

Value Accelerator™ Service

Optimize the Return of Your IT Portfolio

Value Accelerator™ is a solution that combines value measurement software, industry benchmark data, and value services to demonstrate the business value contribution of information technology applications and projects.

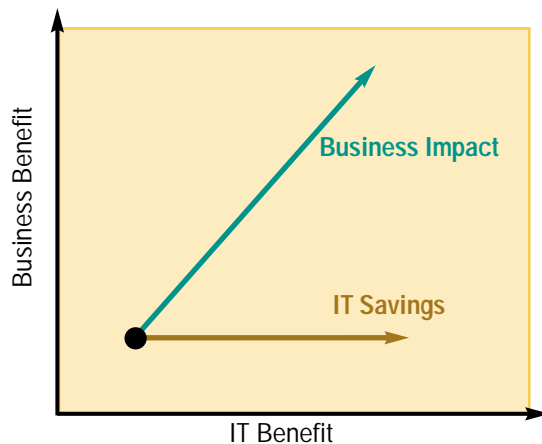
Bottom Line? Executives can rapidly measure and align their resources to optimize the value of their IT application portfolios.

Dimensions of IT Value Contribution

Considering the Full Picture

Improving IT operational efficiencies, lowering TCO, reducing IT complexity, simplifying management — these are the virtues often cited by vendors. They're crucial to running a successful IT business...

...BUT, don't lose sight of what's important.



Operating IT efficiently is only one dimension of business value. IT's greatest potential impact is improving the productivity of the business.

Understanding both the efficiency and effectiveness dimensions of IT enables CIO's to allocate their resources to deliver the greatest value to the business.

Optimize the Value of your IT Portfolio

- Rationalize Resources based on Business Return
 - Identify applications to retire, sunset or outsource
 - Identify the departments/users that will deliver the greatest return from increased investments
- Accelerate Realization of Value through Objective Decision Making
- Transform IT from a cost center to a value contributor
- Prioritize projects by their impact on the portfolio value

Application e-Valuator™

Automating Portfolio Measurement with Easy to Use Software

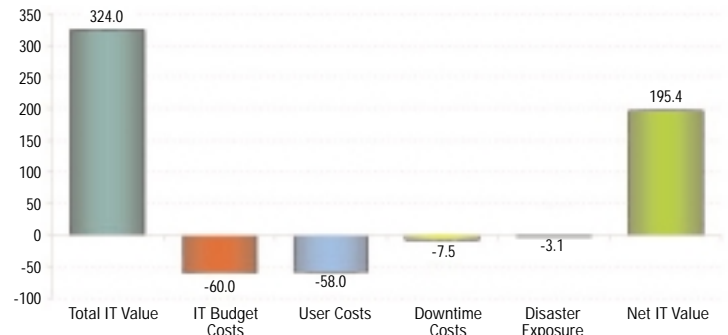
The Application e-Valuator™ is a powerful software application designed for the executive who wants to get to the heart of the technology value proposition. ITCentrix applications are built to be intuitive and easy to use. The software incorporates ITCentrix proprietary algorithms and mathematics to ensure that clients get a complete and accurate picture of their IT business.

The Application e-Valuator™ provides a common business framework to understand the impact that IT applications and projects have on business results. The software automates the capture of information from multiple points in the business and consolidates them in a single data structure. The application allows clients to combine known empirical business information, such as revenue, productivity data, headcount, salaries and budgets, with subjective knowledge of how IT applications contribute to user productivity, generate revenue, reduce cycle times, cut costs or reduce risk.

What's more, the software draws on ValueBase, the ITCentrix proprietary database of value benchmarks, to provide guidelines and points of comparison.

What's the value of your IT?

