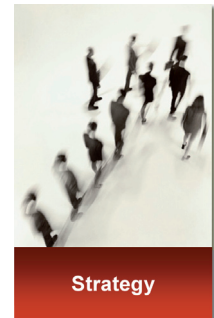


# INFORMATION TECHNOLOGY STRATEGIES - HOW TO MAKE YOUR IT VALUABLE

How to define the role of information technology (IT) in fulfilling the business' strategy? How to ensure the effectiveness of IT in a company? How to implement a particular new technology to gain competitive advantage? How to design and integrate the application landscape? How to organize IT? How to control it? All these questions can be addressed in an IT strategy – a medium to long term planning of the use of IT in a company.

Take advantage of ELCA's expertise with the following four services:  
**IT Strategy, Thematic Strategies, IT Architecture and IT Governance**

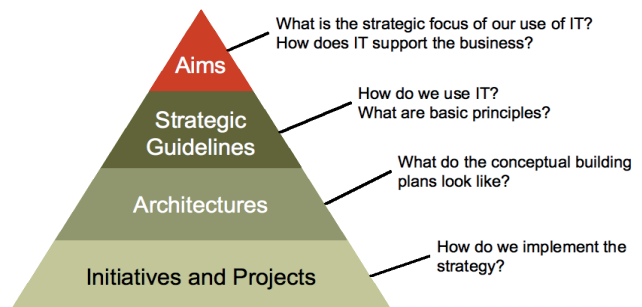


## IT Strategy

The corporate IT strategy defines the general use and role of IT in the enterprise or organization. In particular, it defines the alignment of business and the use of information technology, the design of the IT architecture and the delivery of IT-services.

The content of an IT strategy is hierarchically built and can be visualized as a pyramid as shown by the following figure:

When elaborating an IT strategy it is important to take into account the interests of all stakeholders, to link needs of the business to possibilities of information technology and to proceed in a methodically profound way.



From ELCA, you get skilled and experienced strategists who help you in defining the IT strategy your enterprise and its stakeholders need.

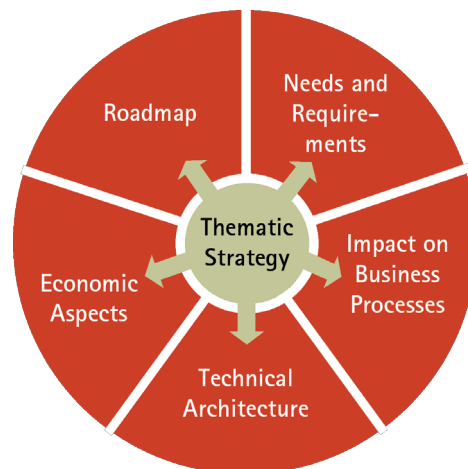
## Thematic Strategies: Adopting CRM, ECM, DWH/BI, Portals etc.

Thematic strategies concentrate on the introduction of a particular new application of IT in the enterprise in order to improve its competitive position, its customer focus or its productivity and efficiency.

In order to successfully develop such thematic strategies it is necessary to first properly define business objectives and scope, then to do a comprehensive analysis of the current situation before evaluating possible strategic options and deriving a concrete action plan.

Furthermore it is important to consider all relevant dimension:

With ELCA's proven experience our clients can adopt new IT opportunities with a strong business focus and under well-balanced participation of all stakeholders.

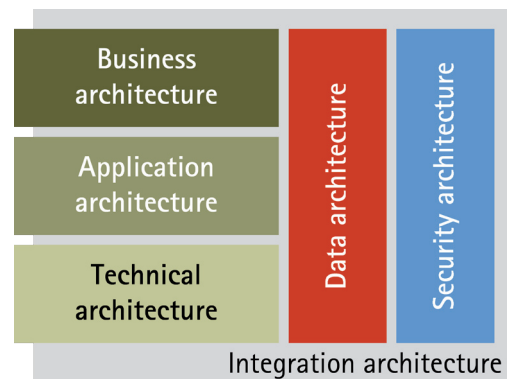


## IT Architecture

Architectures are the conceptual building plans for the IT. They describe – in a high level way – how everything fits together.

The following kinds of **architectures** are important to an enterprise:

ELCA help its clients analyze and define all of these kinds of architectures: be it a technology-oriented architecture to migrate from Cobol to .NET, an application strategy to define the support of the individual business processes, a strategy to migrate to a service oriented architecture (SOA) or questions of strategic sourcing “standard package vs. individual development”.



## IT Governance

IT governance ensures the link of the IT decision making processes with the business strategy. In addition, it covers risk and performance management of IT, mainly in conjunction with compliance issues.

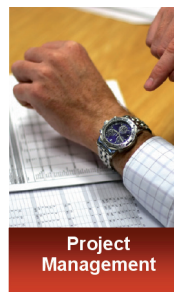
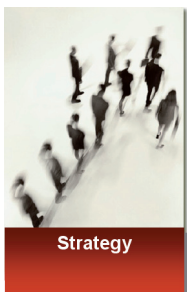
In general, IT governance projects result in adjustments to the IT organization of the enterprise and of its IT processes. With ELCA, you can profit from both experience in a variety of industries and current best practice approaches (such as COBIT or ITIL).

## ELCA offers you:

- Highly skilled employees experienced in strategic IT projects
- A proven flexible methodology to leverage business value with IT
- Knowledge and experience for today's ICT opportunities (CRM, ECM etc.)
- Current best practices (ITIL, COBIT, CMMI/SPICE, TOGAF, ATAM etc.)

## ELCA's references for IT strategy projects:

- Edition Atlas
- Eidgenössisches Departement des Innern (EDI/DFI)
- Fondation IRIS
- International Committee of the Red Cross (ICRC)
- Nestlé
- Philip Morris
- Real-Time Center AG (RTC)
- Romande Energie
- Steueramt des Kantons Aargau
- University Hospitals Lausanne and Geneva (CHUV/HUG)
- Zürcher Kantonalbank (ZKB)
- Zürcher Verkehrsverbund (ZVV)



**IT-Solutions by ELCA**  
[www.elca.ch](http://www.elca.ch)

ELCA Informatik AG  
Steinstrasse 21  
P.O. Box 9470  
8036 Zurich  
Switzerland  
Phone + 41 44 456 32 11  
Fax + 41 44 456 32 00

ELCA Informatique SA  
Av. de la Harpe 22-24  
P.O. Box 519  
1000 Lausanne 13  
Switzerland  
Phone + 41 21 613 21 11  
Fax + 41 21 613 21 00