

# EVOLVE YOUR IT TEAM

from  
**FIRE  
FIGHTERS**

to  
**INNOVATION  
CHAMPIONS**



## TRA – Technology, Research & Advisory

*Leverage analyst-created and road-tested resources with your own clients to deliver extraordinary results without starting from scratch. Grow your business, uncover new opportunities, and drive profitability.*



# Introducing TRA (Technology, Research & Advisory) – ICG's newest product, powered by Info-Tech Research Group (ITRG)

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TRA significantly expands ICG's methodology pillar to include comprehensive IT and Operations research and methodologies, now available to ICG members at a significant discount per license

TRA provides licensed ICG members with access to an extensive library of tools and advisory resources for client work, the use of diagnostics and other products to deliver client engagements, and the ability to access and sell powerful diagnostic and workshop offerings on a wholesale basis

ITRG is the world's fastest growing information technology research and advisory company, proudly serving over 30,000 IT professionals. They produce unbiased and highly relevant IT research to help CIOs and IT leaders make strategic, timely and well informed decisions

ITRG partners closely with IT and Ops teams to provide everything they need, from actionable tools to analyst guidance, ensuring they deliver measurable results for their organizations including:

- Step-by-step IT roadmap comprised of client tested diagnostics, best practice research and accelerated workshops to systematically improve IT
- Leverage of products focused on helping clients solve the most complex IT problems. Research complemented with diagnostics, over-the-phone advisory services, workshops, and consulting.
- High-impact, low-effort experiences that help clients to get the job done faster and with greater success – e.g., guided implementation, workshops and consulting

# The Offer to ICG members (all prices in USD)

Confidential/Subject to Change

Personal license with access to Info-Tech Library for one year -- \$3K

- Full access and usage of library, research and advisory resources for use in client work
- Use of these documents either in whole or in part as a basis and guide for document creation. Open customization of documents with ICG or your boutique's corporate marks and titles, simply replace the information in the Header and Footer fields of the document

Ability to resell client memberships and other products and earn a commission. Offers for resale, with commissions to seller, include:

- Three types of membership – Advisory Membership at \$12K); Executive Membership (for leader and direct reports, at \$16.8K) and Enterprise Membership (leader and up to 19 members at \$24K)
- Benchmarking and diagnostics – \$20K and up per study
- Workshops – \$30K and up per workshop
- Some special offers will be made from time to time – e.g., a featured diagnostic. For more information please contact Trish Marek-Fortin at [trish.marekfortin@internalconsulting.com](mailto:trish.marekfortin@internalconsulting.com)

Ability to contribute to research and analyst work

Pricing for access to analysts is under development

# We help CIOs achieve what they want most: measurable results

As an IT leader, job one is driving innovation. But most times, you have too many fires to put out, or you're held back by a backlog of initiatives or projects that fall short of business goals.

Info-Tech Research Group\* helps your IT team evolve from fire fighters to innovation champions, and achieve what you want most: measurable results.



*"Info-Tech has an uncanny knack for publishing research and case studies just as we need it to begin with new projects. It has been very helpful to have upfront, relevant and timely research when working on new technology initiatives."*



Steve Johnstone  
CIO, Boston Pizza International  
Richmond, British Columbia

# Harness the insight and experience of 30,000+ IT professionals

Info-Tech is the world's fastest growing IT research and advisory company, proudly serving over 30,000 IT professionals. We produce unbiased and highly relevant IT research to help CIOs and IT leaders make strategic, timely and well informed decisions. We partner closely with IT teams to provide everything they need, from actionable tools to analyst guidance, to help increase efficiency, decrease costs, and drive revenue growth.

Info-Tech's mission is to help CIOs and their teams:



Systematically improve their core processes and governance



Successfully implement critical technology projects

Since 1997, Info-Tech has been helping CIOs and their teams successfully tackle their core challenges, and evolve the value IT provides to the business.



# Elevate IT to a new level in your organization

## Research you use, not research you read

Give your IT team easy access to thousands of powerful research and advisory resources with an Info-Tech membership. Our website is full of practical, actionable research solutions that tackle real-world problems and elevate the value of your IT team.

