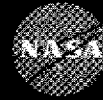National Aeronautics and Space Administration

IT Research Services: Powerful Tools to Track a Fast Moving Industry
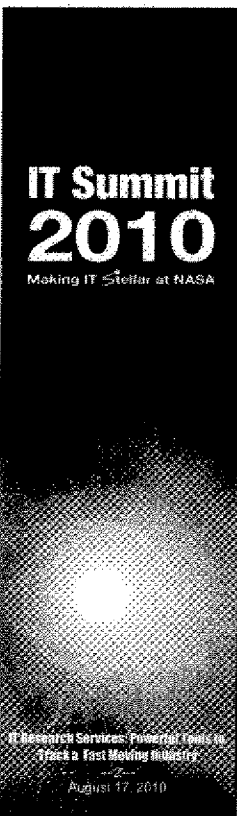
Paul Hunter, CTO
Goddard Space Flight Center
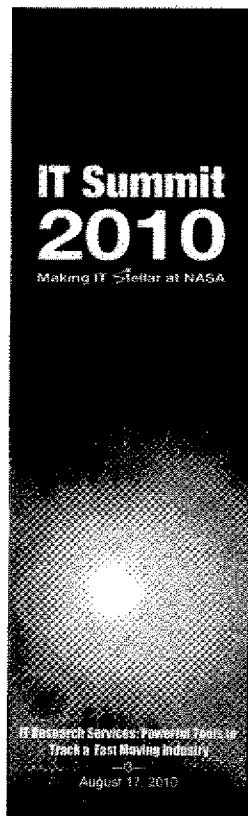August 17, 2010

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2010
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IT Research Services: Powerful Tools to
Track a Fast Moving Industry
August 17, 2010

Overview

- Motivation: Why is this needed?

- Ground rules

- What do I mean by a *"Research Service"*?
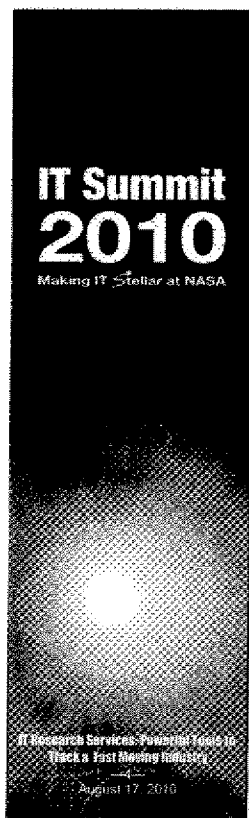
- Five (Six, Seven) Examples

- Recommendations

Motivation

Because ….

- IT moves very fast,

- IT is BIG,

- IT is everywhere,

- And its all Connected!,

So, it really helps to have objective and timely advice with something this complicated and quickly changing.

Ground rules

- No talk of cost ($) today

- Accent on the positive

- Each individual research service covers a lot of ground and I can only touch on major areas in 30 minutes.

- Please hold your questions for the Q&A

- Contact information and URL's are found at the end of the presentation
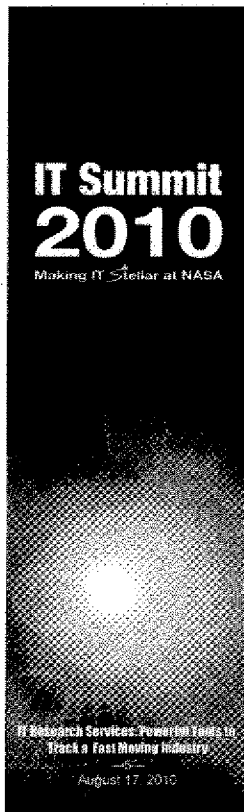
What do I mean by "Research Service"

- Has a wide range of relevant and objective written reports, usually on a portal

- Has webinars on timely topics (usually)

- Probably has in-person events and conferences

- Often provides direct access to "Analysts" (SME)

