

Technology Assessments Bring Business Benefits

By Tim Cook of R.DORSEY+COMPANY

Technology assessments help to identify risks, improve performance, find cost savings, and plan for the future.

Technology assessments come in all shapes and sizes and, when properly designed, help executives better manage business risks, improve network performance, cut costs, and make future plans. They also can determine the root cause of network or application performance problems and articulate resolution paths. The low-hanging fruit harvested in cost savings can often more than off-set the investment required for the independent technology assessment to be conducted.

Objective baseline information gathered from an assessment provides invaluable input for strategic technology decisions keyed on competitive advantage and financial viability. Assessments called for by executive management range from enterprise-wide in focus and scope to a technical deep-dive into “finding & fixing” a chronic problem that’s plaguing either a network or business application. Such assessments can carry price tags of thousands to tens of thousands of dollars and range from days to weeks in duration depending on scope and complexity.

Understanding key business drivers is critical to determining the value and ultimate success of a well designed assessment. The investment into any technology assessment should, in some measure, be related to the value it creates for the organization. This “value proposition” should be jointly defined by management, stakeholders, and the independent assessment team. A clear understanding of the real value of a technology assessment is vital for gaining the internal support and appropriate funding to bring an organization and its technology into better alignment for either growth or cost savings once the assessment is completed.

The matrix below highlights a cross-section of technology assessments that R.DORSEY+COMPANY has conducted for clients. The business value created from these assessments more than justified the investment in professional fees.

ID	Type of Business	Sales	Key Business Drivers	Value Proposition	Investment
A	Leader in internet-based, data, voice, image and multimedia communications	\$19B	Rapid growth, speed to market with new products and a manageable scalable infrastructure	Infrastructure solution secured \$3.8M in project funding and helped to attract \$200M in investment money for new growth business	\$225K
B	National manufacturer and distributor of collectibles and home furnishing items	\$1B	Growth strategy, IT readiness of a new multi-million dollar automated customer fulfillment center prior to its opening	Peace of mind, identified known and previously unknown risks/issues that would have inhibited growth	\$135K
C	National provider of business services and software development	\$100M	\$250M growth strategy, IT cost savings, and business applications needed a faster network	\$750K in savings identified with issues defined that could inhibit planned growth	\$85K
D	Commercial financial	NA	IT operations support,	Reduced staff from	\$100K

	services division of a leading national bank		reduce costs and separated business units sold from client's network	10 to 4, reduced WAN costs 25%, and made network available 100%	
E	Funding agent for multi-family construction projects	NA	Business was sold and needed to be removed from previous owner's network with no disruption of services	Separation needed within 2 wks of deal closing with NO downtime 300+ tasks on the network split list	\$150K to do the separation
F	Major broadcast and electronic news organization	NA	Critical application used to publish a web version of the newspaper was running slow	Found and fixed network configuration problem and avoided need for new T1's into building	\$5K
G	Manufacturer of HVAC computer controls for national chain retail sites	\$20M	IT operations not meeting business requirements of marketplace growth	Made technology a business asset prior to sale of company	\$15K

The results of a properly designed, focused, and managed assessment can be well worth management's investment of time, money, and effort.

R.DORSEY+COMPANY, a technology consulting firm, specializes in network infrastructure, information security, data back-up, and disaster recovery. An independent member of the BDO Seidman Technology Alliance, the firm provides trusted technology advice to both large and small companies in many business, health care, and governmental sectors.

Executive management occasionally needs an outside opinion about business technology issues of concern. Tim Cook of **R.DORSEY+COMPANY** will assist you in setting up such a confidential conversation. He can be reached at (614) 486-8900 ext 223 or at trcook@dorseyplus.com. Email Tim to request "**Data Backed-up? Are You Sure?**" – our straight-shooting helpful hints for making sure your business data is saved, safe, and can be recovered if necessary.

