



Putting IT in the Directors Box

David McPherson looks at the implications for business of not putting IT at the forefront of their business planning and strategic development.

'The last couple of years have been tough for almost every business sector. Very few organisations have been able to coast through the global recession, and whether you have a retail operation, and faced the challenge of reduced disposable incomes or operate in a major supply chain to the public sector and been affected by the outcome of the comprehensive spending review, most business leaders would state that the economic climate has been the toughest in living memory.' 'From our perspective at Aegis IT, one interesting trend has emerged, and it is not industry specific, but function specific. Growth has come from organisations, who restructured early and understood the benefits of IT. Aegis IT offers dedicated consultancy and technical support at any level, and across all communications from IT to telephony, and our growth during the last 5 years has been purely driven by organisations, who put IT at the forefront of their business strategy. The retail market has had to cope with the sharpest recession, and with a long list of brand casualties on the High Street demonstrating just how tough it has been. However, selected retailers have also flourished during the recession, and it is their commitment to e-commerce and developing an intuitive online presence which has been driven this success.' 'In the service sector, the organisations who have upgraded their communications and CRM, implemented new innovative solutions for their customers and been able to improve efficiency through automating processes with technology, who have managed to grow despite the economic climate. Even in the B2B market, those organisations who have challenged the way they do business, and opted for new service delivery through enhanced technology have been the focus of major good news stories.'

'For those businesses, one obvious distinction has been the understanding that IT needs a seat at board room level in the decision making process. For far too long, IT has sat under the umbrella of a Finance Director, purely because it is considered a cost centre, and needs to be controlled and managed financially at a strategic level. The organisations who have made great leaps forward over the last 5 years, have taken a very different view. IT is no longer a cost centre, needing to be reined back, but is one of the most significant business development tools a business has. IT is at the forefront of change, and harnessing technology has for many been the catalyst to real growth during very challenging times.' 'It is not surprising that IT sits down the ladder in terms of senior positions within an organisation. IT by its very nature is still a fairly immature part of all businesses. Only 30 years ago, 80% of SME's operated with little or no IT infrastructure at all, and during the evolution of business IT, it has always been seen as a cost centre, rather than a business development tool.' We work with major technology providers like Huawei and rely on their next generation thinking and solutions to provide us with the materials needed to change the business model for many organisations. It is only when the reality of this new power being harnessed by the IT team is recognised, that businesses can really turn on the opportunity which technology now represents. We are still a very young industry comparatively to other disciplines and so having the foresight to bring an IT director to the top table is really the way forward.' 'The end of the recession will bring increased opportunity for growth, which will be welcomed by everyone. However, for the businesses who have an IT Director operating at strategic board level, the future is much more likely to be positive. The traditional business structure needs to be dismantled, and the use of IT as a business change driver needs to be encouraged. IT should not sit beneath the Finance function, and for the clients of Aegis IT, we will constantly encourage the elevation of IT as a strategic part of any business strategy, irrespective of sector or client base.' 'Our experience in recent years has been to support a business through change, and to work with a real commercial focus. Our recommendations enhance the business offer, create real efficiency and encourage growth and acquisition of new customers. Far too often the use of IT to save time and money or assist in business development is forgotten, because at a strategic level this is not articulated.' 'IT is an investment, not a cost, and we have many successful partners, who have traded strongly throughout the last 5 years, simply because they have the vision to put IT in its rightful place, at the centre of an organisations strategic plan.'

Mark Carton

mark@lateraladvertising.co.uk

0191 5641444

Aegis IT is a leading UK based technology consultancy. We help customers from all sectors with the procurement, provision and support of their business IT requirements. We work with customers based nationwide providing cutting edge solutions to their individual technology needs. We help customers gain competitive advantage, improve return on investment and allow them to concentrate on what they do best, running their core business in the most effective, efficient and secure way.

What we do

Aegis IT has forged excellent relationships with global IT vendors, allowing us to provide an independent view of the market place and gain insight into the most appropriate solutions. Our trusted relationships with worldwide vendors enable us to offer honest, expert and specialist advice to each and every one of our customers.

Who we are

Unlike some businesses in our industry we're very proud to be different. We're a team made up of technical experts. Each and every one of our staff comes from a technical background which means we can get to the root of any issues quickly. No passing around various sales teams here!

We're very proud of our team and their seasoned experience. With over 25 years working closely with small and large corporate clients including: HSBC, RBS, Northern Power Grid, Euroclear and the Bank Of England, we continue to thrive on our success and enjoyment at seeing our customers grow, gain competitive advantage and maintain their leading market places with the help of our cutting edge expertise and bespoke solutions. We are able to support you from the smallest to the most complex of IT solutions.