

August 2008

Ready, A.I.M., Assess!

Accent Global Newsletter for August

In This Issue

[AIM Assessment](#)

[Accent in the News](#)

"If you are failing to plan, you are planning to fail."

Tariq Siddique

PMP Certification



CONGRATULATIONS!!!

Accent Global Founder/Partner, Mike Boyer, recently earned his Project Management Professional (PMP®) certification.

Are you a BTI Candidate?

Seeking Business Technology Integration (BTI)Analysts

The Senior BT Analyst identifies documents and communicates business and technology stakeholder problems, needs and desires to improve business operations. As an innovator and thought leader, the Senior BT Analyst's primary focus is to bridge the communications gap between

Dear Friends of Accent Global

Your are receiving this Newsletter as a result of your relationship or recent contact with Accent Global. We encourage you to read, comment and forward this Newsletter to colleagues and associates. The purpose of this Newsletter is to stimulate thought and further discussion on related topics associated with today's business/technology initiatives and bridging the communication gap between business and technology professionals.

The AIM™ Approach

More than a Technical Assessment



Most assessments tend to focus solely on technology-related problems, leaving critical aspects of the business out of the process.

Accent Global's Architecture Integrity and Maturity (AIM™) Assessment System is based on maximizing the most of current investments and improving efficiency of the business processes that the system is to support. AIM™ takes a holistic approach to identify the best solution (as opposed to the problems) both in the technology systems and the business

processes:

- **Organizational Assessment** - involves getting to know the organization, its structure, mission, goals, and objectives. This includes stakeholder interviews and requirements analysis.
- **Business Process Assessment** - achieves an understanding of the "as-is" business processes and opportunities for improvement.
- **Technology and Infrastructure Assessment** - provides an understanding of the "as-is" technology infrastructure and opportunities for improvement.
- **Operational Assessment** - creates an understanding of how current infrastructure is used and maintained, along with opportunities for resource optimization, customer or support staff training, or support process optimization.

Accent Global has conducted the AIM™ assessment for several organizations, most recently with the International Crisis Group (ICG), headquartered in

IT and Business.

He/She must be an expert communicator (verbal and written) with the ability to speak the language of the business and of IT. The Senior BT analyst will facilitate integrated stakeholder meetings to define requirements and design specifications that leverage technology resulting in solutions that achieve optimal business operations in the most cost effective, efficient manner.

For a more detailed position description, or to submit your resume for consideration, contact Dave Moretti at careers@accentglobal-llc.com

We welcome your comments and recommendations on how to improve this newsletter. Please forward comments to dlasley@accentglobal-llc.com

Dennis Lasley
Vice President
Accent Global

Brussels, Belgium. The resulting report provided ICG leadership key insights to improving operations.

For more information about the AIM assessment, contact Dennis Lasley at dlasley@accentglobal-llc.com

Howard the Programmer

THE GREAT DIVIDE

Business and Technology historically don't communicate effectively, creating a great divide in the understanding of business requirements and technology capabilities. Addressing this communication breakdown is critical to improving IT projects.

Accent In the News

Recent Publications/Articles and News

[Inspiring Customer Service in Your IT Organization.](#)

by Shane Aubel
Article published to Meritalk.com. The article talks about how to overcome the challenges associated with instilling a customer service-centric philosophy within your IT organization.

[Why do IT Data Center Projects Fail?](#)

David Geer interviewed Shane Aubel about old and new reasons why data center projects fail. Topics included, why technology professionals continue to fail to understand the organizational and business challenge. Additionally discussed were that new problems such as apathy, acceptance of failure by the customer, budget challenges, and extreme over-promising are really just coping

mechanisms built upon unresolved underlying issues.

[How do CIOs sell to CFOs in difficult budgetary times](#)

Interview conducted by Robert McGarvey This article discussed how CIOs need to start thinking like business people and treat IT projects like Business Projects.

[BPM Tie-up Craze Claims IBM. Ilog](#)

Interview conducted by Richard Adhikari about the recent purchase of ILog, reasons behind the popularity of BPM, and pros and cons of the consolidation effort.