



Content expert



Subject matter expertise and business savvy gained in twenty years of global business and systems entrepreneurship, enabling major corporations and agile high-tech startups to harvest the benefits of technology and smart business concepts. Paul Selinger has established numerous multinational businesses for Fortune 500 corporations and a proven track record of successfully completed international projects worldwide. Extensive consulting experience in developing and implementing integrated enterprise-wide business and e-business solutions.

What is Business Technology Optimization?

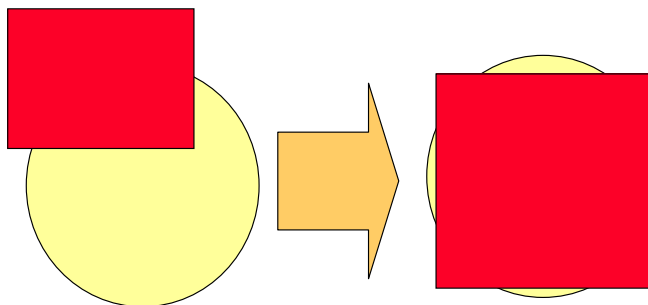
Business Technology Optimization aligns Information Technology with business objectives. It governs the priorities, people and processes of IT, focusing on those issues that drive business and increase its value. It measures and maximizes value across the IT service delivery lifecycle, ensuring that quality, performance and availability goals are met. It integrates the dynamic relationship between IT strategy and execution, ultimately turning IT from a cost center to a profit center.

Many leading companies are adopting BTO, the industry's strategy for maximizing the business value of IT. The reason is obvious: Other departments benefit from optimization achieved through automation, business process integration and best business practices. Now it is time for IT to optimize itself. BTO applies a value-based approach to IT, thus automating and integrating strategic activities required for running IT like a business.

*The Eurofocus
Knowledge Economy Leadership Program
~ Online Executive Seminars ~
presents in association with Passport Enterprises:*

“Certified Business Technology Optimization (BTO) Practitioner”

~ An action-learning course leading to certification by Eurofocus International Consultants~



Today's IT professionals are under a tremendous pressure to maximize IT value to business while controlling and minimizing costs and managing risk and compliance. Meeting this demand is becoming increasingly difficult for many reasons:

- 90% of all IT projects are delivered late (Aberdeen)
- 50% of all IT projects are delivered over budget (Gartner)
- 50% of all IT projects fail to meet business objectives (Gartner)

There is theory and there is praxis, there is the academia and there is business, there is R&D and there is ROI. Bringing it all together, identifying the balance between external and internal factors influencing the performance of any enterprise is what this course is about.

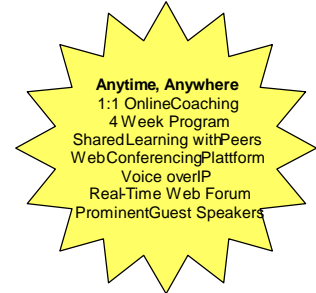
Participants' role throughout this course will be hands-on, with their company as the analyzed entity. The final product will be a concrete road map for improvement, a relevant business case that the executive management and key stakeholders can support, ready for implementing.

Limiting operational costs and curbing new spending leads to improving profits and the shareholder value. Businesses have a significant investment in their assets, yet defining assets is a hurdle on which most businesses stumble.

There are many forms of assets: tools, technology, knowledge and human assets. Companies use basic steps to protect those assets. It is more complex to leverage assets' full potential, especially with little or no further capital investment. Smart utilization of technology is just as challenging as reinventing the corporate culture when it comes to the way we communicate, share knowledge and learn from each other.

This course focuses on two avenues for immediate improvement: Applying technology to corporate knowledge management and unleashing the hidden potential of existing technology investments.

Eurofocus Ltd. and its associates make every effort to facilitate a BTO solution that matches the business information provided by the student. This information is not always accurate or comprehensive enough to yield a road map with all the benefits suggested in the course marketing material. Commercial grade solution is available from Eurofocus Ltd; it requires additional consulting effort reviewing operations, IT systems and applications as well as other findings.



