

# *What ICT Buyers Really Want*

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- **Mainstream's Business Perspective**
- Business expectations : The Basics and Strategic view
- Business dialogue : IT-CMF
- ICT Strategic Partnership

# Vision

Mainstream Renewable Power was Founded by Dr. Eddie O'Connor in February 2008.

*“ Our vision  
is of thriving economies and communities  
liberated from the restrictions of fossil fuels,  
using  
renewable energy  
as their  
mainstream source of power. “*

The world is experiencing a **once-off historical transition** to sustainable fuels: Each one of our 195 countries must go through it.

4 fundamental issues drive this transition ;

- Climate change
- Ever-increasing Demand for Energy
- Rising Fossil Fuel Prices
- Energy Security



**This Vision demands a strong Business Model**

## 1. Ever-increasing Demand for Energy

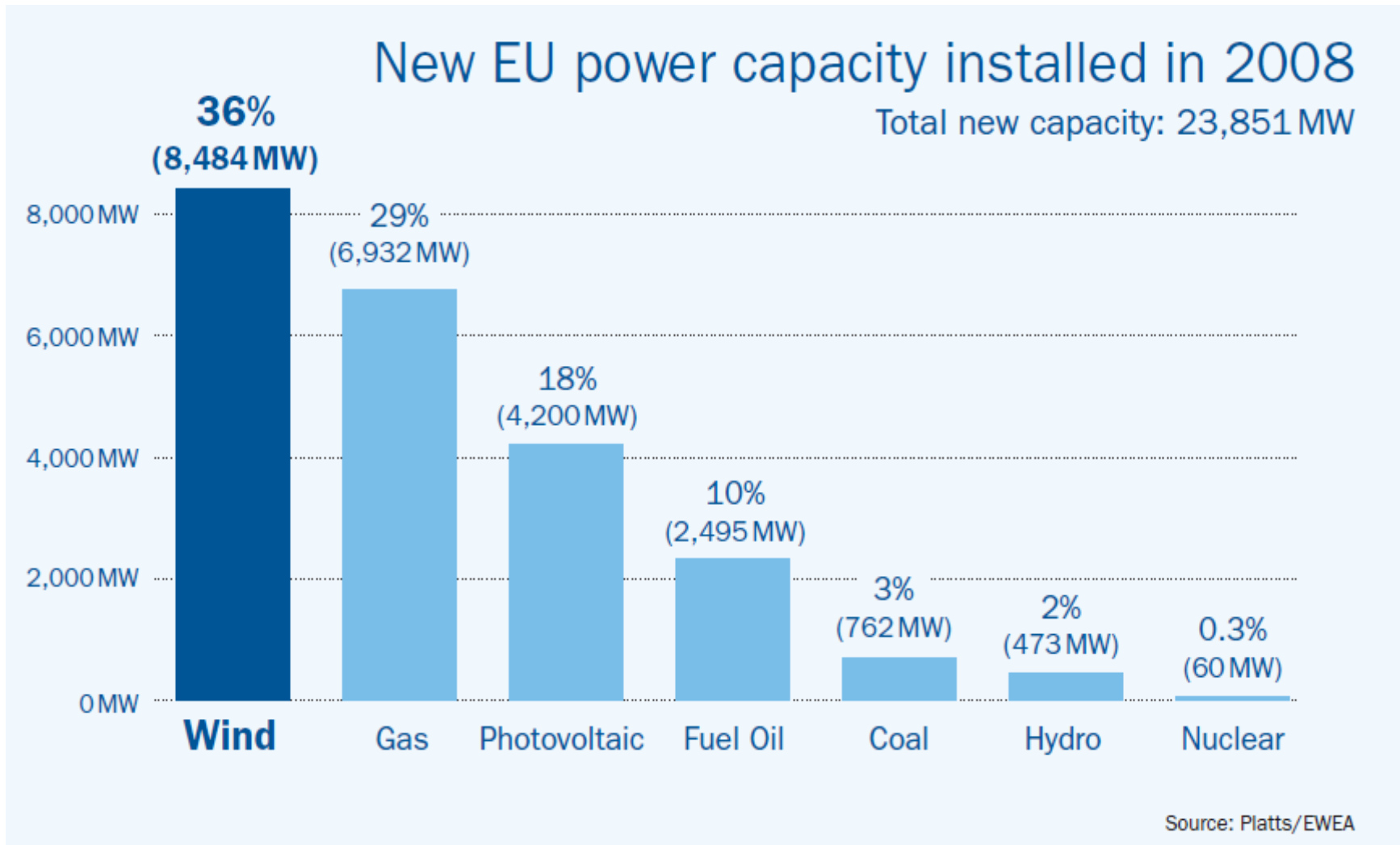
In 2009 China surpassed US as world's largest energy consumer  
By 2030, China and India will add ' 23 Germanys ' to their grids

## 2. Rising Fossil Fuel Prices

Globe: 157,000 MW Wind Power installed to date  
Norway: 70 % of Energy from Hydro; planning to be 100 % self-sustaining by 2020

