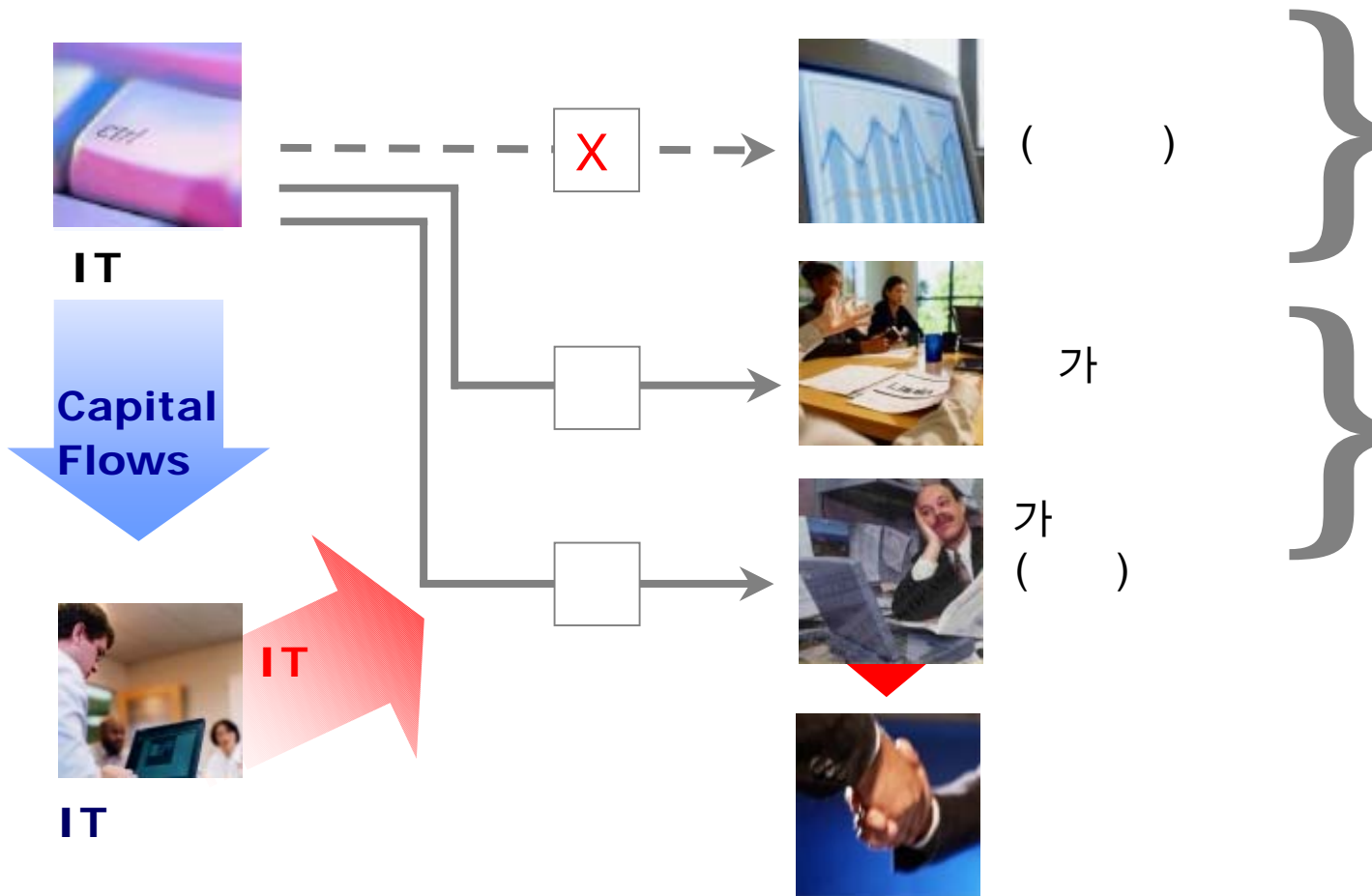


IT ROI

: Information Orientation

IT



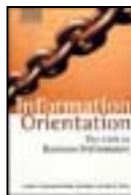
Information Orientation

- Conducted at Europe's leading Business School -- IMD in Lausanne, Switzerland
 - Over 100 global companies including:



- More than 1200 senior managers
- Across 26 industries
- Nearly 40 countries

- Leading international business publications



Oxford

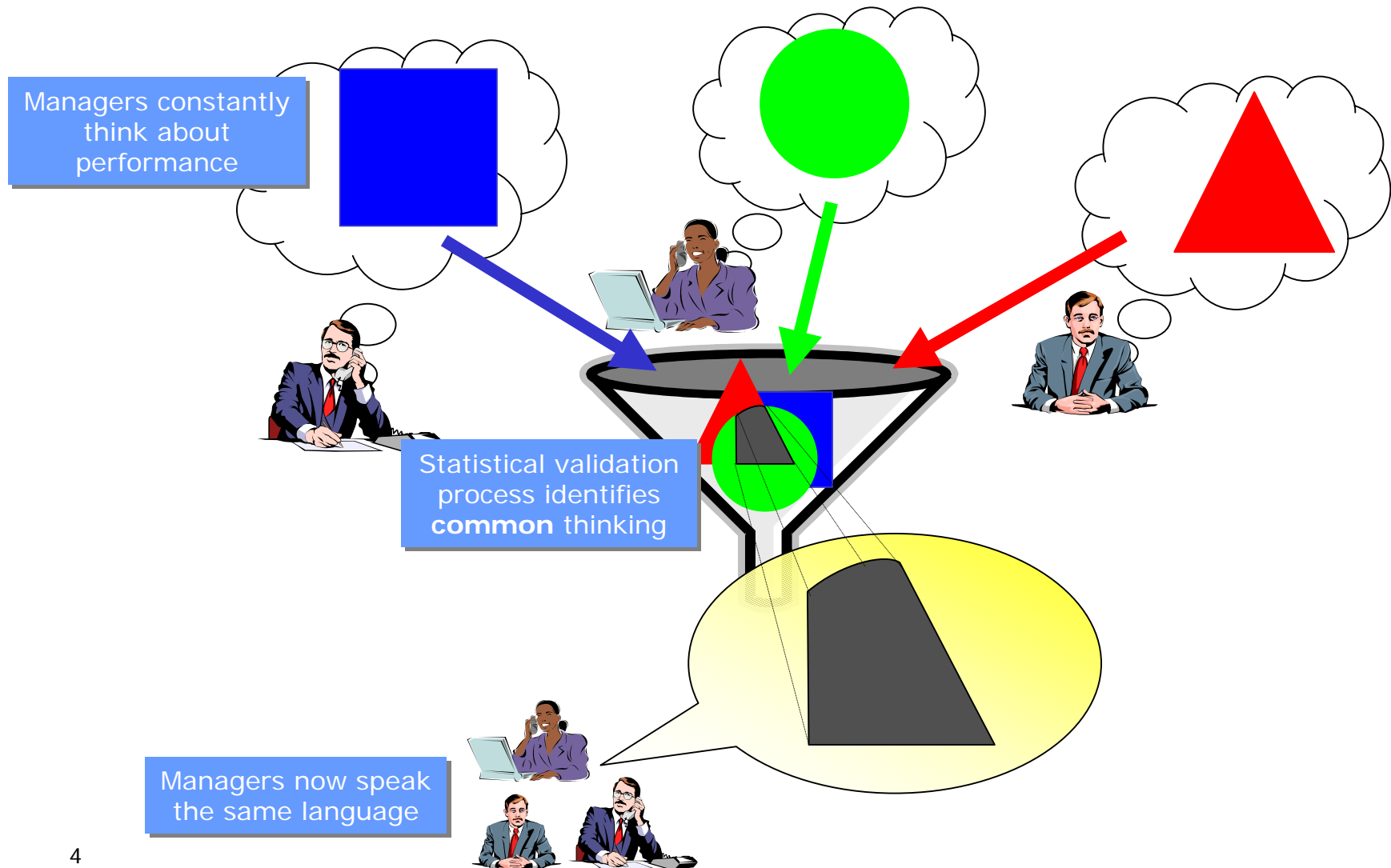


M.I.T.

