



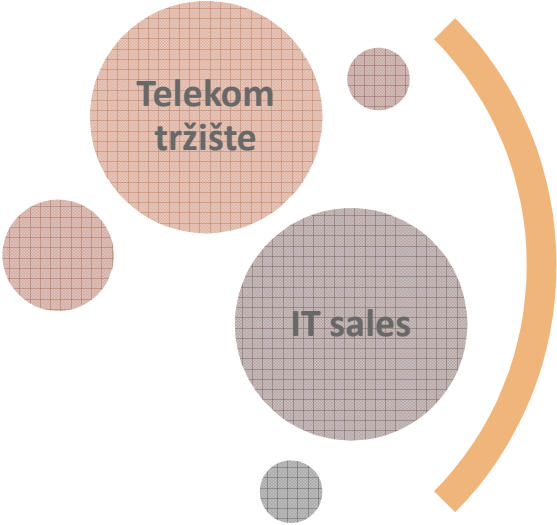
IT BUSINESS CONSULTING

Priča u prvom licu

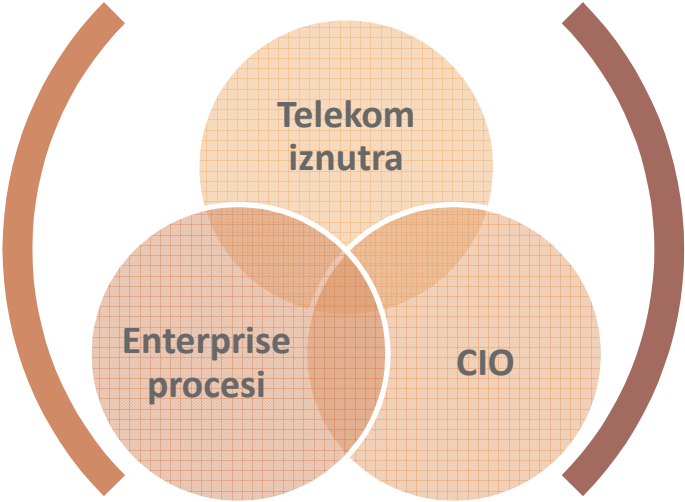
HROUG, 17.10.2012.

