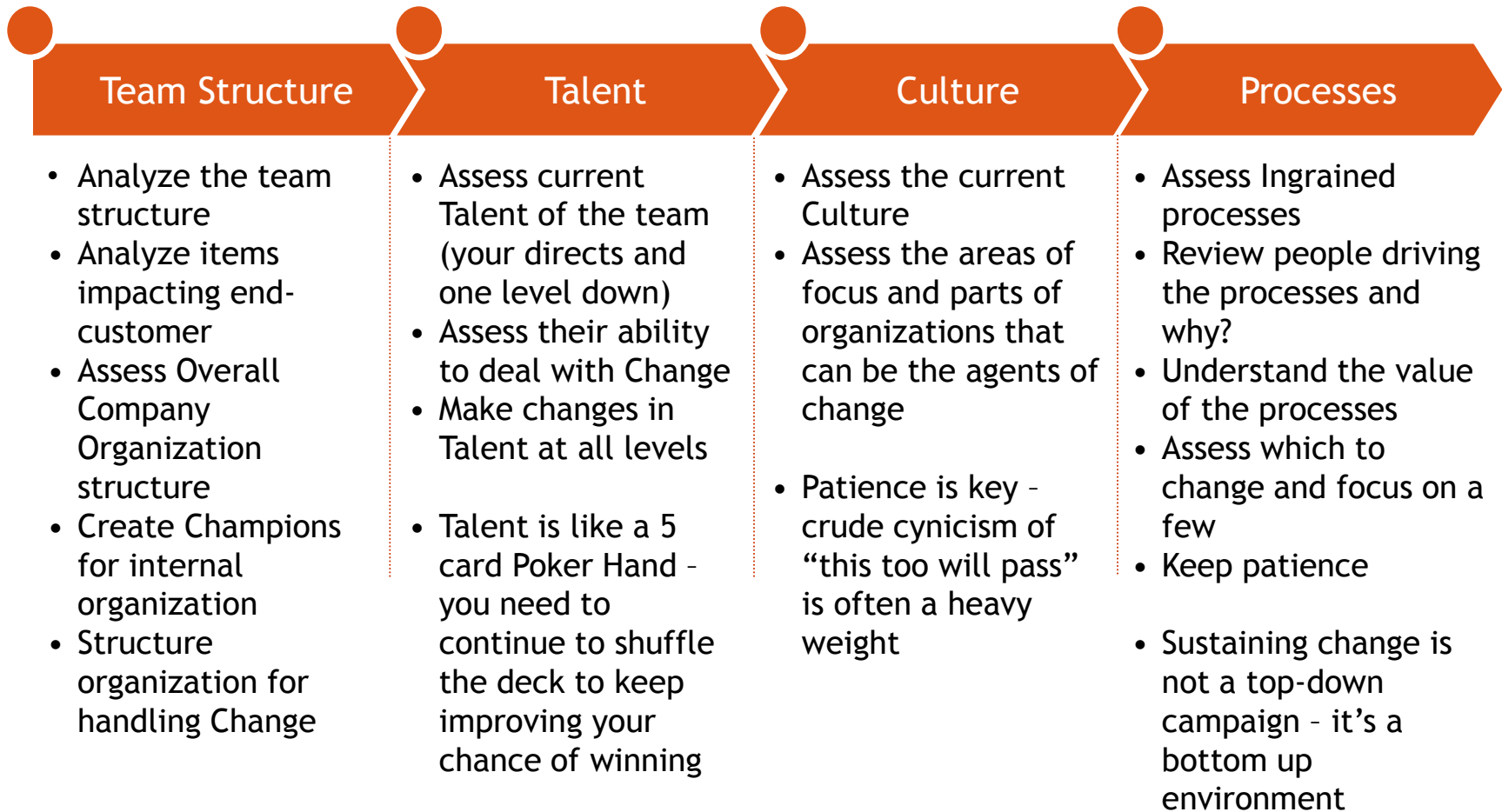
Who are the internal customers? How do we manage them?

### Internal Customers

What are things that are nice to do and what are game changing items?

**Think Technology & Product- Not IT**

# Change: Tactics



# Metrics & KPIs: Top Questions

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- How long does it take you to understand the top reports?
- Does the KPI reports adds value to your decision making?
- How does your projects change the ‘company business’ metrics? Cost? Efficiency?
- Do you provide information that is relevant or provide data that is available?
- Do you feel in control and believe that your resources are being optimally utilized for best results?



# Communication & Dashboards - Marketing



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- Continually market to the ‘Toughest Critics’ - Use KPI’s to help them understand their wins. Make them win. Focus on Quick Wins
- Create a mechanism of bringing new ideas that drive new businesses or new products - ‘Hack Day for software organizations’
- Continually change your ways of communications - keep it fresh - Think Internal Press Releases
- Create at least one dashboard for month of progress
- Be honest in areas where you are still improving



A photograph showing a person from behind, wearing a red sleeveless shirt and bright yellow pants, climbing a massive, intricate network of tree roots. The roots are thick and gnarled, spreading across a dark, rocky ground. The person is positioned on the left side of the frame, reaching up to grasp one of the roots. The overall scene conveys a sense of scale and the complexity of nature.

Questions?

Change is the law of life and those who look only to the past or present are certain to miss the future."  
—John F. Kennedy



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THANK YOU!