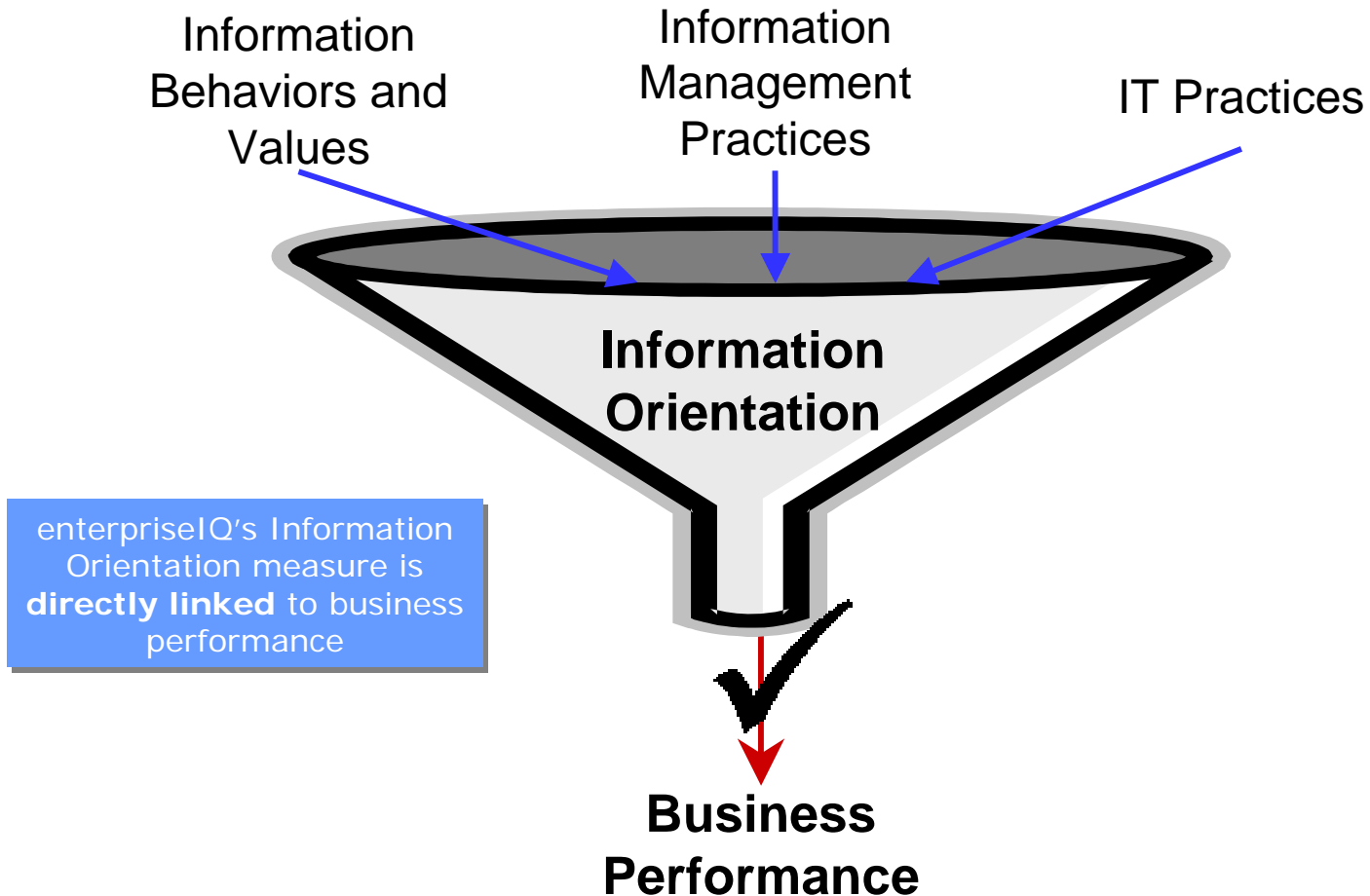


Wiley

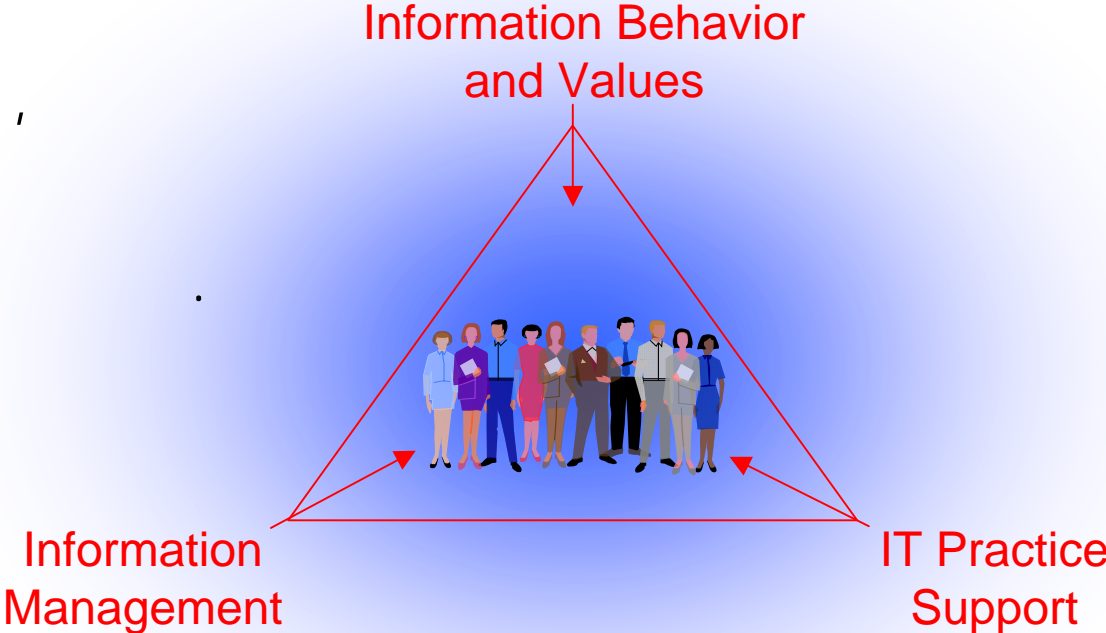
enterpriseIQ[®] is the only business metrics company developing scientifically validated performance measures



