

# Introducing IDC DecisionScape: A Decision Making Tool for Technology Professionals

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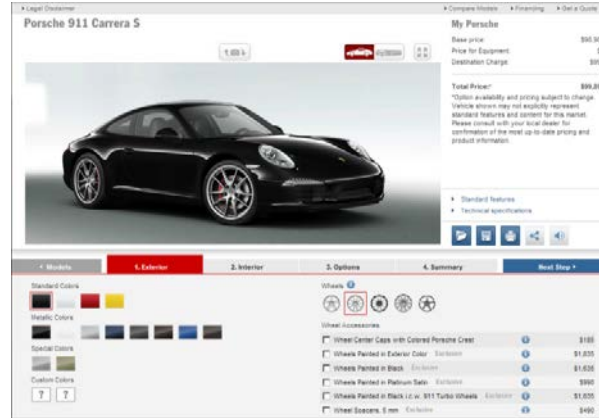
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# Business Models Are Changing as a Result of Technology



IT-enabled  
Business Processes  
Automating Business Processes



IT-enabled  
Services  
Transforming Business Processes



IT-enabled  
Products  
Creating IT-enabled Products

# Third Platform is a Business Platform



The transformation  
of customer  
relationships



The transformation  
of workforce



The transformation  
of products  
and services

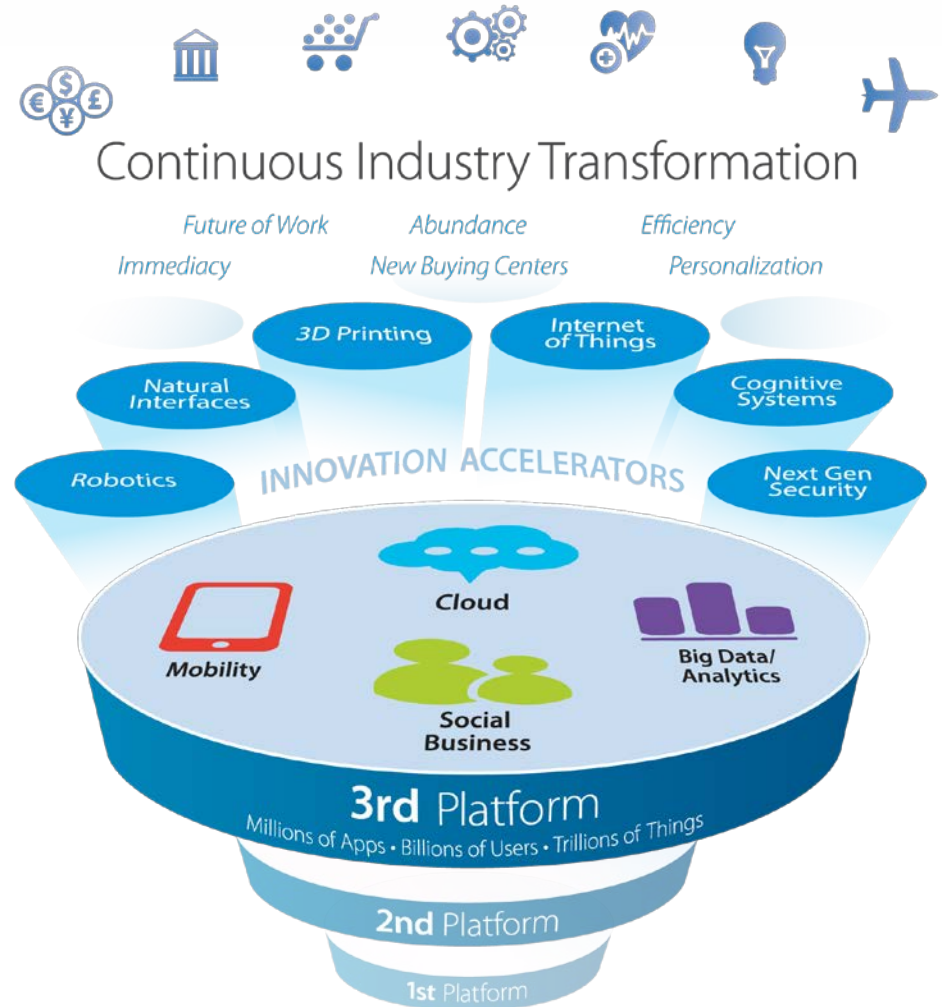


The transformation  
of business model

# 3rd Platform Initiatives Will Top \$100 billion in Investments by 2016

The 3rd Platform will  
transform business  
processes

With such high stakes,  
investments in cloud, social,  
mobile and analytics need to  
have maximum business impact



Source: IDC Forecast 2014, based on CAGR 2013 - 2020

# Moving to the 3rd Platform Means A Transformation of the IT Value Proposition

## 2nd Platform Technology Value Proposition

- Technology **automates business processes**
- Enterprise software **streamlines operations**

## 3rd Platform Technology Value Proposition

- Technology **creates new products and services**
- Analytics **creates new customer experiences**