Sven Marušić, INFOCUMULUS

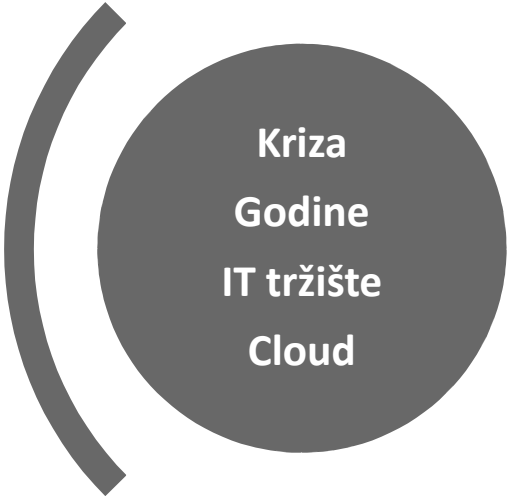
MOJA POZADINA



Global business



IT Management



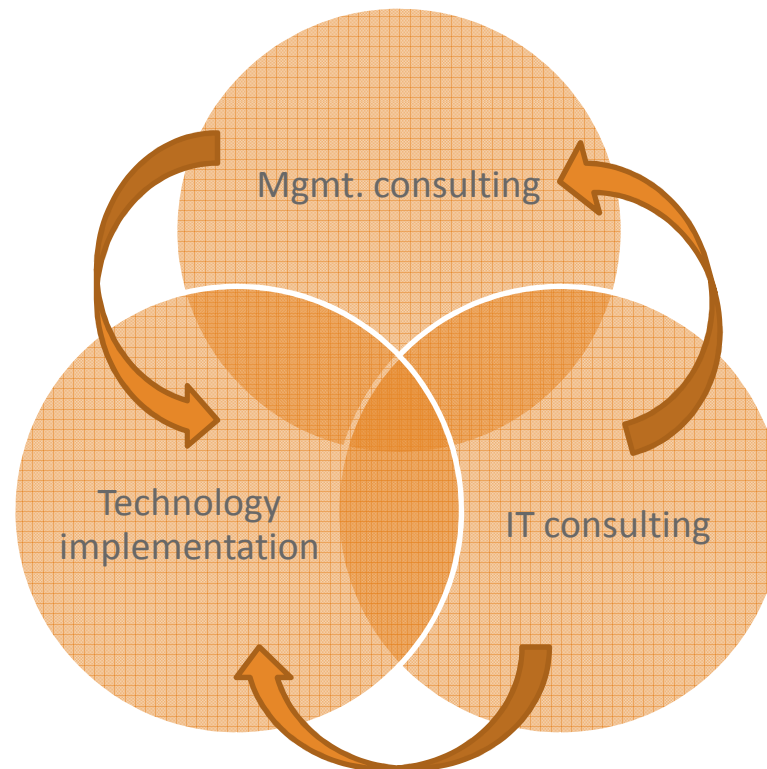
InfoCumulus



DEFINICIJE

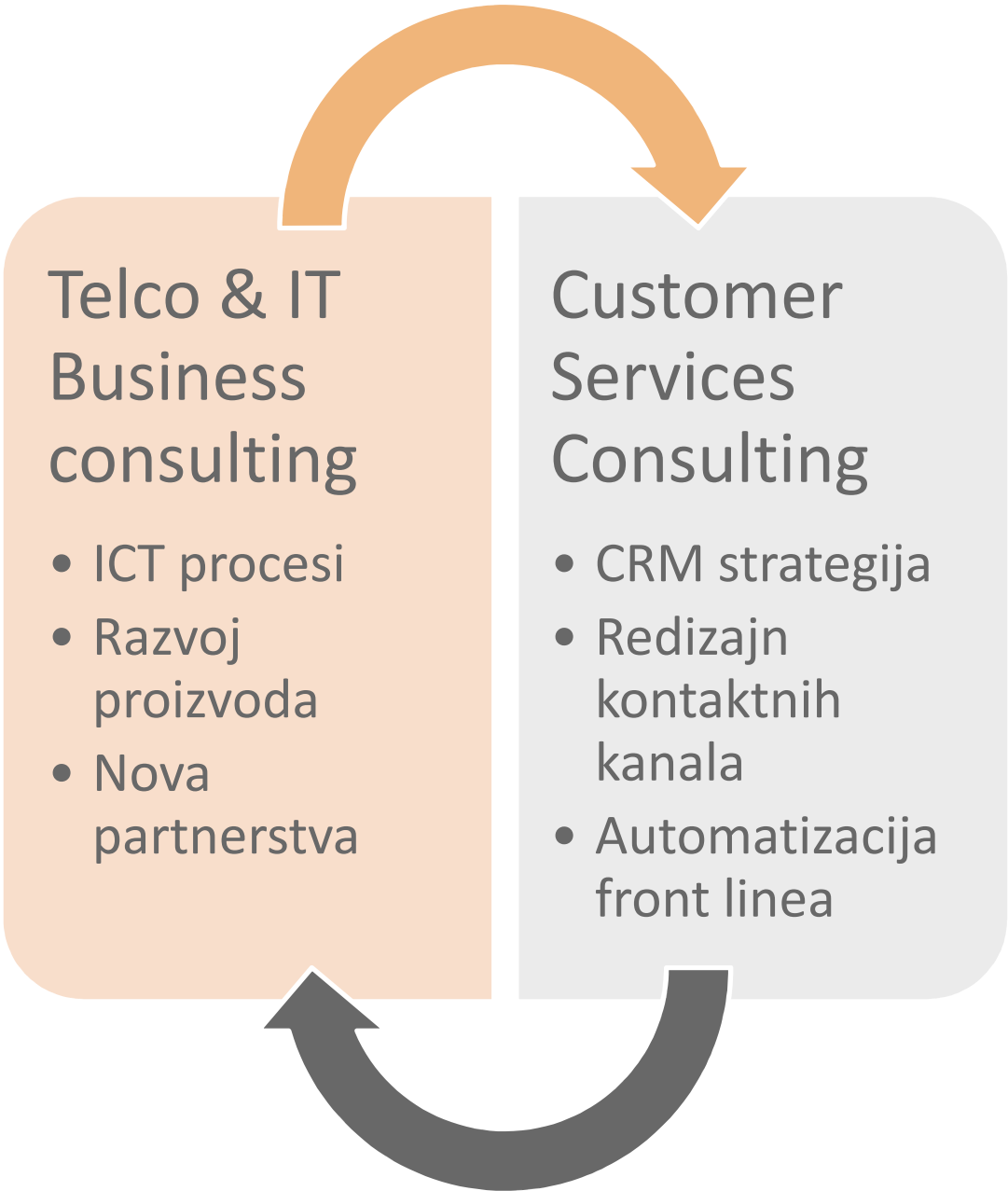
IZVOR: WIKIPEDIA

1. **Management consulting** is the practice of helping organizations to improve their performance, primarily through the analysis of existing organizational problems and development of plans for improvement.
2. **IT consulting** is a field that focuses on advising businesses on how best to use information technology to meet their business objectives.



