



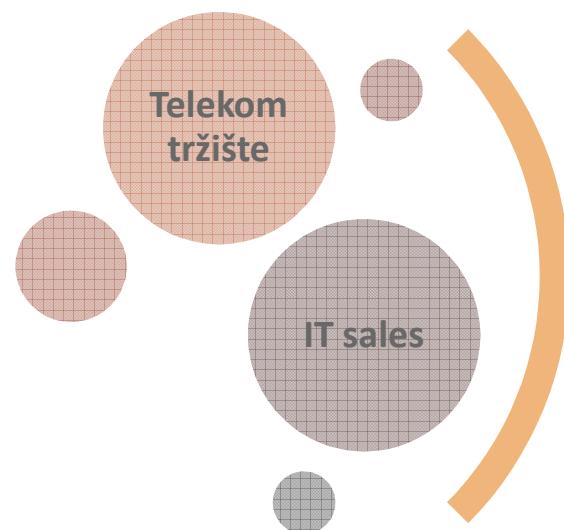
IT BUSINESS CONSULTING

Priča u prvom licu

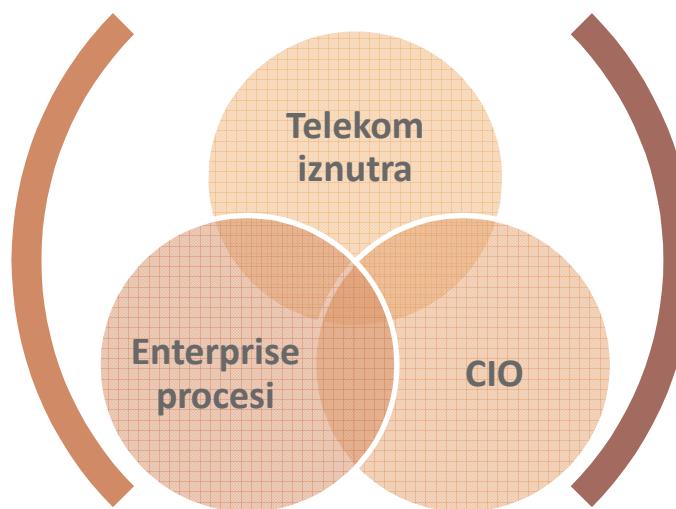
HROUG, 17.10.2012.

