

IT must not be an inhibitor to business transformation

FREIENBACH, Switzerland, November 23, 2007 - The "5th IT Strategy Forum at the lake of Zurich" took place on Tuesday. The Swiss-based consulting firm Boydak Management Consulting annually organises this conference to provide a platform for discussion to top managers from internationally leading corporations. This year about eighty technology interested executives discussed the role of IT in large business transformations. They all agreed that IT plays a key role to successfully implement such transformations.

Boydak Management Consulting, a Swiss-based consulting firm, organized the 5th IT Strategy Forum at the lake of Zurich. This conference brought together executives from well-known companies such as BMW, Siemens, Credit Suisse, Novartis and Swiss Re.

The majority of the participants considered IT as one of the crucial factors in large business transformations such as M&A, turnarounds and reorganisations. Accordingly, Franz Herrlein, COO and member of the board of managing directors at Dresdner Bank, emphasized: "Today IT is an integral and critical part of large business transformations." But IT does not always cope with the requirements stemming from its central importance. A survey among the managers showed that 51 percent perceive IT rather as an inhibitor to transformation than an enabler of change. Further discussion revealed that IT cannot be considered separately but as an integral part of the overall success or failure of a transformation. Therefore the managers called for an early and sufficient involvement of IT. Up to now this is rarely the case. Correspondingly 63 percent of the executives hold that IT often gets insufficiently involved into the planning of M&A transactions. Additionally, the managers attached importance to the further development of management skills. "In the future especially the requirements concerning leadership and transformation skills will increase", said Guenter Pfeiffer, Head of Group Human Resources at Swisscom. Also Martin Strobel, CEO of Baloise Insurance Switzerland, emphasized: „The technically-oriented head of IT will become less important whereas the business-minded COO will gain importance."

At the end of the conference Selçuk Boydak, initiator of the IT Strategy Forum, summed up that IT will no longer be an inhibitor for transformation if it achieves to align itself with the business needs in the context of large transformation transactions.

Further information: www.it-strategie-forum.ch

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