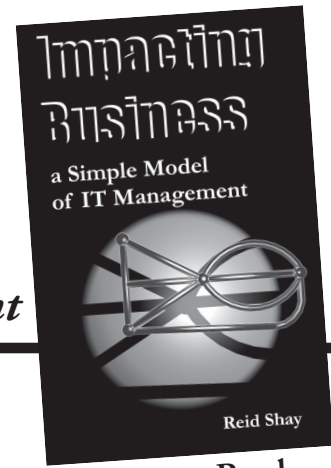


Impacting Business

a Simple Model of IT Management

by Reid Shay

The Clearly Logical Approach to IT Management



**A New Book
by Reid Shay**

Understand what managing information technology means, why you need to do it well, and how best to do it.

If you manage information technology, or work with people that do, you need to understand the management process. IT Management is complex, so what is needed is a clear, logical approach to the subject.

This book provides that approach.

- Build your knowledge of IT Management and its relationship with the rest of IT and the business.
- Understand how economic fundamentals impact the management of IT and how this forms the basis of the IT/business relationship.
- Learn what motivates IT people and their business customers. Use this information to manage better.
- Use the Simple IT Management Model to put the IT process into focus.
- Understand problem and change management.
- Find out how to choose the best IT Management tools.

“This book provides a collection of proven tools and techniques, and a structured and straightforward approach to applying them. Regardless of whether you are a software engineer, IT manager, network or systems engineer or consultant, this book gives you a recipe for success that is sorely needed in our industry. This book is quite unique.”

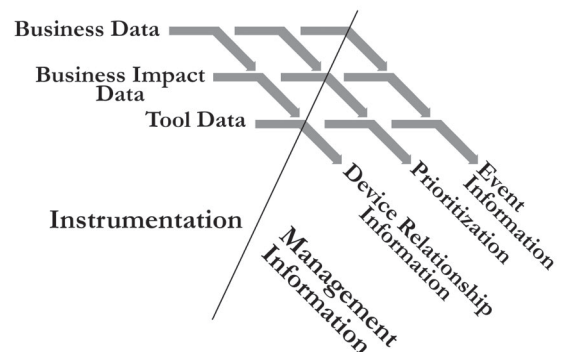
Mike Tarrani, Consultant and Industry Expert

Clear Examples:

An IT department has twenty network hubs throughout a site. Each hub costs \$100. If a hub fails it will take fifteen minutes to replace, if there is a spare onsite. If there is no hub on site, the replacement will take four hours to get from a local vendor. Depending on where the failed hub is located, the cost of the added 3.75-hour difference in downtime will be between \$8,000 and \$12,000. We will use the average of \$10,000 as the added cost of a failure without a spare on site. The probability of a hub failing is 1/10, on any given day. What is the optimal number of spare hubs that the IT department should keep on hand?

Clear Diagrams:

		Vendor B Pricing		
		\$ 20	\$ 16	\$ 12.80
Vendor A Pricing	\$ 20	50 / 50	75 / 25	100 / 0
	\$ 16	25 / 75	50 / 50	75 / 25
	\$ 12.80	0 / 100	25 / 75	50 / 50
		The Quantity Sold		



Clear Understanding !

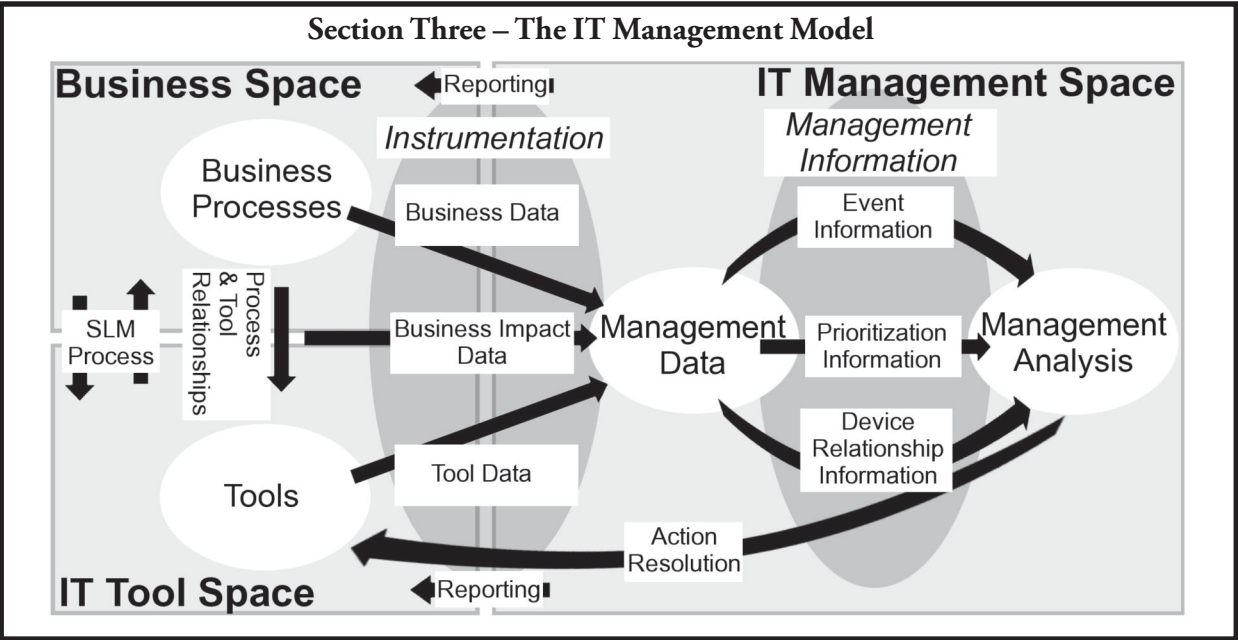
Logical Approach to IT Management

Solid Foundation

Section One – Economics of IT Management
 What are the benefits of IT and of IT Management? How do the fundamentals of micro-economics (demand, supply, pricing, competition, decision making) affect the IT Management process? Understand how economics are important.

Section Two – Psychology of IT Management
 How do differing goals affect the business/IT relationship? How can Service Level Management help? How can the structure of the IT Management department help? What is the impact of negotiations? Understand the impact of psychology.

The Model



Key Topics

Section Four – Understanding Problems
 What is an IT Management problem and how are problems resolved? How should problems be prioritized? What techniques can be used to analyze problems? How can problems be anticipated? Understand how to identify and solve problems.

Section Five – Understanding Change
 Why is IT change necessary and what is the change management process? How can the process be made more efficient through repetition? In what ways are problem and change management similar and how should they be treated the same? Understand change and what to do about it.

Other Important Issues

Section Six – Issues and Special Cases
 Management distribution, management scalability, negative management impact, and reporting are unique issues. How can they be managed? How are Service Providers different than internal IT departments and how should they be treated? Understand key issues and make the correct decisions.

Section Seven – Selecting Management Tools
 What are the issues that must be considered when selecting IT Management tools? How should the inevitable trade-offs be made? Understand what is necessary to maximize IT Management success.

**Impacting Business,
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 Published by managebright, 2003
 192 page hard-bound book
 ISBN: 0-9729831-6-3

Available Fall 2003
 For more information please contact:
info@managebright.com
 or check:
www.impactingbusiness.com