Sven Marušić, INFOCUMULUS

MOJA POZADINA



Global business



IT Management



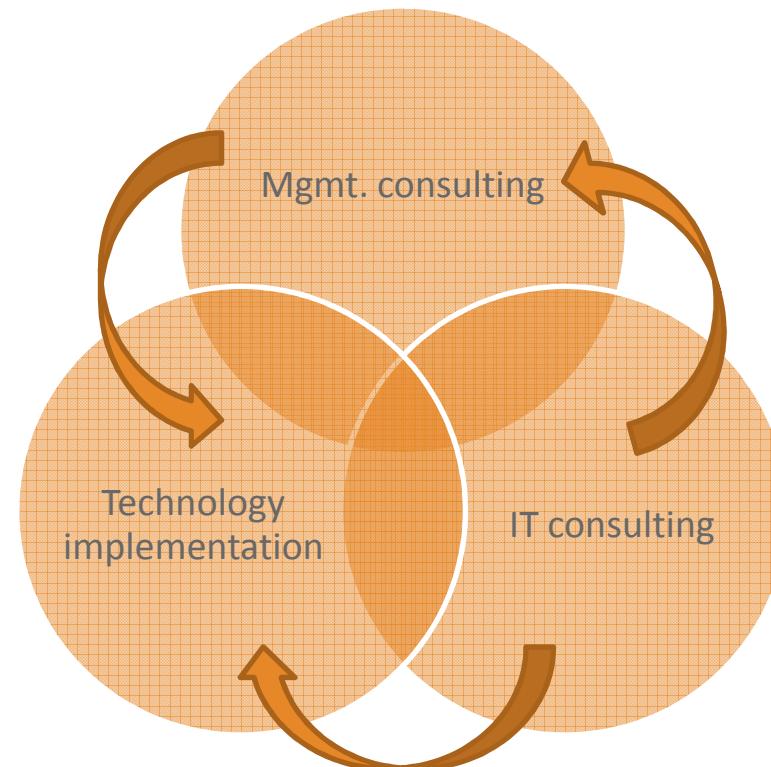
InfoCumulus



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

Telco & IT
Business consulting

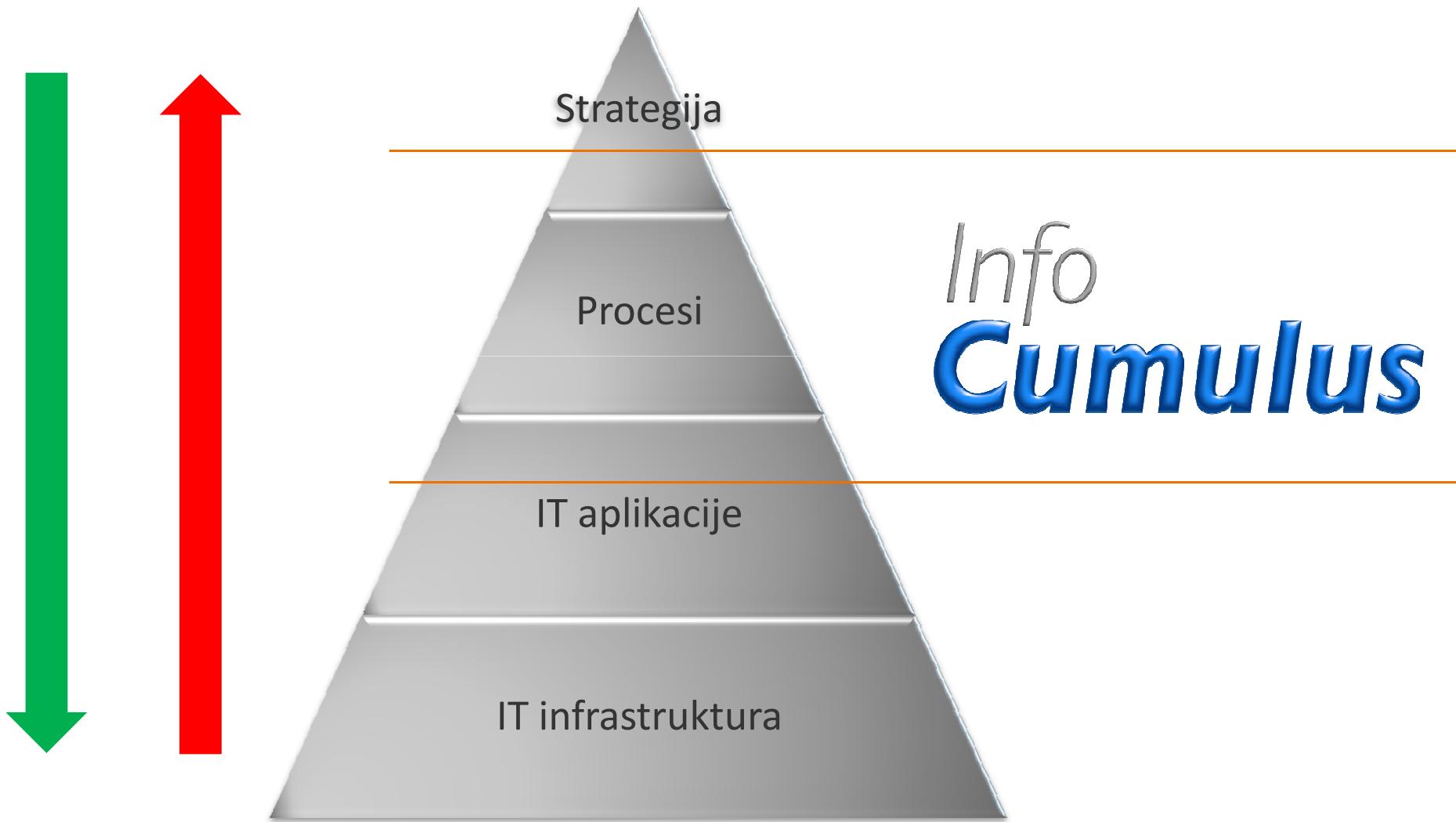
- ICT procesi
- Razvoj proizvoda
- Nova partnerstva