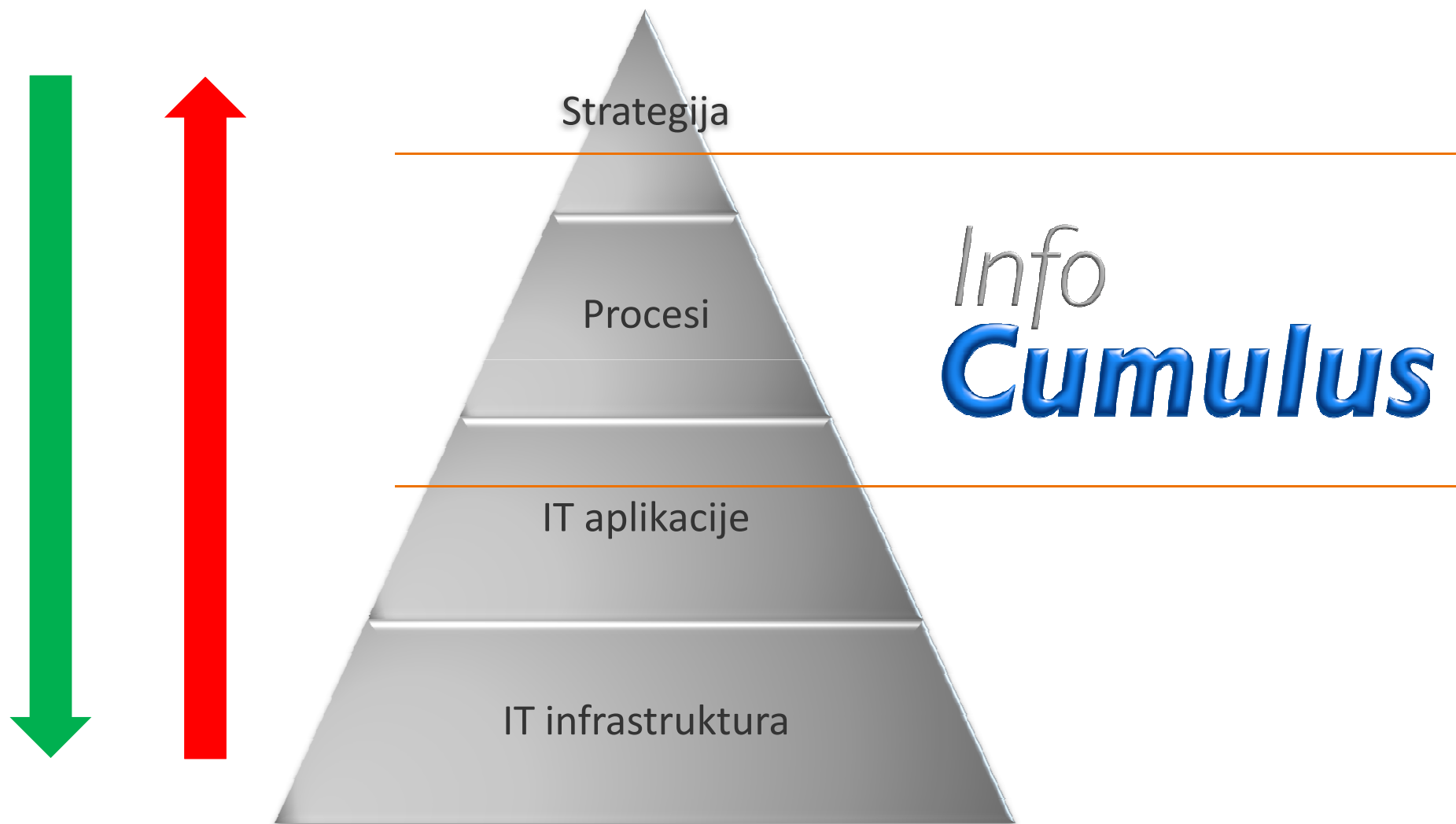
IC DANAS

- 6 konzultanata
- 40%-60% izvoz vs. Hrvatska
- 50%-50% biznis konzalting vs. proces konzalting



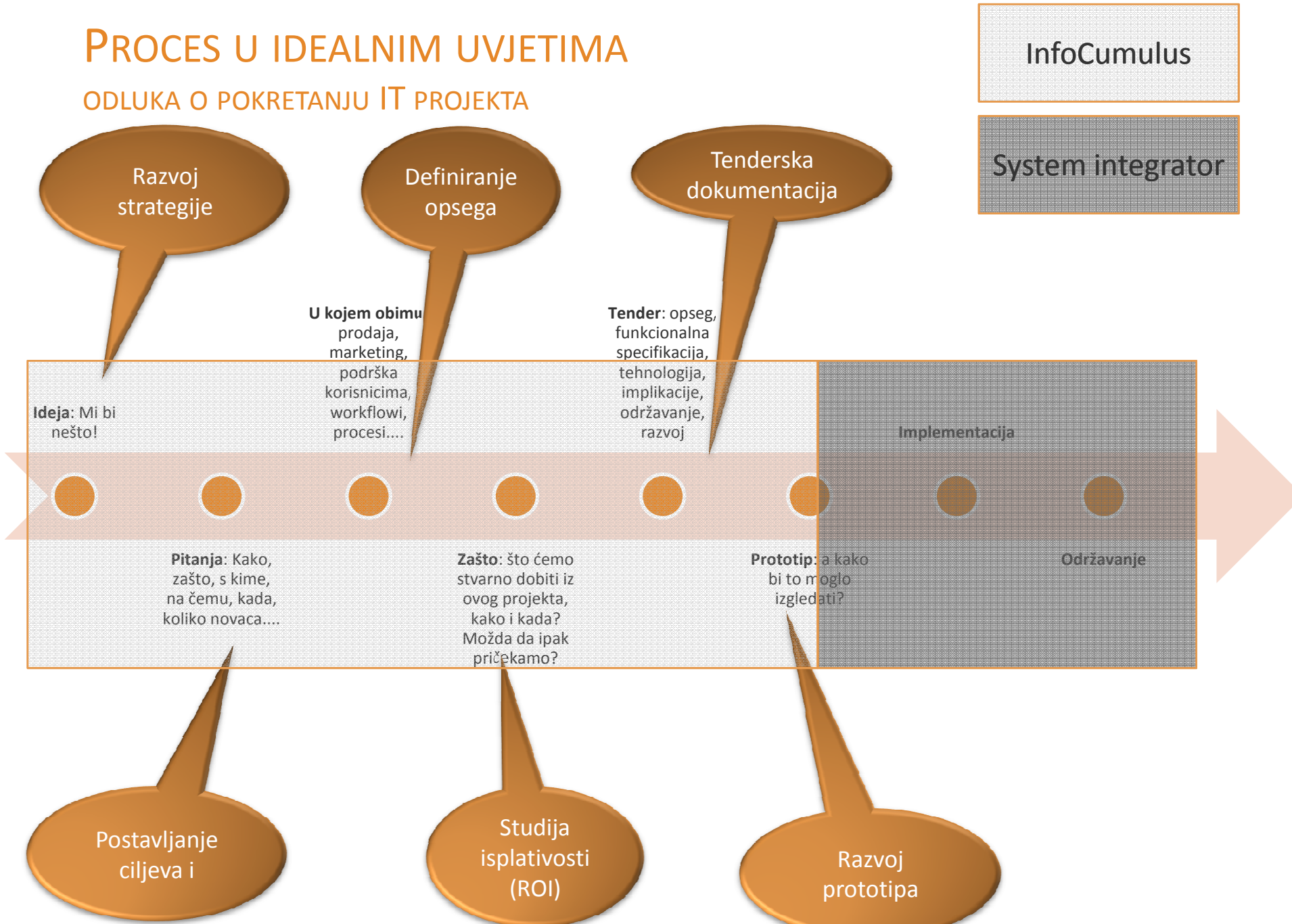
TRŽIŠNA NIŠA

NA UREĐENOM TRŽIŠTU



PROCES U IDEALNIM UVJETIMA

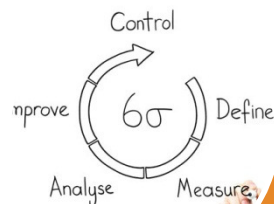
ODLUKA O POKRETANJU IT PROJEKTA



BENEFITI STRUKTURIRANOG PRISTUPA



HRVATSKA IT INDUSTRIJA



Ajmo sad zapravo...



