

# Getting better value from information systems projects (with lessons from and for other types of projects)

Talk delivered to: The Association of Project Management, East of England Branch

Date: Tuesday 15th November 2011

Venue: GlaxoSmithKline R&D, Harlow, Essex

## Overview

Most types of projects are better served these days with respect to the maximisation of value with the emergence of such methods as benefits realisation management (BRM) and management of value (MoV™). However, are we getting the levels of value we should be getting from information systems technology (IS/IT)? David Jacobs thinks not, having always believed business systems users and customers should be getting much more help from their IS/IT. This presentation will suit all levels of project management.

In this presentation David will provide some very non text book insights into the world of higher levels of IS/IT value. He will introduce the business value maximisation (BVM) skills and value maximisation framework (VMF™) he has developed from 30 years of experience and draws lessons from and for other kinds of projects.

## Subjects covered include:

- What is value and how does it arise?
- Is there more value to be had? If so how do we get as much of it as possible?
- To what extent do existing methods help?
- What are the missing elements?
- Are there better ways of measuring the value we are aiming for?
- Where/what are the major points in projects where value can be significantly increased?
- How do IS/IT projects differ from others?
- What lessons are there for all types of projects?

## David Jacobs

After graduating from Warwick University in Management Science, David pursued a career in marketing information, analysis and research. He began to programme desktop computers as part of his role in the 1980s and subsequently fully retrained into IS/IT.

Whilst working as an independent programmer and business analyst, David developed an extensive portfolio of BVM skills and an informally documented but nevertheless extensive framework for the maximisation of value from IS/IT called the VMF™.

Although it's still early days in the deployment of these concepts, models and techniques, those who have experienced them at work are in no doubt they hold nothing back. Since the year 2000, David has presented his BVM/VMF™ models and techniques at management conferences and to various groups such as the British computer society's project management specialist group (PROMS-G) and the national computing centre's senior members' advisory committee.

David has worked in recent years for banks, airports, education bodies, charities and payroll specialists. He is currently director of his own consultancy Maximum Value Limited.



## Talk Review

"The association would like to thank David for giving up his time to come and speak to the APM East of England Branch on Tuesday 15th November 2011. Our members really appreciated how much effort was put in to the presentation from preparation to the actual evening.

I have analysed the feedback and the scores are good with some nice comments. Everyone seemed to enjoy the talk and found it interesting."

APM Secretariat, East of England

## Presentation Ratings

Subject matter & content	4 out of 5
Overall	4 out of 5

"It was interesting and worthwhile to hear concepts of value from a different angle."

Audience member