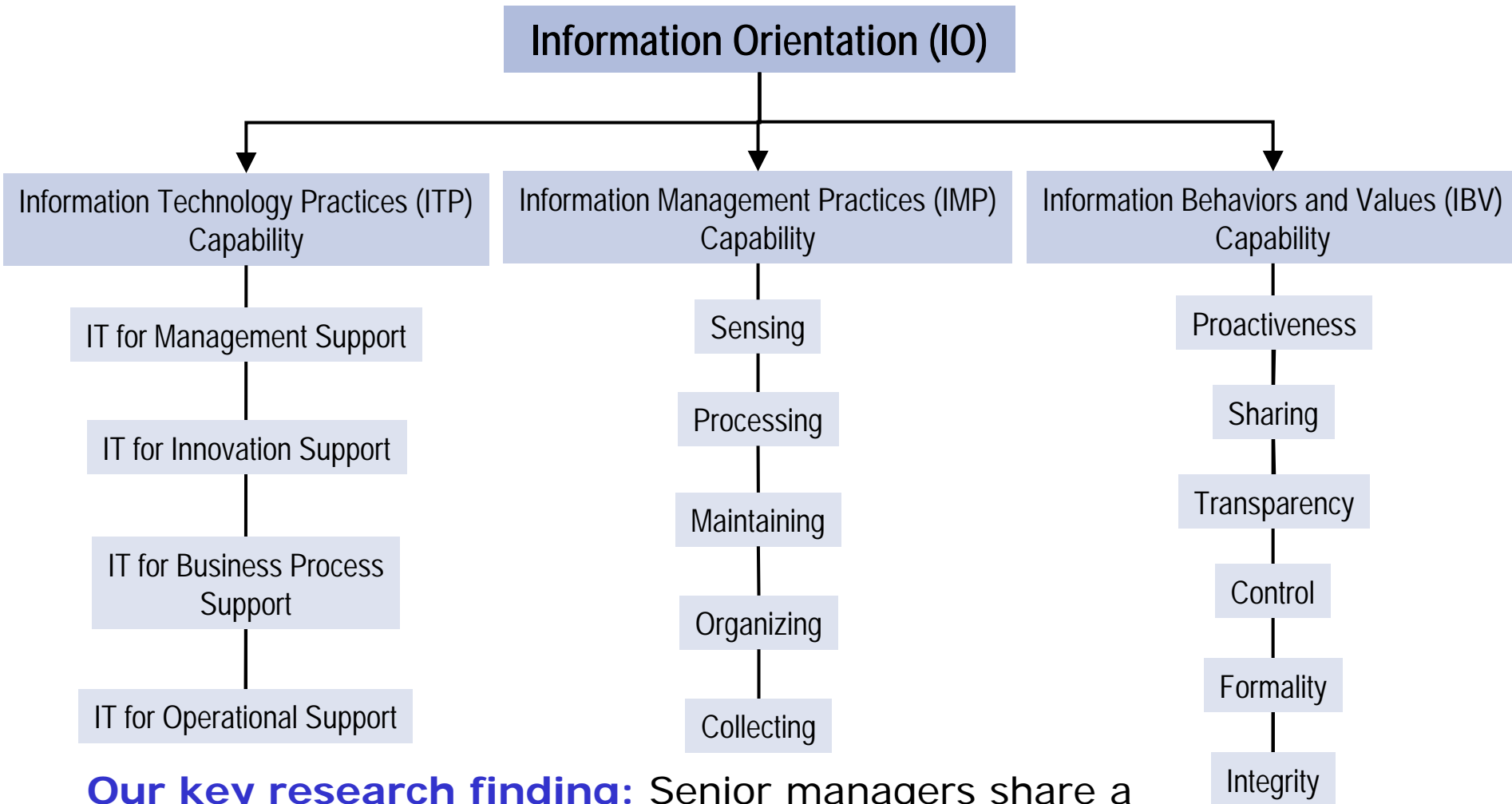
An application is enterpriseIQ's Information Orientation metric which measures how effectively a company uses information



View가



The Information Orientation™ metric



Our key research finding: Senior managers share a mental model of effective information use

enterpriseIQ's sustainable competitive advantage also lies in its proprietary benchmarking database

As managers thinking has become measurable...

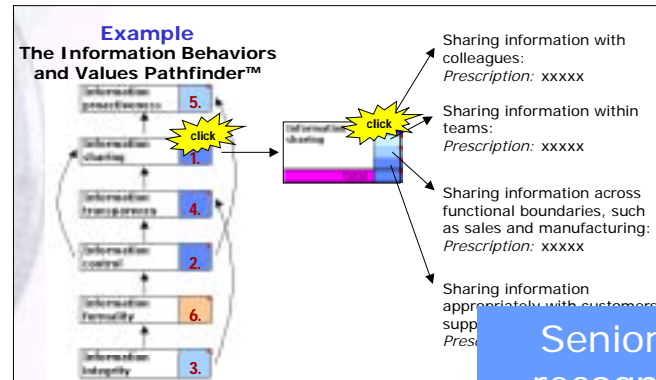
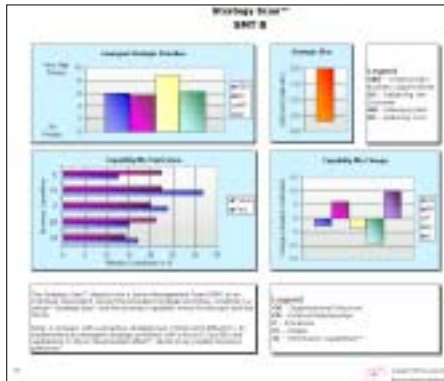
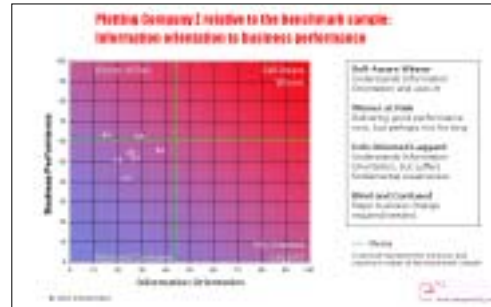
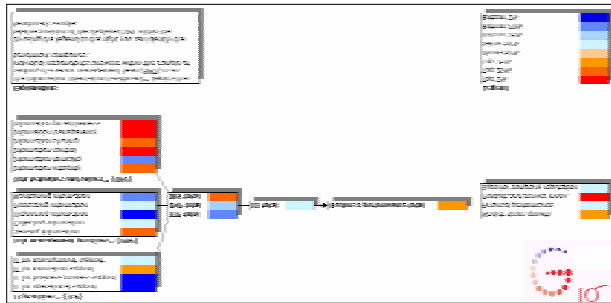
...enterpriseIQ® is able to continuously enlarge its benchmarking database.

Companies can now be cross-compared using enterpriseIQ's validated performance metrics!

If business value is not improving with IT investment... the reason may not be IT.