Aplikacije...



Procesi



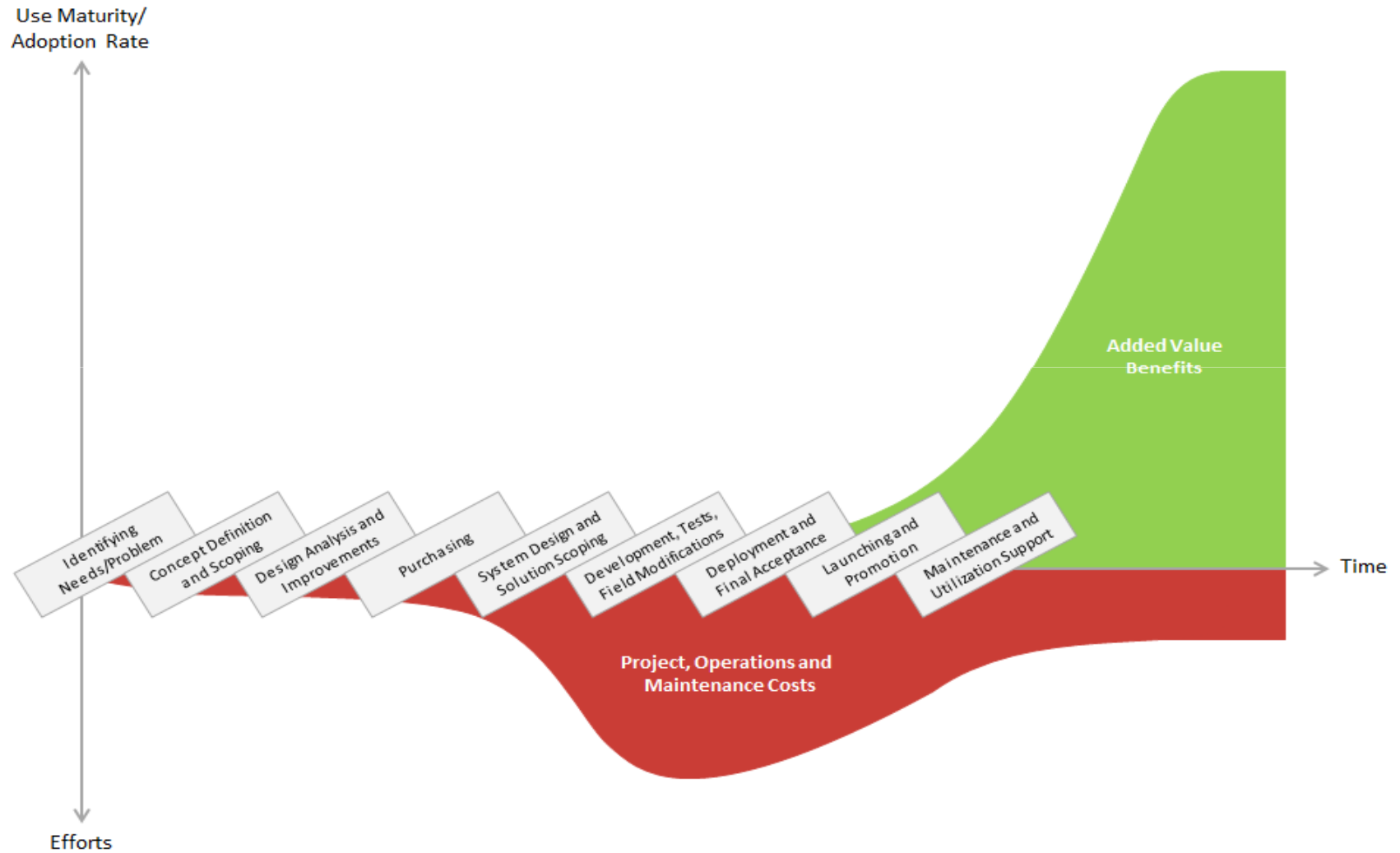
Hardvera nam
treba....

