ROI for Technology Projects

By Brian Roulstone, Jack J. Phillips

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This is the first book focusing on the ROI for technology investments written by a technology executive for technology decision makers with the support and guidance of the foremost authority in the discipline of Return on Investment. This book leverages the talents of both authors to provide a framework and methodology that can ensure greater success in mobilizing technology initiatives. There is no other book on the market that specifically addresses the critical need to prove ROI on resource intensive technology projects with a time-tested and industry leading methodology. To date, most ROI books have focused in the areas of human performance, training, marketing, and other human capital related disciplines.

With increased scrutiny of technology spending by the most complex organizations in the world, technology leaders need a 'tool kit' to help them prepare for hard-hitting discussions with their organization's CFO, president, CEO, or chairman about the return they should expect from critical technology projects. Rather than focusing top managers' attention on cutting, challenging, and controlling expenditures (as many C-level accountants prefer to do), this approach guides technology managers in providing executives with more comprehensive, balanced information that helps all involved make better business decisions. Along the way, it helps technology managers communicate more effectively with the financial decision makers in their organizations. The book also shows executives how partnering with IT leaders can help top management understand the return these technology projects can provide to the organization in increased human efficiency, automation of manual processes, unified organizational data, and other high-return results from complex and critical technology initiatives.

At the same time, executives and IT professionals need to have their projects measured with a balanced perspective. While the ROI itself is very important, it's also important to capture intangibles related to the project, as well as information about application and implementation of the project. Even earlier in the cycle, it's important to capture reaction to the technology and the extent to which individuals have learned the technology. Together, these data sets represent a balanced profile of success, with ROI at the pinnacle.

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Editorial Review

Review
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Richard G. Klingshirn, CPA, Executive Managing Director, Affiliated Computer Services, Inc.

From the Back Cover
"A new way for measuring and valuing technology initiatives has been revealed. ROI should be part of every discussion when a firm is evaluating key technology investments within their organization. One of the smartest moves a technology professional could make is to educate themselves on the ROI methodology to demonstrate the value of critical technology initiatives within their organization."

Richard G. Klingshirn, CPA, Executive Managing Director, Affiliated Computer Services, Inc.

"ROI should be a key component of any technology investment decision. This book provides an approach which can be applied to just about any technology project across any industry to ensure decision makers have a clear understanding of the return they should expect before making strategic technology investments. Once embraced by an organization, ROI will become part of every technology discussion to ensure companies maximize the return on their strategic technology investments."

Dan Vetras, President and CEO, Talisma

" This book would be of value to any company to truly expose the ROI for their IT or Technology Development departments. Many executives view technology as a costly necessity, this book provides the tools necessary to ensure companies understand the true value of technology which will facilitate continued investments in IT knowing the return is there both in tangible and intangible ways."

William H. McGill, Chairman, CEO and President, MarineMax

" This book is a must read for any technology professional who is a champion for strategic technology investments. ROI is the best way to expose the value of making strategic technology investments in any company. This book provides the communication mechanism and measurements that technology leaders require to effectively communicate and mobilize key technology projects and initiatives."

Tony DiBenedetto, Chairman & CEO, Tribridge Consulting

ROI for Technology Projects: Measuring and Delivering Value presents a proven Return on Investment (ROI) Methodology, based on almost 20 years of development and improvement. It is a process that is rich in tradition and refined to meet the demands facing IT and technology development projects.

With increased scrutiny of technology spending by the most complex organizations in the world, ROI has become one of the most challenging and intriguing issues facing the Information Technology sector. The profession requires a rational, logical approach that can be simplified and implemented within the current budget constraints and resources of the organization. This is the first book of its kind to do just that and is written by two experienced authors in the field. Practical and well-structured ROI for Technology Projects:

Measuring and Delivering Value provides a framework and method that can ensure greater success in mobilizing technology initiatives.

Written for managers and executives who are tasked with implementing and executing key technology projects and initiatives within their organizations. It will also be of interest to technology consultants, business analysts, and practitioners who are responsible for scoping, designing, and implementing key technology initiatives within organizations.

D. Brian Roulstone is the Chief Information Officer and Chief Technology Officer of Bisk Education, a leading provider in the online post secondary education and corporate training markets.
Jack J. Phillips is Chair of the ROI Institute, Inc and developer of the ROI MethodologyTM

About the Author
Brian Roulstone has served as Bisk Education's Chief Information Officer and Chief Technology Officer since 1998. During his tenure, he has transformed Bisk into one of the leading online education companies, which has driven explosive revenue growth. Prior to joining Bisk Education, Brian worked in Arthur Andersen's Business Consulting practice where his experience included remote learning technologies, system design and implementation, management consulting and business process improvement. His clients ranged from the Fortune 500 to technology start-ups. Brian received his Bachelor of Science in Management Information Systems from Florida State University and his Master of Business Administration from the University of Florida.

Jack J. Phillips, PhD, is a world-renowned expert on measurement and evaluation and chair of the ROI Institute, Inc., which provides consulting services, workshops and keynote addresses for Fortune 500 companies and major organizations around the world. He developed the ROI MethodologyT, a revolutionary process that provides bottom-line figures and accountability for all types of training, performance improvement, human resources and technology programs and is used worldwide by corporations, governments and non-profit organizations. His expertise in measurement and evaluation is based on nearly thirty years of corporate experience in five industries. He has served as training and development manager at two Fortune 500 firms, senior HR officer at two firms, president of a regional federal savings bank, and management professor at a major state university. Phillips is the author or editor of more than 30 books and more than 100 articles.

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