- Technology projects tend to be rammed through the business with **inadequate preparation and support**
- Companies **fail to evaluate and change corporate behaviors and processes** to correspond with application capabilities (such as CRM, ERP initiatives)

enterpriseIQ[®] develops a standard interface to performance measurement



Senior executives quickly recognize their company's strengths and weaknesses based on enterpriseIQ's clear visualization techniques

SMTs - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <https://www.enterpriseiq.com/smts.asp> Go Links >>

PROJECT SMT RESPONDENT ANALYSIS WORKSHOP ACTION PLAN LOGOUT

IO Assessment and Benchmark

Add New SMT

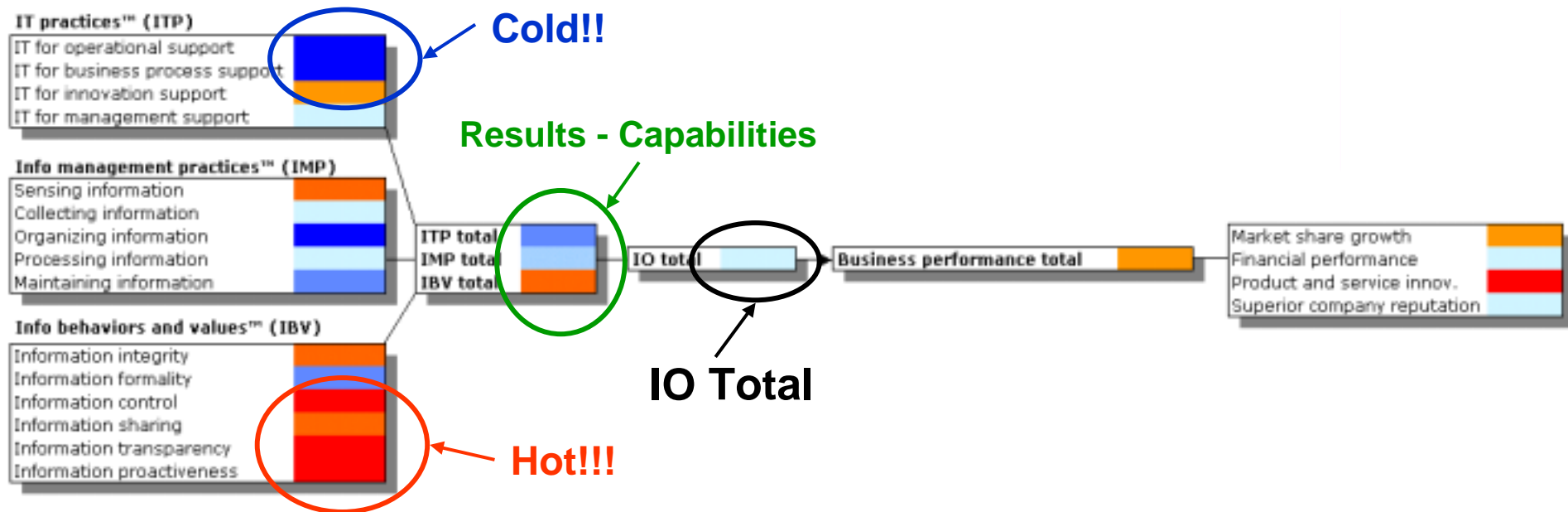
Active SMTs
 Closed SMTs

SMT Name	Date Completed	Due Date	Dashboard	Strategy	Benchmark
Business Operations	11 Dec 2000	08 Dec 2000	View	View	View
Executive Management	10 Dec 2000	08 Dec 2000	View	View	View
Finance & Administration	14 Dec 2000	08 Dec 2000	View	View	View
Production & Procurement	11 Dec 2000	08 Dec 2000	View	View	View
Research & Development	13 Dec 2000	08 Dec 2000	View	View	View

Page: [1]

Internet

The Information Orientation Dashboard™ shows how effectively an organization uses information



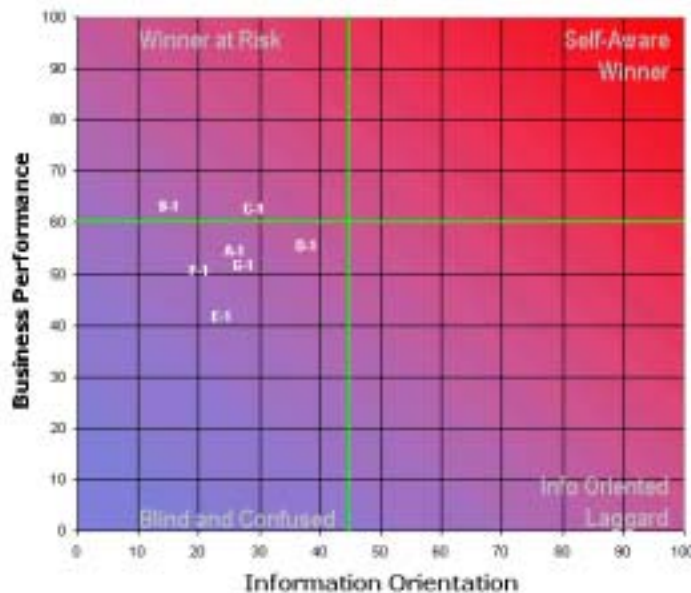
The **IO Dashboard™** shows the direct relation of effective information use to business performance. It compares a company's Information Orientation (IO) to eIQ's cross-industry benchmark.



The IO Benchmark Plot™ is an easy-to-grasp high level comparison report

Senior Management Teams' (SMT) or Individual Team member's IO scores are placed in relation to eIQ's benchmark data of business performance and future industry leadership.

**Plotting Company Z relative to the benchmark sample:
Information orientation to business performance**



Self-Aware Winner
Understands Information Orientation and uses it!

Winner at Risk
Delivering good performance now, but perhaps not for long

Info Oriented Laggard
Understands Information Orientation, but suffers fundamental weaknesses

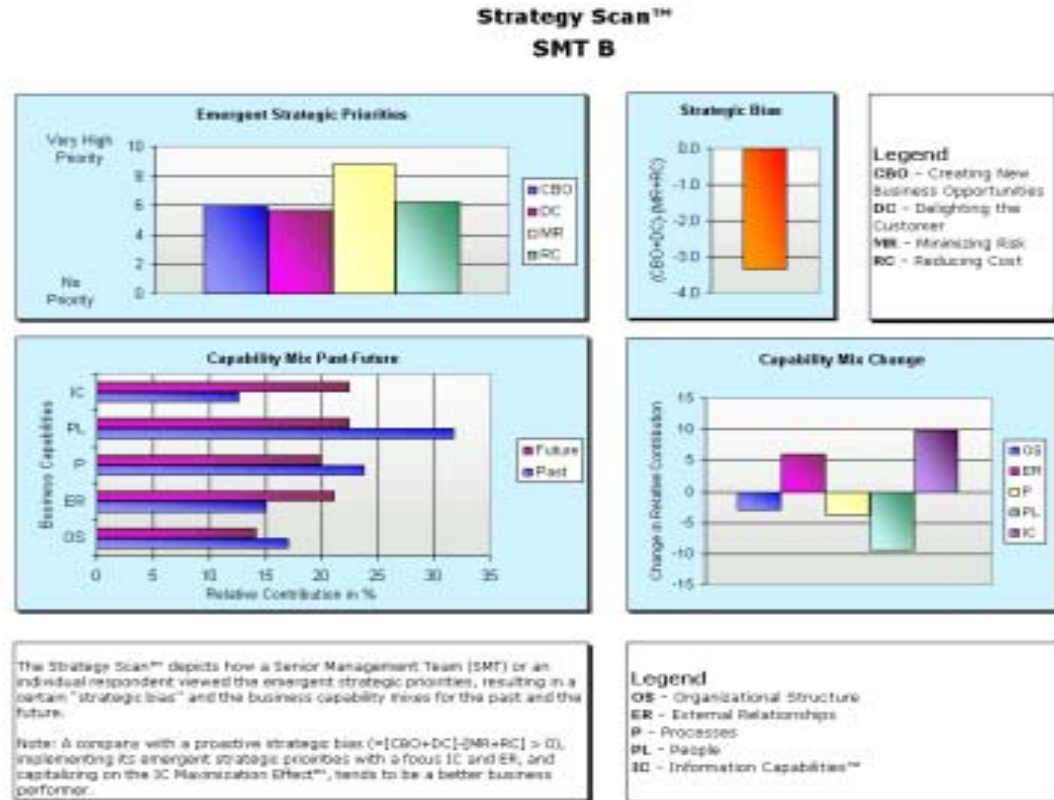
Blind and Confused
Major business change required/needed.