PRODUCTIVITY PARADOX

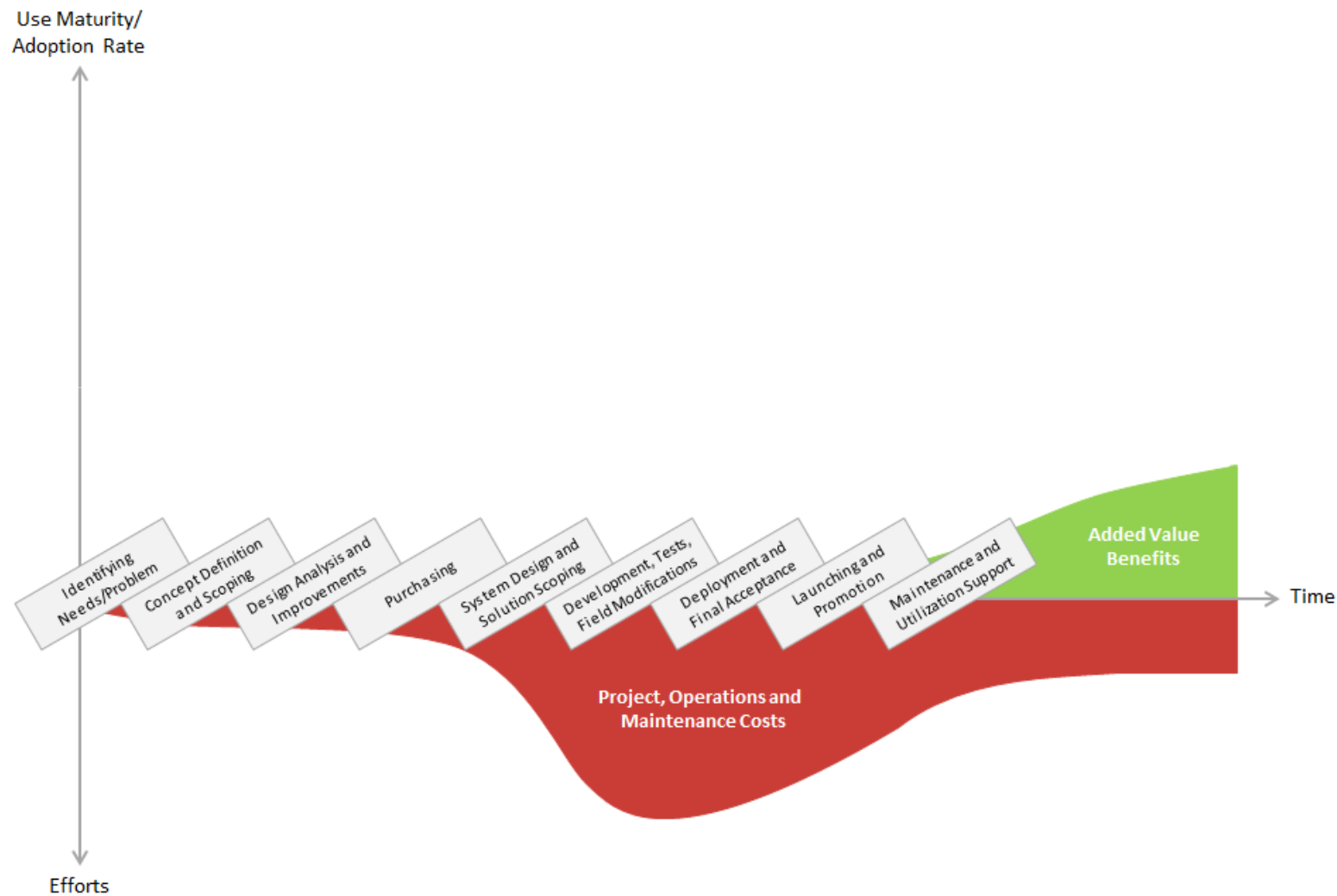
SOLOW COMPUTER PARADOX

- Solow, R. (1987) "*We see computers everywhere except in the productivity statistics.*„
- Definicija: „*discrepancy between measures of investment in information technology and measures of output at the national level*”
- 4 moguća razloga prema Eriku Brynjolfssonu:
 - Krivo mjerenje: benefiti su stvarni, ali postojeća mjerenja ih ne promatraju
 - Redistribucija: benefiti se ostvaruju na nivou pojedinih kompanija, ali financiraju ih druge kompanije pa sveukupni učinka nije prepoznatljiv
 - Vremenski zaostatak: potrebno je previše vremena da se počnu ostvarivati benefiti
 - Pogrešno upravljanje IT-ijem: nepredvidive teškoće u upravljanju IT-ijem poništavaju benefite

...IPAK NA MIKRO NIVOU MNOGI IT PROJEKTI SU:



MEĐUTIM... ČESTO SE DOGAĐA UPRAVO OVO....



ZAŠTO?



Čiji posao je strategija?

- Onoga koji zna: realne mogućnosti, tržišno okruženje, navike i potrebe korisnika (tržišta)



Tko je u poziciji znati:

- Korisnike?
- Okruženje?
- Mogućnosti?

EGZEKUTORI BEZ SLOBODE IZBORA



EMPOWERMENT

(WIKIPEDIA) – THE PROCESS WHICH ENABLES INDIVIDUALS/GROUPS TO FULLY ACCESS PERSONAL/COLLECTIVE POWER, AUTHORITY AND INFLUENCE, AND TO EMPLOY THAT STRENGTH WHEN ENGAGING WITH OTHER PEOPLE, INSTITUTIONS OR SOCIETY.

