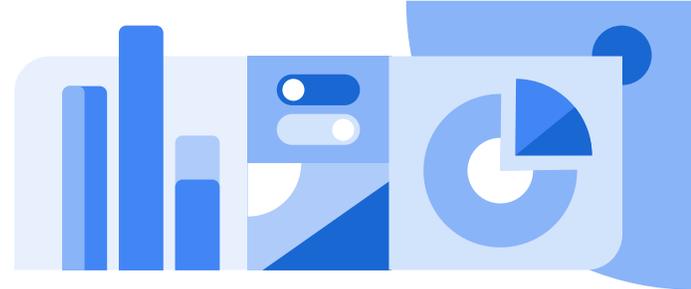


Google Cloud Value Zone[®]



Current state of IT investment

“Half my advertising spend is wasted; the trouble is, I don’t know which half.”

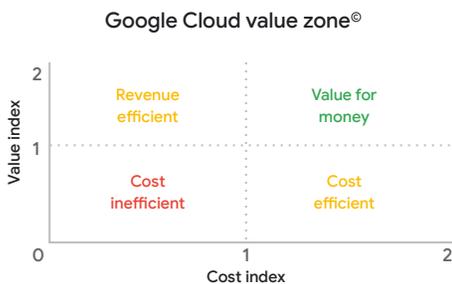
John Wanamaker

Now substitute “IT” for “advertising”. CIOs and CFOs are making similar statements, especially when deciding how best to adopt new technologies and get rid of end-of-life ones. Beyond individual technologies, financially minded CIOs and technologically minded CFOs are seeking new ways to manage IT budgets for returns rather than cost. The challenge is how.

Use case

Major US financial services company

The IT leadership of this financial services institution knew they had to invest in innovation to remain competitive against their peers and well-resourced financial technology companies. The C-suite and Board of Advisors were well aware of the business challenges and opportunities, but they still needed to be convinced that a large change in the scale and scope of their IT investment was necessary.



Early in the relationship, we conducted a value zone assessment that showed the company was underinvesting in IT for its existing business and generating negative returns. The analysis launched a conversation between the C-suite and Google Cloud on how best to invest in automation to increase cost efficiencies and set the stage for investing in high return on investment projects.

The value zone opportunity

“A journey of a thousand miles begins with a single step.”

Lao Tzu

The end goal is clear: optimize investment to drive your cost and revenue goals. The challenge is to answer the following questions regarding investment and impact:



Investment

- Are we investing the right amount relative to revenue and cost structures?
- Are we optimizing our mix of human and technology capital?



Impact

- Are our technology investments driving outsized returns and growth?

Google Cloud’s value zone provides answers with a rapid benchmarking assessment that categorizes your current investment approach, recommending high-level strategies to move to the optimal one for your business.

A value zone assessment only requires the following data points:

- IT investment
- Number of employees and operations
- Profit & loss statement metrics: revenue and operating income

Getting started

For more information, please listen to our [podcast via That Digital Show](#) and join the Cloud Value Advisors’ [conversation](#) at Google Cloud’s user community on C2C Global.