



Service Description - Develop and implement business-oriented IT strategy

SERVICES	METHODS + TOOLS	BENEFITS	REFERENCES
<ul style="list-style-type: none">• Identify and prioritize the relevant IT strategy objects• Analyze the significance of IT for the organization• Analyze the current strength of IT governance and business orientation of IT• Analyze the business requirements of IT• Execute the SWOT analysis for every IT strategy object, e.g. application or project portfolio• Develop a guideline for IT (vision, mission, values)• Develop a target image of IT (for each IT strategy object)• Derive strategic measures and a roadmap	<ul style="list-style-type: none">• Ardour IT Strategy Framework• IT Strategy Process• IT Capability Maturity Model• Analysis tool “target image of IT”• SWOT analysis• Analysis of the roadmap• Application portfolio assessment tool (Excel-based)• Business model canvas• Customer touchpoint analysis• Checklists, questionnaires, templates	<ul style="list-style-type: none">• Top management backs the IT strategy and supports it actively• IT strategy is business oriented and prioritizes the strategic IT initiatives from a business perspective• IT strategy is concrete and specific to the organization and not any “blabla” that is subject to individual interpretation• Guidelines of IT strategy influence operational actions and decision-making• Mutual understanding between departments and IT has grown	<ul style="list-style-type: none">• University Hospital• Group-bound IT service provider• Large German local utility• International gas company• Automotive suppliers• Airline