

The Role Matrix of IT

Market Leader, Takes Risks, High Growth Rates

Expected Role of IT: Tactical and „Means to an End“

The butler

IT delivers supportive services and is not strategic

- Anticipates business need
- Service before costs
- No critical feedback

The entrepreneur

IT is fundamental part of the business model

- Complete Business – IT integration
- Manages risks
- What – not How

The windmill

Cost Optimization is prioritized

- Controls costs
- Is reliable
- Continuous cost management

The Teamplayer

Value driven consultation, support and process assistance

- Good collaboration
- IT- value driven – not only cost driven
- Focus on business processes, result oriented
- Strong business alignment

Expected Role of IT: Strategic and Transforming

Market Follower, Risk Aware, Mature