# Moving to the 3rd Platform Means A Transformation of the IT Business Model

## 2nd Platform IT Business Model

- **IT funds 80%** of technology
- Technology architecture **maps business processes**
- IT publishes its technology **service catalogs**
- **Big bang approach** to projects

## 3rd Platform IT Business Model

- **Business funds 80%** of technology
- Technology architecture **supports business decisions**
- IT delivers technology the way **business wants to consume it**
- **Iterative approach** to projects

# Moving to the 3rd Platform Means A Transformation of IT Talent

## 2nd Platform IT Talent

- Services the needs of **enterprise “end users”**
- 2/3rd of time spent **building IT systems**
- **Technical skills** dominate

## 3rd Platform IT Talent

- Services the needs of **enterprises’ consumers**
- 2/3rd of time spent **governing IT systems**
- **Business skills** dominate

# A New Technology World Requires New Methodologies





# IDC's 3rd Platform Decision Making Methodologies



# Explore: Understand Business Requirements and Technology Options



IDC FutureScape is used to shape IT strategy and planning by providing a framework for evaluating IT initiatives in terms of their value to business strategy now, and in the future.



IDC TechScape mitigates technology risk by helping organizations align their tolerance for risk with the anticipated maturation of a technology



# an IT Strategic Plan

A Global 2000 fashion apparel retailer

## Business Problem

Losing market share to online competitors

## Decision Imperative

- How do we best enable a multi-channel customer experience?
- Is product intelligence technology mature enough for adoption in our organization?



## IDC FutureScope

Using IDC's *Retail FutureScope*, identified the required investments for an omni-channel platform technology strategy.



## Techscape

Using IDC's *TechScope for Product Intelligence*, learned the technology will not be mainstream for 24 months

## Strategy

VP IT Strategy and VP Omni-channel designed a 3-year IT Strategy that drove customer loyalty and regained lost market share.

## Elements of the Strategy

- “Commerce-anywhere” principle
- Enterprise-wide omni-channel governance
- Mobile architecture
- Product intelligence pilot

# Align: Create a Strategy for a Technology Initiative



IDC MaturityScope provides a structured way to identify current levels of maturity, and the gap between where an organization is and where it needs to be to maintain competitive balance or achieve industry superiority.



IDC MaturityScope Benchmark enables organizations to compare maturity against peers, pinpoint where peers are more advanced, and identify the benefits achieved as one moves to more advanced stages.



IDC PlanScape assure business value is recognized from technology by developing a technology initiative that is aligned with business goals, scoped to succeed, and properly resourced.



# a Technology Initiative

A large global financial institution

## Business Problem

Redundant analytics investments in organization

## Decision Imperative

- How do we best architect a pan-enterprise analytics strategy?
- What should be the prioritization of investments?
- What should be the approach and timeline for the initiative?



## IDC MaturityScope

Using *IDC's MaturityScope Analytics*, identified gaps in technology, data and talent.



## IDC MaturityScope Benchmark

Using *IDC's MaturityScope Benchmark* for Analytics in Financial Services, gained consensus on investment priorities.



## IDC PlanScope

Using *IDC's Analytics PlanScope*, opted for a phased roll out of the shared services initiative.

## Strategy

Chief Data Officer architected a pan-enterprise analytics initiative that improved conversion rates on product offers and mitigated credit risk.

## Elements of the Strategy

- 18 month phased roll out
- Analytics shared service center
- Investment in data governance and data management
- New Data Governance Officer

# Engage: Launch Technology Initiative



IDC PeerScape assures project success by identifying practices that have the most impact on the success of a technology initiative.



IDC MarketScape mitigates supplier risk by providing an accurate and consistent assessment of suppliers' characteristics, behavior and capabilities.





# a Successful Technology Initiative

Integrated delivery network (IDN) with 20 hospitals and 300 clinical locations

## Business Problem

Need to securely share data across IDN

## Decision Imperative

- Who is the most appropriate federated identity management and single sign-on security software supplier for us?
- How do we attract security talent in this competitive market?



## IDC MarketScape

Using IDC's *MarketScape Federated Identity Management and Single Sign-on* developed a shortlist of vendors.



## IDC PeerScape

Using IDC's *PeerScape for Talent Management* identified practices to attract security talent.

## Strategy

The Chief Information Security Officer accelerated the deployment by selecting a cloud vendor while she worked with HR to deploy a talent management initiative.

## Elements of the Strategy

- Selection of cloud supplier
- Hack-a-thons to identify security talent
- Established early-career IT talent communities

# Optimize: Refine and Manage a Technology Initiative



IDC EdgeScope mitigates supplier risk by identifying, profiling and assessing technology vendors.

“IDC research, along with their new IDC MaturityScape reports, play an important role in providing valuable insight to help us assess how business investments in strategy, innovation, talent management and global enterprise architecture create opportunities to improve IT’s ability to serve the enterprise.”

—Enterprise Architect  
Fortune 100 – Healthcare Industry

# Questions?



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