IT Strategy for [Company Name]

[Student Name]

[Course and Instructor]

IT Strategy for [Company Name]

[To introduce your IT strategy, provide an executive summary that clearly describes what you are recommending and why it will benefit the business. Include a brief summary of the financial benefits. This introduction should be a paragraph or more, but less than a page.]

# Description of the Business

[In one or more paragraphs provide a description of the business and the issues / opportunities associated with the business. This section should include what is known about the products, customers, competitors, and financial situation for the case study. The description of the business should be less than a page.]

# IT Strategy Proposal

[In one or more paragraphs, introduce the IT initiatives you are proposing. You must have at least three initiatives, but you can have more than that.]

## [Heading for Initiative One]

[Describe initiative one in detail. Make sure you include how the initiative will benefit the business. Any technical terms need to be explained so that a business person can understand what you are proposing. Each initiative should be less than one page.]

## [Heading for Initiative Two]

[Describe initiative two in detail.]

## [Heading for Initiative Three]

[Describe initiative three in detail.]

# Sourcing Strategy

[In one or more paragraphs, describe your sourcing strategy. Will the implementation of the initiatives be done with in-house or outside resources, or a combination of the two? Will ongoing support be done with in-house or outside resources, or a combination? In other words, who (what organization) will do the work? You will need to explain why are proposing a certain strategy. For instance, outside expertise may be needed to supplement the internal personnel regarding the use of certain technologies. Make sure the financials reflect the costs in your sourcing strategy.]

# Financial Case

[Describe the cost / benefit analysis in one or more paragraphs. Be very clear about how much the IT initiatives will cost and what the expected benefits will be. Cite resources that you used to develop your cost / benefit analysis. For instance, you may have found an article on another company that was able to achieve a 20% increase in sales with an initiative similar to what you are recommending. The more concrete examples you can cite, the more believable the financial case will be. After summarizing the financial reasons for your proposal, refer the reader to Table 1. Update Table 1 on the next page with the data from your return on investment spreadsheet.]

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Table 1

Return on Investment

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| [Company Name] | Year | 1 | 2 | 3 |

|  |
| --- |
|  |
| **Initial Investment** |
| Hardware costs  | $0  |   |   |   |
| Purchased software costs / licenses | $0  |   |   |   |
| Development costs  | $0  |   |   |   |
| Training costs | $0  |   |   |   |
| Conversion costs  | $0  |   |   |   |
| [Other initial investments] | $0  |   |   |   |
| [Other initial investments] | $0  |   |   |   |
| **Total Initial Investments** | **$0**  |  |  |  |
|  |
| **Benefits from Technology Strategy** |
| Increased sales and revenue |   | $0  | $0  | $0 |
| Reduced personnel costs |   | $0  | $0  | $0  |
| Reduced product costs |   | $0  | $0  | $0  |
| Reduced distribution costs |   | $0  | $0  | $0  |
| Reduced advertising and marketing costs |   | $0  | $0  | $0  |
| [Other benefits] |   | $0  | $0  | $0  |
| [Other benefits] |   | $0  | $0  | $0  |
| [Other benefits] |   | $0  | $0  | $0  |
| **Total Benefits** |  | **$0**  | **$0**  | **$0**  |
|  |
| **Costs (Excluding Initial Capital Investments)** |
| Depreciation on capital expenditures |   | $0  | $0  | $0  |
| Software licensing fees |   | $0  | $0  | $0  |
| Ongoing user support and training  |   | $0  | $0  | $0  |
| Ongoing systems support  |   | $0  | $0  | $0  |
| Hosting / Cloud computing |   | $0  | $0  | $0  |
| General and administrative  |   | $0  | $0  | $0  |
| [Other costs] |   | $0  | $0  | $0  |
| [Other costs] |   | $0  | $0  | $0  |
| [Other costs] |   | $0  | $0  | $0  |
| **Total Costs** |  | **$333**  | **$333**  | **$333**  |
|  |
| **Totals** |
| Net Benefits (Costs) |   | $0  | $0  | $0  |
| Tax |   | $0  | $0  | $0  |
| Value after tax |   | $0  | $0  | $0  |
| Depreciation added back |   | $0  | $0  | $0  |
| Cash flow | ($0) | $0  | $0  | $0  |
| Cumulative cash flow | ($0) | $0 | $0  | $0  |
|  |
| **Evaluation Metrics** |  |  |  |  |
| Net present value (NPV) | $0  |  |  |  |
| Internal rate of return (IRR) | 0.0% |  |  |  |
| Payback period (in years) | 0.0 |  |  |  |
| Three-year total ROI | 0.00% |  |  |  |
|  |  |  |  |  |

# Implementation Timeline

[Describe the timeline and sequencing of the IT initiatives in one or more paragraphs. Make sure the timeline is consistent with the financials. For instance, if initiative three does not go live until year two, you cannot show any benefits for that initiative in year one. Be very clear about when the initiatives will be implemented. Will all initiatives be implemented at the same time or will the initiatives be implemented one at a time? Explain why you are proposing a specific sequence. In addition to describing the timeline, you can include an APA figure for the timeline, if that is additive.]

# Plan for Sustaining the IT Initiatives

[In one or more paragraphs describe your plan for ongoing operations and support of the IT investments you are proposing. If you plan to use a particular governance model and / or a portfolio management approach, describe it here. Include the KPIs (key performance indicators) that you will use to measure the value of the IT work.]

# Summary

[Provide a one- or two-paragraph summary of your IT strategy and how it will add value to the business.]

References

Last Name, F. M. (Year). Article Title 1. *Journal Title 1*, Pages From - To.

Last Name, F. M. (Year). Article Title 2. *Journal Title 2*, Pages From - To.

Last Name, F. M. (Year). Article Title 3. *Journal Title 3*, Pages From - To.

Last Name, F. M. (Year). Article Title 4. *Journal Title 4*, Pages From - To.

Last Name, F. M. (Year). Article Title 5. *Journal Title 5*, Pages From - To.

Last Name, F. M. (Year). *Book Title.* City Name: Publisher Name.