



SAS Alliance



## IT Value and Business Alignment from SAS and the CMX Group

### *Showing that IT Counts*

The contribution of IT departments to enterprise success is a critically important issue for IT executives as they strive to add strategic value without increasing headcount or capital expenditures. The need to be efficient, speedy, flexible, and relevant in today's economy means the reputation and future success of a company depends largely on the capabilities and business value generated by the IT department.

Together, SAS and the CMX Group help CIOs unlock the value of their IT departments and demonstrate IT's contribution to the success of its business partners, and the enterprise as a whole. This proven approach helps CIOs move beyond the standard measures of IT efficiency to a broader process of identifying those measures and metrics that are critical to business success and which clearly demonstrate IT's ability to be a positive contributor to that success.

The IT Scorecard is one proven method used by SAS and CMX. Scorecards are one of the most popular approaches to capturing and communicating IT's alignment with business strategy. IT Scorecards can build on existing measures and reports and, when appropriate, incorporate other performance management tools such as operational dashboards, Six Sigma, ABC and ISO. Whatever the format, the IT Scorecard should include those key measures and metrics that link IT to business results and growth in shareholder value.

Putting strategy into action, and measuring its effectiveness, is a problem for most organizations. Since IT is central to today's business strategy, the IT department, properly positioned and armed with an effective Scorecard, is in a prime spot to proactively drive strategic success. But first, the CIO must ensure that IT is properly attuned and aligned with its business partners, and that all parties agree on what the objectives are and how to measure progress and success, as well as shortcomings.

### **The CMX IT Scorecard Jumpstart™**

A working session from the CMX Group, called the CMX IT Scorecard Jumpstart™, will help guide the IT Scorecard implementation process in your IT organization. The CMX IT Scorecard Jumpstart provides expert guidance in aligning IT strategy with business goals, defining strategic themes that impact IT, defining key metrics, and communicating IT's value in business terms.

The four-day CMX IT Scorecard Jumpstart includes working sessions, interviews and diagnostics. CMX works with your team and business partners to:

- Determine major strategic imperatives and priorities for the business units.
- Understand how these imperatives drive the IT strategy.

- Determine the implications of the strategies for developing an IT Scorecard.
- Define specific measures that will indicate progress, and identify roadblocks to achieving the business goals identified.
- Identify data sources to drive the IT Scorecard.

### **SAS® Strategic Performance Management**

SAS Strategic Performance Management is a premier software solution used to quickly and effectively implement the IT Scorecard. It captures your corporate strategy in a unique and compelling management system framework, and takes it further by helping you integrate, distribute and analyze enterprise-wide information and then act on it – ahead of the competition. You see the causes and effects of your strategy. You identify true sources of business failure and isolate best practices that lead to success. In short, you get a strategic heads-up to keep you on course.

SAS provides the driving force behind the only integrated suite of intelligence solutions from a single vendor that facilitates both strategic and operational decision-making. Using the strategic and tactical metrics and

measures developed by the CMX IT Scorecard Jumpstart, SAS Strategic Performance Management exchanges information with other business solutions across your organization – solutions from SAS and other vendors for managing customer and supplier relationships, IT, finances, human capital, quality improvement and risk – to ensure everyone is working in sync and heading toward common goals. The result? A steady finger on the pulse of all measures that add real value to your enterprise.

### **About the CMX Group**

The CMX Group is a professional services firm with a 20-year foundation in developing and analyzing IT and financial metrics. The CMX Group assists IT organizations in meeting and exceeding their business objectives by focusing on critical enterprise disciplines, including IT Strategy Management and Reporting, IT Cost Accounting and Chargeback, and Performance Evaluation and Capacity Planning. The CMX Group's staff of seasoned professionals has a proven track record within Fortune 500 organizations. At the CMX Group, our goal is to help clients maximize operational performance while achieving strategic business objectives. Visit us online at [www.cmxgroup.com](http://www.cmxgroup.com).

### **About SAS**

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS solutions are used at more than 38,000 sites – including 98 of the top 100 businesses on the Fortune 500 – to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organizations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For more than 25 years, SAS has been giving customers around the world *The Power to Know*®. Visit us at [www.sas.com](http://www.sas.com).



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