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ICT – Do we have an Image problem?

Defining the ICT Industry.

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Perspective

- Recently the federal Government gave away over \$50 BILLION to stimulate the economy. None of the money is to be spent on ICT!
 - 43 Billion NBN Update but this is currently unfunded and will probably delay initiatives
 - roof insulation initiatives were funded up front and were immediate
- Recently the Gershon review into ICT for government has identified significant board savings for ICT BAU for government
 - States are looking to...

Isn't ICT a key Transformational Tool?

...mon in ICT spend p.a..
...students selecting ICT courses as first preference. In
...decade there has been a fall of over 70%



So What's the Problem?

- QLD Government CIO conducted Focus Group Research:
 - High School Students
 - Parents

Summary

They had no idea what we do and why we are valued.



Purpose

So the Purpose of this brief talk is to offer a framework so we have a common language about what ICT is and what it's valued for.



But we are trapped in an Historical Context – 1960s

- If you wanted an IT System you had to build it. So you needed engineering skills.

- Systems

1960's

The IT Professional was someone who could build systems almost from scratch.



But we are trapped in an Historical Context – 1980s

- If you wanted an IT System you had to write it. So you needed software development skills.

- Many systems

1980's

The IT Professional was someone who could specify and write software. Most of the 'Tin' was proprietary so people were locked out from building hardware.



But we are trapped in an Historical Context – 2000s

- Business and Government don't want to build ICT systems they want to use them. Building takes too long, costs too much, is too risky. 'Buy before Build' policies are the norm.
- Major Implementation Failures in the form they...

2000s

Today we require ICT Professionals who understand these contemporary issues and who have the knowledge (theory) and skills to deal with them.

...large organisations is considered high –
...application. But it can be argued that most
...under-invest in ICT. (Waste and Under Investment)



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Consider this...

Are we really dealing with the problems of the 2000's or are we still turning out the people who are creating them?



So Why Do we use Technology

- Say it in 4.....
 1. Transform, automate and Lock in Processes
 2. Improve Decision Making
 - Structured vs Unstructured Decisions
 3. Communications
 - E-mail, IM, Presence, Video Conferencing, etc
 4. Entertainment



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So How Do we Deliver these Four Things?

