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	☐ Departmental	☐ Cross Departmental	☐ Organizational	☐ Enterprise-wide
Currency	☐ Historical only	☐ Operational & Historical	☐ Near real-time view of operational information	☐ Real-time view of all information
Governance	☐ No oversight	☐ Ad-hoc / project-based	☐ Information available as a service	☐ Policies & practices fully implemented
Integration	☐ Data & content in silos	☐ Data & content contained in silos	☐ Business intelligence	☐ Information fully integrated into process workflows
Insight	☐ Basic search, query & reporting	☐ Analytics introduced	☐ Role-based access environment commonplace	☐ Strategic intelligence
Access	☐ Power users & analytics	☐ Role-based access introduced		☐ 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 response@in.ibm.com. Thank you.