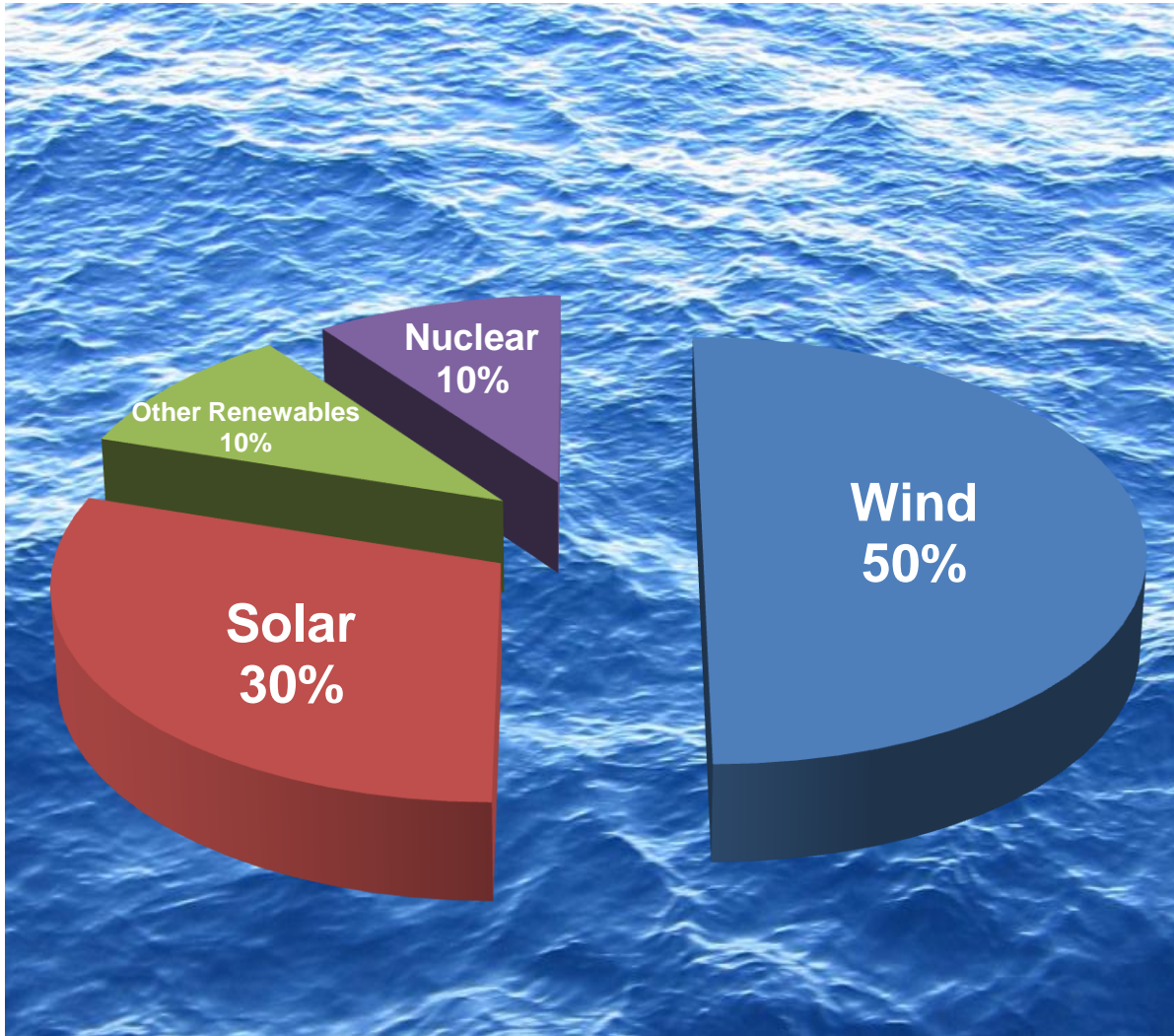
## 3. Energy Security: EU perspective

By 2020 Russia will be EU's primary source of energy.... If we do nothing  
EU Commission Policy : All Utilities must generate > 20% energy from Renewables by 2020



> 50 % of new Generation Capacity from Wind & PV

# EU Energy Perspective : 2050 Mix



## Energy Demand

**Offshore Winds farms are needed** for Europe to meet Green House Gas Targets

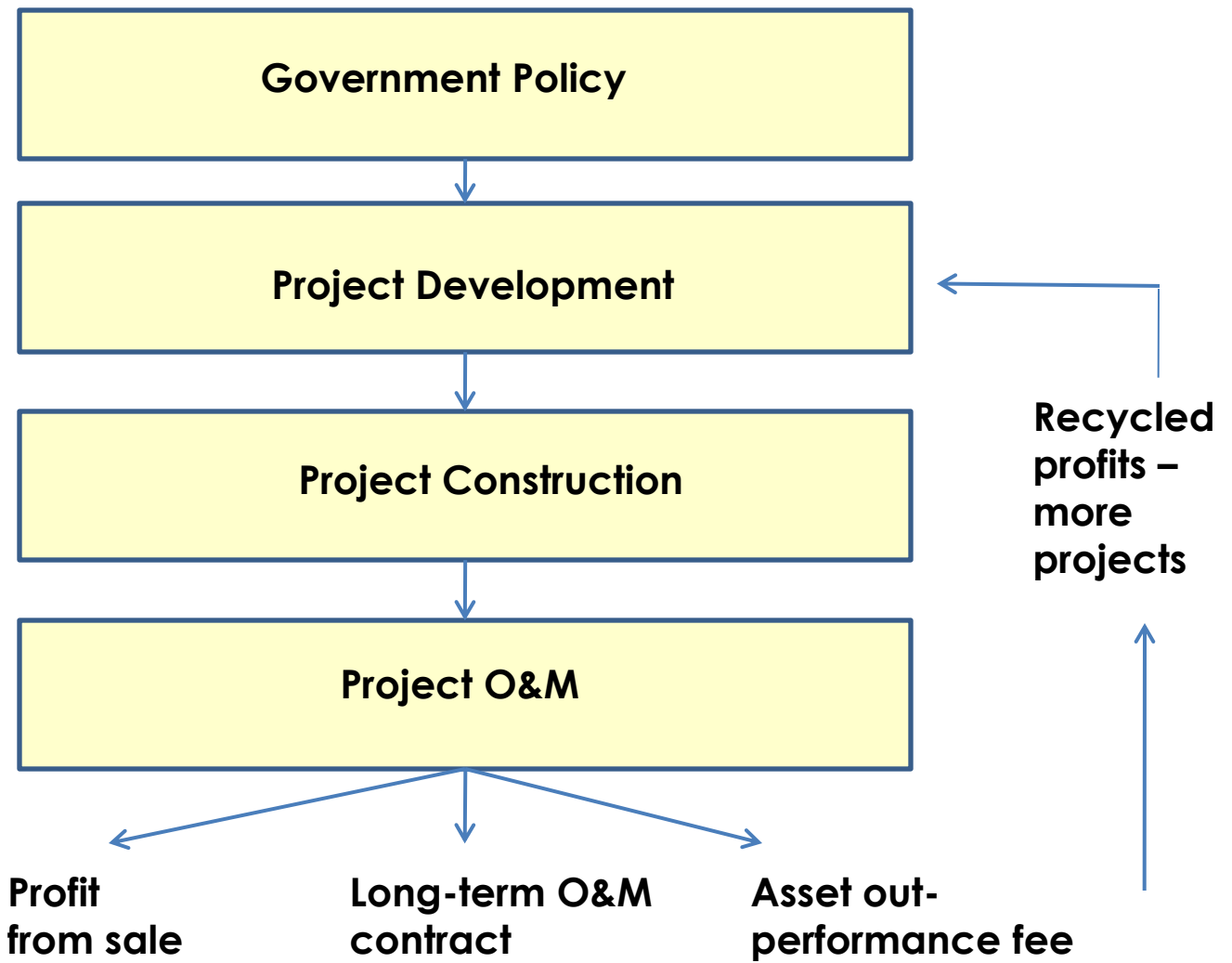
**Interconnection across EU member states is needed** to enable Offshore Wind

