



# The Value and Innovation of IT

*Connie S. Mazur, CEO  
CyberVillage Networkers, Inc.  
solutions@CyberNetworkers.com*

## As IT Professionals, we are

- Problem solvers
- Fond of new gadgets and technologies
- Change agents
- Sometimes a bother



## Who is Your Customer?

### *Know Your Customer, as a Company*

- What is their business objective?
- What is in their business plan to improve, to change, to increase their sales?

### *Know Your Customer, as a Person*

- What is their role and responsibilities?
- What do they spend too much time doing, especially those things which distract them from their goals, that you might be able to help with?
- What is a nuisance to them? Hint: Sometimes it may be the small things where your help is most highly leveraged, e.g. email, Outlook configurations, setting up computers, maintaining computers.

**Fit Your Offering to the Customer – Their Market – Their Budget  
– Their Investment Timing – Risk Factors**

## **The Business Value of IT – It's Measurable**

1. It's already expected of you. Therefore feel free to think creatively and innovatively.
2. Speak in English instead of geek talk.
3. Speak of solutions rather than doom and despair problems. See beyond the valley of problems and into the mountaintops of possibilities beyond. Think through alternative paths. Present at least two possible solutions to be investigated, decided upon. Then implement the best path.
4. Don't forget the big picture!
  - a. How does my software function affect the rest of the program/application?
  - b. How does hardware or other IT changes impact overall reliability, maintainability, training, and other life cycle considerations?
5. Life Cycle of IT – Be Aware
  - a. In the beginning, the early stages of any technology changeover, your customer and your company are spending more money than is being earned – make sure this is a well thought out *investment* that reaps rewards for everyone.
6. Value versus Risk – where does your customer and your company gravitate towards as a balance of value and risk?
7. Just maybe...you may need to lighten up and enjoy yourself a bit!
8. Value the “Young Ways” and the “Old Ways”.

## **Some Good Quotes to Live By...**

*Your Customer will not care how much you know, until they know how much you care.*

*Everything comes down to relationship, to earning your part in that relationship and being comfortable with knowing what you know.*

*Be in relationship with others who know more about related subjects than you do, and accept their knowledge and help. Be an expert and ahead of the pack in a subject which helps others, optimally a subject which helps others in your circle of influence.*