Customer
Services
Consulting

- CRM strategija
- Redizajn kontaktnih kanala
- Automatizacija front linea

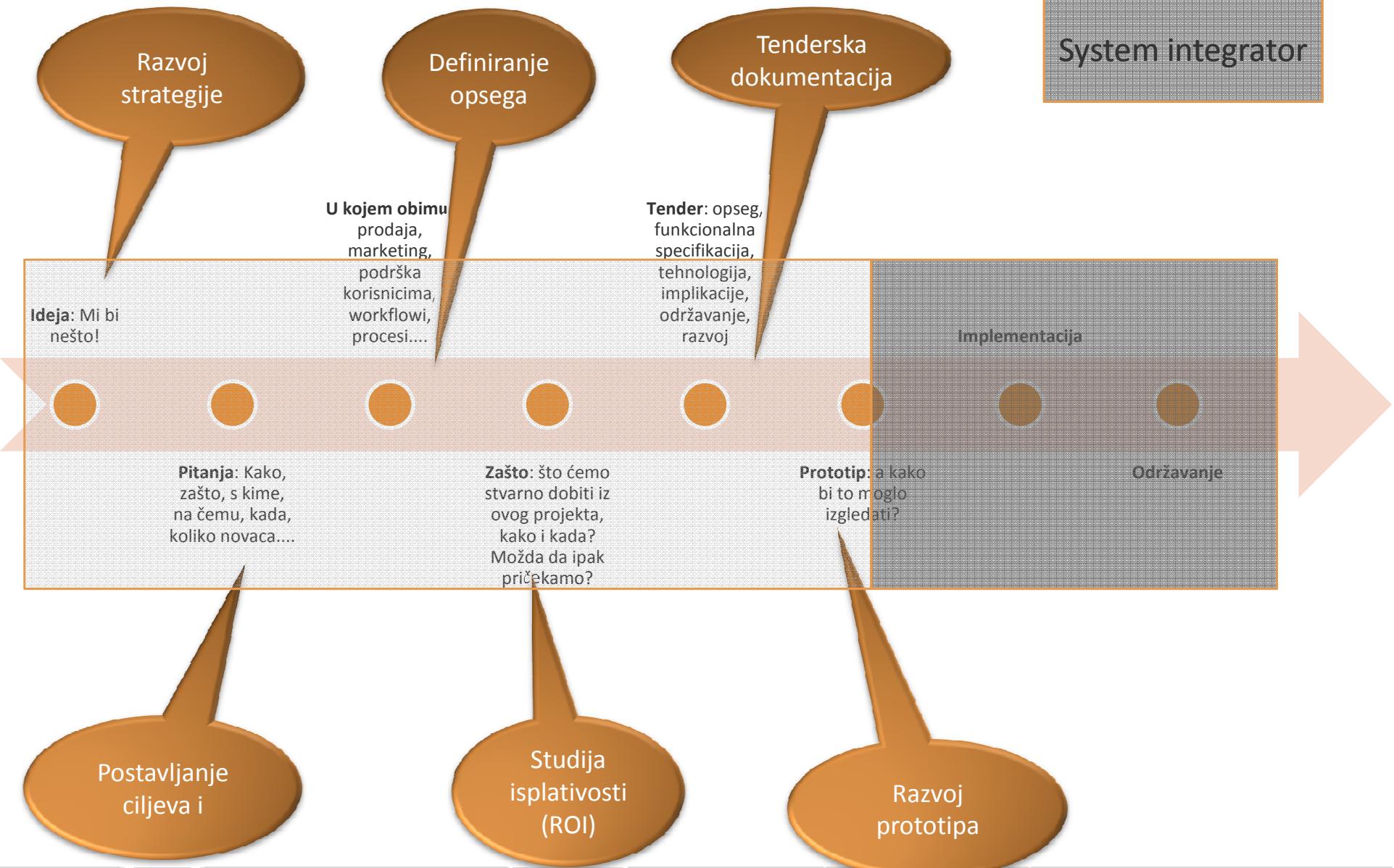
TRŽIŠNA NIŠA

NA UREĐENOM TRŽIŠTU



PROCES U IDEALNIM UVJETIMA

ODLUKA O POKRETANJU IT PROJEKTA



BENEFITI STRUKTURIRANOG PRISTUPA

IT
industrija

Krajnji
korisnici

Mjerljivost rezultata

IT does matter

Vjerodostojnost

Brži ROI

Veća vjerojatnost
uspjeha projekata

Interni marketing

Kreiranje novog
biznisa

Jasni ciljevi

HRVATSKA IT INDUSTRIJA



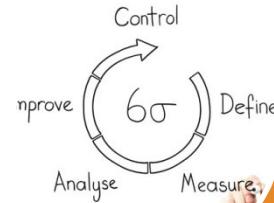
Hardvera nam
treba....



Procesi



Aplikacije...