**Interconnection, or Supergrid is vital** for delivery of any 2050 scenario

**2020 offshore grid connections must be Supergrid-compliant**

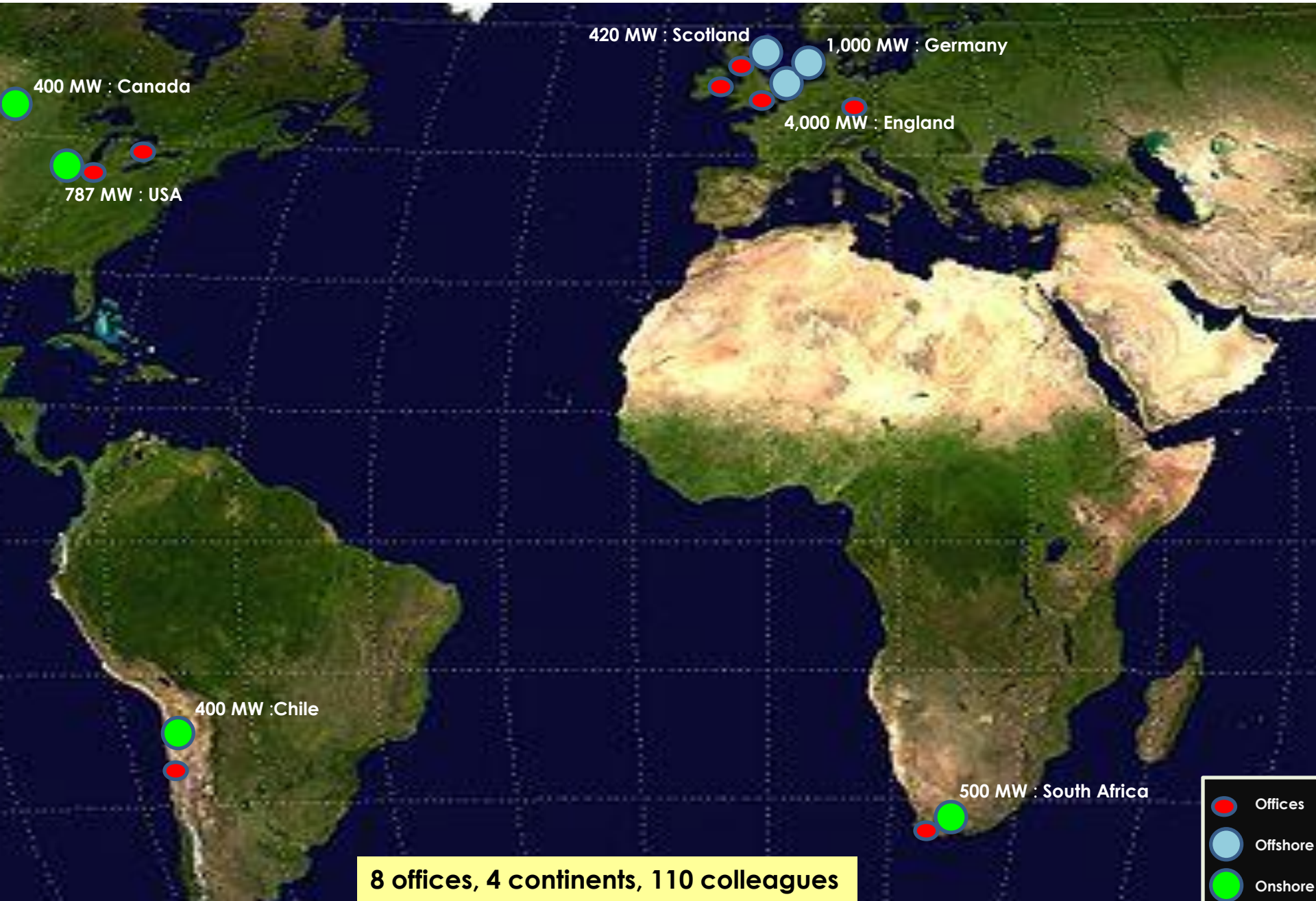
**> 80 % of Generation Capacity will be from Wind & PV**

# Mainstream Business Model



**Success Criteria : Deal-Making, Cash Generation, Project Execution**

# Mainstream's 7,000+ MW Projects' Pipeline



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## Colleagues want;

1. **I have a reliable laptop**, enabled with video-conferencing, wireless and 3G.
2. **I can print, email, phone, video-conference** from any Mainstream office, in the same way as my local office.
3. **I can consistently log on securely when I travel or when I work from home**, 24 x 7.
4. **IS Support is clear, comprehensive, effective** & I know how to get IS support for any IS issue.
5. **IS Service Desk operates 24 x 7** and is supported by an informative IS website.
6. **IS Training is effective** and is supported by an IS Training Program which is timely & suits my needs.
7. **IS plans are communicated clearly** and tell me in advance when there is a planned IS outage or upgrade.
8. **IS issues are communicated clearly** and IS are timely in telling me what the causes & solutions are.
9. **IS are always customer-focused**, helpful, informative & timely in addressing my IS requirements.

## Business Need

## Integrated Business Systems

## Value

- Deal Making
- Cash generation & Management
- Project Execution



- Collaboration & Fast Replication
- Efficient Work Flow
- A Single Version of the Truth
- Faster Decision-Making
- Increase Personal & Team Productivity

**8 Business Systems to deliver Value**

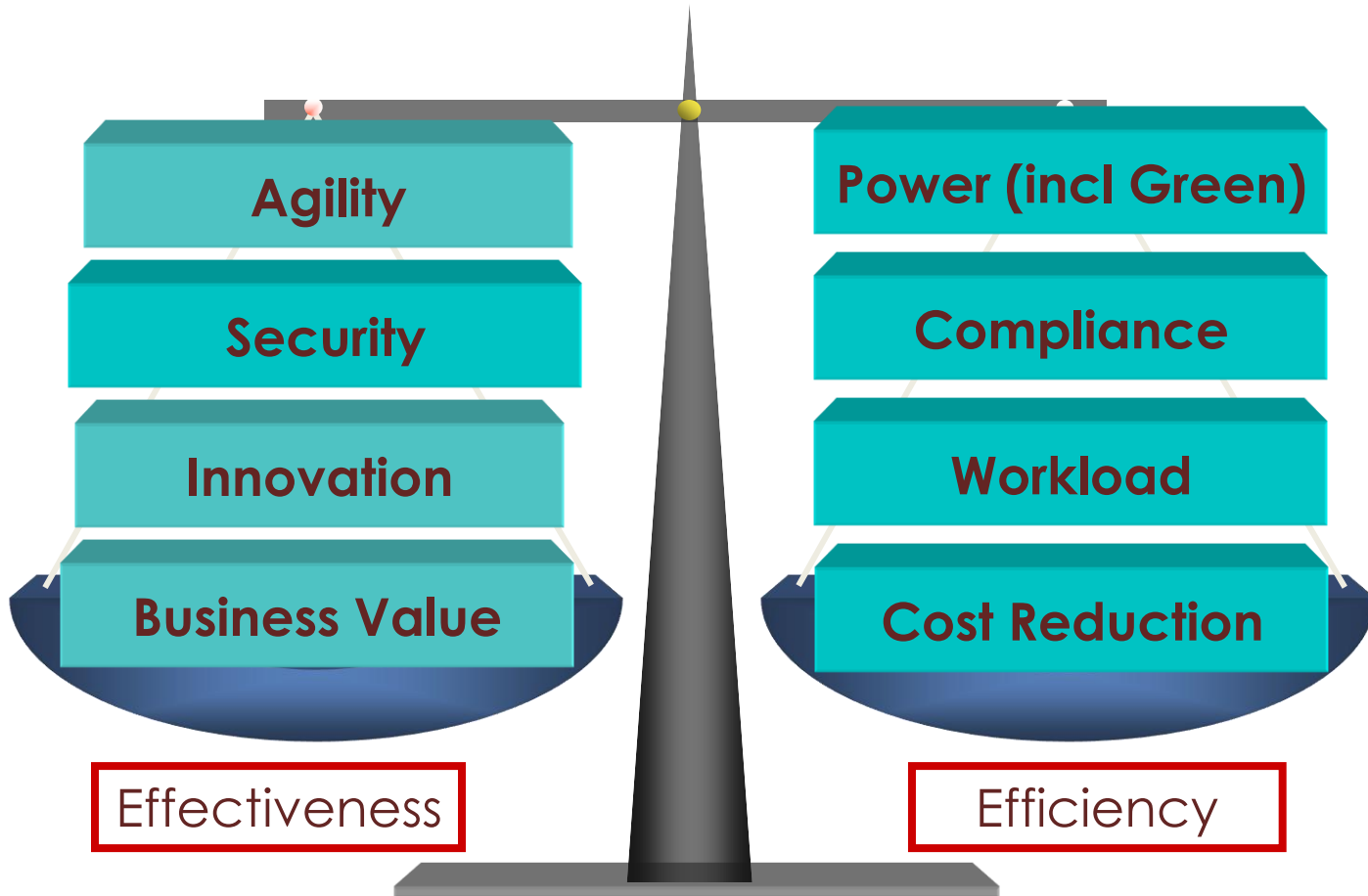
- Mainstream's Business Perspective
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“The CIO is done with mere technology,  
their job now is to make money”

