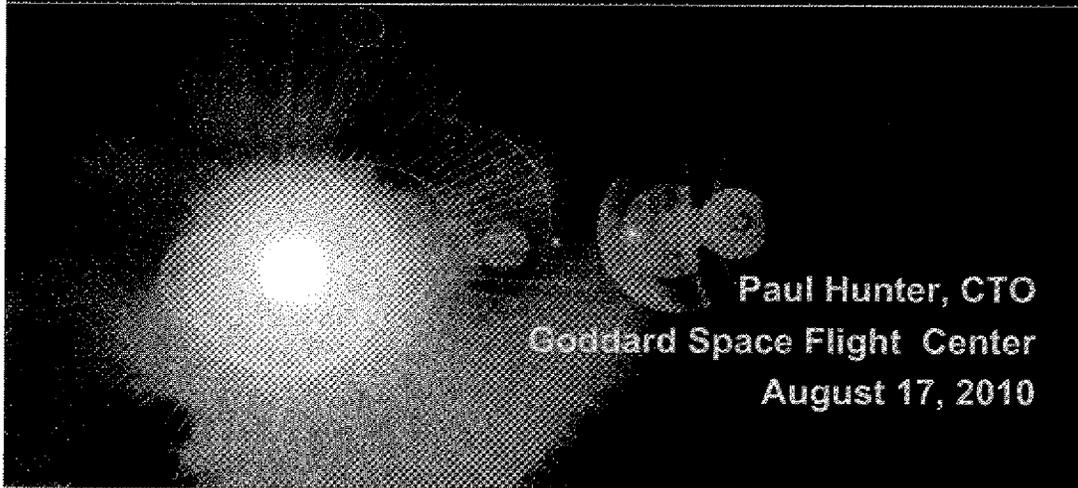


National Aeronautics and Space Administration



## IT Research Services: Powerful Tools to Track a Fast Moving Industry



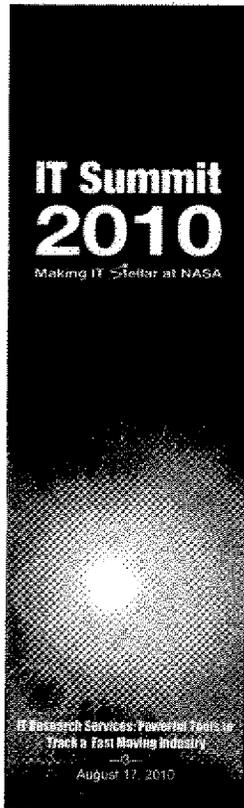
Paul Hunter, CTO  
Goddard Space Flight Center  
August 17, 2010

**IT Summit  
2010**  
Making IT Stellar at NASA

### Overview

- Motivation: Why is this needed?
- Ground rules
- What do I mean by a "Research Service"?
- Five (Six, Seven) Examples
- Recommendations

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

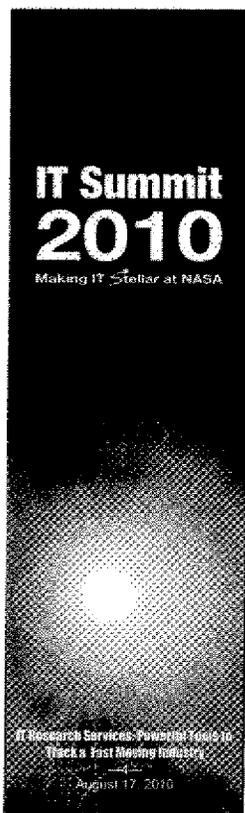


## Motivation

Because ....

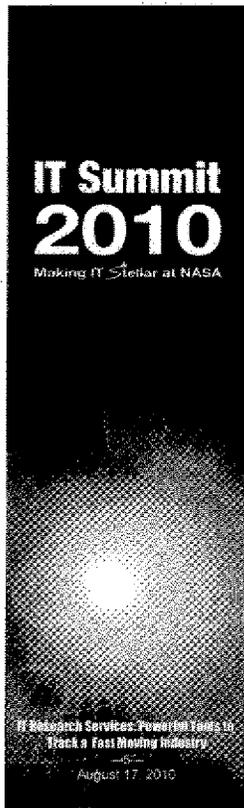
- IT moves very fast,
- IT is BIG,
- IT is everywhere,
- And its all Connected!,