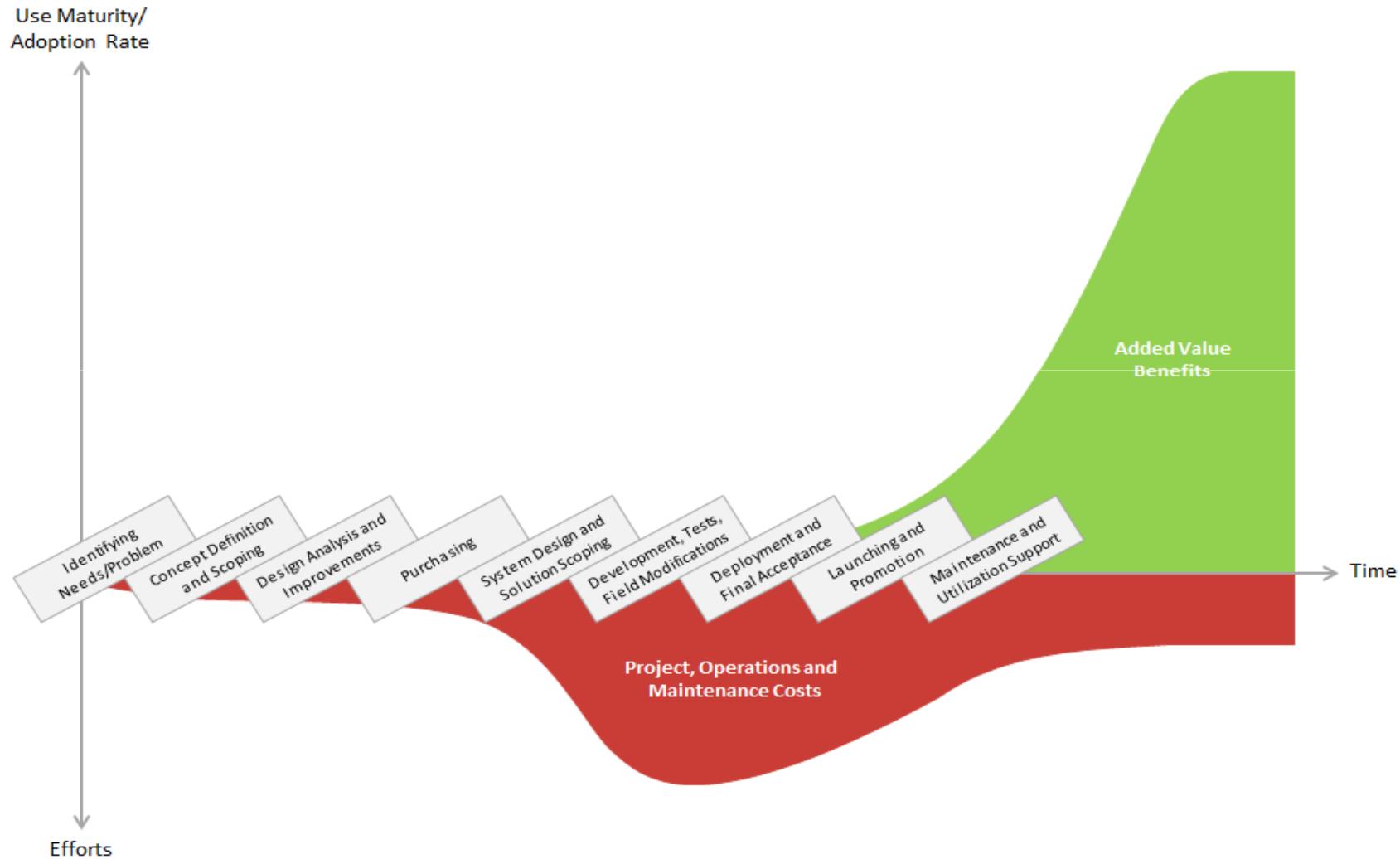
Ajmo sad zapravo...

