

*Do you know which critical IT projects provide optimum value to the business?*

*Can you provide the business with details of IT project costs, risks, and benefits?*

*How can you be sure you are focusing your IT resources on the right initiatives?*

### Budgets Under Pressure

As the *economic downturn begins to bite* and IT budgets are squeezed, CIO's are faced with an ever-expanding number of projects, applications, and stakeholder expectations. To provide value to the business, they must find a better way to balance three prime directives:

- Align IT with strategic business objectives
- Increase opportunities for IT to contribute to growth and profitability
- Manage new and existing IT investments

To deliver, they need a disciplined and structured approach designed to map business requirements to IT decisions.

### Focus on 'doing the right things'

**Demand management** is the basis and rationale for investment decision making. It helps IT collaborate with the business to select and prioritize proposed projects and infrastructure investments that best support strategic business objectives, while balancing risk and value. Demand Management leverages specific, repeatable business criteria, by which proposed projects are evaluated and compared. It also helps evaluate each aspect of a proposed project, using multiple perspectives to prioritize investments, including financial, business impact, strategic fit, risk and architectural fit.

As a result, executive managers will know exactly how decisions are reached in IT, what the real-world valuations are, and what the ROI will be. Essentially, they will have transparency into IT decision making, and to be presented with sound justifications for expenditures.

### IT transparency and business alignment

Changepoint's unique demand management functionality improves decision-making by enabling the organization to prioritize initiatives and resources to deliver projects that most closely align with business objectives.

By combining proven technology – also available as a SaaS offering – plus the proven best practices in demand management and the expertise of our skilled consultants, we can help you to better control your IT spend by identifying critical projects that provide the best return for the business.

### Put yourself in control:

- **Increased visibility into IT spending:** By helping to create a top-down view of IT spending as it relates to business requirements
- **Increased transparency into IT decision making:** When selecting and prioritizing requests for new projects
- **Reduced costs:** Delivers a regular, rigorous review process that ensures decisions are based on well-defined business criteria
- **Managed risks:** Identify risk assessment criteria, by which each component in the portfolio is weighed and evaluated against the organization's risk threshold
- **Greater agility:** Brings agility to IT management by enabling a complete view of the portfolio

For further information, please contact us at [contactus@changepoint.com](mailto:contactus@changepoint.com) or 1-888-341-9117.