



The Innovative CIO: How IT Leaders Can Drive Business Transformation

Andi Mann, George Watt, Peter Matthews

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“Does your organization fumble when it comes to innovation? ‘The Innovative CIO’ presents a pragmatic guide to overcoming the 10 ‘innovation killers’ within your company.” --Dennis McCafferty “CIO Insight”, 1/23/2013 (www.cioinsight.com/it-management/innovation/slideshows/ten-ways-to-kill-innovation/)

“Are you unwittingly stifling your employees’ entrepreneurial spirit? ‘The Innovative CIO’ discusses ‘innovation killers’ that could be holding back your small business or startup.” --Paul Shread “TIME/Business & Money”, 1/29/2013 (business.time.com/2013/01/29/removing-barriers-to-innovation/#ixzz2JSrUID3A)

The Chief Information Officer’s influence in the business organization has been waning for years. The rest of the C-suite has come to regard Information Technology as slow, costly, error-prone, boring, and unresponsive to business needs. This perception blinds company leaders to the critical value IT can deliver and threatens the competitive health and long-term survival of their enterprise.

The modern CIO must reassert the operational and strategic importance of technology to the enterprise and reintegrate it with every department and level of the business from boardroom to mailroom. IT leaders must design, sell, and implement a vigorous culture of IT competence and innovation that pervades the enterprise. The culture must be rooted in bidirectional exchange across organizations and C-level policies that drive technology innovation as the engine of business innovation.

The authors, international IT strategists and innovators, quantify the benefits and risks of IT innovation, survey and rank the myriad innovation opportunities from mature, new, and emerging technologies, and identify the organizational structures and processes that have been proven to deliver ongoing innovation. Buttressing their brief with dozens of case studies and specific examples, *The Innovative CIO* shows you how to:

- Take advantage of the IT and business innovation opportunities created by new and emerging technologies
- Shift IT innovation from afterthought to prime mover in strategic business planning
- Inject IT into the dynamic core of your organization’s culture, training, structure, practice, and policy

What you'll learn

* Grasp the business basics of new information technologies:

- Virtualization
- Cloud Computing
- Consumer-Driven IT
- Bring-Your-Own-Device
- Personalization
- Process Automation
- Mobile Computing
- E-Commerce
- Big Data and Analytics
- Social Networking
- E-Collaboration

* Judge the business opportunities presented by new and emerging technologies.

* Deploy new technologies to create and release new products.

* Use new technologies to penetrate and capture new markets.

* Harness new technologies to accelerate M&A time-to-value and add shareholder value.

* Apply new technologies to improve staff retention and productivity.

Who this book is for

The Innovative CIO targets all IT leaders—not only CIOs, but also VPs and directors of IT and IT operations, datacenter managers, and all other IT leaders who aspire to advance their careers as IT-providers to business leaders. This book serves secondarily as a guide to non-IT business leaders who are alert to the ways that IT can boost their abilities to innovate, to turbocharge their products, services, and processes, and to compete nimbly in fast-changing markets.

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