

The Technical-Commercial Gap

The Impact on Your Business

IT Strategy Presented

After the strengths, weaknesses, risks, and opportunities are identified, the Service Provider or Manager communicates their IT Strategy to the Board and presents their investment recommendations.

Gradual Service Decline

Over time, the business and users notice the negative impact on service quality and day-to-day business activities. The connection is not made to the failure to invest in previous recommendations.

IT Strategy Breakdown

Reactive investments that are not tied to a more comprehensive strategy aligned with achieving business objectives and their corresponding IT requirements result in a broken (or non-existent) IT Strategy.



IT Assessment Conducted

The IT Service Provider or Manager assesses whether the existing IT service strategy and in situ technologies are fulfilling current business requirements and whether they will continue to fulfill future requirements.



Communication Challenge

The Board struggles to understand the business justification for investment and/or fully appreciate the longer-term consequences of not investing in the recommended areas. They decided against proceeding.



Ineffective Investing

The Service Provider or IT Managers are forced to go into 'firefighting mode'. Requests for investment become focused on bandaid solutions to address issues that are readily visible to the Board and users.



Investment Reluctance

As business objectives are impeded and service continues to decline, the Board becomes increasingly reluctant to invest in IT. This further compounds challenges.

