

## **PCSN IT Alignment Methodology™**

### ***Simplified Three Step Process Maximized Return on Investment***

PCSN has formulated IT Alignment Methodology to provide a consistent and repeatable process for tight integration and implementation of information technology that is properly aligned with overall business strategy. This methodology has been developed over several decades of very successful implementations involving our understanding of business, technology and systems.

PCSN IT Alignment Methodology can be broken down into 3 different phases:

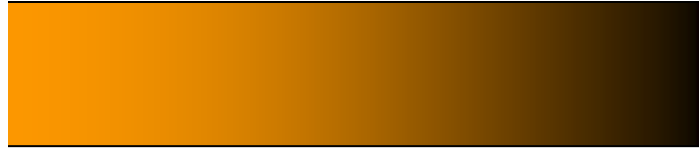
#### **Business Strategy**

After a client engages PCSN, we meet with client management to get preliminary information regarding business future and direction. This meeting usually takes place at client site and involves senior consultants from PCSN and senior officials from the client company.

During this consultation, PCSN gathers important information like current sales, current budgets, future sales, sales cycles, departmental responsibilities, inter-dependence of departments and current business processes. Since no two businesses are run the same way, this is a very important step to understand current standard business practice and to establish a baseline.

#### **Current Processes**

This phase allows PCSN to identify and assess current technology implementations. This is done at client site and usually involves interacting with CIO and/or IT manager/s. This phase gives PCSN insight into the level of integration and sophistication of IT infrastructure and identifies apparent disconnects between business strategy and IT. At this stage PCSN also works with client users that are critical components of client business processes. PCSN is uniquely positioned at identifying disconnects based on our experience with a variety of industry verticals and knowledge of what technologies are available and practical/financial limitations of technology implementations. This stage gives PCSN professionals a good understanding of client company management goals, current processes and technologies, and provides us the

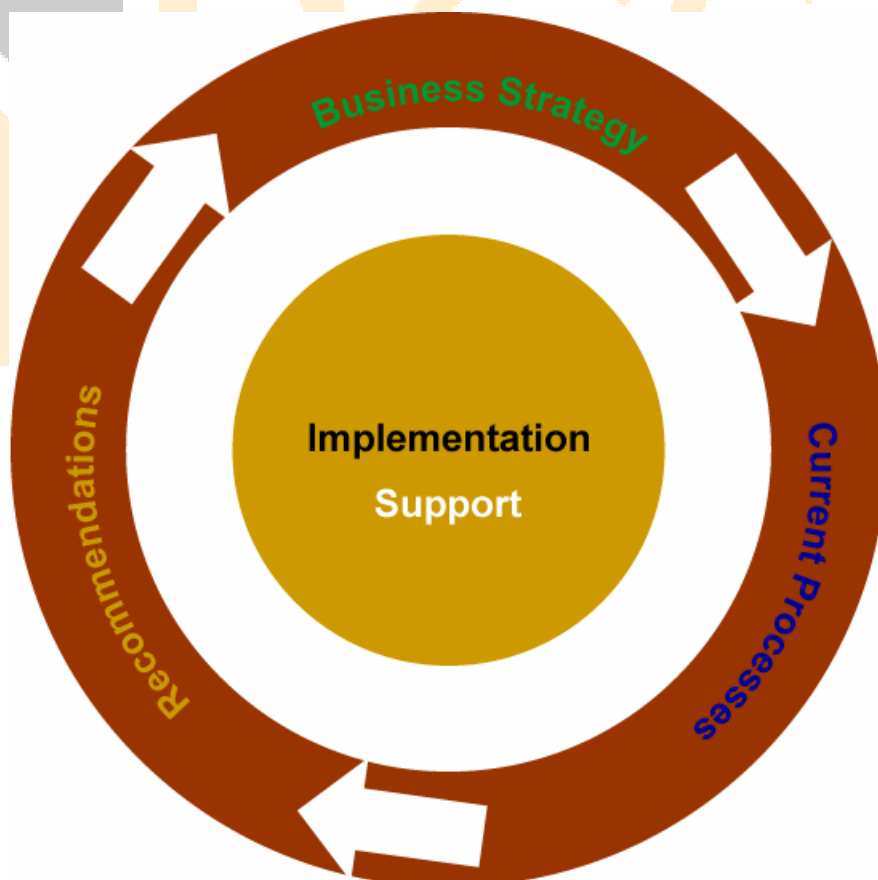


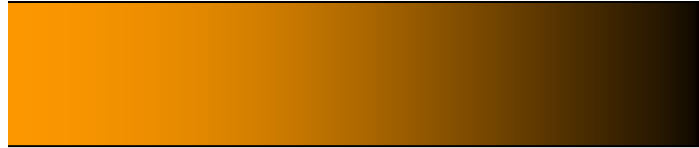
information required to formulate a plan for better IT and business process alignment.

### Recommendations

Third phase of the PCSN IT Alignment Methodology™ is to recommend solutions in order of priority. At this stage usually PCSN will interact with client management to prioritize different implementations. This phase reports back to client the hindrances to business growth relative to technology and certain key initiatives that have direct affect on criteria such as customer loyalty ratings, recurring revenue per customer, customer churn, cost of doing business, cost per process, etc.

PCSN IT Alignment Methodology™ is a process that works in a continuous cycle to keep IT in perfect alignment with business strategy over time as business conditions and requirements change.





## The Benefits

The end result of this Methodology is to have implementations of technology that will have a direct effect on the criteria identified in phase three above and support the implementations for long term success of the business.

PCSN IT Alignment Methodology™ ensures minimal business disruption, and consistent and predictable technology implementation costs.

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