PRODUCTIVITY PARADOX

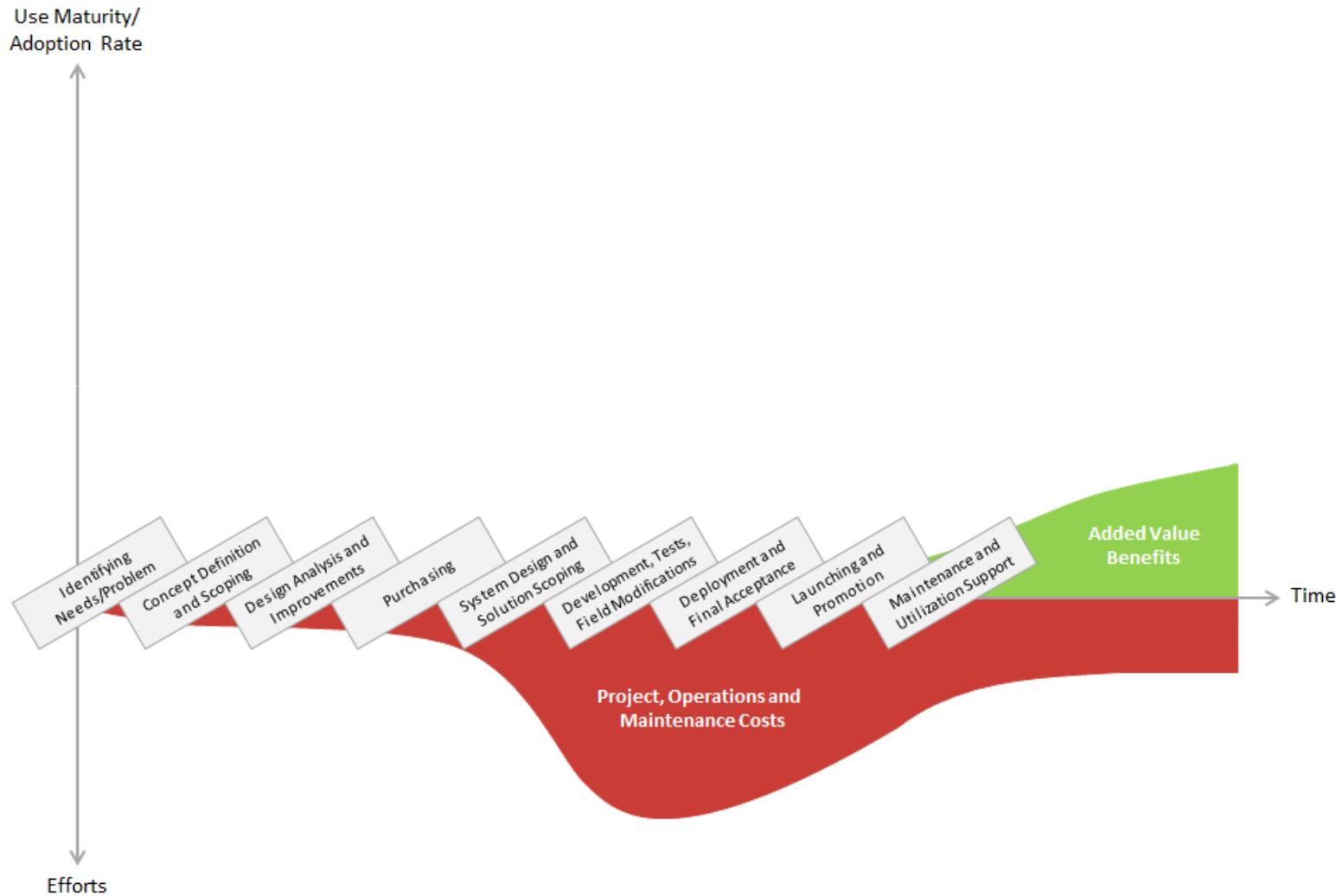
SOLOW COMPUTER PARADOX

- 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 mjerjenje: benefiti su stvarni, ali postojeća mjerena ih ne promatraju
 - Redistributions: 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?

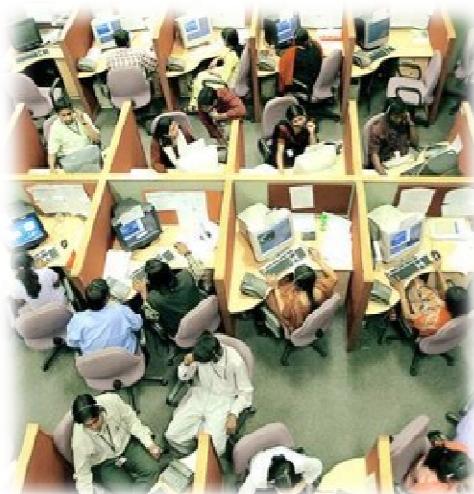
- Onoga koji zna: realne mogućnosti, tržišno okruženje, navike i potrebe korisnika (tržišta)



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

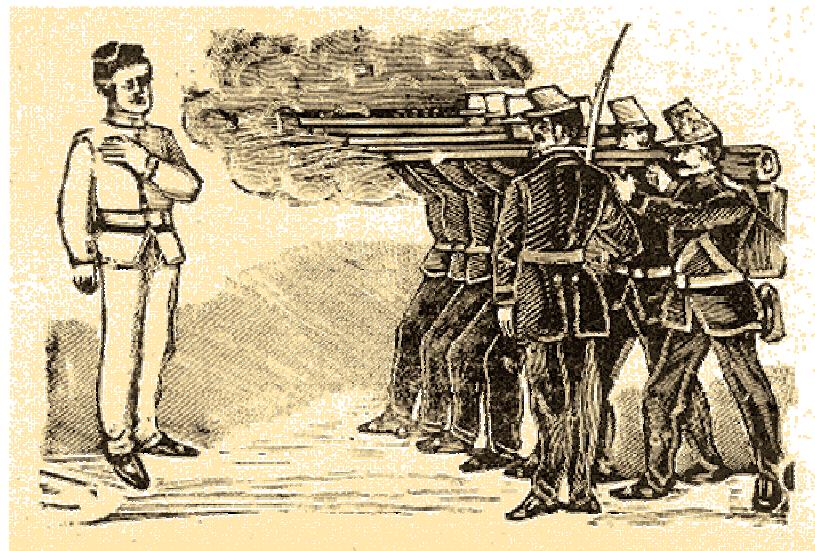
Pozitivno mišljenje o
mogućnostima za
promjenu postojećeg
stanja

Mogućnost stjecanja
znanja i vještina koje
pridonose boljem
obavljanju zadataka

ULOGA IT-A?



A screenshot of the Harvard Business School Working Knowledge website. The header features the Harvard logo and the text "HARVARD BUSINESS SCHOOL" above "WORKING Knowledge". Below the header are links for "HOME", "FREE NEWSLETTER", "CONTACT US", and "PI". A search bar with a "SEARCH" button is present, along with a "TOPICS" dropdown menu showing "Business History" and "Career Effectiveness". The main content area displays the title "New CIO Role: Change Warrior".

