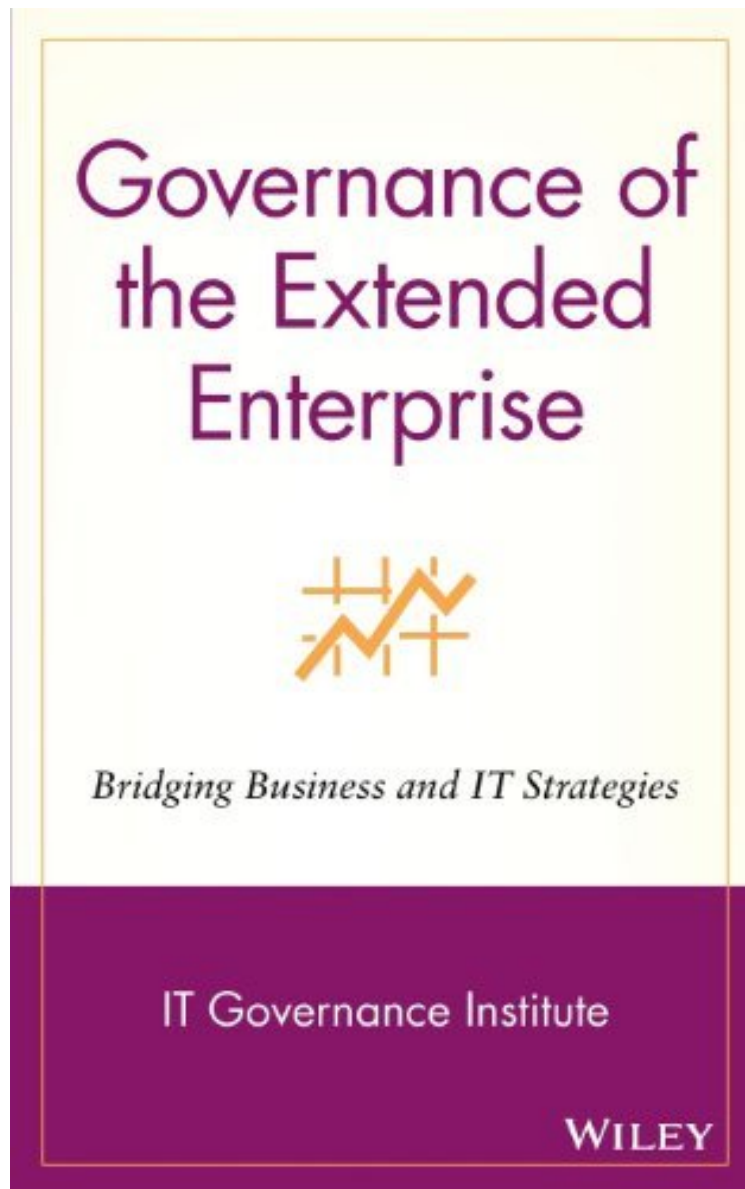


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IT Governance Institute : Governance of the Extended Enterprise: Bridging Business and IT Strategies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Governance of the Extended Enterprise: Bridging Business and IT Strategies:

Discover how to implement an effective IT governance structure for the long-term success of an extended enterprise IT is no longer an enabler of corporate strategy, it is now the key element of corporate strategy. Governance of the Extended Enterprise explores how some of the world's most successful enterprises have integrated information technology with business strategies, culture, and ethics to optimize information value, attain business objectives, and capitalize on technologies in highly competitive environments. Providing a process for change and a governance model, Governance of the Extended Enterprise encompasses the latest emerging practices from major information and knowledge businesses, providing a major new knowledge resource for enterprises. It also opens up new avenues of practice in strategy setting, enterprise management, control assessment, and risk management. From sales-force automation to workgroup collaboration, forms processing to knowledge management systems, customer service to technical support, Governance of the Extended Enterprise will help readers improve IT governance in all facets of their organization.

"This awaited book is a precious guide for action for companies, involved in the harsh worldwide economic competition, which consider IT as a powerful tool to address the complexity of process management outside their traditional borders. The extended environment is more demanding in innovation as well as in control and implies vision, efficiency and robustness in IT management. As part of IT governance, this book adds the necessary vision of a thorough approach" --Jean-Pierre Corniou, Senior VP Chief Information Officer, Renault Group "This book gives a lot of ideas for our new business model creation and governance dealing with our collaboration parties using internet technology. Very timely publication for practical understanding of SOX and new COSO concept." -- Shuzo Sumi, CIO, Tokio Marine Nichidou Fire Insurance Co., Ltd. Today's participation in the Extended Enterprise model may not be visible to some, however, appears inevitable for continued success as a public sized company. This book helps the executive (IT and others) frame the Governance issues and opportunities to be had as we look beyond the physical walls of our organization toward the Extended Enterprise. --Michael Calderon, V.P. Information Technology, The Hain-Celestial Group, Inc. From the Inside Flap It's been said that information is the grease that allows an enterprise to run efficiently. This statement, when related to extended enterprises, can mean the difference between success or failure, and profit or loss. When an effective governance approach is not in place to deal with issues that reside outside the physical walls of extended environment, disaster will strike, and it will be costly. In recent years, Cisco Systems wrote off \$2.5 billion in inventory, due to poor information and management of cosourced partners and suppliers; Micron Technologies wrote down \$260 million of memory, or 32% of revenue, due to problems in the value chain; and IBM lost 16% of its value in one day due to various component shortages caused by lack of adequate partner and supplier communication and information. Governance of the Extended Enterprise helps readers avoid these types of costly IT losses by providing an effective process for change and a governance model for an extended enterprise. The extended enterprise is a modern-day phenomenon that allows an organization to operate outside its traditional boundaries. Internet technology is the facilitator for workgroup collaboration within and beyond the enterprise. The use of Internet-enabled groupware and workflow technologies within and between organizations is a highly effective means of providing immediate solutions to an array of transaction-processing and information-delivery needs facing businesses. Such tools enhance service in the areas of sales-force automation, customer service, technical support, workgroup collaboration, forms processing, order entry, knowledge management systems, and information delivery within the enterprise. Providing readers with an abundance of new ideas and ways to think, Governance of the Extended Enterprise uses concepts that are familiar and accepted by business and governmental entities. It also helps professionals become familiar with the critical issues related to doing business with world-class excellence in the new extended enterprise environment. Governance of the Extended Enterprise explores:

- Vision/leadership Strategy development with value innovation
- Performance management to ensure value creation
- Operational business activities that lead to the realization of value/benefit
- Understanding a governance structure, its criteria, and a suggested framework
- Enterprise architecture, its importance to the business, and how to implement an appropriate governance structure

From the Back Cover Discover how to implement an effective IT governance structure for the long-term success of an extended enterprise IT is no longer an enabler of corporate strategy, it is now the key element of corporate strategy. Governance of the Extended Enterprise explores how some of the world's most successful enterprises have integrated information technology with business strategies, culture, and ethics to optimize information value, attain business objectives, and capitalize on technologies in highly competitive environments. Providing a process for change and a governance model, Governance of the Extended Enterprise encompasses the latest emerging practices from major information and knowledge businesses, providing a major new knowledge resource for enterprises. It also opens up new avenues of practice in strategy setting, enterprise management, control assessment, and risk management. From sales-force automation to workgroup collaboration, forms processing to knowledge management systems, customer service to technical support, Governance of the Extended Enterprise will help readers improve IT governance in all facets of their organization.