



Wisconsin Counties Association  
**ANNUAL CONFERENCE**  
*& Exhibit Hall* **2023**

**3:30 – 4:30 PM**

**Maximize the Value of Your IT**

**Speakers:** Barry West, Information Technology Director, and Chair, Governmental Information Processing Association of Wisconsin, Waushara County;  
Kevin Koenig, Information Technology Solutions Manager, Waukesha County  
**Moderator:** Melissa Pingel, County Administrator, Waushara County



# Maximizing the Value of Your Organization's Information Technology



# GIPAW- Governmental Information Processing Association of Wisconsin



GIPAW, is a group of information technology professionals that work for government institutions throughout the state of Wisconsin.

Our members represent municipalities, counties, special districts, tribes, and state agencies from every corner of our great state.

We pride ourselves on our purpose and mission of collaboration and open information sharing that our members can take back to support their constituents and help to move Wisconsin forward.

# Presented By



Kevin Koenig  
IT Solutions Manager  
Waukesha County  
GIPAW Secretary



Barry West  
IT Director  
Waushara County  
GIPAW Chairperson



Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without the talking about the other.

*-Bill Gates, Co-Founder Microsoft*

# Value of IT



- Organizational Values
- Outcomes
- Change V. Operations
- Measure
- Align
- Communicate
- Fund

# Organizational Values

- IT stakeholders determine what is of value.
- Align IT Values tightly with the organization values.
- Without a clear line of sight to organizational priorities, IT is likely to stay focused on delivering technology or platforms , rather than meeting business objectives, benefits or outcomes.

# Outcomes



- Not all outcomes are equally weighted
- Identify and rank the organizational priorities then align IT resources to the outcome
  - Impacts to mission
  - Revenue generation
  - Cost Savings
  - Efficiency Improvements

# Change V. Operations

- The two value narratives: Change & Operational
  - IT can enable the organization to change and operate
  - The value for each is perceived differently by stakeholders so the value measurers should
  - Measure value of change with metrics from stake holders
  - Measure value of operations with performance of IT

# Measure



- Measure IT's impact on Stakeholders' objectives and not IT effort expended
  - Measure business outcomes, not IT work.
  - IT operations do not represent quantifiable value to the stakeholders
  - Measure IT's impact on mission or contribution to organizational outcomes
  - Avoid metrics that communicate effort, work or technical output.

# Algin



- Align IT costs to the organizational functions they enable
  - Stakeholders will better understand IT's value when IT costs are linked to the business services and capabilities that IT delivers
  - Costing parts or technologies does not support a value conversation
  - Value conversations must include both cost and benefit.
  - Cost the value delivered at the business outcome level
    - cost per seat of an application
    - cost per transaction of critical business service
- Include both costs and benefits in all project proposals to determine net value.

# Communicate



- Communicate IT value in the language of the Stakeholder
  - Avoid technical terminology and acronyms, when communicating IT's value.
  - Keep communication with business leaders clear, relevant, easily understood and designed to drive decision making
  - Avoid deep dives into technology and platform capabilities
  - Focus on actionable insights that support critical business decision making

# Fund



- Fund IT Based on Value & Impact of IT to Stakeholder Objectives
  - Finance and organizational leaders who fund IT must understand IT's value and impact on business outcomes
    - even when they are not the direct recipients of the value
  - Engage elected officials early in the value definition process
  - Make spend justification and value definition a collective effort between IT and key stakeholders
  - Administration and IT must align on an enterprise-level view of how to measure the outcomes and success of digital initiatives

By helping us to be more productive, technology lets us to spend less time focusing on survival, and more on solving other challenges.

*-Bill Gates, Co-Founder Microsoft*

# IT Strategy Best Practices



- Align
- Optimize
- Measure

# Align



- **Align IT with the Organization's strategy**
  - Understand your business vision, mission, goals, and priorities
- Define how IT can support and enable
- Communicate and collaborate with stakeholders at all levels
- Ensure IT initiatives are relevant, feasible, and beneficial to the organization

# Optimize



- Optimize your IT resources, such as people, processes, technology, and data
- Assess your current IT capabilities and gaps, and then identify and implement ways to improve them
- Leverage best practices, standards, and frameworks

# Measure



- Track key performance indicators (KPIs) and metrics that reflect your IT objectives, outputs, and outcomes.
- Use tools and methods to collect, analyze, and report your IT data and insights
  - Dashboards
  - Scorecards
  - Surveys
- Helps ensure that your IT investments are providing tangible and intangible benefits

# In Closing



Spending more on technology does not necessarily lead to better performance unless investments are focused on targeted capabilities, augmented with the right operating model and supported by skilled staff.



# Questions?



# Sources



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