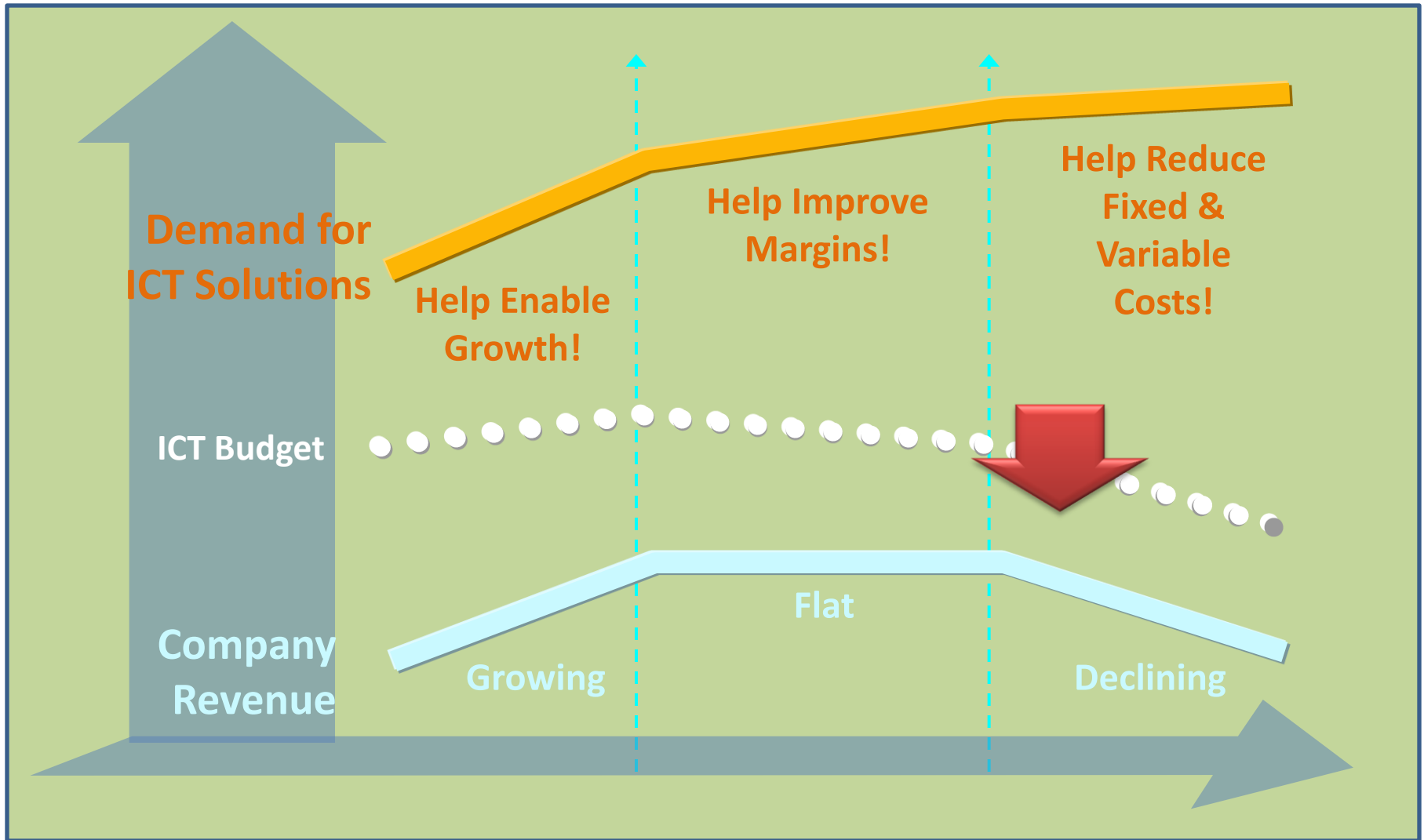
Paul Strassman, 2001

- **Do firms determine Return on Investment on IT?**
  - 73% of CIOs don't calculate ROI on their completed projects
  - 70% of companies find it difficult to calculate ROI
  - CIO Insight survey 2002
- **Issues**
  - Definitions
  - Discipline
  - Time
  - Intangibles
  - Maturity
  - Priority
  - Leaders/Role models

