

## The Big Picture — Our Goal

### ITG Communications Seeks to Reach HCSC

AN OPPORTUNITY lay before ITG to increase and improve the level of awareness, value and credibility of what we are doing. To accomplish this, developing partnerships across ITG is crucial.

As we grow, and as our systems become more complex, it is imperative we communicate effectively. *Getting IT* done requires a plan, and driving that plan, a strategy.

To that end, we want to develop a communications plan for both the ITG business units and various internal constituents. **We'd like your active support.**

#### Business Segmentation

Understand the archetypes, and set priorities accordingly.

**Partner Player**  
Growth & Challenges

**Trusted Supplier**  
Remodeling

**Solid Utility**  
Foundation

#### Archetypes

◆ **Partner Player**  
IT organizations expected to create unique and competitive solutions for customers, suppliers, and internal users — *plus*, being a Trusted Supplier.

◆ **Trusted Supplier**  
IT organizations expected to deliver app projects on time and on budget, based on operating units' requirements and priorities — *plus*, being a Solid Utility.

◆ **Solid Utility**  
IT organizations expected to provide cost-effective, dial-tone reliability with transparent, constantly declining costs.



**Bobby Cameron**  
VP, IT Management  
Research Team  
Forrester

Bobby conducts research and consults with CIOs on topics like best practices for IT organization, governance, metrics, strategy, and spending — as well as IT value creation and IT/business alignment.

### What To Expect

A good marketing report is substantiated with real data. Forrester IT research expert Bobby Cameron is geared with data from 303 companies, including major players like Intel, BearingPoint and Genesys Health System.

A reliable and stable production environment *must* be our primary objective together as we provide the best customer service available. This plan will align to that priority while supporting our technology direction — and steering toward HCSC's enterprise goals.

### Next Steps

This is a beginning, a way to spur your thoughts and creativity, to prepare you for our big push.

August 23, Bobby will come with a full presentation, augmented with objectives, target segments, how to set

metrics and monitor results — as well as how to use the results to create a communication channel across all campaigns.

“ The man who knows, but cannot *communicate* what he knows, is at the level of the man who knows nothing. ”

—Pericles

### We Can Have

- ◆ Single ITG voice
- ◆ The left hand will know what the right hand is doing
- ◆ Ownership across IT: projects, process and people

**Reaching an audience is meeting them where they are...**

**Help us get IT done.**