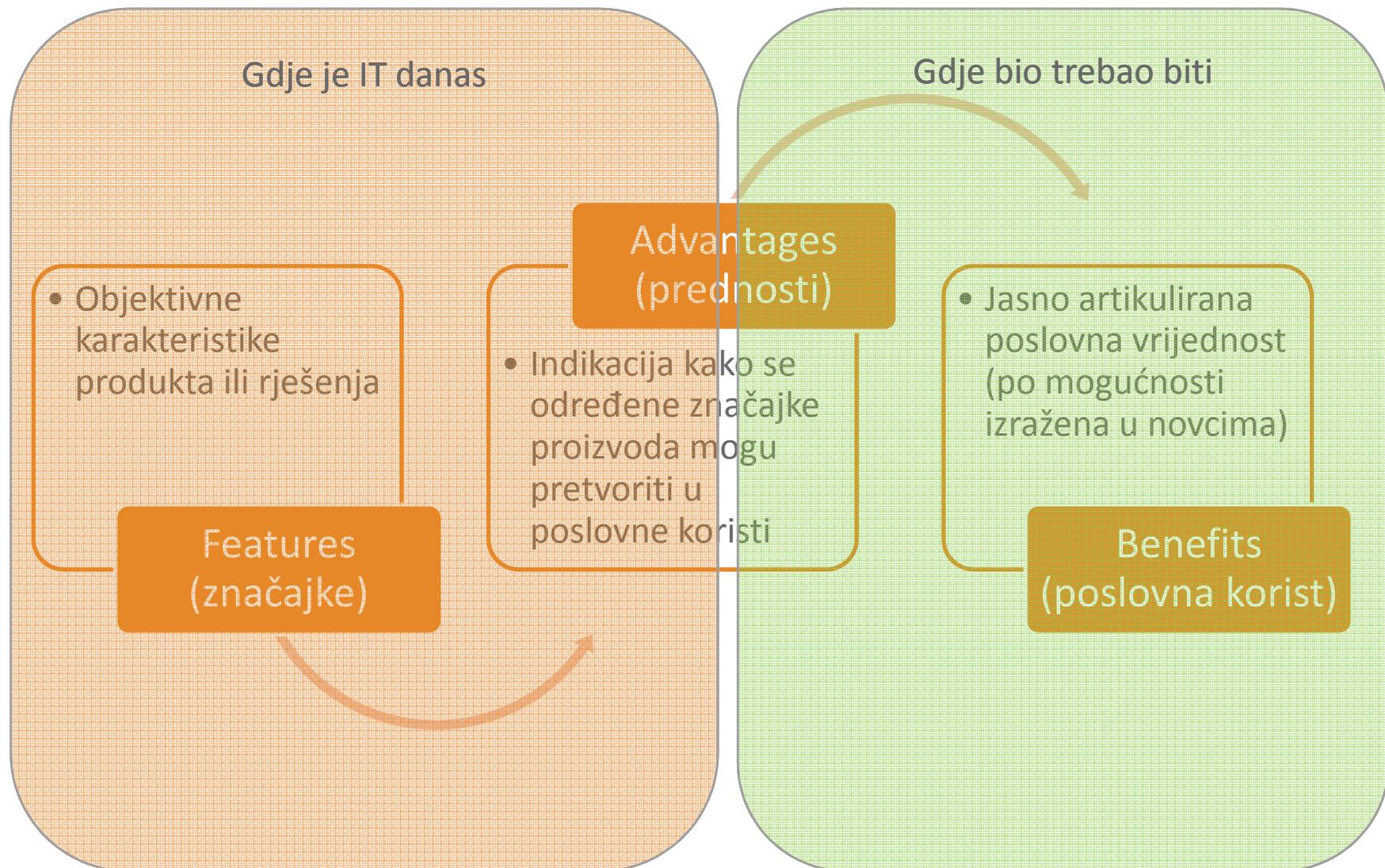


Gdje većina CIO-ta želi biti....