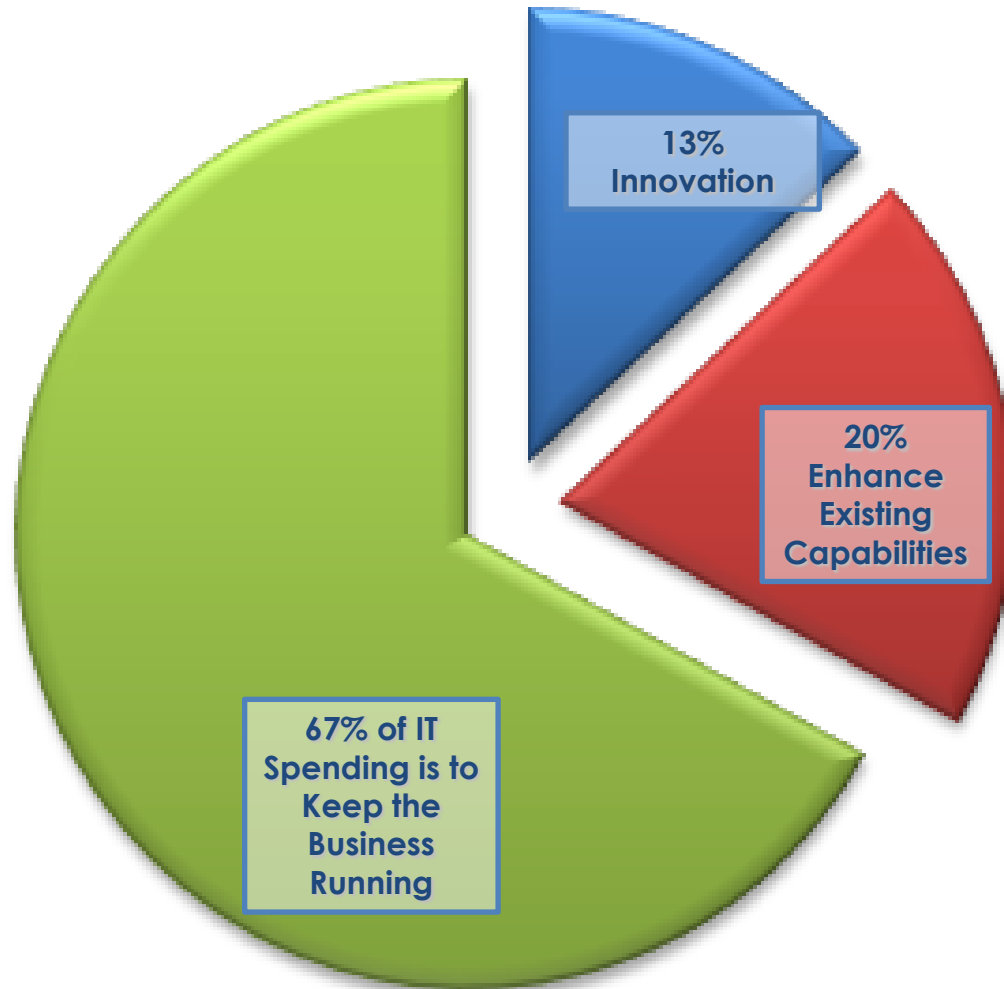
**The value of ICT investment is rarely measured**



**This Business demands Effectiveness and Efficiency**



**Demand for ICT consistently grows**



Source: Gartner IT Key Metrics Data 2008

**Challenge is to drive cost down & focus on Innovation**

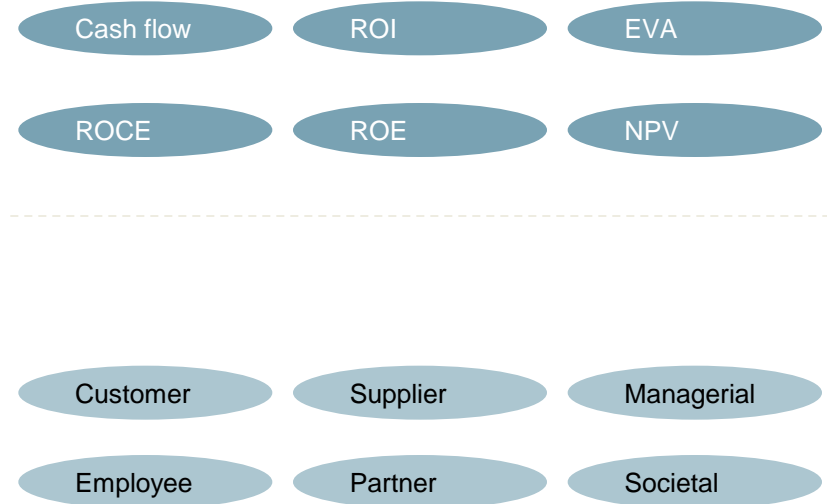


## IT process frameworks



- How to deploy service oriented architecture?
- How to implement best in class security?
- How to manage a data centre?
- How to deploy virtualization?

