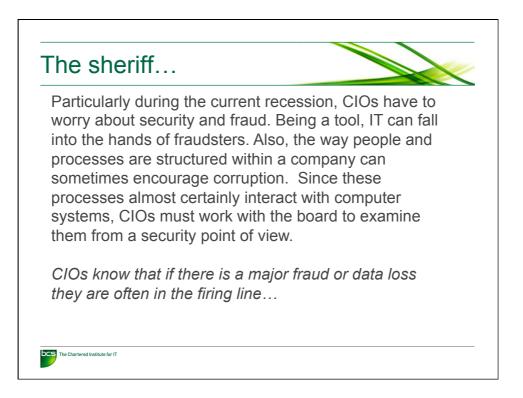


The gatekeeper...

DCS The Chartered Institute for IT

CIOs hold the key to unlocking value from IT investments. This is because unlocking value from IT should always be based on business change, not just IT change. If CIOs haven't explained from the start to the shop floor why it's important to put the right information into a particular system and what consequences there might be of getting it wrong, that system may very well fail in business terms – although in IT terms, it may be perfect.

CIOs know that if a new or upgraded system doesn't get the right input from the right people, it will not deliver for the business.



The accountant...

The Chartered Institute for IT

CIOs can help their organizations take out cost, for example, through virtualization. Also, they can turn fixed cost into controllable cost – perhaps by contracting out inhouse functions so they become current costs as opposed to capital expenses. CIOs can reduce costs by making improvements in purchasing or in supply and distribution chains. Maybe there are areas where they should be helping to realign the business, either into electronic channels or at least complementing their physical channels with electronic ones.

CIO's have to balance "keeping the lights on" with creating new lights...

