

Creating a Global IT Strategy

A rapidly growing global market research firm needed a comprehensive IT strategy to support customers, employees and sales pursuits.

“Adroit Consulting created a global IT strategy to drive profitable top line growth, provide market research information rapidly and effectively regardless of physical location and time zone, and support customer retention and satisfaction.”

President and CEO, Market Research Company

Business Issue

A market research company grew rapidly via acquisition and was quickly doing business in over 60 countries with antiquated IT infrastructure and tools. They needed the information tools and systems to gather, analyze and deliver market research rapidly and effectively regardless of where the customers or market researchers were located. They needed a scalable global IT strategy with seamless connectivity but also affordability for offices in emerging markets.

Adroit's Role

Adroit was hired to create a global IT strategy and implementation roadmap for innovative use of various market research techniques - mystery shopping, phone and online surveys with overnight delivery of survey results to customers, and data visualization deliverables that surprise and delight clients.

Stages in the engagement included:

- Business and IT stakeholder interviews
- Inventory of key technologies by product line, vertical industry, acquisition and geography / country
- Analysis of the IT project portfolio, project funding and prioritization processes
- System life cycle management and quality standards
- Assessment of the global IT organization and skillsets
- Process for managing IT vendors and integration partners
- Analysis of business continuity / disaster recovery plans
- Benchmarking against other rapidly growing global firms that are customer-facing and technology dependent

Outcome

Key tenets of the IT strategy included:

- World class infrastructure, business systems, and applications for data collection, analysis, data mining and visualization
- Global IT standards to leverage investments and resources
- An agile global IT organization with a shared service model that incorporated best practices
- IT partnership with the business in sales pursuits and solution delivery
- IT portfolio governance
- Compliance with global data privacy laws
- Proactive IT vendor contract management
- Superior, rapid IT customer service regardless of location and time zone