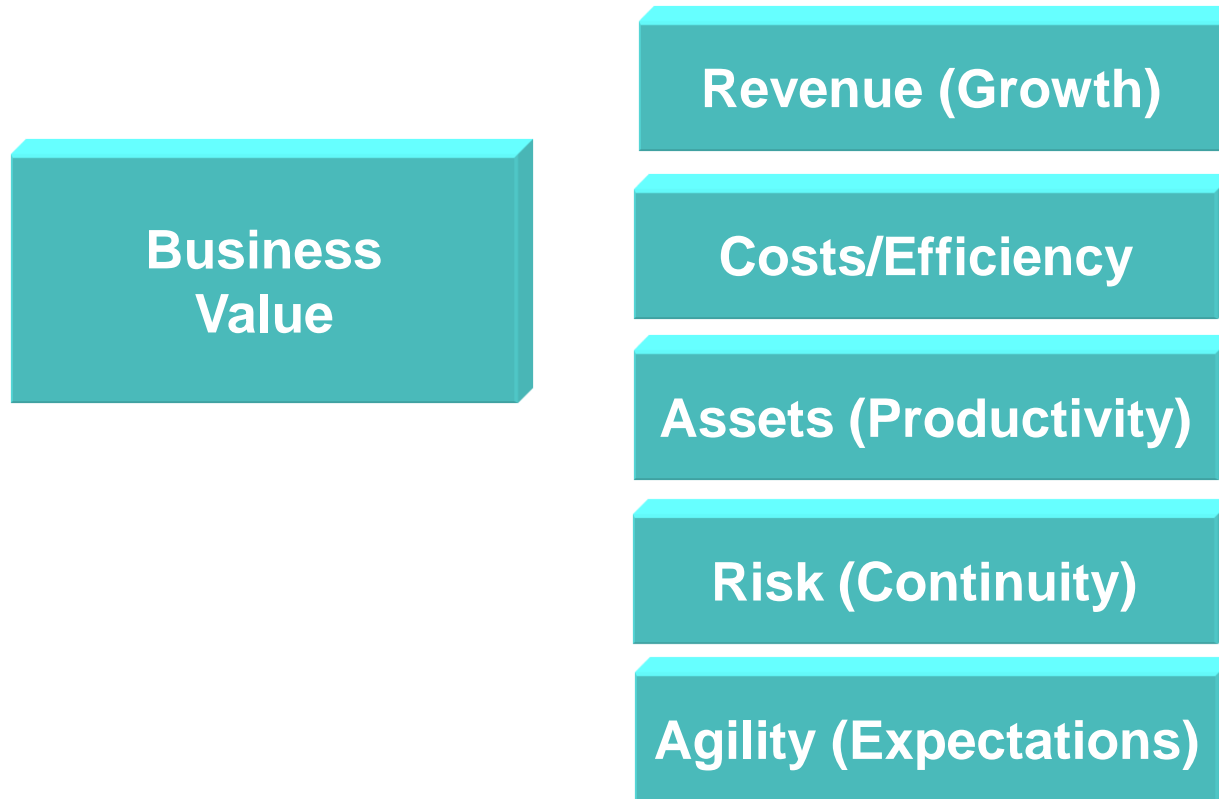
## Business value



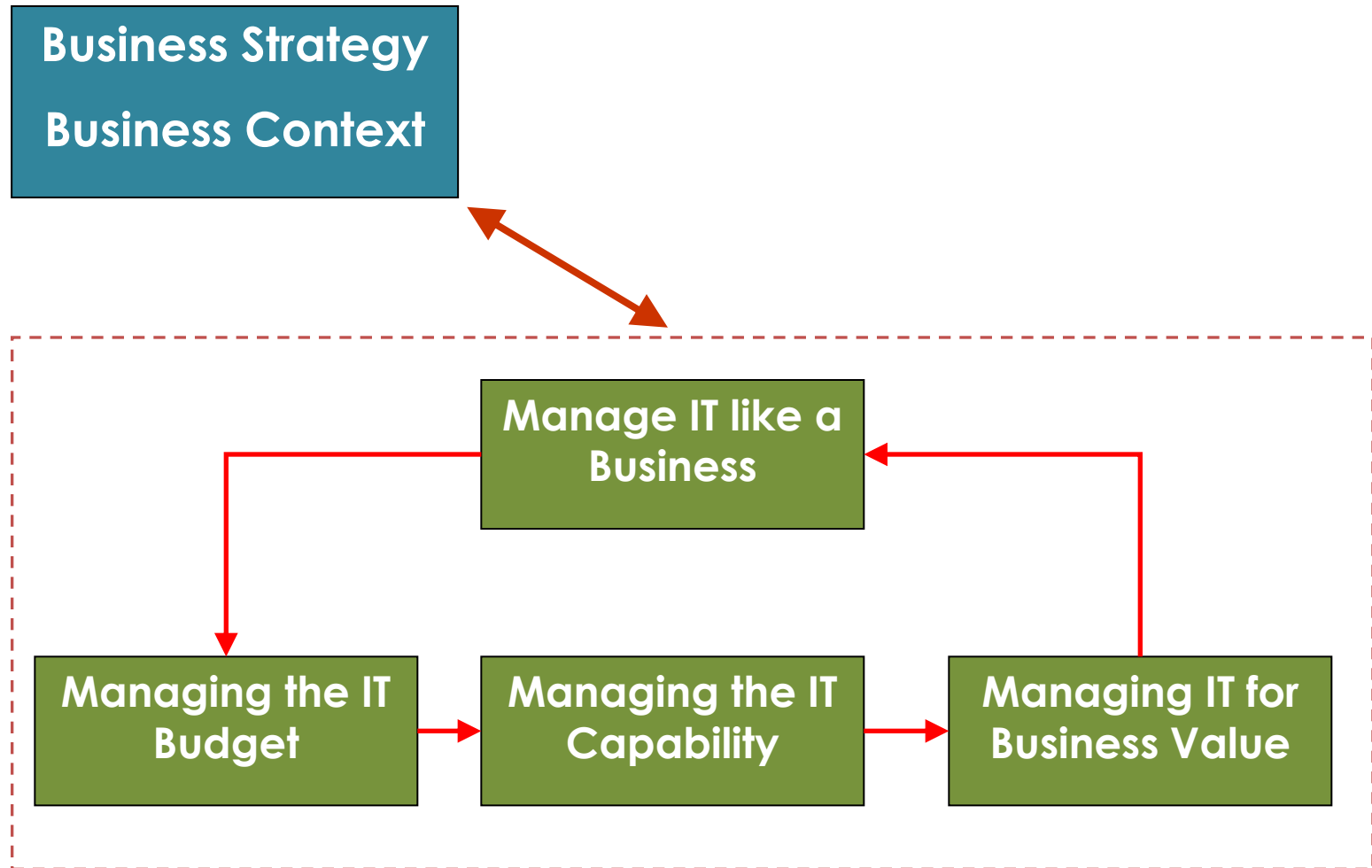
- What is the average return from your IT investments?
- What is the cumulative return from your IT investments?

**There is a need for an integrated Business-ICT language**

- **Business Value is the contribution IT makes to helping a firm or other organization achieve it's objective**



**An integrated language for Business Value is needed**



**An Integrated Process Approach is needed : 4 Macro Processes**

## Managing IT like a business

- ITG** IT Leadership and Governance
- BPM** Business Process Management
- BP** Business Planning
- SP** Strategic Planning
- DSM** Demand and Supply Management
- CFP** Capacity Forecasting and Planning
- RM** Risk Management
- AA** Accounting and Allocation
- ODP** Organisation Design and Planning
- SRC** Sourcing
- REM** Resource Management
- IM** Innovation Management
- PQM** Performance and Quality Management
- SAI** Service Analytics and Intelligence

## Managing the IT budget

- FF** Funding and Financing
- BGM** Budget Management
- PPP** Portfolio Planning and Prioritisation
- BOP** Budget Oversight and Performance Analysis

## Managing the IT capability

- EAM** Enterprise Architecture Management
- TIM** Technical Infrastructure Management
- PAM** People Asset Management
- ICM** Intellectual Capital Management
- RAM** Relationship Asset Management
- RDE** Research, Development and Engineering
- SD** Solutions Delivery
- SRP** Service Provisioning
- UMT** User Management and Training
- UED** User Experience Design
- PPM** Program and Project Management
- SUM** Supplier Management
- VCM** Value Chain Management
- CAM** Capability Assessment and Management

## Managing IT for business value

- TCO** Total Cost of Ownership
- BAR** Benefits Assessment and Realisation
- PM** Portfolio Management
- IAP** Investment Analysis and Performance

## IT Capability Maturity Framework

- **A reference model** built by Academia, Industry, Intel IT
- **IT Value** measurement tool