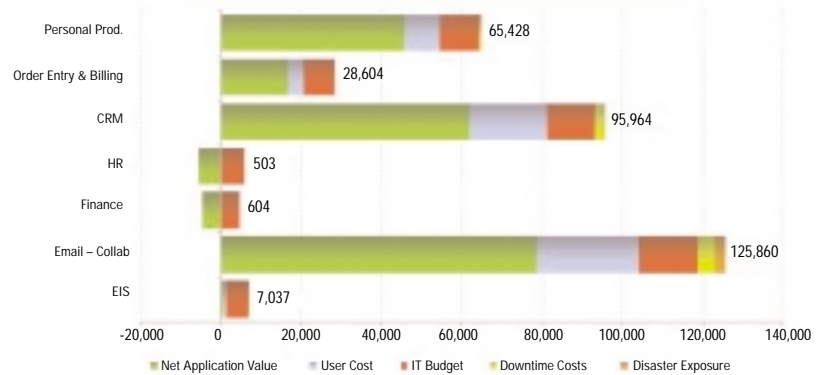
IT Value Summary for Any Organization (\$000)



Net Return on IT Budget for Any Organization is 326%

Which applications drive that value?

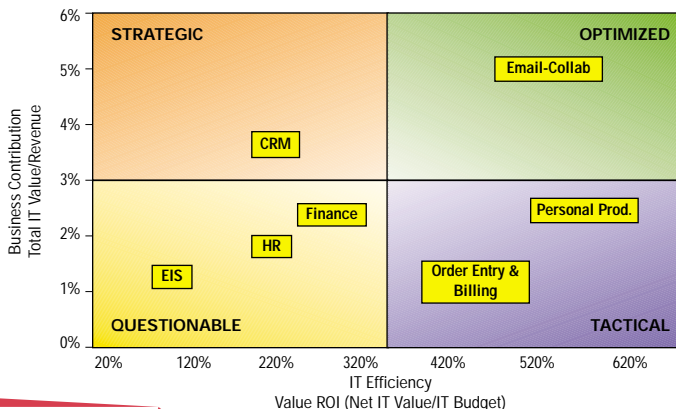
Any Organization: Components of Total Value by Application (\$000)



The Application e-Valuator™ provides the information that puts you in control

What is the relative value of the applications?

Any Organization: Application Portfolio Quadrant Analysis



What investments will optimize IT value?

Any Organization: Financial Metrics by Project

Project Financials by Year for Any Organization

Project	Year	Data				
		NAV	NPV	ROI	IRR	Break Even in Months
Web Enablement	3	\$3,400,000	\$1,888,000	147%	39%	22
	5	\$7,360,000	\$5,060,000	377%	41%	22
Sales Automation	3	\$2,550,000	\$1,416,000	110%	29%	12
	5	\$5,520,000	\$3,795,000	283%	30%	12
Integrated Financials	3	\$2,091,000	\$1,161,120	91%	24%	16
	5	\$4,526,400	\$3,111,900	232%	25%	16
Data Warehouse	3	\$1,191,870	\$661,838	52%	13%	14
	5	\$2,580,048	\$1,773,783	132%	14%	14
SAN consolidation	3	\$341,000	\$(370,000)	-54%	0%	54
	5	\$744,000	\$(112,000)	-14.7%	0%	54



ValueBase

Providing Credible Benchmarks to Support Your Business Decisions

ValueBase is a one of a kind database of IT value metrics. This benchmarking tool ensures that our clients understand how their IT delivery stacks up relative to others in their industry. Using the ValueBase service, clients can better establish application value targets for their organization and address such issues as:

- How does my value delivery compare to other organizations in my industry?
- In what areas are companies like mine investing?
- What value do these investments provide?
- What targets should I set for my value return?
- How can I best communicate IT value to the organization?