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



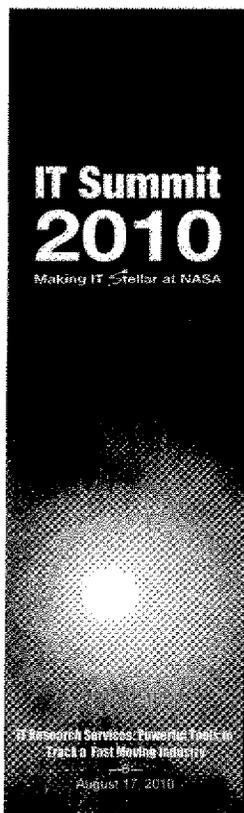
## Ground rules

- 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



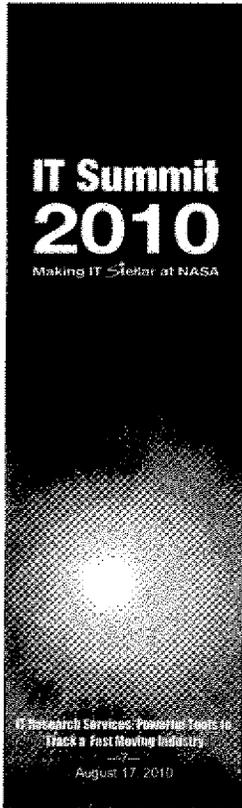
## What do I mean by “Research Service”

- 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

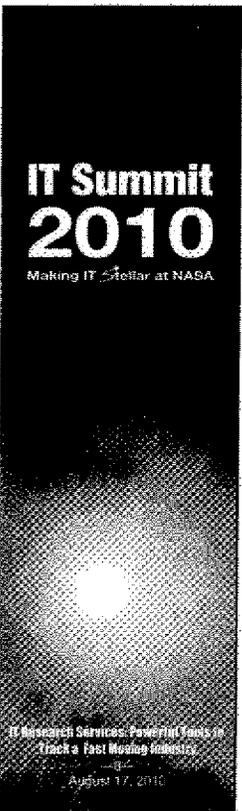
- Research services change and evolve over time, sometimes suddenly, in their focus, topics, formats, service model, etc. You have to check in often.
- Some offer products that you can customize to your environment, others not so much.
- You’ll find a variation in customer management practices (e.g., 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*

## 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.*

Home | A-Z Index | Vendor Comparisons & Waves | Planned Research | My bookmarks

**Featured Surveys**  
 1. IT Staffing  
 2. IT Performance  
 3. IT Management  
 4. IT Management: Performance & Satisfaction  
 5. IT Management: Satisfaction & Performance  
 6. Managing the Business

**Featured Research**  
**IT Staffing Trends To Watch In 2010**  
 by Mark Coburn, March 31, 2010  
**Evaluating Key IT Roles**  
 The ability to deliver ongoing services is crucial for IT staff  
 by Marc Centre, April 2, 2010  
**CIOs Capture Benefits From Entry-Level IT Staff**  
 Helped your organization to get the best talent?  
 by Mark Coburn, February 9, 2010  
**CIOs In Interview: Planning On Your Agenda?**  
 Global Workforce Planning Through 2016  
 by Marc Centre, January 29, 2010

**Featured Webinars**  
**The IT Balanced Scorecard: A Tool For Strategic Alignment**  
 April 22, 2010  
**The Marketing Of IT**  
 May 25, 2010

**Featured Blogs**  
**IT's Role**  
 Large Firm, June 16, 2010  
**Can You Find The Best IT Talent?**  
 February 9, 2010  
**The IT Staffing Challenge**  
 February 9, 2010

**Analyst Spotlight**  
**More IT Research: Global Performance, Productivity & Satisfaction**  
 Marc Coburn discusses their organization for efficiency and responsiveness.  
 July 11, 2010