Mogućnost
donošenja odluka u
zadanim okolnostima

Pristup
informacijama i
resursima potrebnim
za donošenje odluka

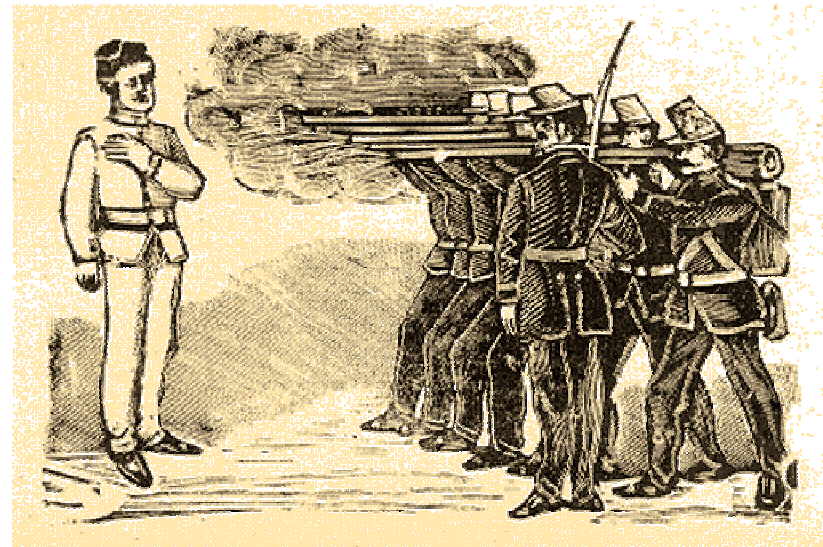
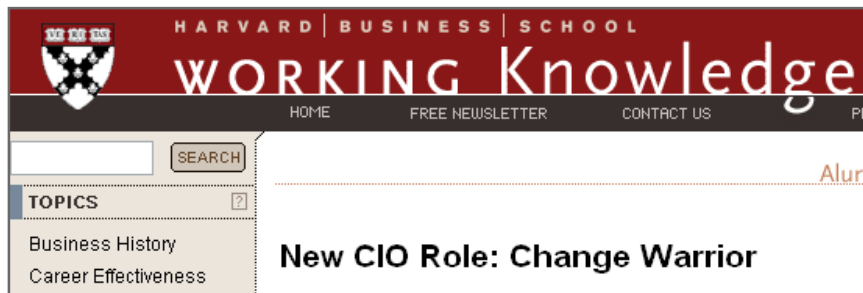
Mogućnost
razmatranja niza
opcija, a ne samo
DA/NE izbora

Mogućnost
sudjelovanja u
kolektivnom
donošenju odluka

Pozitivno mišljenje o
mogućnostima za
promjenu postojećeg
stanja

Mogućnost stjecanja
znanja i vještina koje
pridonose boljem
obavljanju zadataka

ULOGA IT-A?

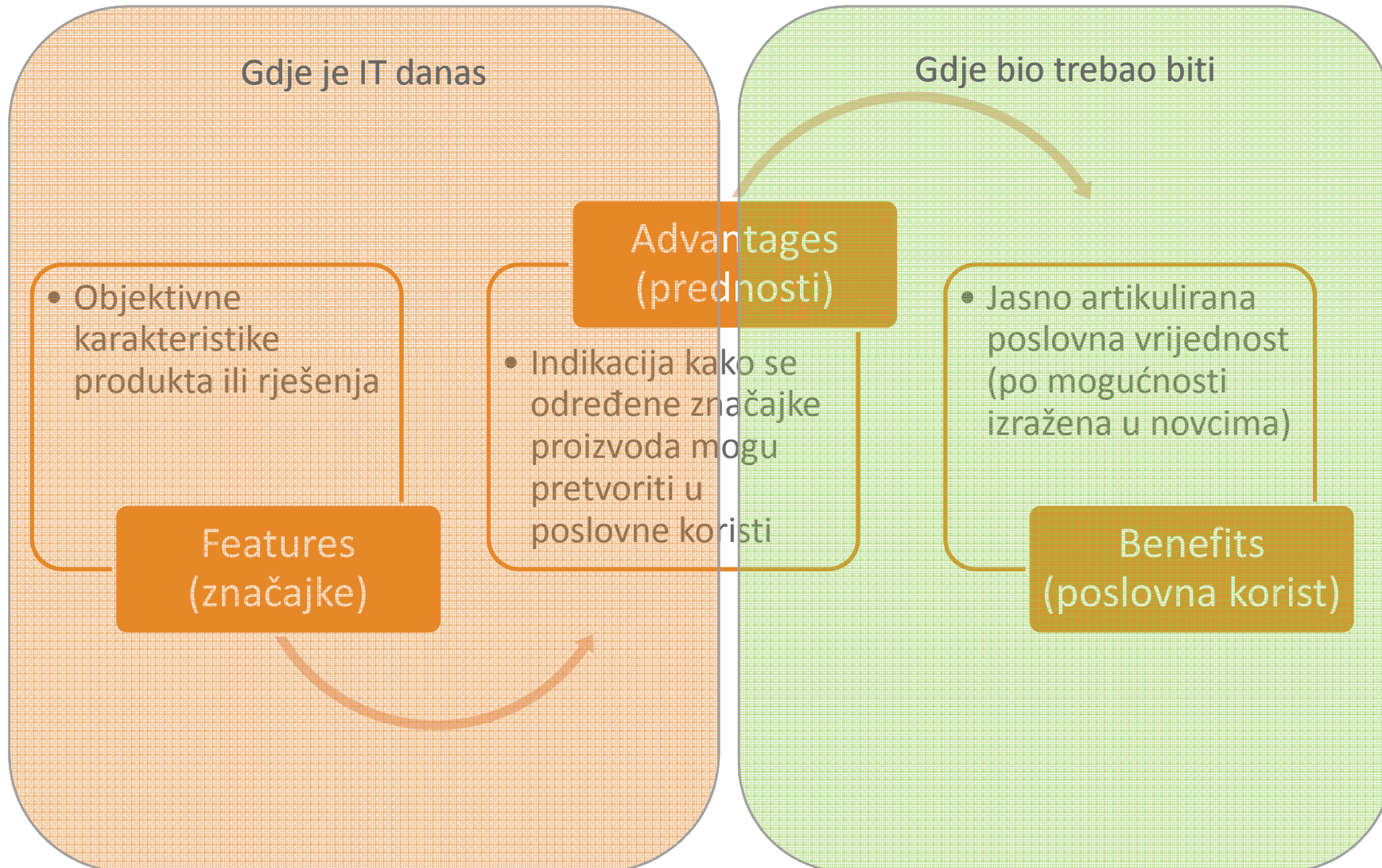


Gdje većina CIO-ta želi biti....

