



# Delivering Business Value From It Projects (Financial Times Itb)

*Colin Ashurst, Peter Murray*

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There is a huge potential for IT to transform businesses through creating opportunities to do new things, to improve existing ways of working and to reduce costs. However, there is a huge gap to cross between the opportunity to deliver business value from IT and the reality of the benefits actually achieved. Most IT projects fail to deliver the benefits expected of them and in 60-80% of cases the project delivers no benefit at all. For senior business and IT managers responsible for the delivery of IT-based projects, this briefing provides the concepts, insights and practical guidance you need to ensure they deliver business value.

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