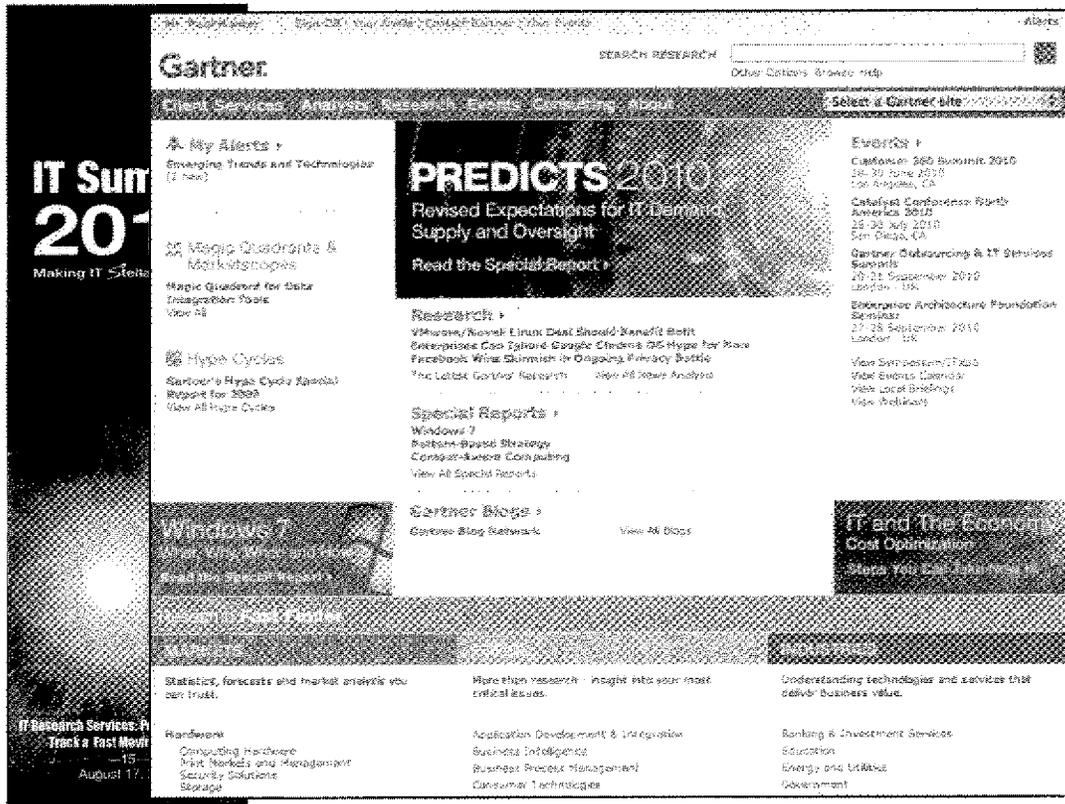
August 17, 2010

**IT Summit**  
**2010**  
 Making IT Tell at NASA

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

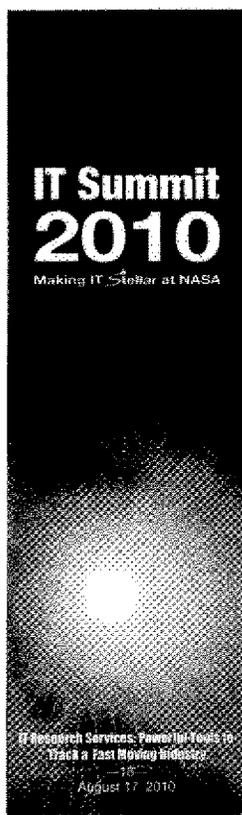
## Gartner, Inc.

- 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.*

# IT Summit 2010

Making IT Smarter at NASA

IT Research Services: Powerful Tools to  
Track a Fast Moving Industry

— 19 —  
August 17, 2010

**SIM** Society for Information Management  
The International Society of Information Management

Home | About Us | Committees | Events | Programs | Search Center | Contact Us

## Advanced Practices Council

*"I keep coming back to the APC because it's an investment of my expertise and that of my company. Many of the projects I have successfully initiated at Perseke are a direct result of what I learned at the APC."*  
— Steve Pickett, Vice President, IT & CIO, Perseke Corporation

**What is the Advanced Practices Council (APC)?**  
The APC is a forum for senior IT executives who commission exclusive research and share cross-industry perspectives in an intimate, candid atmosphere.