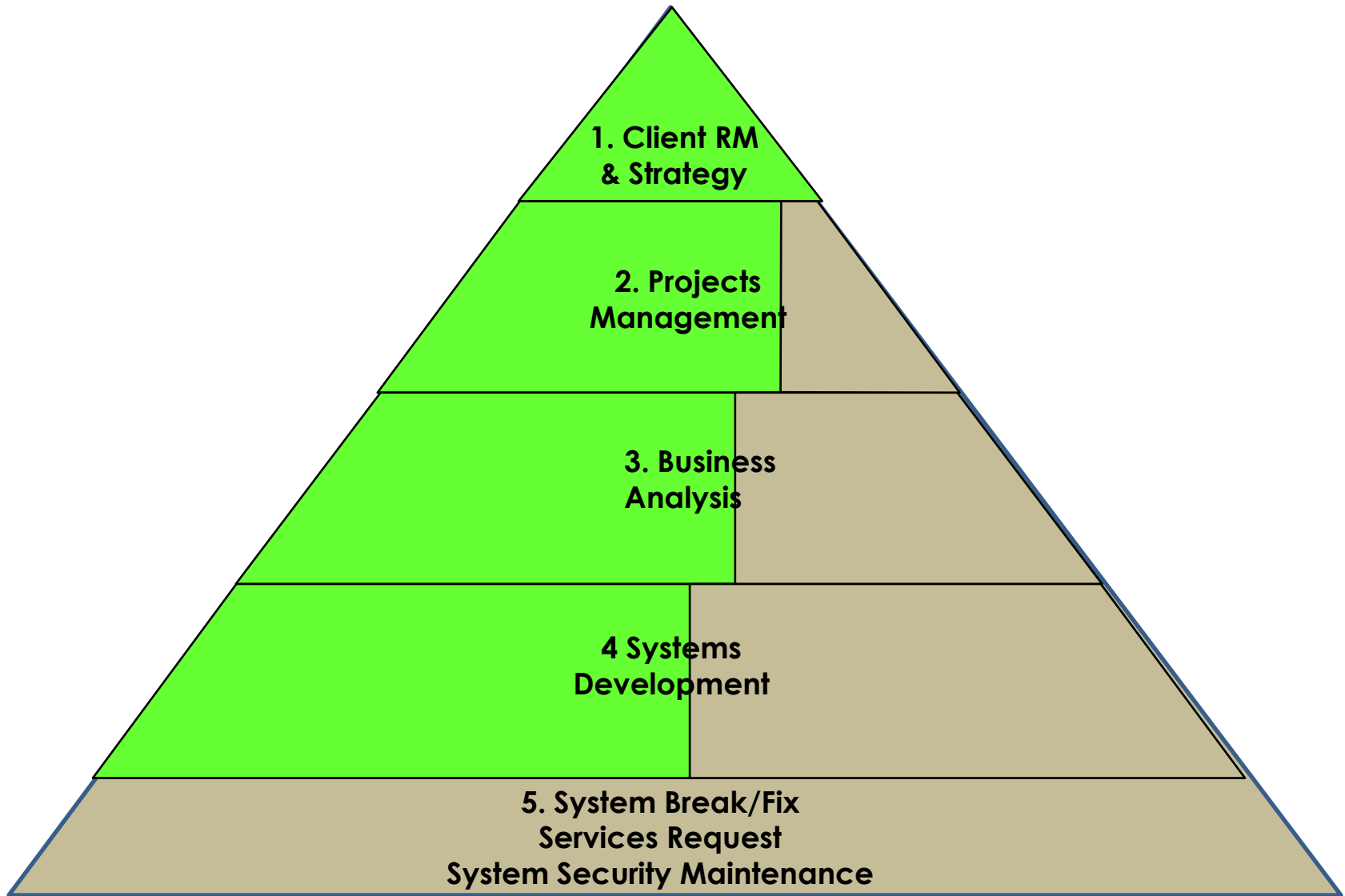
Where we need to be

Maturity Level  vs Strategy	The 4 IT Improvement Strategies			
	Managing IT for Business Value	Managing the IT Budget	Managing the IT Capability	Managing IT like a Business
<b>Level 5: Optimising</b>	Optimising Value	Sustainable Economic Model	Core Competence	Value Centre
<b>Level 4: Advanced</b>	Portfolio & Options Management	Expanded Funding Options	Business Partner	Investment Centre
<b>Level 3: Intermediate</b>	Return On Investment & Business Case	Improve Productivity	Technology Expert	Service Centre
<b>Level 2: Basic</b>	Total Cost of Ownership	Predictable Performance	Technology Supplier	Cost Centre
<b>Level 1: Initial</b>	Beginning	Beginning	Beginning	Beginning

Source: Martin Curley, Intel / National University of Ireland

**A proven model to measure & improve ICT Value**

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- **ICT Strategic Partnership**



 IS Mainstream  
 ICT Strategic Partners

**IS Mainstream focus on Adding Value**

## ICT Strategic Objectives :

- **Build a flexible platform** to energise successful business execution.
- **Deliver business solutions** through innovative technology, processes, and partnership.
- **Leverage ICT investment** towards strategic & operational business priorities
- **Champion the pace** of adoption of ICT , facilitate delivery of Mainstream KPIs
- **Quickly deploy best ICT practices** in knowledge creation, collaboration , communication
- **Proactively manage ICT risks** as they impact on business performance & priorities
- **Integrate ICT governance** into Mainstream's overall governance & business performance reviews

## ICT Design Principles :

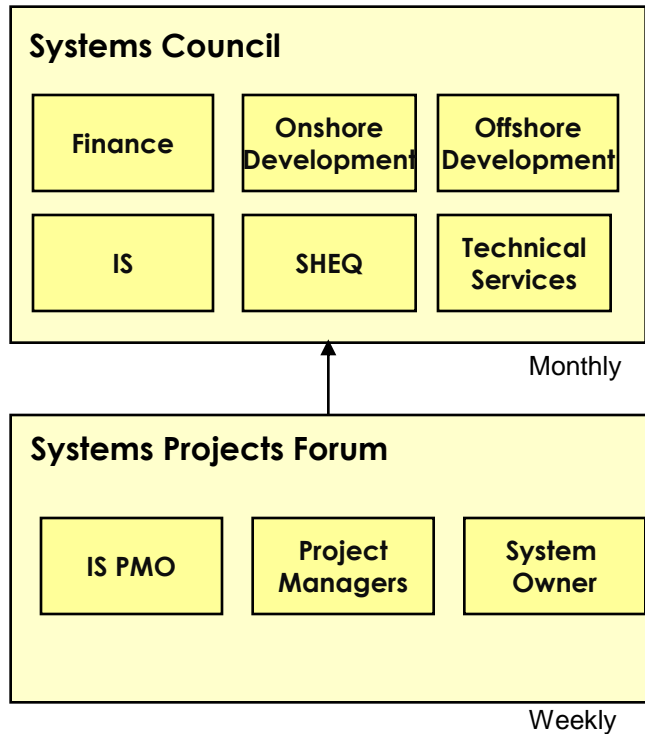
- **Buy** before build
- **Configuration** not customisation
- **Partner** with Strategic ICT vendors & follow their Technology Roadmaps
- **Build for 24 x 7**, high-availability, dispersed geography, future growth
- **Outsource** repetitive activities
- **Enterprise Excellence** Technology & Process
- **Standardise**

## 1. Governance

### Systems Council & Forum;

Agreed Charter, attendees, action log

Plan of Record maintained.



## 2. PMO

IS Program Management Office.

