

Information Technology Portfolio Management*

Professional

ITPM



The technology portfolio* is composed of all a company's tech assets, related contractual agreements, policies, procedures, and personnel, as well as all technology initiatives and projects. Virtually any company can dynamically improve its bottom line by effectively combining the knowledge, skills, tools, and techniques of the SCCA, the SAM, and the TAM with more carefully focused project and program management techniques. The ITPM program from **The Business Technology Consumer Network** is your fast-track option to accomplishing substantially more with the same budget. You'll also find yourself delivering better service to your company while enhancing your own professional capabilities through expanding your credentials with proven skill sets.

Core Knowledge

All Software & Copyright Compliance Assurance Knowledge (SCCA)

All Software Asset Management Knowledge (SAM)

All Technology Asset Management Knowledge (TAM)

Project Management Curriculum

Project Management Institute (PMI.org) Standards,

Initiating, Planning, Executing, Controlling, & Closing...

Integration, Scope, Time, Cost, Quality, Resources, Communication, Risk, & Procurement...

Other national / international PM professional standards on request...

Prerequisites For This Session: Software & Copyright Compliance Assurance, Software Asset Management, Technology Asset Management, or pre-approved equivalent. Experience in managing basic project tasks and activities.

Who Should Attend? Any individual, from any size company, who is interested in getting their money's worth for technology initiatives. Specifically, those interested in this training would include:

Executive management, middle management, compliance assurance personnel, software and technology asset managers, as well as technology management professionals. Additional personnel who will benefit from this professional development program include, but are not limited to, administrative assistant professionals, advanced clerical professionals, as well as students of accounting, technology, and/or business management.

Caution: As with the SCCA, SAM, & TAM, this is not necessarily a technical profession—while technical expertise definitely helps, the effective candidate is ethical, detail oriented, and possesses good communication skills. Companies that use this program to combine

related knowledge areas into a coordinated program of optimized projects will—*not might, will*—discover extensive bottom line value. As with all other technology asset management initiatives, your key to success will be in the willingness of corporate management to seriously support the initiative. There are solid bottom line reasons why fewer than 25% of IT project fail—this knowledge program delivers proven methods of avoiding those common problems.

WIIFM - What's In It For Me? Due to the complexity of interdependent business technologies, coupled with real world human and cultural interaction, there are enormous opportunities for failure in the tech environment. Converting the average tech investment into a positive return on invested capital requires a unique combination of planning, execution, and just plain luck. However, the Technology Portfolio Management Professional trained by *The Business Technology Consumer Network* can identify and mitigate the vast majority of tech initiative risk issues, while smoothing the rough edges of interactive compatibility. The strategic and tactical capabilities you acquire will enhance your abilities to bring genuine value into the entire range of technology product, support, and services life cycles.

As a trained Technology Portfolio Management Professional (TPM), you are even more seriously on the front line of the profession: One that only became formal in around 2006. Nonetheless, TPM has rapidly become absolutely vital to companies of all sizes in all nations. Again, as with the SCCA, SAM, & TAM programs, the vast majority of local, national, & global companies are in need of your services and expertise.

Real World ROI—Small Company? - An Ohio small business (14 employees) conducted a quick evaluation of its IT portfolio process. Management determined that merely adjusting the approach to project initiation and closure could more than triple project value and success rates.

Real World ROI—Large Corporation? - A Southeast company used portfolio management techniques to quantify training needs and operational focus for tech personnel. Through matching specific training content with the strategic goals of the business unit and the entire enterprise, the company reduced project failure by half and increased the real rate of return on a single common technology capital investment by 200%.

Are You With a Non-American Business? You still use project management techniques in building your company success infrastructure. The ability to obtain maximum results through minimal effort continues to contribute directly to your bottom line. This professional training is applicable and vital to you, no matter where your business is located.

Schedule your professional development program right now, or read *Modern Pirates* first. Either way, *The Network!* delivers the knowledge you need, when you need it, where you need it, and at a price you can afford!

***Technology Portfolio Management**

The application of knowledge, skills, tools, processes, and procedures to all elements of the technology portfolio to minimize costs, minimize risks, and maximize the real rate of return on technology initiatives & spending.

***Technology Portfolio**

The entire range of resources that make up the business technology environment. These include, but may not be limited to:

Contract Detailing & Negotiations
Documentation & Document Management
Establishing & Managing Effective Policies & Procedures
Hardware – All Computers, Electronics, & Related Devices
Operating Systems & Software – As Well as Related Products/Services
Personnel – Internal &/or External
Project & Program Initiation & Management
Support & Maintenance
Vendor & Source Management

Core supporting knowledge areas include, but are not limited to:

Project & Program Management (PPM)
Software & Copyright Compliance Assurance (SCCA)
Software Asset Life Cycle Management (SAM)
Technology Asset Life Cycle Management (TAM)

Additional Related Sessions:

Buying Information Technologies
Human & Organizational Change Management
IT Agreements & Negotiations Techniques
Core Competencies in Project Management