Appendix C: Business Objective and IT Initiative Matrix

Objectives	Centralized MIS	Front End Solutions	Enhance MIS to collect client data	Data Warehouse	Ad Hoc Reporting tools	Reengineer Product Dev Process	ABC software	HRIS	New Website	Upgrade infrastructure
Be a leader in quality and reliability		X								X
Create best in class customer service	X	X								X
Improve cost, quality, flexibility of operations processes	X	X								X
Drive customer retention	X	X	X		X	X				
Excel at product life cycle management				X	X	X	X			
Introduce innovative products and services			X	X	X		X			
Identify next generation market opportunities			X	X	X					
Expand / build strategic skills, capabilities and expertise								X		
Develop leadership and an execution driven culture								X		
Enable / require continuous learning, knowledge sharing								X		