**Agree** Project prioritization criteria with stakeholders :

1. Service Improvement
2. Cost Reduction
3. Business Impact
4. Risk, Compliance, BCP
5. Business Urgency

**Score** & force-rank all projects against these 5 criteria.

**Track** Project progress against ;

- Scope
- Schedule
- Resources
- Budget
- Change Management
- Benefits

**Provide** Project progress Reports

## 3. Tollgates

**For all projects;**

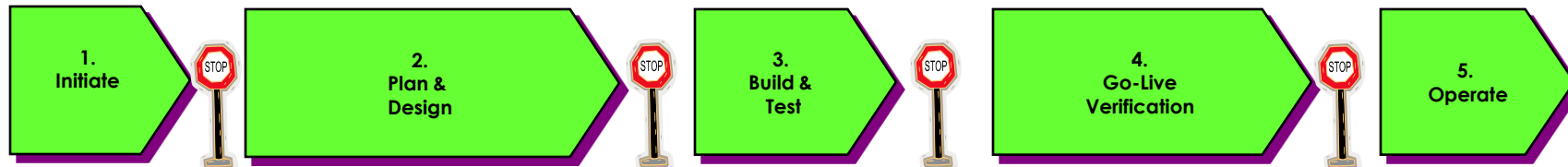
**Agree** a consistent model with 5 tollgates;

1. Initiate
2. Plan & Design
3. Build & Test
4. Go-Live Verification
5. Operate

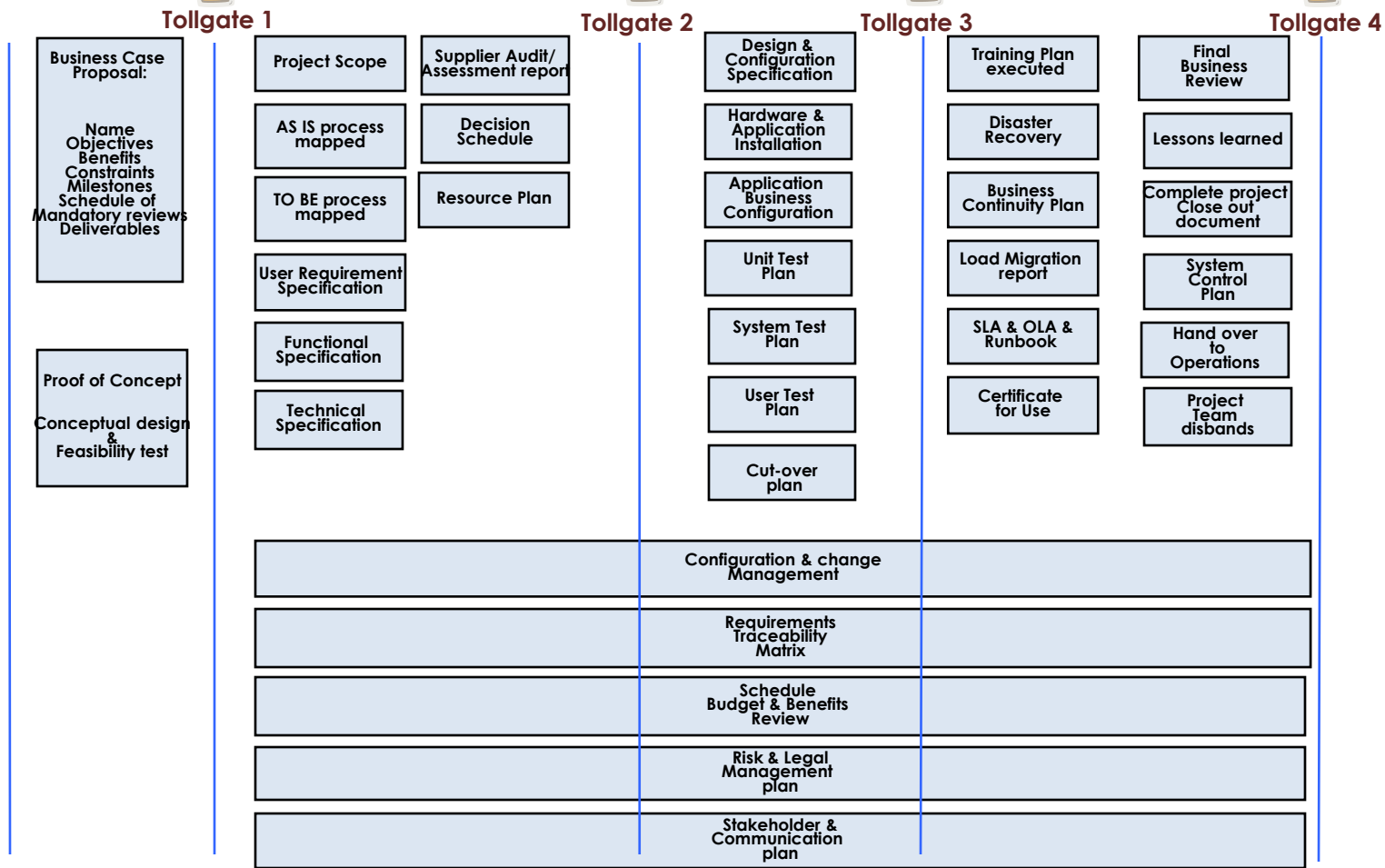
**Each tollgate** has clear deliverables

**Project managers** trained in this methodology

Phases



Deliverables



A proven methodology based on IEEE 'V' Development model

- **Business leaders expect:**
  - The IT Experience at work to at least match the IT experience at home
  - The basics to work reliably always
  - ICT Strategy to focus on Adding Value
- **A new ICT dialogue with Business leaders is needed:**
  - Based on Value
  - Based on a common language
  - Based on a measuring Capability Maturity
- **The CIO expects ICT Suppliers to;**
  - Focus on Strategic Partnership
  - Focus on Adding Value, better ROI
  - Free up the CIO's organisation to focus on strategy, not operations
  - Follow Good Project Management Principles

**Mainstream : Business Model**

<http://www.mainstreamrp.com/>

**Mainstream's ICT Strategy, described by Silicon Republic**

<http://www.siliconrepublic.com/strategy/item/14728-in-the-mainstream>

**Intel & Mainstream : joint White-Paper & Video on Offshore Wind Farms**

<http://www.intel.com/embedded/energy/products.htm> ( see 'Wind Turbine Availability Excellence' )

<http://www.youtube.com/watch?v=oOIWSWujw8s>

**Microsoft & Mainstream : Blog on SERA adoption & link to SERA document**

<http://blogs.msdn.com/b/mspowerutilities/archive/2010/06/24/sera-succinctly.aspx>

<http://www.microsoft.com/industry/manufacturing/utilities/default.mspx> ( see 'Spotlight' Section for details on Microsoft's SERA ).

**DSS & Mainstream : Partnership in action**

<http://www.decision.ie/>

**Eircom & Cisco : Eircom wins Cisco Gold Partner of the Year 2010**

<http://www.eircomitperspective.com/issue7/news1.asp?firstname=&lastname=&actmanager=&amemail=>

**Friends of the Supergrid : driving policy and standards**

<http://www.friendsofthesupergrid.eu/>

**EU Commission : ICT for Energy Efficiency ; Mainstream are on the Review Panel**

[http://ec.europa.eu/information\\_society/events/ict4ee/2010/index\\_en.htm](http://ec.europa.eu/information_society/events/ict4ee/2010/index_en.htm)

**Energy Trends : Oil refinery bottleneck report from Richard Branson & from US Military**

[http://peakoiltaskforce.net/wp-content/uploads/2010/02/final-report-uk-itpoes\\_report\\_the-oil-crunch\\_feb20101.pdf](http://peakoiltaskforce.net/wp-content/uploads/2010/02/final-report-uk-itpoes_report_the-oil-crunch_feb20101.pdf)

<http://smallwarsjournal.com/blog/2010/03/joint-operating-environment-20-1/>

**Innovation Value Institute**

<http://www.ivi.ie/>