— Median
0 and 100 represent the minimum and maximum values of the benchmark sample



The IO Strategy Scan™ comprehensively describes a company's strategic priorities and corresponding business capability mix

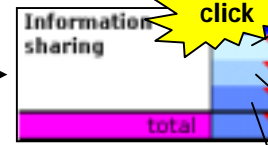
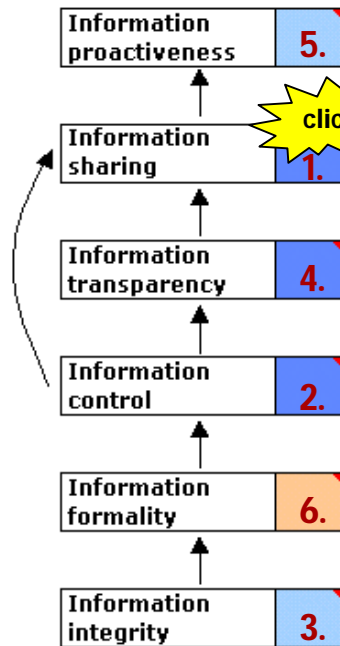
- Emergent Strategic priorities
- Strategic Bias
- Capability Mix Past-Future
- Capability Mix Change



The IO Pathfinder™ automatically generates a prioritized prescriptive path

The IO Pathfinder™ can drill down into each capability to determine detailed IO improvement recommendations

Example The Information Behaviors and Values Pathfinder™



Sharing information with colleagues:
Prescription: xxxxx

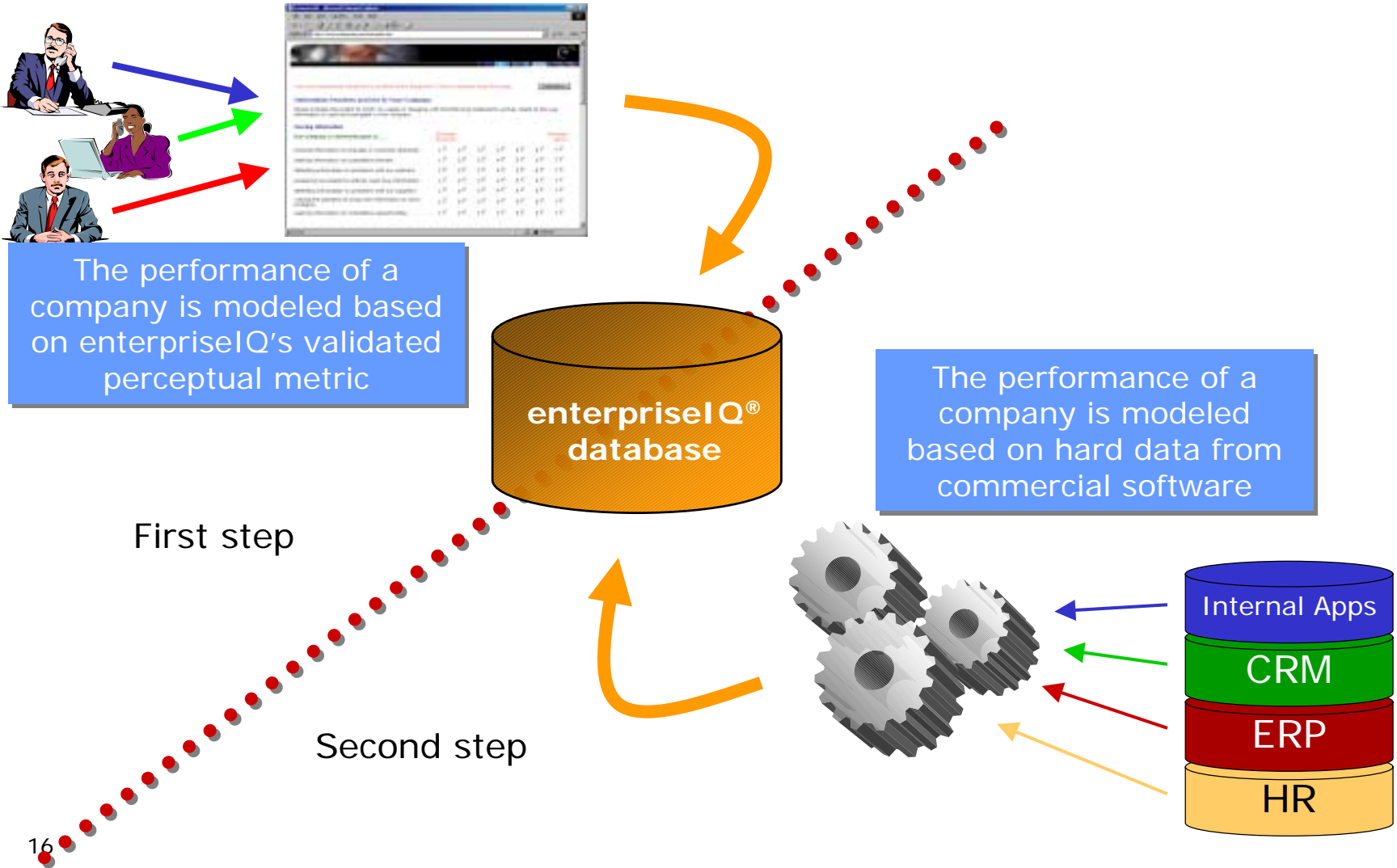
Sharing information within teams:
Prescription: xxxxx

Sharing information across functional boundaries, such as sales and manufacturing:
Prescription: xxxxx

Sharing information appropriately with customers, suppliers, and partners:
Prescription: xxxxx

