



Leveraging the New Infrastructure: How Market Leaders Capitalize on Information Technology

Peter Weill, Marianne Broadbent

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Imagine thinking about your company's information technology in the same way that you think about its investment portfolio: as a bundle of assets that—when managed right—will generate revenues and savings. Here's just such a framework for leveraging IT (technology, networks, data, and software)—one that enables business managers to make the important decisions about the potentially confounding mix of high-technology that influences near- and long-term planning, affects the ability to support customers, and dictates the flow of daily operations. Drawing upon their rigorous research with more than 100 top multinationals, the authors present a rich and varied range of examples of IT investment strategies that have reaped rewards for firms such as Citibank, Honda, Johnson & Johnson, Ralston Purina, the Development Bank of Singapore, and Telstra. This hands-on resource, complete with benchmarks and case studies, creates the common ground where both management and IT can meet, communicate their goals, and agree on the best plan for getting there.

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