

information design

Turning Your Information into Profitable Assets

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{20 Questions}

Let's Play 20 Questions

If you have ever played the game “20 Questions” you know that the only way to win is to ask good questions. When you are done, in 20 questions or less you have figured the one thing in all the world that your opponent was thinking about. Well, let's play 20 questions about your business information issues so that we can avoid the chronic problems which have existed since the dawn of IT solutions:

Chronic Problems of IT Solutions:

VENDORS	BUSINESS OWNERS
Over-promise and under-deliver	Buy the dream, skipping the work

The reason you can't just buy software to run your business is because your business entails much more than managing data, your business is first about your relationships and your processes. Incorrectly implemented, software just creates more information junk drawers.

First, let's consider what software can and cannot address:

Computer software CANNOT directly address issues of:

- * Business Process
- * Information Sharing
- * Security
- * Customer Relations
- * Marketing
- * Business Image
- * Revenue

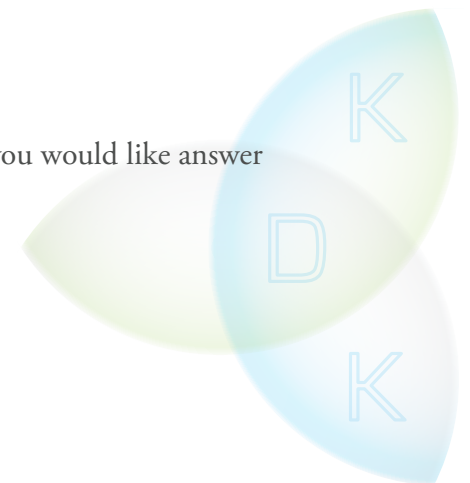
Computer software CAN address issues related to:

- * Accuracy
- * Redundancy/Repetition
- * Portability/Mobility
- * Timeliness

Let's Play

With that let's play 20 questions. For now, you can just answer YES or NO to the following questions. If you would like answer these questions with detail about which issues you would like to address.

1. Are you hoping IT solutions will address issues related to accuracy?



2. Are you hoping IT solutions will address issues related to the availability and the rapid retrieval of documents or other types of information?
3. Are you hoping IT solutions will address issues related to repetition of task, process, service, etc.?
4. Are you hoping IT solutions will address issues related to portability/mobility; do you want access to information outside the office, on your iPhone/mobile, etc.?
5. Are you hoping IT solutions will address issues related to timeliness, better coordinating schedules and/or resources?
6. Are you hoping IT solutions will address issues related to internal processes or customer-facing processes?
7. Are you hoping IT solutions will address issues related to security of transactional data or other proprietary information?
8. Are you hoping IT solutions will address issues related to customer relations or community relations?
9. Are you hoping IT solutions will address issues related to image/public relations?
10. Are you hoping IT solutions will address issues related to marketing/advertising?
11. Are you hoping IT solutions will address issues related to revenues or profits?
12. Are you hoping IT solutions will address issues related to efficiency?
13. Are you hoping IT solutions will address issues related to collaboration on projects or coordination of individuals/teams?
14. Are you hoping IT solutions will address issues related to consistency of processes and/or services?
15. Are you hoping IT solutions will address issues related to sales or sales follow through?
16. Are you hoping IT solutions will address issues related to customer retention or up-selling/cross-selling?
17. Is your IT staff currently working on addressing any of the above issues?
18. Do you feel that IT solutions are at the heart of solving the issues you are trying to fix in your business?
19. Do you feel like you have a solid grasp on the solutions which may be available through technology?
20. Have you identified the stakeholders in your business who need to be involved in the planning, design, and implementation of potential IT solutions?

Next Step

Once you have answered these questions, you have only just begun the process of discovering your priorities and your needs. The next step is to specifically identify those issues and discover how to measure the financial benefits of adequately addressing those issues. Fortunately, KDK Information Design can help you address those issues that computer software can't address.

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