



Making Technology Investments Profitable: ROI Roadmap to Better Business Cases

Jack M. Keen, Bonnie Digrius

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Insuring the value of IT ventures, from implementation through execution Over 50 percent of all Information Technology projects fail, not only costing companies considerable monetary investment but also thwarting key strategic initiatives for which the new technology was critical. This book helps executives and managers increase IT project success by using a process for identifying the true ROI value for proposed IT investments--"Real ROI"--then tracking project results against that standard. This guide provides an abundance of pragmatic tips, tools, and techniques to make the process easy to understand, focusing on implementing an ROI plan as well as on tracking IT investments and measuring results postimplementation.

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