



Why should we take a

Proactive Approach to Technology Planning and Management?

By Laura Dallas Burford

The average business spends 20 percent of its information technology budget on purchases that fail to achieve their objectives (Gartner).

Technology planning helps companies prevent getting into what I call “an expensive mess”. Businesses only have so much money and that money needs to be spent in a various areas. The role of technology is to support the business processes in the various areas.

Technology planning assists a company understanding the requirements, identifying the products and services, and then select what best meets the business needs, fits into the budget and can leverage the existing business and technology environment.

Proper technology planning and management will:

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| Ensure technology fits your business | Control costs |
| Reduce administrative expense | Increase efficiency |
| Reduce business risk | Assist with growing the business |

Technology planning provides a way to communicate business goals and the role of technology in the business to key employees.

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