**Experience the APC first-hand by coming as a guest to our next meeting, October 13-14, in Philadelphia, PA. Contact Nikki Paszusi at SIM Headquarters for more information.**

Topics for the October 2010 meeting:

- Security management in the age of ubiquitous mobility devices
- Master data management
- Getting business value from social media
- Recent legal development likely to impact CIO decision making

**2010 APC Research Topics**

- Emerging technologies
- Leading disciplined innovation in good times and bad
- Valuing cloud strategy: linking cloud strategy attributes to business value
- A decision framework for adopting and integrating SaaS into a legacy environment
- Developing customer service applications for smart phones
- Surviving the data deluge: approaches to information management, risk assessment and valuation
- Current status of venture capital funding for software

# IT Summit 2010

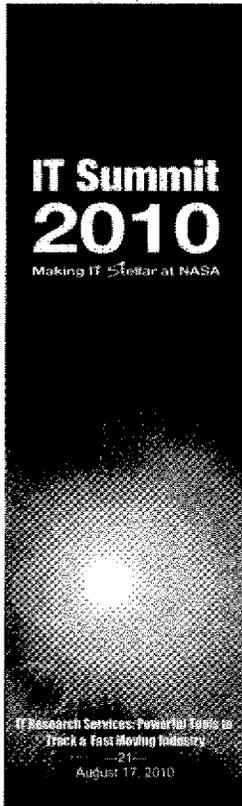
Making IT Smarter at NASA

IT Research Services: Powerful Tools to  
Track a Fast Moving Industry

— 20 —  
August 17, 2010

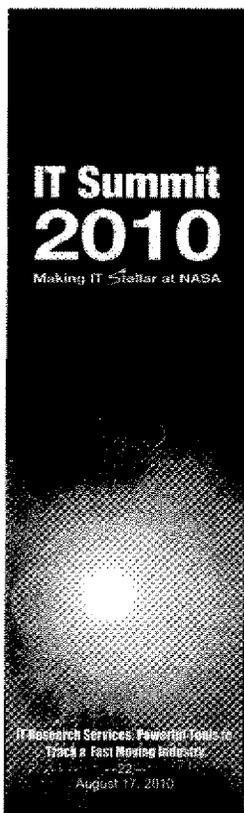
## Recommendations

- 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 for 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.



## Thank you for attending

- Questions?
  
- Contact Information
  - » Paul Hunter
  - » Goddard Space Flight Center, Code 702
  - » Greenbelt, MD 20771
  - » [Paul.Hunter@NASA.Gov](mailto:Paul.Hunter@NASA.Gov)
  - » 301.286.2000



## Backup: URL's for Referenced Research Services

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

\* *available now to NASA.Gov*

# IT Summit 2010

Making IT Smarter at NASA

IT Research Services: Powerful Tools to  
Track a Fast Moving Industry  
— 23 —  
August 17, 2010

## 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.*

**CORPORATE LEADERSHIP COUNCIL**

**CORPORATE EXECUTIVE BOARD**  
**CLC HUMAN RESOURCES**

Home | News | Research | Training | Events

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

Last Visit: 6/30/2010  
National Aeronautics and Space Administration | My Account

**CLC Members**  
Interested in helping us  
improve the world's  
experience?  
Welcome a new partner!  
Sign Up Now

**Improve Your Organization Design**  
Maximize employee performance  
outcomes from organization  
redesigns

**Quick Poll**  
Does your organization  
communicate high-  
potential status to high-  
potential employees?  
Yes  
No  
View Results

**PROVEN SOLUTIONS**  
Best Practice Frameworks, Strategic Insight, Project  
Management, Diagnostic, Implementation, and  
Measurement Resources

- Employee Engagement and Retention
- Performance Management and Productivity
- Employment Value Proposition
- Succession Management
- High-Potential Employees
- Urgent and Emerging Issues

**Discussions** Recent Discussions

**New at the Council**

- HR Quarterly News and Trends, Q2 2010
- Action Toolkit: Implementing a HRD Mentoring Program
- E-Learning Module: Why Should I Care About Employee Engagement?
- HR Budget and Efficiency Benchmarking
- Look in Transition: Maximizing Employee Performance Outcomes from Organizational Redesign Initiatives
- HR Consulting and Services: Survival through CLC Services

**Of Top Interest to My Peers**

- U.S. Government Topic Center
- Designing a Best-in-Class Leadership Strategy Research Brief
- Look in Transition: Maximizing Employee Performance Outcomes from Organizational Redesign Initiatives Full Study
- HR Quarterly News and Trends, Q2 2010 Research Brief

Printed All Upcoming