Get end-to-end project guidance. Build your core processes and governance capabilities. Our Best Practices Blueprints cover the full range of IT initiatives under: Applications, Infrastructure, and Strategy & Leadership. They guide you step-by-step with tools, templates, and implementation workshops.

## Guided Implementation

*We walk you through IT*



Added Cost

Info-Tech is just a phone call away and can assist you with your IT project. Our expert analysts can guide you to successful project completion at no additional cost to you. Here's how it works:

- Enroll in a Guided Implementation for your project
- Book your analyst calls
- Our subject matter experts will review your project deliverables at key milestones and will advise you on best practices and next steps



## Benchmarking & Diagnostics

### CIO Business Vision

*Evaluate your organization's satisfaction level with your IT team's performance*



Reveal your organization's satisfaction with IT's core services. Find out what's most important to key stakeholders, improve stakeholder management, and get the most value out of resources.

### More Great Resources

- End User & Application Feedback
- CIO/CEO Alignment
- Budget and Staffing Benchmarking

For resale

## Tools & Resources



Purchase Optimization / Contract Reviews

Peer to Peer Networking Videos and Webinars

Industry Research

Gaming & Hospitality Research Center

Native American Technology Research Center

Predicting The Future / Mark Anderson

Vendor Evaluations

Templates & Policies

Job Descriptions

▲ CIO'S HIERARCHY OF IT NEEDS



# Onsite accelerator services to power your IT Team

## World Class Operations Workshops

*Build your core IT processes and take charge of critical projects*

These highly engaging, collaborative workshops — held at your location — are designed to help focus attention, create alignment among your team members, and ensure best practices are put to work in your organization. Facilitated by a World Class Operations Practice Leader, each 5-day onsite workshop is tailored to your situation and needs, and focused on immediate impact and results.



### Workshops include:

- COBIT Alignment
- IT Strategy
- Innovation
- Governance Design
- Organizational Design
- Cost & Budgeting
- Portfolio Management
- Project Management
- Vendor Management
- Risk Management
- Disaster Recovery Planning
- ITIL Alignment
- Service Management
- Service Desk Optimization
- Application Rationalization
- Application Development
- Requirements Gathering
- Data Architecture
- Cloud Strategy
- Social Media

For resale

## Consulting Services

*Manage more efficiently, and create greater value*

CIOs and IT managers are constantly challenged to do more with less. Info-Tech Consulting Services can help you do just that. We help you manage more efficiently and support your organization's growth, using a structured approach. Our consulting approach is based on industry best practices, our industry expertise and the current experience of over 30,000 IT professionals in our member base that regularly contribute to our research process.



## Info-Tech Exchange

*Share ideas and strategies with IT leaders*

Take part in this highly collaborative information exchange. Designed exclusively for CIOs and IT leaders, Info-Tech Exchange is an engaging forum to share IT strategies, ideas, and insights. Info-Tech Exchange has been held in over 15 locations to date including New York City, Orlando, Chicago, Minneapolis, Toronto and Washington, DC.



For resale

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*"A '10.' I won't go below that ... everyone you sent was very knowledgeable with diverse experience and great sense of humor. I don't know how you could make the workshop better. I recognize there's always room to improve, but from where we sit this was a 10."*



Rifat Ibram  
Director, Information Technology  
State Department Federal Credit Union  
Alexandria, VA

*"Info-Tech presents a wealth of ideas and templates. The presentation of material is very practical and applicable, and it's been very helpful. It provides a great deal of value to me and my organization."*

**RALPH LAUREN**

Terry Land  
Senior Director of Global IT, Ralph Lauren  
Greensboro, North Carolina

Analyst-created and road-tested resources to deliver extraordinary results without starting from scratch

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# Leverage the power of 30,000+ IT Professionals

Get started at Info-Tech today!

Contact: Trish Fortin at [trish.marekfortin@internalconsulting.com](mailto:trish.marekfortin@internalconsulting.com) or  
Gerry Purcell at [gerry.purcell@internalconsulting.com](mailto:gerry.purcell@internalconsulting.com) for more information



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