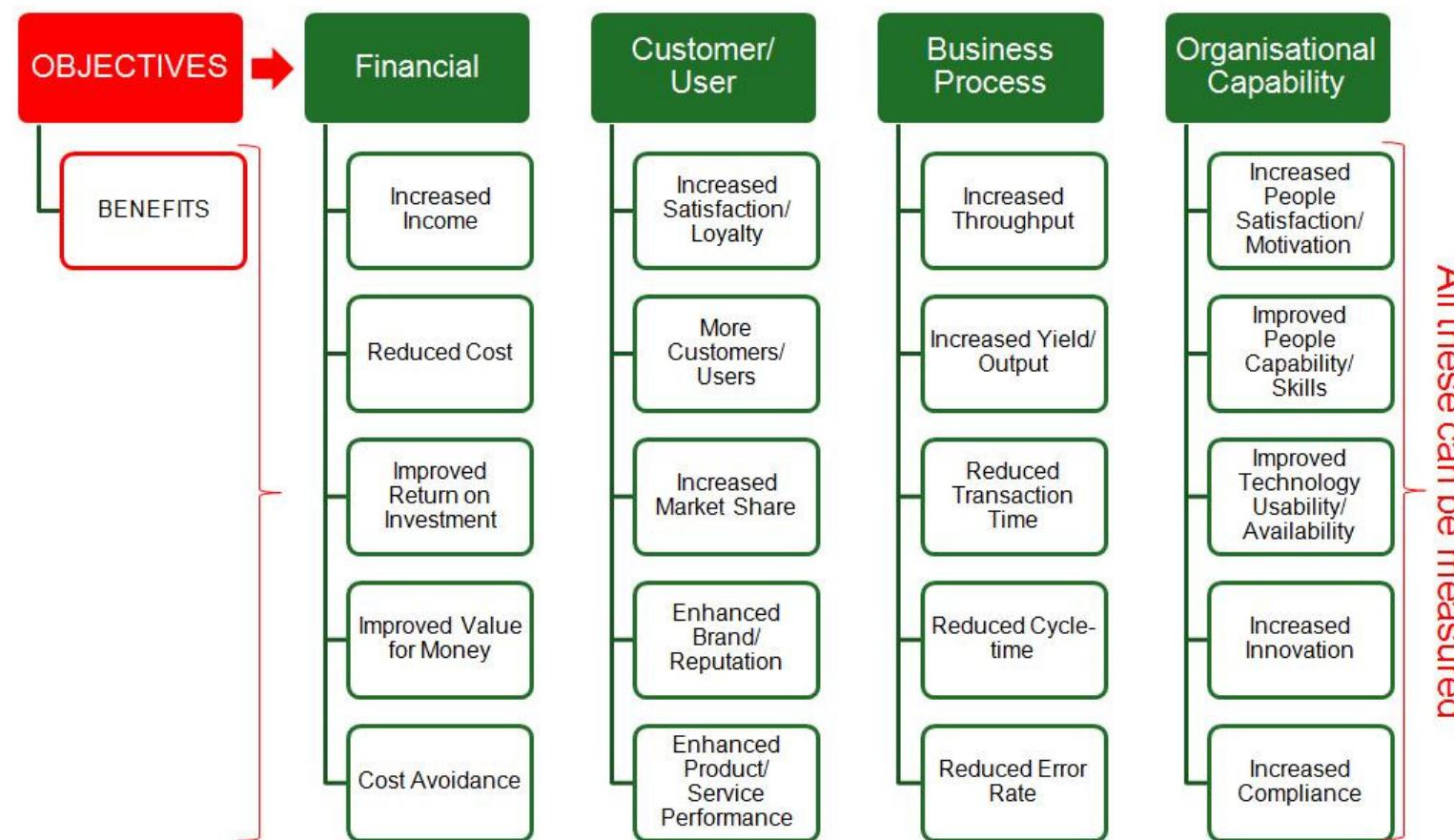


...gdje uglavnom završe.

