

Business Technology IT Advisory

Business Technology

Advanced Analytics

Business Intelligence &
Analytics

Interim Leadership

IT Advisory

IT Infrastructure

Software Advisory

The Challenge

In today's dynamic business and technology environments, many IT leaders are looking for ways to better align their operating strategy with the enterprise's goals and provide increasingly higher levels of service to the business. In some cases, young IT organizations struggle to meet the demands of a growing business, while others find their established capabilities and practices are no longer in harmony with evolving business needs. In both cases, IT leaders are challenged to balance the competitive priorities of the business with the realities of running an effective and efficient IT operation. These realities compel IT leaders to address the following questions:

- How do I ensure that my IT strategy supports the business's strategy while addressing constant pressures to manage costs?
- How do I improve my service delivery to the business?
- How do I shift my resources from sustaining activities toward value-creating activities?
- How should I organize my team and partner with my business counterparts to capture the potential of emerging technologies such as cloud computing, mobile platforms and predictive analytics?

Our Services

Since 1995, Point B has helped clients improve the focus and effectiveness of their IT organizations. We offer a diverse array of IT Advisory Services to help IT leaders create focus, identify areas for improvement, and successfully develop and execute plans to increase their organizations' effectiveness. Our agnostic approach to technology ensures that we always have our clients' best interests in mind. We do not promote a particular tool or one-size-fits-all approach; our independence and breadth of experience serving clients across numerous industries and roles allow us to consider a wide range of options to create the best overall outcome.

We bring together a unique blend of mature business acumen, IT expertise, and project leadership, which ensures a strong business-focused IT strategy supported by an executable plan. Our experience includes:

- Creating strategies that align IT capabilities with the needs of the business.
- Helping start-up companies establish robust and scalable delivery practices.
- Developing and implementing service management processes to improve customer satisfaction.
- Coaching third-party vendors to improve service delivery to our clients.
- Providing interim leaders to support organizational transitions and model effective IT management practices.

IT Advisory

Our IT Advisory Services specialists offer the following services, which are tailored to the unique needs of the enterprise and challenges at hand:

Offices
Austin

Bay Area

Boston

Chicago

Dallas

Denver

Minneapolis-St. Paul

Phoenix

Portland

Seattle

Southern California

IT Strategy – Point B approaches IT strategy and planning in a uniquely dynamic manner that allows for continuous assessment and adjustment as new opportunities arise and market conditions change. We help identify and prioritize your technology-related options, focus on those that drive measurable business outcomes, and develop a roadmap of the activities needed to realize the full power of your IT strategy. We tackle IT strategic planning from three vantage points:

- **Business and IT alignment** – Collaborating with business partners to create new business value.
- **IT transformation** – Taking an internal view of the IT organization to identify opportunities to increase operational effectiveness and efficiency.
- **Innovation** – Helping organizations reap the potential benefits of new disruptive technologies.

IT Management and Governance – Leading an IT organization of any size presents a range of unique challenges. Successful IT organizations are an effective blend of people, processes, tools and techniques. When IT organizations have to change—whether to better align with enterprise strategy, meet internal goals, or respond to external factors—IT leaders must identify opportunities for improvement and develop effective plans for change. Point B's IT Management and Governance offerings make IT leaders more effective by providing the guidance and expertise to help IT organizations change. We provide:

- **Capability Assessment** – We identify gaps in IT capabilities and find opportunities to improve existing capabilities. We get to the root cause of problems and provide effective solutions.
- **Capability Development** – Working with our clients' IT leaders and other stakeholders, we prioritize development needs, create plans to address those needs, and provide leadership as needed throughout the transition.
- **Governance and Risk Management** – We help clients plan their governance and risk management programs, and rectify identified deficiencies.
- **Interim Leadership** – Point B's experienced IT leaders can provide guidance through organizational transitions or manage through short-term resource challenges.

Why Point B?

Point B, Inc. helps organizations form, execute, and thrive. With capabilities including Management Consulting, Venture Investment and Advisory, and Property Development, our integrated businesses provide value to the organizations and communities we serve. Our 100% employee-owned firm was named a Best Workplace in the United States by Fortune magazine, and is regularly honored as an exceptional place to work.