- Build Technology
- Run Technology

- Transform Enterprises
- Design Enterprises

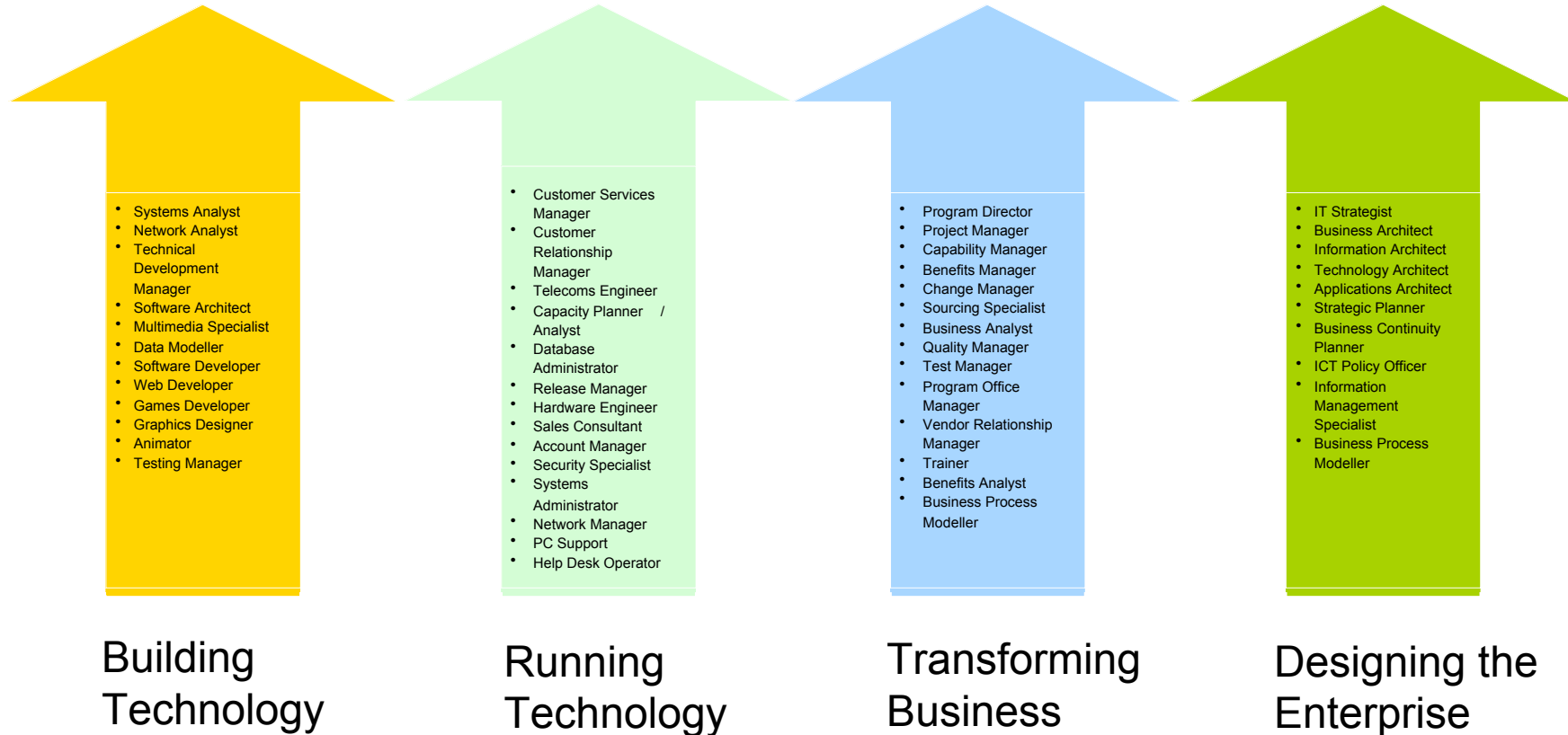
Technology
Focus

Business
Focus

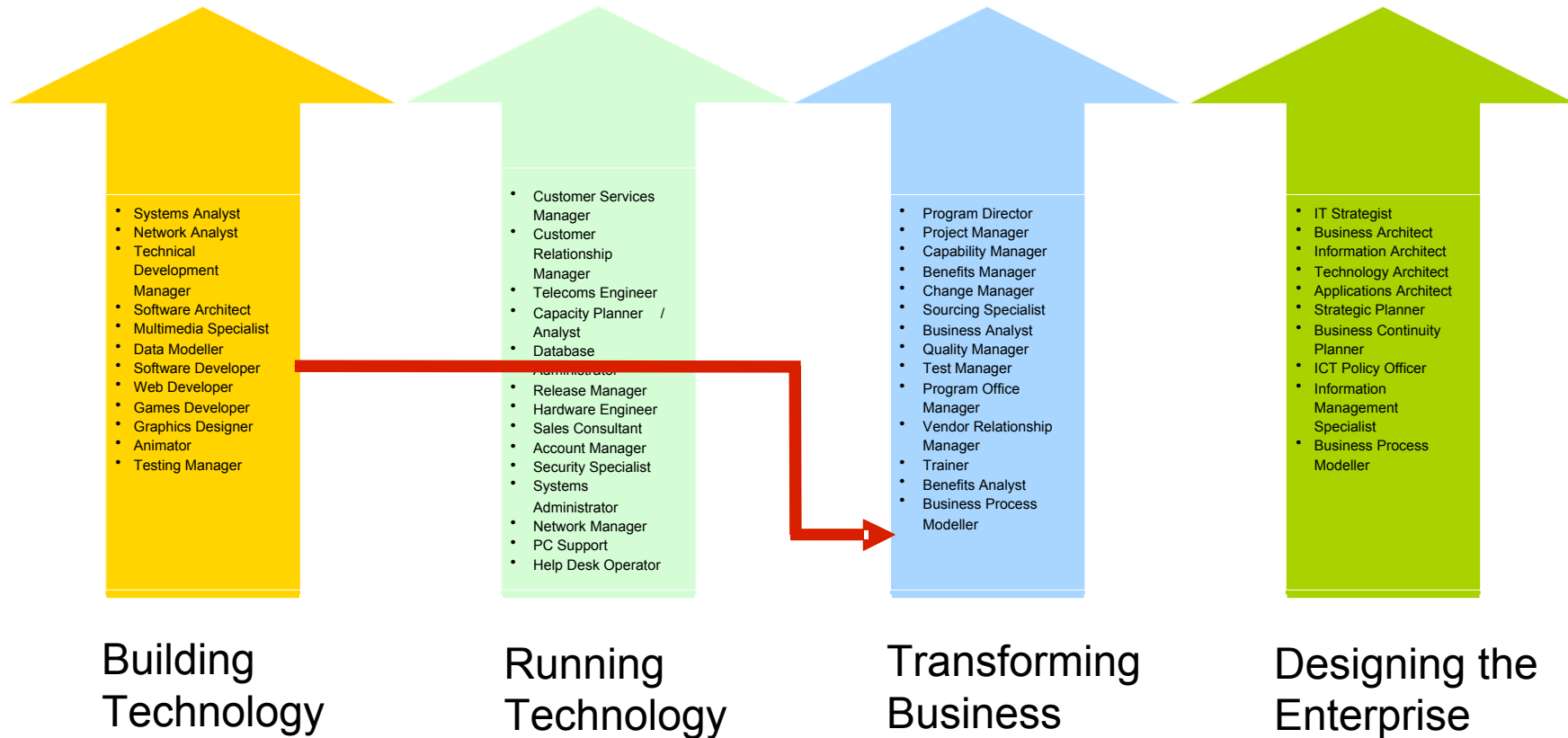


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Career Streams



Changing Roles Can be Expensive





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Technology Building - *Engineering*

- Orientation: Engineering
 - Effective, Efficient and Reliable way to build quality software and hardware.
- Industry Perspective:
 - 15 years ago many government agencies had significant numbers (hundreds) of programmers developing unique systems. (Rego and Licencing example).
 - Today, organisations look for packaged solutions – far fewer roles in agencies and these are NOT VALUED to the same extent as 15 years ago.
 - Valuable positions are more likely found with packaged solutions providers (or Games* developers) and this is a continuing trend
- Theory:
 - Programming Concepts (Algorithms, Data Structures, OO,)
 - Relational Theory
 - Relational Calculus
 - Programming Tools
 - Modelling and Animation Techniques
 - ...



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Running Technology- *Service*

- Orientation: Service
 - Running the business of delivering ICT services within an organisation.
- Industry Perspective:
 - A \$2B industry in QLD alone!
- Theory:
 - ITIL
 - Infrastructure Optimisation
 - Relationship / Sales and Marketing Methodologies
 - Finance and HR knowledge
 - Budgets of \$100M pa and management of hundreds of staff.
 - Security
 - Capacity Planning
 - Procurement and Contract Management

Image Problem: Many people think that all we do is fix broken PCs in the office.