Facilitator



Dr. Oliver Schwabe is one of the world's foremost community moderators and facilitators with over 50 theme areas delivered virtually to over 2500 students in 60 countries in the past decade.

- Key clients include:
- Jones International University
 - The Open University Business School
 - Capella University
 - KnowInc
 - Entovation
 - Sveiby Knowledge Associates
 - United Nations Virtual Development Academy
- For more information visit www.euro-focus.com

Gartner:

“BTO is a fundamental change in the way information is gathered and shared.”

“BTO is an emerging category that optimizes technology and business processes.”

Yankee Group:

“BTO is the next trend in automating processes and quality management for IT.”



1. Introduction of the course and of all participants, tools and materials used.

2. Business process (BP) analysis, identification and description are basic steps that every company takes when considering implementing an automated solution. Each participant will identify its company's core and supporting BP's, external and internal points of interaction and best business practices.

3. Knowledge applied at various steps and phases of BP and its sources identify the unofficial BP influencers in a company. Here we examine what unique knowledge key employees apply when they perform their jobs and how to effectively capture and communicate that knowledge to the appropriate audience.

4. Legacy technologies and systems, including manual concepts, which support organization's BP's are the starting point for improvement in technology utilization. Analysis of currently deployed technology, its benefits and shortcomings in an organization is performed and a foot print of applications is produced, depicting the "Status Quo."

5. Legacy knowledge repositories in an organization identify the unofficial tools, usually stand-alone ones, which complete the current systems map. Improvised tools used to aid employees in their daily jobs, technologies used to share knowledge and methods of collection are placed on the legacy systems map.

6. Technology enabling the synergy of BP and knowledge, whether existing or newly deployed, will be the first step towards the key deliverable of this course. We will seek solutions allowing for interaction between information and knowledge management systems.

7. Selecting and applying technology to support BP deals with alternative solutions discussed at the commencement of every application integration project today: Integrated solution vs. Best of breed, Web solutions, mobility and other alternatives.

8. Technology suitable for knowledge management may be found in company's current systems composition, or it may be proposed as a new addition. Starting with identifying the areas where such solutions would best serve its purpose, a final proposal strives to contain specific solutions available on the market today in the areas of databases, Intranet, Extranet, portals, messaging and other market offerings.

9. Building knowledge management concepts and solutions. utilizing leading-edge technology and knowledge, are the ultimate goal for this course. How close each participant gets to this goal will depend on his/her access to relevant information at their own company. The focus will be on the criteria for selecting the most suitable approach, understanding goals and objectives, and on producing a formal proposal for the enterprise.

Benefits

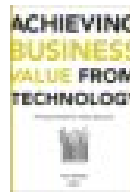
Why is BTO Important?

BTO is an important strategy to help YOU achieve YOUR top priorities:

- Maximize and demonstrate the business value of IT
- Align IT strategy with business priorities
- Optimize IT strategy and execution
- Reduce IT spendings
- Control risk and improve regulatory compliance

Learn by doing: You will not be listening to dry lectures on the Business Technology Optimization. You will assume the role of a "Practitioner" in the context of your choice and learn new concepts, assess how to implement them, and practise newly acquired skills in specially designed, integrated simulation exercises.

The seminar itself focuses on providing insights into the fundamental issues of the Business Technology Optimization and finally on the development of a personal project plan for the organization of each participant.



Achieving Business Value from Technology: A Practical Guide for Today's Executive by Tony Murphy



Harvard Business Review on the Business Value of IT (The Harvard Business Review Paperback Series) by Harvard Business Review

Offerings

- Four (4) week facilitated online course
- One day face-to-face workshop
- One (1) hr telecoaching
- 4 x 2 hours telecoaching using online platform

Please note that each offering provides a different depth of BTO consideration.

~ Corporate rates available upon request ~

Registration: Please contact Dr. Oliver Schwabe via oliver.schwabe@eurofocus.com

Dates: Course starts monthly or by agreement. **Group size:** up to 10 **Time commitment:** Each week minimum 10 hours **Delivery:** Asynchronous delivery via www.communityzero.com. **Online seminars** are conducted using www.centra.com. **Payment:** Via www.paypal.com. **Refunds:** No refunds after issuing access ID to the course