- Can provide role-based research and guidance

- Can provide peer networking opportunities

- May offer Executive Level one-on-one guidance

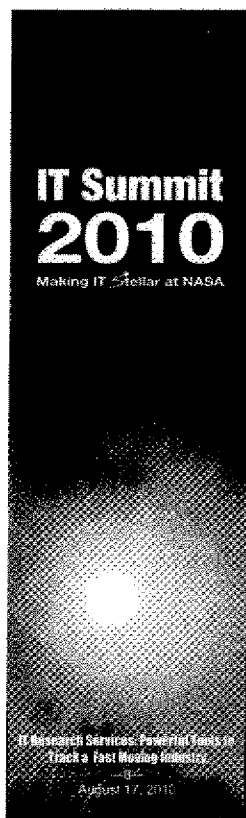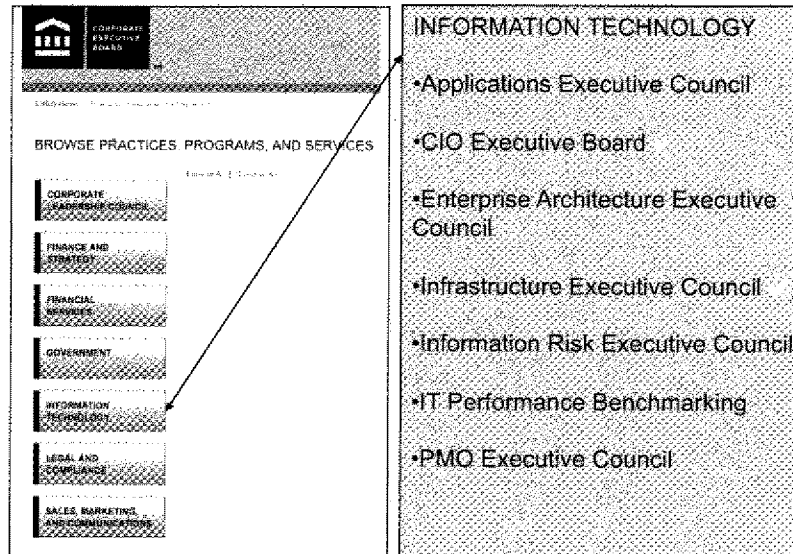- Usually has an affiliated consulting arm
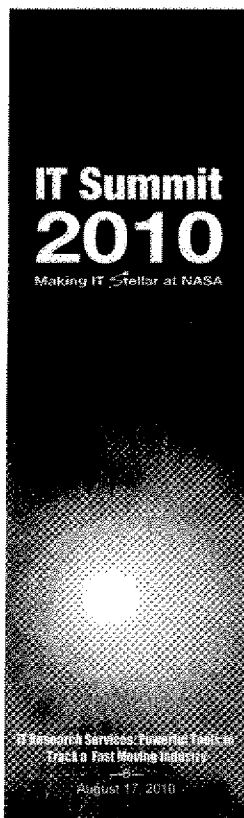
General Observations

- Research services change and evolve over time, sometimes suddenly, in their focus, topics, formats, service model, etc. You have to check in often.

- Some offer products that you can customize to your environment, others not so much.

- You'll find a variation in customer management practices (e.g., when and how they share information) ... can sometimes be annoying.

Corporate Executive Board "Practices"

INFORMATION TECHNOLOGY

- Applications Executive Council
- CIO Executive Board
- Enterprise Architecture Executive Council
- Infrastructure Executive Council
- Information Risk Executive Council
- IT Performance Benchmarking
- PMO Executive Council

CIO Executive Board™

- Coverage:
  - » Best practices research, proprietary quantitative research, and an executive meeting series
  - » Cross-functional perspectives on IT (HR, CFO, …)
  - » Tools and templates for benchmarking or diagnosing and solving problems

- What we've used most:
  - » Best practices for IT Governance (e.g., balanced scorecard), Communications Planning, …

- Recommended to:
  - » CIO's, senior IT leadership, anyone looking for real-world best practices, & employee training

- *Take-away: Based on contributed best practices & available now to NASA employees*

Slide 1

IT
2
Makin

Welcome Back,
Paul Hunter
If you are not Paul Hunter,
Click here

Last Visit: 6/25/2010
National Aeronautics and
Space Administration | My
Account

Browse All Upcoming
Events and Webinars

The Looming Municipal
Financial Crisis II: What
Cities Can Do To Improve
Budget Situations
Webinars
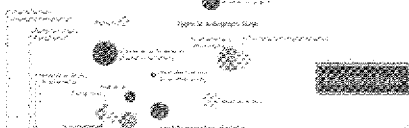30-Jun-2010
Flexible Strategic Planning

Getting past the hype
The real potential of enterprise 2.0 technologies

Newest Resources

Desktop Insights – Top Performer Strategies (White Paper)

Social Computing and Communications Adoption Curve (Tool)

A Handbook for Effective IT Strategic Planning: Embedding Context and
Creativity in Strategy Development (Full Study)

A Handbook for Effective IT Strategic Planning: Cascading Strategy for
Execution (Full Study)

What We're Working On: Streamlining the IT-Business Interface (Research
Update)

Featured Resources

The Future of Corporate IT (Resource Hub)

2011 Budget Benchmarking Now Open (Survey)

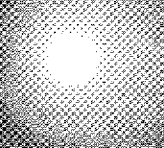Rethinking the IT Funding Model (Full Study)

Business Insights for IT (Topic Center)

IT Strategic Planning (Topic Center)

Sign up to provide
feedback on our site.
Become a participant and
receive a $25 Amazon Gift
Card.