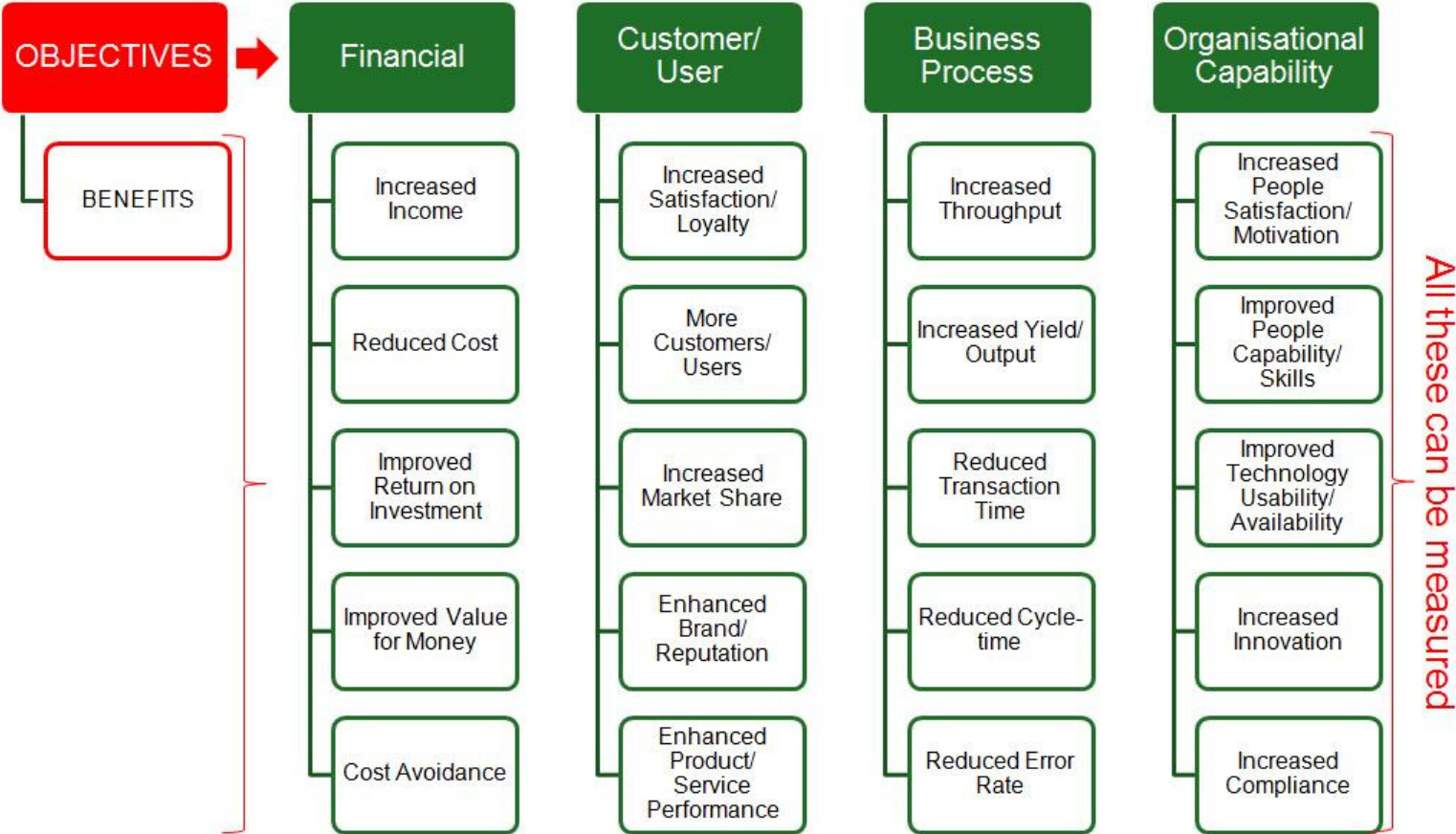


...gdje uglavnom završe.