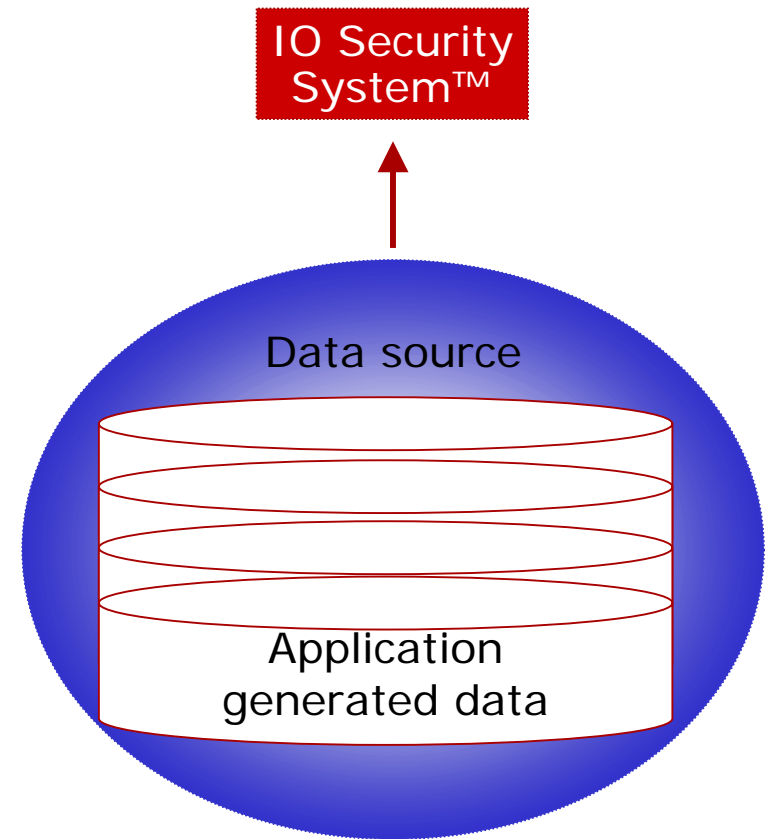


Dual data collection strategy allows for continuous performance monitoring and targeted management intervention



Introducing the IO Security System™

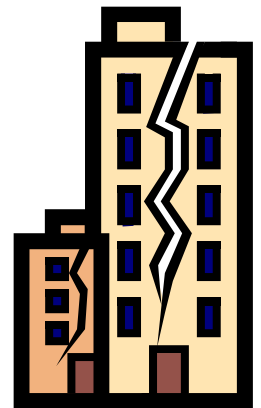
- Using application software generated key performance indicators (KPI), the IO Security System™ will automatically monitor a customer's IO performance and provides an alarm notice if IO dimensions fall below established zones of tolerance.
- Main components of IO Security System™
 - IO Prediction Model for continuous on-line IO monitoring
 - IO Security Service for IO corrective alerts



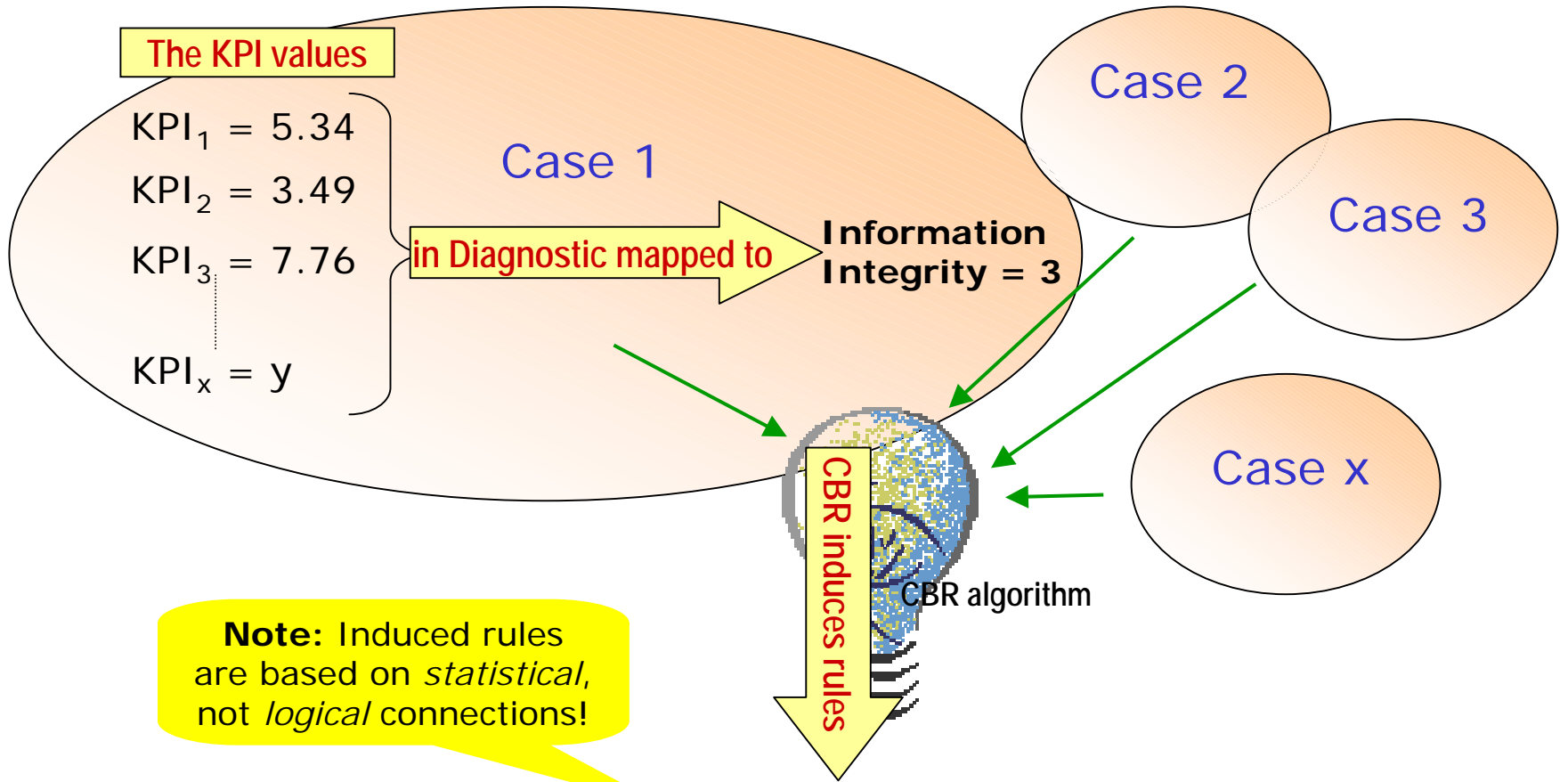
The IO Prediction Model is based on Case-Based Reasoning

Case-Based Reasoning (CBR) is a data mining technique which will be used to *statistically* approximate the IO Diagnostic data.

- CBR has been used for predicting
 - perceptual constructs in marketing, such as customer loyalty (satisfaction) or
 - customer response to advertising campaigns,
 - and credit risk in the financial services industry.
- This technique is also called “forecasting by analogy”
- For illustration purposes, it can be compared to Asian, non-scientific, methods of predicting earthquakes by observing unusual animal behavior (where no obvious *logical* connection between observed behavior and the subsequent earthquake can be seen)