ASK A QUESTION
DISCUSSIONS

- IT Sourcing Professionals
Forum
- IT Strategy and Planning
Forum
- IT Finance Management
Forum

USING THE BOARD

Engagements for Your
Critical Initiatives

Overview of Services

2010 Research Agenda

New to the CIO
Executive Board?

Add CIO to Your
Toolbar

RSS Feeds

Slide 2

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Infrastructure Executive Council®

- Coverage: 2010 Research Agenda
  - » Driving productivity gains from end-user technologies
  - » Evolving traditional service models to integrate IT
    and business services
  - » Establishing a foundation for Cloud Computing
- What we've used most: Best practices in IT
  Service Management and technology
  projections.
- Recommended to: CTO's, I&O Leaders,
  Technology planners/strategists
- *Take-away: Based on contributed best
  practices & available now to NASA employees*

Forrester Research, Inc.

- Coverage: Role-based access to services and info covering a wide spectrum of 'IT' including:
  - » Research reports
  - » Webinars/telecons
  - » Analysts inquiries
  - » Events (Conferences, seminars, local meetings, ...)
  - » Peer 'Leadership Boards' for CIO, EA, PM, etc.
- What we've used most:
  - » Social media models and research
  - » Technology forecasts
- Recommended to; CIOs, Business Unit Leaders who 'get' IT, IT Leaders (CTO, CISO, CEA, ..., & person headed for leadership)
- *Take-away: Broad coverage and can be a good fit in certain areas.*

Gartner, Inc.

- Coverage: Role-based access to services and info covering a wide spectrum of 'IT' including:
  - » Research reports
  - » Webinars/telecons
  - » Analysts inquiries
  - » Events (Conferences, seminars, local meetings, ...)
  - » Peer 'Best Practices Councils' for CIO, EA, PM, etc.
- What we've used most: Wide range of research, webinars, local events, conferences, analyst telecons, & site visits.
- Recommended to: CIOs, Business Unit Leaders who 'get' IT, IT Leaders (CTO, CISO, CEA, ..., & person headed for leadership)
- *Take-away: Broadest coverage and most services and products.*

Info~Tech Research Group

- Coverage
  - » Focused products on IT Infrastructure, IT Applications, and some IT Disciplines (e.g., PPM)

- What we've used most
  - » Templates and MS Office based tools or reusable presentations on a wide variety of topics including: Project Management, Help Desk Consolidation, Data Center Ops, IT Service Management, Job Descriptions, ...

- Recommended to: IT Workers & IT Supervisors

- *Take-away: Very effective for reaching many employees when their products fit your need.*
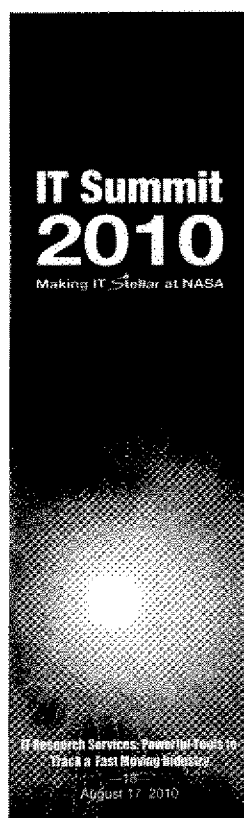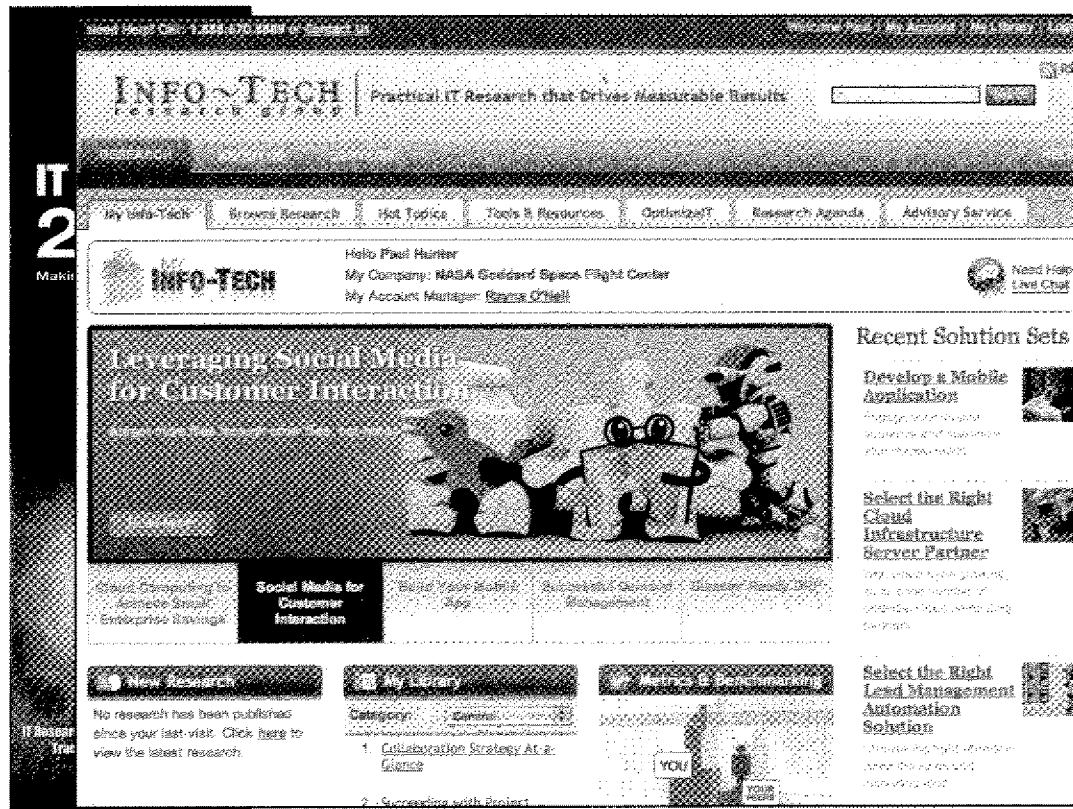
Society for Information Management

