



Information Agenda

Getting Started Questionnaire

About You and Your Business

NAME

EMAIL

PHONE

COMPANY

COMPANY SIZE

LESS THAN 100 EMPLOYEES

101-999 EMPLOYEES

1000-5000 EMPLOYEES

GREATER THAN 5000 EMPLOYEES

INDUSTRY

Describe Your Role

What is your job title?

CEO/President

Enterprise Architect

Line of Business Executive/Manager

Data, Content, or Information Architect

Other Business Role

Data or Content Administrator

CIO

Integration Development

CTO/Technology Research

Other Technical Role

Application Programmer



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Describe Your Organization

Which of the following best describes your company or organization?

- Company or organization looking for software solutions to address information-intensive business challenges
- Independent Software Vendor
- Systems Integrator
- Consulting firm
- IBM Business Partner
- Have no current company affiliation
- Other (please specify)

Your Software Choices

What role do you play in the acquisition of software solutions by your company?

- Decision maker
- Evaluate
- Influence or recommend
- Implement
- Business sponsor
- Purchasing agent
- None
- Other (please specify)



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Your Information Strategy

How important is having an enterprise-wide information strategy & vision to your company?

- Critically important
- Important
- Moderately important
- Not important

Your Information Vision

Does your company have an overall information strategy & vision?

- Yes
- No
- Don't Know

Information and Business Goals

Is your company's information strategy aligned with critical business goals & objectives?

- Yes
- No
- Don't Know



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Information and Business Priorities

What priority does your company place on ensuring that its information strategy is aligned with business goals & objectives?

- High priority
- Medium priority
- Low priority
- Not important

Your Asset Inventory

Do you have an inventory of existing data & content assets?

- Yes
- No
- Don't Know



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Information and Business Goals

Please place a **C** in the box to indicate your current level of maturity for each of the 6 capabilities listed and an **D** to indicate your desired level of capability over the next 2 – 3 years.

	STAGE 1 >	STAGE 2 >	STAGE 3 >	STAGE 4
Scope	<input type="checkbox"/> Departmental	<input type="checkbox"/> Cross Departmental	<input type="checkbox"/> Organizational	<input type="checkbox"/> Enterprise-wide
Currency	<input type="checkbox"/> Historical only	<input type="checkbox"/> Operational & Historical	<input type="checkbox"/> Near real-time view of operational information	<input type="checkbox"/> Real-time view of all information
Governance	<input type="checkbox"/> No oversight	<input type="checkbox"/> Ad-hoc / project-based	<input type="checkbox"/> Information available as a service	<input type="checkbox"/> Policies & practices fully implemented
Integration	<input type="checkbox"/> Data & content in silos	<input type="checkbox"/> Data & content contained in silos	<input type="checkbox"/> Business intelligence	<input type="checkbox"/> Information fully integrated into process workflows
Insight	<input type="checkbox"/> Basic search, query & reporting	<input type="checkbox"/> Analytics introduced	<input type="checkbox"/> Role-based access environment commonplace	<input type="checkbox"/> Strategic intelligence
Access	<input type="checkbox"/> Power users & analytics	<input type="checkbox"/> Role-based access introduced		<input type="checkbox"/> Adaptive role-based access across enterprise & value chain

IBM Can Help

Would you like to speak to an IBM representative or IBM Business Partner about your software requirements?

- Yes
- No

Please complete your questionnaire & send it to AskIOD@us.ibm.com. Thank you.