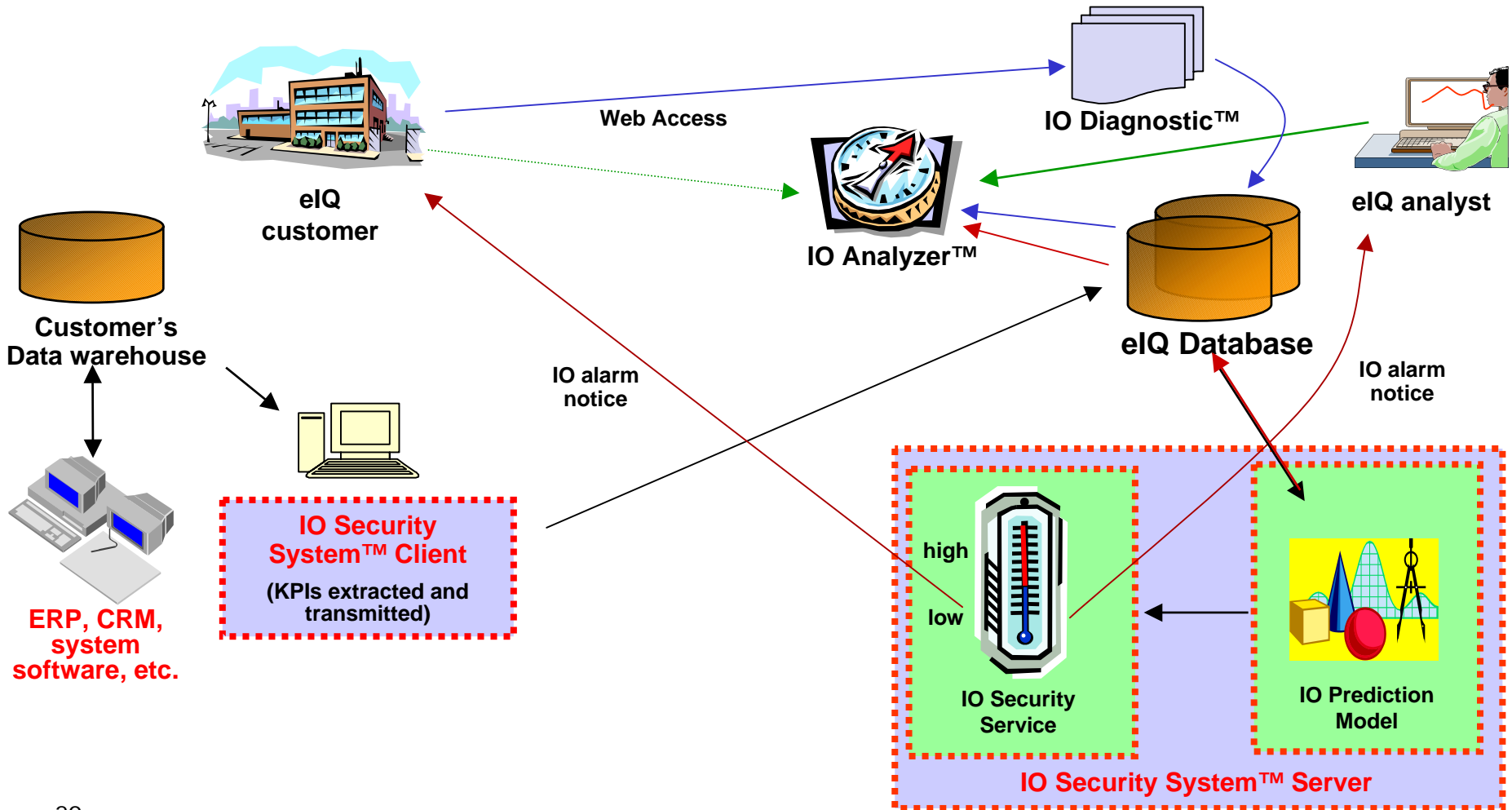


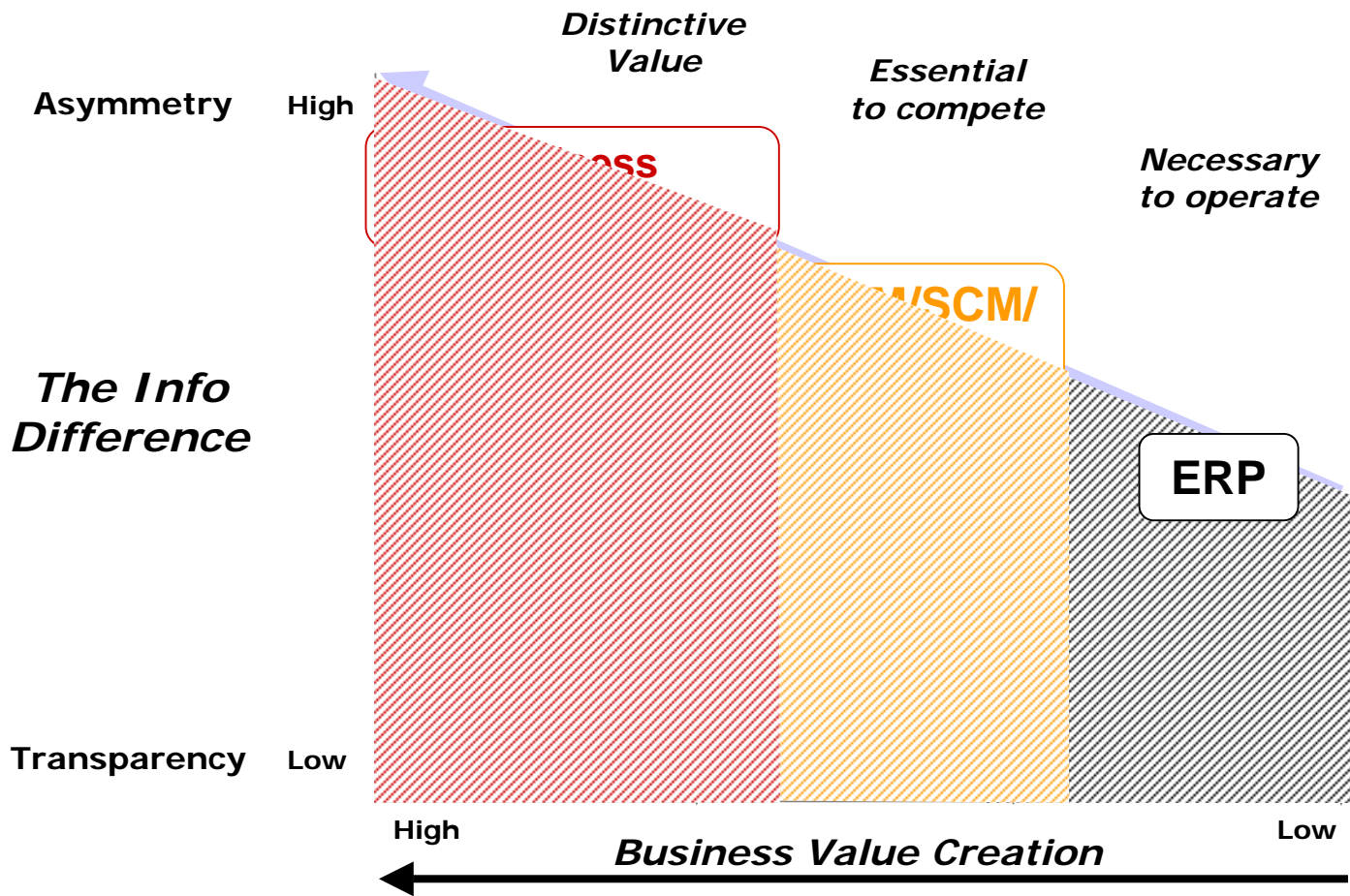
How Case-Based Reasoning works: an example



for example:
If $KPI_1 = 3.45$ AND $KPI_2 = 7.82$ etc. THEN IO Integrity is most likely to be 5.

