



IT as a Revenue Generator

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What Drives Revenue Generation?

- Improving the customer experience
 - Make it easier for customers to do business with you
- Developing new products and services
 - Making more stuff to sell to existing customers
 - Making new stuff to sell to new customers
- Revenue generation and cost cutting are not mutually exclusive
 - Technology that makes you more efficient
 - Technology that makes your clients more efficient

Key Drivers

- New products or service development
- Improving the customer experience
- Improving business efficiency
- Improving the quality and flow of business intelligence

Measure Return on Investment

- Contribution to revenue growth
- Contribution to the firm's ability to adapt to a changing environment
- Contribution to the firm's ability to innovate and collaborate
- Contribution to the firm's ability to get closer to customers
- Contribution to the firm's ability to control or cut costs.

Technologies That Drive Revenue

- SOA
- Presentation
- Data & Metrics
- Mobile Device Applications
- Application Virtualization
- Storage Virtualization
- Cloud Computing
- Social Networking

Examples

- On-line/Ease of Ordering
- Access to personal data
 - Availability to your information to make informed decisions
- Access to public information
 - Availability to public information for research
- Collaboration
- Communications
- Anywhere/Anytime access