- Coverage
  - » Advanced Practices Council (APC)
  - » Regional chapters for networking
  - » Scholarly publications, deep but narrow range
  - » Regional Leadership Forum (career development)
  - » SIMposium (annual major conference)
- What we've used most
  - » APC (2-3 meetings/year), RLF, SIMposium
- Recommended to
  - » CIOs for APC & promising staff for the RLF program.
- *Take-away: Thorough research, on a small set of topics. RLF very beneficial to one person at a time.*

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Recommendations

- Assess your needs carefully. Each research service has a very different service model. Their websites help here.

- Explore ways to share or lower the cost. Someone out there may share the expense when that is an option.

- Make sure you read the small print. It can work <u>for</u> you as well as against you.

- When in doubt, ask your Vendor's POC. The answer you get can often surprise you.

- Set up Research Service "gurus or SME's." Not to violate the copyright agreement of course, just have someone who knows what's there.

- After you subscribe, reassess. Get the most out of your investment. Some early enthusiasts will fade, and there will be others who don't know it's there and can use it.
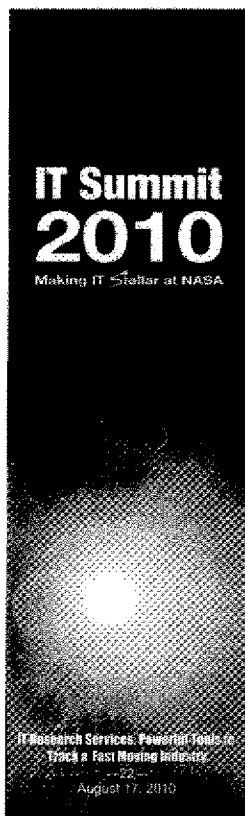
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IT Research Services: Powerful Tools to Track a Fast Moving Industry
—21—
August 17, 2010
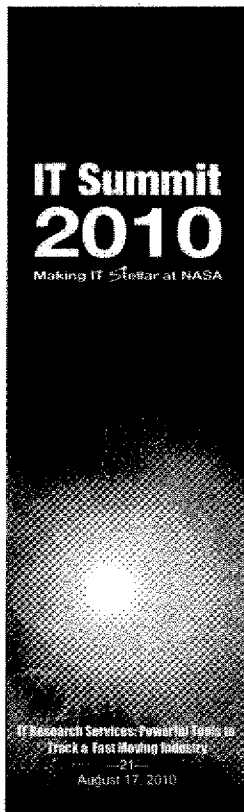
Thank you for attending

- Questions?

- Contact Information
  - » Paul Hunter
  - » Goddard Space Flight Center, Code 702
  - » Greenbelt, MD 20771
  - » Paul.Hunter@NASA.Gov
  - » 301.286.2000

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Backup: URL's for Referenced Research Services

- Corporate Executive Board (N.B., use https)
  - » CIO : cio.executiveboard.com *
  - » Infrastructure: iec.executiveboard.com *
  - » CLC HR: clc.executiveboard.com *
- Forrester: www.forrester.com
- Gartner: www.gartner.com
- InfoTech: www.infotech.com
- SIM: www.simnet.org

available now to NASA.Gov

CLC Human Resources™

- Coverage: Talent management and HR functions across 17 verticals including the Federal Government
- What we've used most: Change management best practices (actually, we're new to this)
- Recommended to: Leaders, supervisors, managers, and personnel who are supporting Workforce planning/strategy and 'soft skills' training or exercises.
- *Take-away: Based on contributed best practices & available now to NASA employees.*