

Making the Case for Investing in IT

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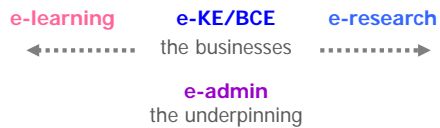
Welcome to Edinburgh from its 4 universities!



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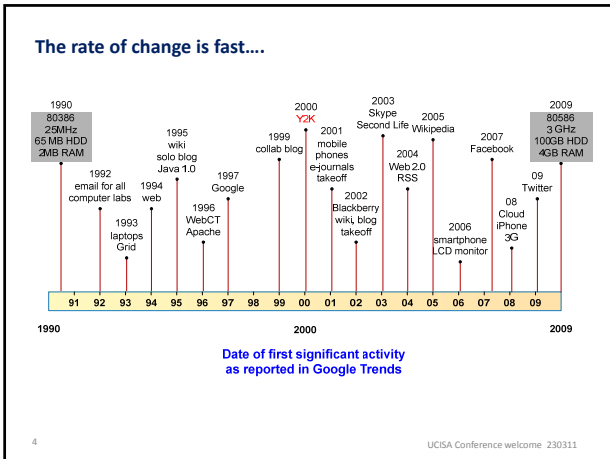
The steadily increasing importance of ICT to HE & FE



- Depth of penetration into business
- Breadth of services underpinned
- Expectations of users – reliability AND agility

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The elevator pitch

Wikipedia:
 An **elevator pitch** summary used to quickly and simply define a product, service, or organization and its value proposition.
 The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes.

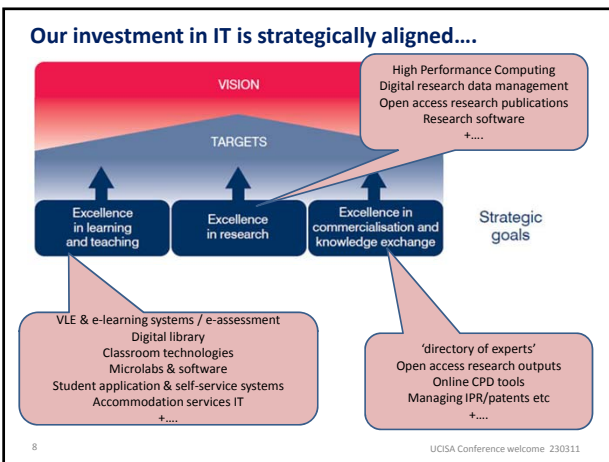
- Short
 - Punchy
 - Emotional appeal
 - Visual / 'visualisable'

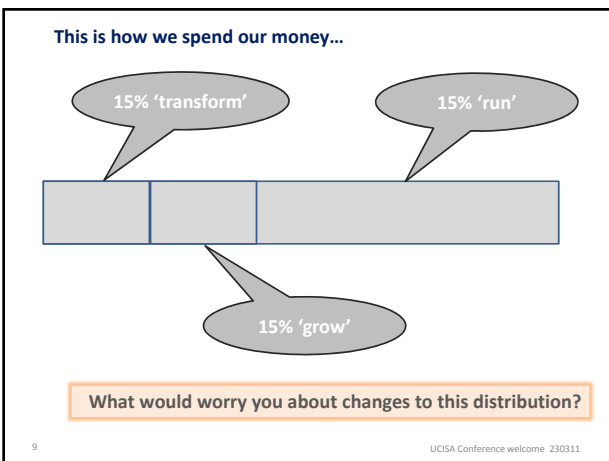
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Making the pitch – the questions, the props.....

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Are we asking the right questions of comparator data?

- % spend on staff, on hardware, on software, on outsourced, on....
- % spend on maintaining existing, % spend on development
- % spend on teaching IT, on research IT, on admin IT
- % spend restricted (ie research), % spend unrestricted (ie elective)

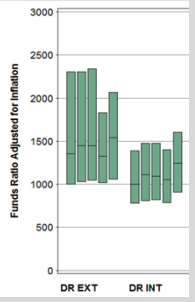


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You know, we benchmark against peers & competitors...

EDUCAUSE core data



Spend on centralised IT per student
FTE 2005-09

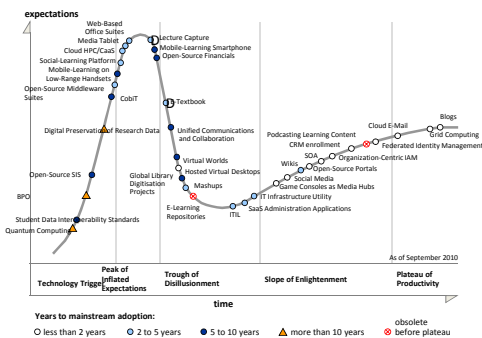
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TOP 10 ISSUES

UCISA 2010 (UK)	EDUCAUSE 2010 (US)
Funding and sustainable resourcing of IT	Funding IT
Business systems to support the institution	Identity/ access management
Organisational change and process improvement	Infrastructure/ cyberinfrastructure
IT strategy and planning	Research support
Service availability and resilience	Collaboration/ partnerships/ building relationships
E-learning	Teaching and learning with technology
IT/IS service quality	Administrative/ ERP/ information systems
Governance of IT	Agility/ adaptability/ responsiveness
The development of an architected, enterprise-wide IT Infrastructure	Disaster recovery/ business continuity
Data centres	Security
Mobile computing, anytime, anywhere computing, home working	Governance, organizational management, and leadership
Identity/ access management

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This is where we (& peers?) are on the hype cycle.....



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Let's visualise the decision-making for investments in IT...

	Low Strategic Impact	High Strategic Impact
High Political Engagement	Quadrant 2 High Resistance/Local Return "Tolerate"	Quadrant 4 High Resistance/High Return "Bet Your Career"
Low Political Engagement	Quadrant 1 Low Resistance/Local Return "Make It Work"	Quadrant 3 Low Resistance/High Return "Just Do It"

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Good luck!!

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