



WHITE PAPER

IT as a Business Strategy Driver

Linking Operations with Business
Insights Using a Next-Generation
Auditing Solution

 rizepoint

IT as a Business Strategy Driver

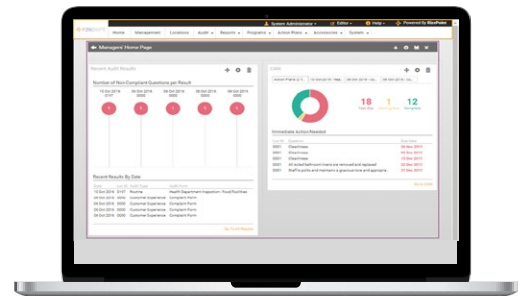
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THE BUSINESS WORLD IS DRIVEN BY DATA. THE C-SUITE NEEDS BIG DATA AND BUSINESS INTELLIGENCE TO SHAPE DECISIONS ABOUT BUSINESS STRATEGY AND THE FUTURE OF THE COMPANY. THE IT DEPARTMENT IS THE HUB OF THOSE DECISIONS BY FACILITATING THE TECHNOLOGY THAT COLLECTS, ANALYZES, AND DISTRIBUTES THE INFORMATION NEEDED BY DEPARTMENTS LIKE MARKETING AND BRAND, LEGAL, OPERATIONS AND QUALITY, NOT TO MENTION THE C-SUITE. YOU CAN MAINTAIN CONTROL OF ENTERPRISE TECHNOLOGY AND REDUCE THE DEMAND ON IT RESOURCES WITH A SECURE, UNIFIED SOLUTION THAT PLACES YOU AT THE HEART OF BUSINESS STRATEGY.

Almost every team in a modern organization is using cloud software to make their jobs easier, and if they aren't currently, they will be soon. Many of those solutions fall into the world of Shadow IT, technology systems being used without the knowledge or oversight of the IT department. In fact, more than 80% of people surveyed in a [Stratecast study](#) admitted to using SaaS applications for work that hadn't been approved by IT. The proliferation of cloud solutions to day-to-day operational needs means Shadow IT is a ubiquitous practice in the modern business environment. It's not that employees want to create problems. They just want to get their jobs done.

Regardless of employee intentions, these piecemeal solutions put the company at risk and make it difficult to analyze information from numerous disconnected sources. So how do you maintain security, facilitate efficient operations, and provide end-to-end visibility? You lean in to the shadow.

As Ralph Loura, Rodan + Fields CTO and former HP CIO, sees it, Shadow IT is "an opportunity to leverage employees to identify the applications they want to use so that IT can enable the ones



Key information is at your fingertips with role-based home pages and easy reporting dashboards.

that have gained traction and are enterprise-ready." You can place IT at the heart of business strategy with a sophisticated cloud-based, mobile auditing solution that pleases everyone. There are few parts of the business evolving quite as quickly as quality and operations. Many teams are still operating with only pen and paper, or at best, a series of spreadsheets, despite playing a critical role in legal compliance, safety, marketing, and corporate strategy. However, they are quickly catching up to the rest of the data-driven company, and cloud auditing or inspection software is a swiftly growing answer to operations departments looking for ways to do their jobs more efficiently while analyzing



and distributing critical information across the rest of the organization.

The IT department can accelerate that process and see huge gains in most departments with one solution. Make operations and quality more efficient with mobile inspection tools that give instant visibility across an organization, automated corrective actions for seamless brand protection, and robust business intelligence that makes it easy for the C-suite to align activities with strategic outcomes. All with worry-free setup and maintenance.

IT AT THE HEART OF BUSINESS STRATEGY

Every day in the IT department can feel like order-taking with no time or opportunity to contribute to the larger business strategy. However, that's changing quickly. As data and processes become digitized, big data and business intelligence are driving the business strategy, and there is no department better situated to enable easy gathering, visibility, and analysis of information across a company. In this ever-more-competitive business environment, companies are depending on IT to provide value across the company, and you become the hero when you bring cutting-edge solutions to modern business problems.

Khalid Kark, managing director of the Deloitte CIO program, [sees tremendous opportunities](#) for IT to be at the center of these corporate advances. He said, "CIOs need to harness emerging disruptive technologies for the business while balancing future needs with today's operational realities. They should view their responsibilities through an enterprise-wide lens to help ensure critical domains such as digital, analytics, and cloud aren't spurring redundant, conflicting, or compromised investments within departmental or functional silos.... IT can be positioned not just as a delivery center but as a partner in the company's new journey. IT has a necessarily cross-discipline, cross-functional, cross-business unit purview."