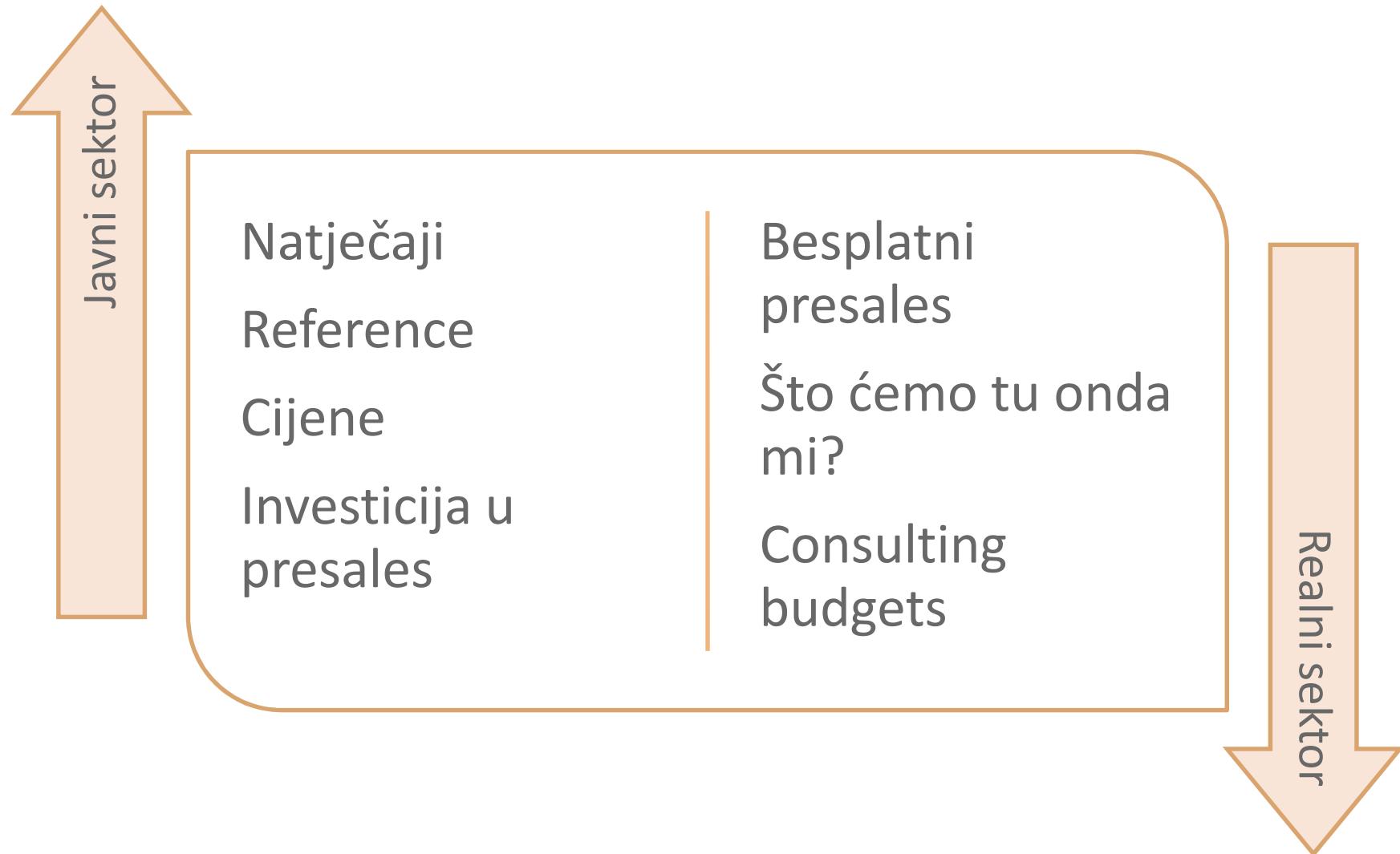
FOKUS NA ZNAČAJKE TEHNOLOGIJE UMJESTO NA REZULTATE PRIMJENE



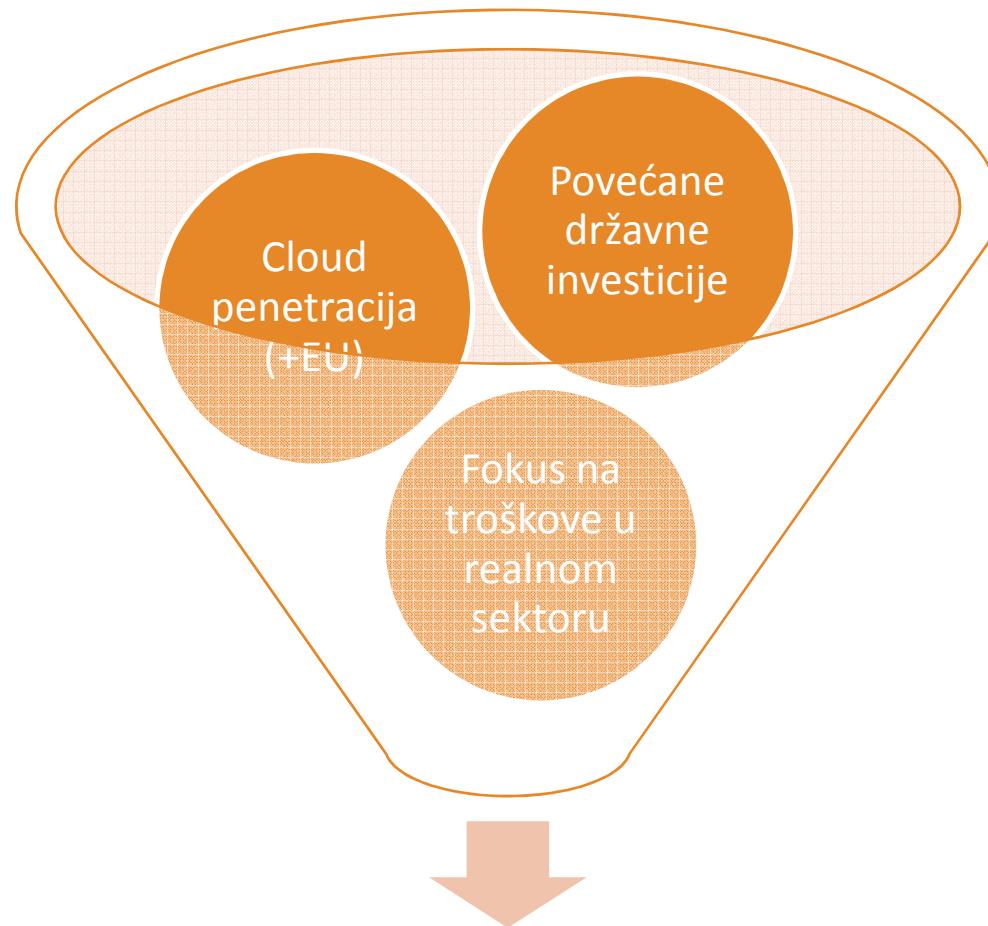
BENEFITI SU MJERLJIVI....



IZAZOVI



PREDVIĐANJA + Q&A



Potreba za pažljivim
planiranjem IT projekata

svenmar@infocumulus.com