

Executive Assessment tool: create compelling business cases



Benefits

- **Helps to guide you to quickly identify your e-business needs**
- **Requires minimal time investment**
- **Saves weeks to months of research**
- **Is relatively low cost**

The IBM Executive Assessment tool is a complete and structured process that helps a company develop a positive business case for conducting e-business. Available from IBM Software Business Partners who work closely with your marketing and sales executives, Executive Assessment helps ensure that all aspects of the business case are addressed, from strategy and tactics to implementation and competitive analysis. The Executive Assessment will map out the required hardware, software and services necessary to meet your company's needs.

Assessments are offered in several key e-business areas: e-commerce, collaboration, hosting, mobile Internet, infrastructure, business intelligence, business process management, security, content management, integration and customer experience. Identify the areas where you want help and an IBM Software Business Partner will help you evaluate your needs.

The Executive Assessment consists of an initial 3-5 hour fact-finding interview with a follow-up meeting to discuss the proposed strategy that fits your business. The entire process takes approximately 2-3 weeks to complete (hours vary based on complexity of solution).

The IBM Software Business Partner will deliver the following:

- *Business assessment*
- *Strategic and tactical proposal*
- *Recommended business solution including software, hardware, services and projected outcomes.*
- *Competitive analysis (as applicable)*
- *ROI analysis (as applicable)*

The Executive Assessment is performed for a nominal fee to be determined by the IBM PartnerWorld for Business Partner.

Below are several questions you can ask yourself to see if Executive Assessment is right for you.

1. What is the state of your business?

- *Revenue growth versus industry*
- *Current market share*
- *SG&A trend versus industry*
- *Size and growth in transactions year to year*
- *Size and growth of catalog SKUs*
- *Number and size of databases*
- *Integration of current networks and databases*
- *Number of suppliers and business partners*

2. How do you reach your marketplace?

3. Do you currently have a web presence?

4. What phase of development is your current web presence?

- *Home page only*
- *Static brochureware (includes lookup /database self-service access)*
- *Provides direct customer service*
- *Capable of taking orders online*
- *Back-end integration with accounting and order entry*
- *Fully supply chain integrated*
- *Dynamic content management*
- *Mobile internet functionality*

5. How do you see the Internet playing a role in growing your business?

6. How can e-business reduce the marketing, sales, collaboration, integration and procurement costs of your business?

7. To what extent is your management team committed to using the Internet to grow your business?

8. What resources do you have available to devote to this?

Contact your IBM Software Business Partner to learn more and set up an appointment for an Executive Assessment.



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