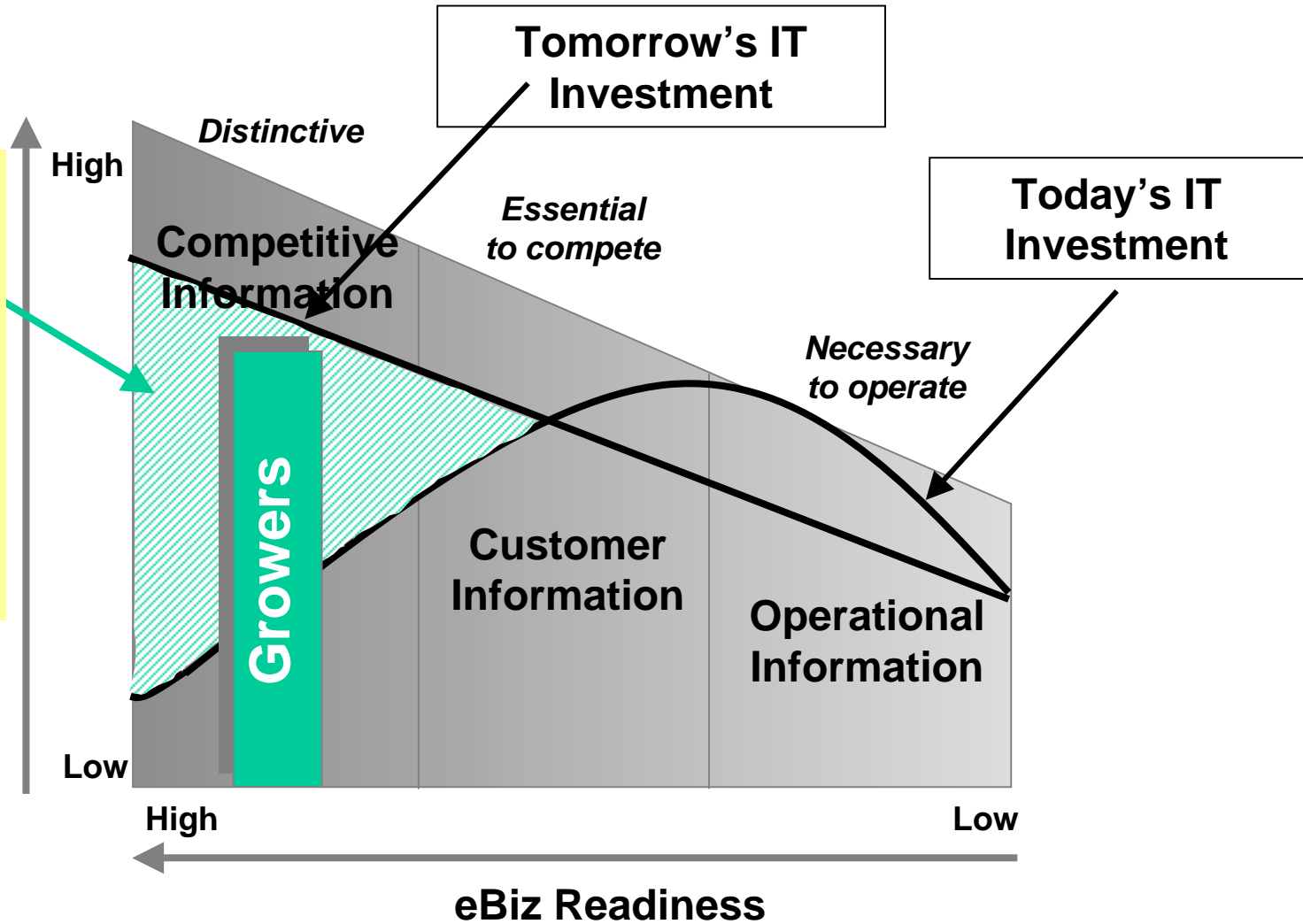
A customer project using the IO Security System™: How it all works





IS

Growers possess a significantly higher capability for using competitive, information



enterpriseIQ's existing customers



(Central and Eastern Europe,
Middle East, India and Africa)



(Denmark)



KPN Telecom
(The Netherlands)



(Global)



Dubai Aluminum
(United Arab Emirates)



Siam City Cement
(Thailand)

enterpriseIQ's client



German - manufacture of scientific equipment

"HOLDERBANK"

renamed



Global - cement



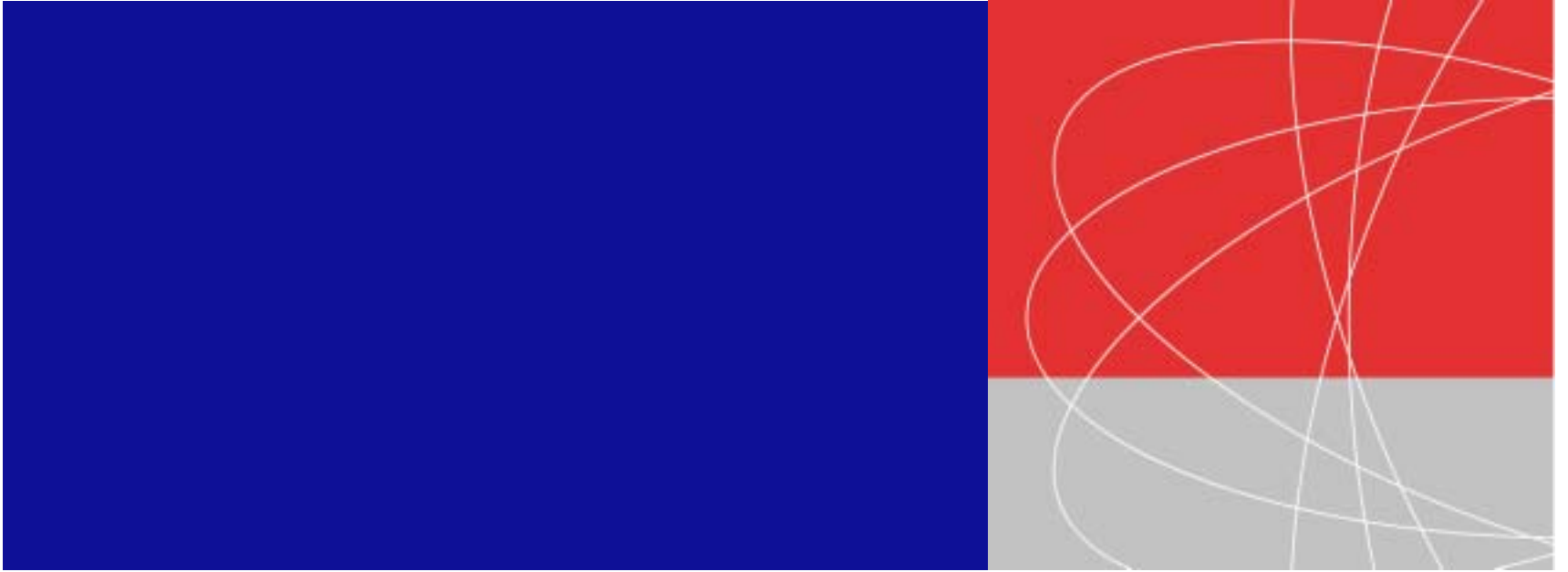
Switzerland's premier private bank



Global - engineering

The Power of the **IO** Metric

- **Proven** link to business performance
- **Effective** across all management levels, organizational structures, company sizes and enterprise-wide IS implementation
- **Global** and dynamic **benchmark** database/index
- **Cross** industry application
- Powerful **Communication** Tool
- Comprehensive **IT performance** measurement



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