



development group, inc



### WHY ARE WE TACTICAL WHEN WE NEED TO BE RELEVANT?

TACTICAL

- IT is seen as a black hole cost-center
- Not viewed as a strategic partner of the organization
- Defines success based on tactical metrics like trouble tickets

RELEVANT

- IT has a seat at the decision-making table
- Strategic partner of the organization
- Contributes to the organization's vision
- Delivers business outcomes with a proven process

### WHY DO WE BUY "STUFF" WHEN WE NEED SOLUTIONS?

STUFF

- Purchase technology
- "Design" is a technical list of ingredients not clearly mapped to desired outcomes
- RFPs don't define success criteria, partnership requirements, or objectives
- Implementation is just installation according to technical specifications
- Sustainability plan is often lacking

SOLUTION

- Contribute to an outcome
- Solid design mapped to real business objectives and desired outcomes
- Implementation includes quality installation, effective end-user training, and complete adoption plans
- Sustainability is considered throughout design and implementation

### WHY DO WE LOOK FOR VENDORS WHEN WE NEED PARTNERS?

SELLER

- Value prop: efficient, easy ordering, good price, shipping logistics, customer service
- Sells "stuff"
- Customer must know exactly what they want to buy
- No strategic conversations validating success criteria or desired outcomes

INTEGRATOR

- Value prop: competitive pricing, technical expertise, quality installation, excellent customer service
- No discussion with stakeholders
- No strategic conversations validating success criteria or desired outcomes

PARTNER

- Value prop: leverages a proven process to ensure that the customer derives business value
- Delivers solutions mapped to business objectives and outcomes defined by stakeholders
- Guides IT to becoming business-relevant within the organization

### Who is DGI?

We help you take your IT projects to the next level by achieving goals and influencing direction. We work closely with your team to develop solutions that will help transform your organization and help elevate IT to what it really should be – a critical component of success. Every organization has priorities, goals, visions, and requirements, and IT's success should be measured by its relevant contributions to all of those objectives.



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