Chapter VIII

There’s Just One More Thing ...

I don’t know about you but I’m exhausted.

We’ve been through a lot during just the past few years. Y2K, e-business frenzy, free capital, dot.bombs, corporate scandals, integration technology – and we’re still standing. Of course we are. Because all of these “major” events, “disruptive technologies,” and once-in-a-lifetime stories are anything but. Life goes on, as they say, in the trenches and in the clouds.

It’s all about commitment. Business is not always complicated. We sometimes convert simplicity into complexity so we have something to do, into some problem that only we can solve. I guarantee you that if you change the way you think about business technology and practice sane management you will save money and become more competitive, more profitable. There is huge leverage here. Companies are wasting millions and in some cases billions of dollars a year because their business technology relationship is fractured.

Here are the questions:

• Do you think about business as heading toward collaboration?
• Can you identify the technologies that enable collaboration – and the collaborative business models that pull technology?
• Do you get the importance of technology integration?
• Will you organize things differently?
There’s Just One More Thing ...

- Will you re-visit your business technology management best practices?
- Will you be a little more careful about who you invite inside your company?

**How’d You Do?**

Figure 41 cuts to the chase – and assumes answers to the above questions. It’s also an oversimplification because very few important decisions are perfectly red, yellow or green. But it’s still a good mantra.

Figure 42 presents the whole picture. Collaboration and integration mean specific things. Organization and management best practices can also be identified. If you invest in business technology with some reference to Figure 42, the business technology relationship will improve, you will reduce costs, and make money.

*Figure 41. The investment filters*
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