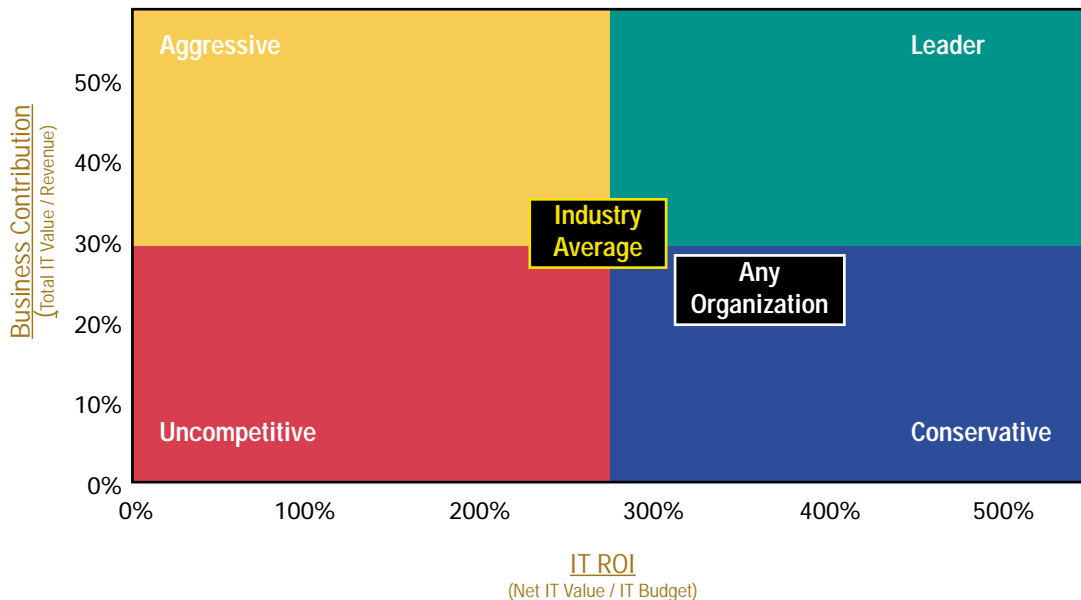
The Value Accelerator™ service combines top quality industry research with leading analysis on the business value of IT initiatives, seamlessly connecting to the Application e-Valuator™ software to compare your value metrics with industry averages.

Benchmarks from ValueBase include, but are not limited to:

✓ Net Application Value	✓ IT Value by Application Type	✓ IT Value by Industry
✓ IT Usage by Industry	✓ IT Value per User	✓ IT Spending by Industry

ValueBase – a way to compare your IT return with similar organizations

Industry Comparison of any Organization IT Value



Value Services

Services Designed to Lower Your Risk

ITCentrix Value Experts support our clients in implementing and exploiting the ITCentrix approach throughout your organization. Every company is unique, so we tailor our Value Services to ensure our clients realize the benefits of value measurement quickly and efficiently. Our expertise in value measurement is applied to assist in gathering data, communicating value, and streamlining the measurement effort.

Getting Started

Each new client relationship is begun with a discussion of objectives and agreement on an approach to implementing a value measurement program. Upon having the process defined, a kickoff meeting is established. The kickoff meeting is a facilitated session designed to train participants on the ITCentrix Application Value Methodology and structure the data gathering requirements necessary to meet stated objectives.

Training

ITCentrix makes a firm commitment to transfer its knowledge to our clients and put them in control. Individuals are trained to effectively utilize ITCentrix software and methodologies. Training approaches will differ depending on what's best for each client, and can range from a two-hour quick tour to in-depth full day sessions.

Experts on Call

Clients can tap the IT value measurement and business expertise of ITCentrix Value Experts.

Examples of such support include:

- Gaining a better understanding of ITCentrix value methods
- Interpreting value results and providing observations and recommendations
- Assistance in building business cases for upper management.

ITCentrix Value Experts include former CIO's, IT management, business executives, and statistical experts who can dramatically improve clients' ability to measure and manage IT value in an ongoing way.

Value Benchmarking Support

• *Know Thyself*

Clients benefit from the use of advanced survey and data collection instruments, such as Web-based user surveys and other information gathering instruments. Designed by seasoned experts with deep statistical and research backgrounds, these templates can be used internally to fine-tune the results of the value software.

• *Know Thy Competitor*

ITCentrix consultants are available for ad hoc requests by clients. Comparative metrics provide context to view value results, promoting communication and ensuring decisions are made with points of reference.

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