

Strategic Consulting Associates

SERVICE OFFERINGS

IT CONSULTING

IT Strategy & IT Balanced Scorecard

Service Offerings

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Strategy Management & The
Balanced Scorecard
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Effectiveness
Offshore & Outsourcing

IT Consulting

Strategy

IT Strategy
IT Balanced Scorecard

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Project Management
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Project Management Office

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Application Architecture
Information Architecture
System Architecture

Staff Augmentation

N-tiered client/server
technology
Web services
Database services

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THE PROBLEM

In today's economically constrained environment, many corporate leaders are continuing to express concern regarding the overall alignment and value of the Information Technology (IT) function. Leaders are asking these and other questions regarding IT performance:

- **Is IT working on the *right* projects?**
- **Are they delivering the expected results when needed and promised?**
- **Are corporate-wide IT costs appropriate and in line with expectations?**
- **Are IT's customers satisfied?**
- **To what extent is IT adding value as an enabler for corporate-wide innovation, learning, and growth?**

THE SOLUTION

The IT Balanced Scorecard provides answers to these and other similar questions that cannot be answered by traditional IT strategy and performance measurement systems (which tend to be inwardly focused on technology and ignore people, process and organizational issues).

Best practices IT organizations recognize the importance of adopting forward-looking management systems such as the IT BSC capable of:

- (a) clearly identifying strategic IT objectives
- (b) better understanding linkages among these objectives
- (c) quantifying and reporting on strategic performance measures which are appropriate for ensuring that IT stays on course

What defines an effective IT Balanced Scorecard?

An effective Scorecard accomplishes some of the following:

- Maintains a balance between IT core competencies and IT value contribution
- Effectively establishes alignment with corporate strategy
- Ensures strategy is known at the individual level
- Measures performance for improvement
- Communicates the value of IT to the enterprise
- Mobilization of initiatives to implement the strategy

No other method has been found to be as effective as the IT Balanced Scorecard in accomplishing these key objectives.

THE BENEFIT

Founded by one of the original authors of the IT Balanced Scorecard, SCA brings a practitioner's approach to training, development and implementation of the IT BSC. Our training focuses on:

- **Basic concepts of the Balanced Scorecard**
- **Creating buy-in for the Balanced Scorecard approach**
- **Obtaining cross-functional team participation**
- **Methodology training in strategy mapping, performance measurement development and initiative identification**
- **Ensuring your team avoids common pitfalls of IT BSC implementations**

Because the IT Balanced Scorecard is an on-going strategy management system - not just a one time event, SCA believes very strongly in training client teams to the point where they maintain their Scorecard on their own without costly support from consulting firms.

For development and implementation of the Scorecard, SCA works with clients by helping them through key touch points to ensure the process stays on track and avoids the common reasons for failure. We work with clients to help create a draft strategy map and help with objective identification and linkage, ensuring the whole is greater than the sum of the parts. SCA then works with our clients to ensure objectives are translated into measurable action through the proper combination of lag and lead measures.

More than a list of measures, a good IT Balanced Scorecard tells the story of the strategy. It does this by creating positive customer relationships, enabling the success of the business, creating positive influence on behaviors and values required for success - and finally, enable the creation of shareholder value.

As a leader in successful use of the IT Balanced Scorecard, SCA is ready to help your organization improve its overall IT value proposition.

ABOUT STRATEGIC CONSULTING ASSOCIATES

Strategic Consulting Associates is a regional provider of integrated business and technology consulting services in the areas of corporate strategy, Balanced Scorecard, operations strategy, and IT professional services. SCA is committed to providing a seamless approach to these services by combining excellence in execution with continuous innovation to help its clients effectively compete in the 21st Century. SCA is in the business of helping clients develop breakthrough performance in their organizations. We do this through innovative problem solving and by implementing technology-enabled solutions to deliver new sources of revenue, streamline business processes, and develop mission-critical applications. SCA has access to best-in-class management and technology professionals to help achieve your organization's goals.