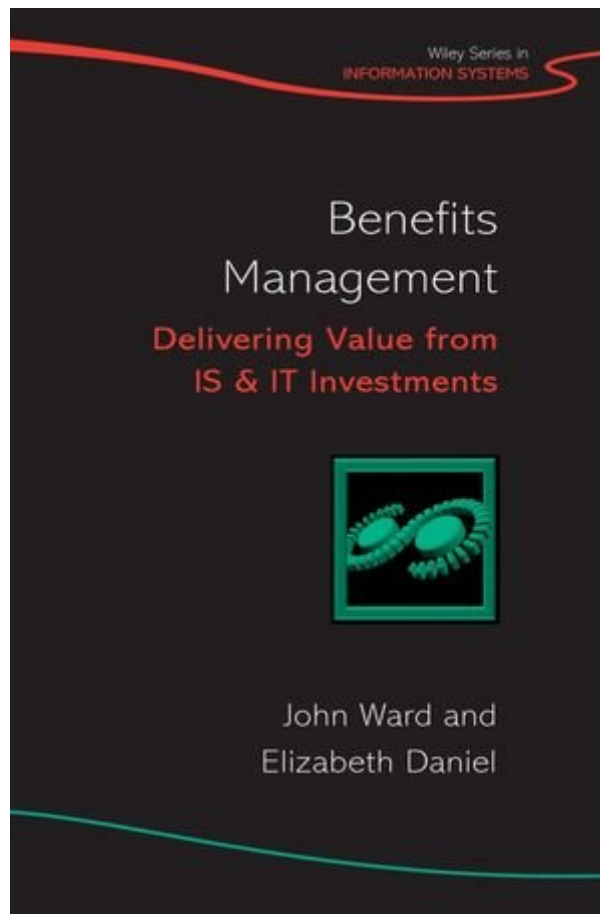


BENEFITS MANAGEMENT: DELIVERING VALUE FROM IS AND IT INVESTMENTS BY JOHN WARD, ELIZABETH DANIEL



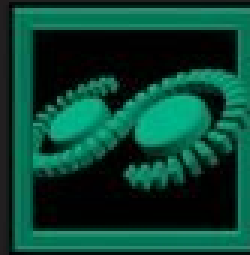
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Benefits Management

Delivering Value from
IS & IT Investments



John Ward and
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From the Inside Flap

Benefit Management: Delivering value from IS & IT Investments provides a comprehensive explanation of how organizations can achieve greater success in realizing the benefits of their investment in IS and IT and other major change programmes. It incorporates the latest knowledge from research with real examples from the use of the approach in a wide range of organizations. It will prove valuable and informative to business managers and IS/IT professionals as well as academics and students. In Benefits Management, John Ward and Elizabeth Daniel:

- Explore the causes of lack of benefit delivery and the reasons why new approaches to the management approaches to the management of IS/IT investments are needed.
- Explain new ways of thinking and managing, based on a comprehensive Process, including a set of tools and process, including a set of tools and frameworks that many organizations are using to increase the benefits realized from their investments.
- Demonstrate how benefits plans can be used to improve both investment decision making and the implementation of IS/IT projects and IT-enabled change programmes.

From the Back Cover

The successful management of investments in information systems (IS) and information technology (IT) continues to be a challenge to most organisations. Studies repeatedly show that the majority of projects, even if they are implemented on-time and on-budget, are still judged to be unsuccessful - as they do not yield the benefits that the organisation was expecting.

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in order to develop integrated benefit delivery and change management plans, including realistic and achievable business cases. It demonstrates how these benefits plans can be used to improve the evaluation and implementation of investments and hence increase the ability of organisations of all types to obtain greater value from the use of IS/IT.

Written in the same practical, straightforward way as John Ward's previous highly successful book, *Strategic Planning for Information Systems* (also in this series), *Benefits Management: Delivering Value from IS and IT Investments* will prove valuable and informative to business managers and IS/IT professionals as well as academics and students.

About the Author

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This book considers the topic of achieving value from IT from both theoretical and practical perspectives. It is based on extensive research which produced a comprehensive understanding and analysis of the issues involved and innovative new approaches that addressed those issues plus considerable practical application, in a wide range of organisations of the ideas, processes, tools and techniques that were developed. The book describes how IS/IT investments can be aligned accurately with organisational strategy and how the approach and 'tool-kit' can be used by business managers and IS/IT specialists to identify the benefits available from different types of investments in a variety of organisational contexts. It describes how business cases can be developed that enable the benefits to be planned for and then realised through techniques and processes that overcome the organisational barriers that often prevent successful implementation. It also considers the strengths and limitations of existing methods, and shows how the approach can be integrated with best practice in the areas of project and change programme management. The book concludes by explaining how the key concepts in the approach have been extended and adapted to improve strategy development and decision making as well as an organisation's ability to implement its strategy successfully.

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