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WITH
SANJOG AUL

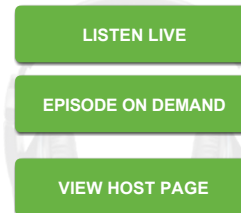
CIO Talk Network
Wednesday at 7 AM Pacific
June 09th 2010: Making the rest of the business a "fan" of IT!

Successful companies cater to customers who may then become enthusiastic "fans," so how can IT cater to its customers and win them over as fans? As an IT leader, it is important that business stakeholders recognize a positive perceived and real ROI on their company's IT's initiatives, if IT is to get the respect it deserves as well as funding for future initiatives. How does an IT leader increase the perceived and real ROI of IT projects and make business stakeholders fans of his IT?



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