



## "Maximizing the Business Value of IT Investments" - an Executive Briefing

A practical approach to targeted service improvements and resource optimization

### Past Attendee Comments:

*"We're always trying to figure out how to prioritize what we work on. The IT-SVM concepts can help with that. I will recommend that we evaluate services in this way."*

*"IT-SVM is a powerful management methodology which integrates IT and Business strategy to maximize and effectively communicate the business value of the IT service Portfolio. With IT-SVM, the appropriate mix of services and service improvements are jointly determined through Service Value Management methods, culminating in true Business and IT Alignment"*

*"We can use this to help evaluate our next steps in the implementation of new processes as well as evaluating the current processes we have in place."*

*"I was very impressed with the training and found the course to be very useful for companies in the process of instituting IT Service Management processes. I highly recommend it."*

Contact Avant  
314.785.0051 Direct  
info@avantusa.com  
www.avantusa.com

### Event Description:

Successful IT organizations and service providers realize they must deliver Business Value. This requires a direct linkage from their services, or service improvements, to the business or client. Failure is less often a result of technical hurdles, but rather a result of incorrectly identifying services or service improvements that are important to business or client and their concerns, or failing to identify justifiable service levels.

IT Service Value Management™ (IT-SVM) is a repeatable management methodology which joins essential elements of key frameworks and best practices into a simple and actionable model. Culminating with Service Value Modeling™, IT-SVM™ offers a practical and rational approach to targeted service improvements, optimization of scarce resources, and the clear communication of Business Value.

This briefing will provide an overview of the IT-SVM™ methodology and benefits.

### Who Should Attend:

- Business and IT Executives
- Senior IT Leadership

### Briefing Topics:

- Understanding where IT value originates
- Defining IT services in business terms
- Accurately measuring IT service performance
- Justifying IT Services Improvements
- Optimizing IT Resource allocations
- Demonstrating Business and IT Alignment

### Date/Time:

Friday, March 05, 2010  
Avant Corporation  
Training Center, 2nd Floor  
Three CityPlace Drive  
Creve Coeur, MO 63141

7:15 - 7:30am: Networking  
7:30 - 8:30am: Presentation

### Registration:

Seating is limited. Please RSVP to [registration@avantusa.com](mailto:registration@avantusa.com).