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Transforming Business - *Change*

- Orientation: Managing Change
 - Making changes in business to help them take advantage of technology.

- Industry Perspective:
 - No clear industry vertical established.
 - An ABSOLUTELY critical role in ICT

- Theory:
 - PMBOK
 - Prince2
 - Benefits Management
 - Business Process Management
 - Process Modeling
 - Team Dynamics
 - Quality Management
 - Business Case Development
 - Project Governance
 - Program Management



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Designing the Enterprise - *Architecture*

- Orientation: Architecture
 - The City Planner for the Business.
- Industry Perspective:
 - Recognised as important within industries that seek information based competitive advantage.
 - Still establishing role in less Information Mature industries including government.
 - Doesn't show up yet in the Hays National Salary Surveys but salaries can be HIGH !
 - Strong Information Systems Orientation
- Theory:
 - Zachman Framework
 - COBIT
 - McFarlin Grid
 - Porter Competitive Strategies
 - Service Oriented Architecture
 - TOGAF
 - Modelling Tools (Popkin,...)
 - ICT Strategic Planning
 - ICT / Business Alignment
 - Security Strategy

Image Problem: Totally INVISIBLE to the community.



Engineering Example

- Civil, Electrical, Aeronautical, Naval, . . .
- Each Stream has unique Theory and Skills with a generic foundation.
- In ICT we try to have it all under one name!



Summary

- Can we improve on this framework – please give me feedback.
- Can we agree a common framework for
 - Describing the industry and
 - Mapping course alignment





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CONCLUSION