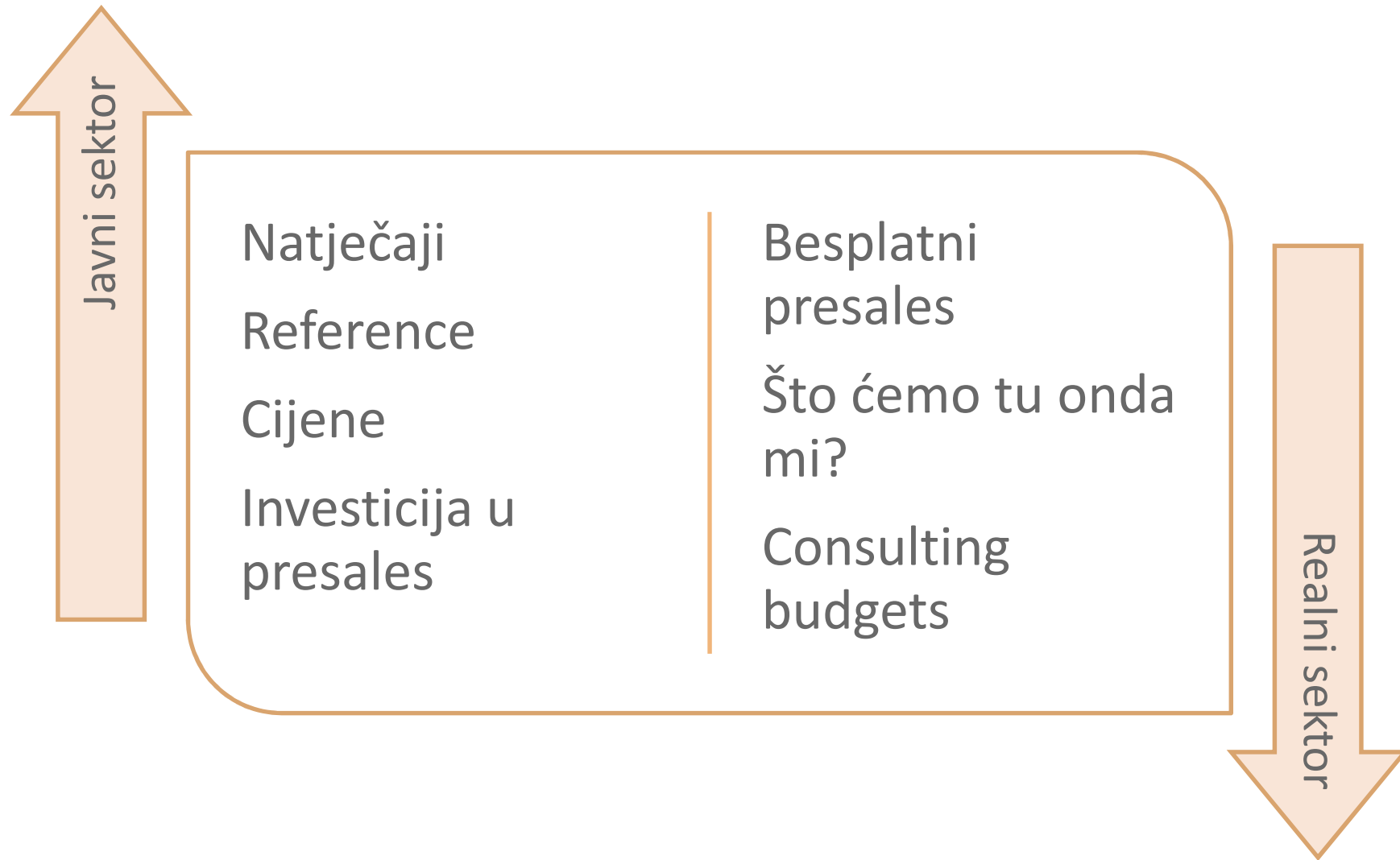
FOKUS NA ZNAČAJKE TEHNOLOGIJE UMJESTO NA REZULTATE PRIMJENE



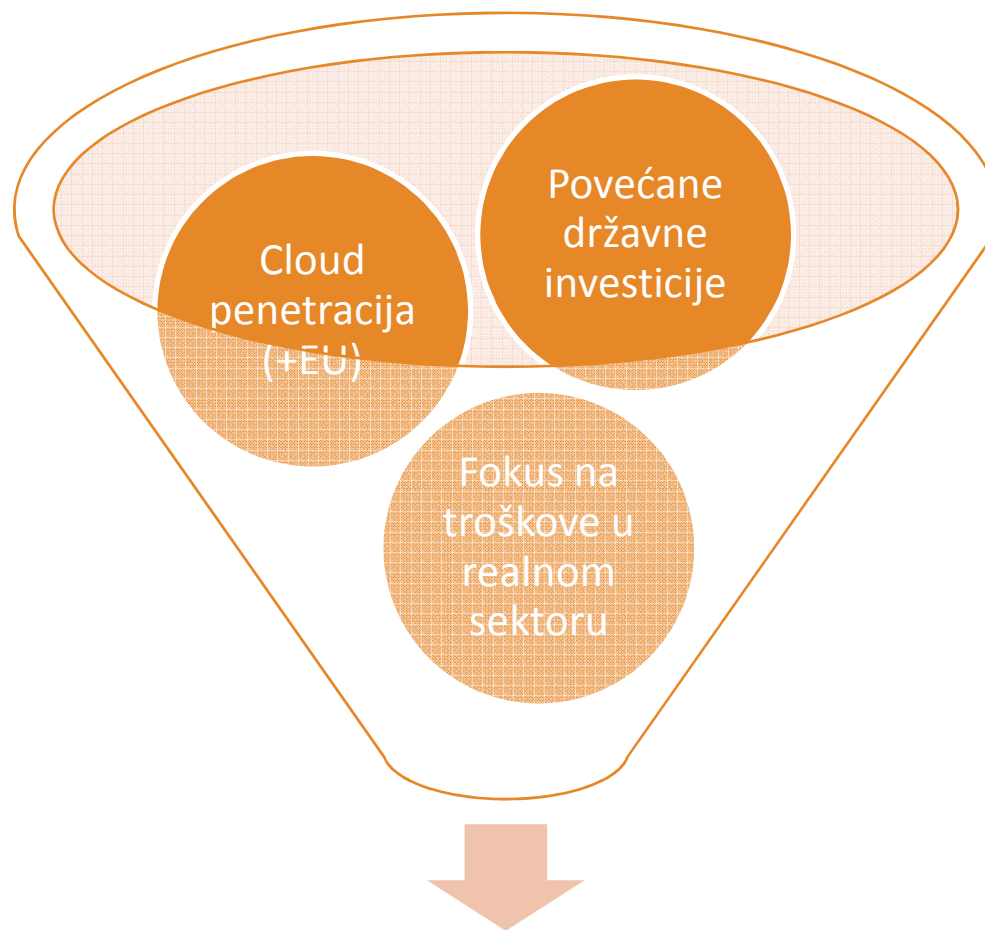
BENEFITI SU MJERLJIVI....



IZAZOVI



PREDVIĐANJA + Q&A



Potreba za pažljivim planiranjem IT projekata

svenmar@infocumulus.com