By understanding the needs of the end users and providing tools that elevate their work, you not only reduce the burden on it, but you also elevate your role to something Kark describes as "the connective tissue to all things technology."

PROVIDING VALUE

As great as this cross-functional facilitator role sounds, we also live in the real world. You can't fulfill every request from every department. However, with careful planning, you can identify key software tools and platforms that will fulfill the needs of multiple departments. This allows you to provide strategic value across the organization, reducing the use of Shadow IT, and reducing demand on your department's time.

Increasingly, these solutions are ones that can best bring isolated pockets of information into an integrated whole, and improve the customer experience by applying business intelligence and analytics that let you see and respond to trends within operations data. As the [2016-2017 Deloitte CIO report](#) points out, "While business priorities may not always need to translate directly into IT activities, the data suggest that business leaders today are relying on IT to take on considerable responsibility for enabling revenue growth in addition to



"Emerging technology advancements play a large role in enabling a business to operate better, faster, and cheaper, which ultimately enhances business performance."

Use accessible, powerful technology to facilitate better work across the company.



managing operational performance, cost reduction, and cybersecurity...” They go on to say, “Emerging technology advancements play a large role in enabling a business to operate better, faster, and cheaper, which ultimately enhances business performance.”

Compliance and quality software is an emerging opportunity for IT to step into this facilitator role within the company. You can harness this new kind of platform to collect, analyze, distribute, and act on the information your entire company needs to stay at the forefront. Take a look at the ways you can position yourself as the answer to the needs of departments across the company with smart, enterprise compliance software.

OPERATIONS AND QUALITY

For too long, operations and quality have been using labor-intensive auditing and inspection methods. Extensive travel, cumbersome data entry, and a combative relationship with locations being inspected can lead to employee burnout and high turnover in a specialized role.

With a SaaS platform supporting quality, brand, and safety inspections, you help operations and quality teams save time, money, and frustration. They no longer have to spend hours shuffling through stacks of paperwork for the right questions, or even more hours then entering the answers to those questions into spreadsheets. Even better, the right solution can automate the assignment of “corrective actions.” When the inspector finds something that is a risk (raw chicken being stored over produce) or simply not in line with brand standards (signs with an old logo), the software will use workflows to alert the store manager, or another contact, and follow up to ensure they take action.

Then, when the data is being collected into a data warehouse for reporting and analysis, you turn an onerous reporting process into an effortless one. Reports are automatically generated and key data is displayed through a dynamic user interface, with role-based home pages that can display the most relevant information for the

user. Analyzing data is faster and simpler when the information is accessible and easy to understand. You can empower your operations and quality team to see trends in the data, catching issues before they become company-wide problems.

It may seem like the effort to help more traditional departments undergo the shift to digital is too great, but the payoff both for the company and for the credibility of the IT department is worth it. [Mark Samuels writes in Computer Weekly](#), “Andrew Agerbak, associate director at Boston Consulting Group, says the business opportunities that can come from digital transformation are enormous. He says change is allowing some of his firm’s clients to take as much as 30% out of costs—and agile development plays a key role.”

LEGAL AND COMPLIANCE

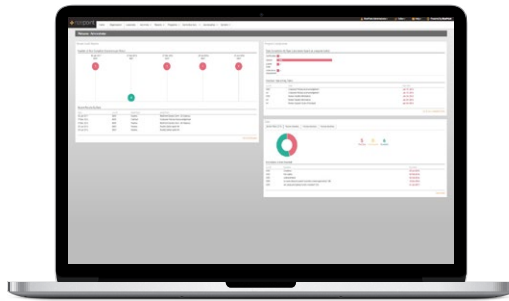
Attorneys make a living preparing for and guarding against the worst-case scenario. Because of their duty to legally protect the company, no department is as grateful for digital paper trails as legal. By using an auditing or assessment software, your company’s legal team has a record of inspections for every component of the operation at every location. This kind of software makes it easy for others to see what the inspectors are tracking—anything from if the hotel spa is clean, to whether your staff is up-to-date on chemical handling at a cleaning company, to ensuring food was being stored at the correct temperature at a restaurant. Plus, key compliance documents (like health department inspections) can be saved by location for quick, on-demand accessibility.

Auditing or assessment software is a great way for the legal department to have instant visibility across the company about compliance with corporate policies and procedures. And when that software has built-in corrective action management, your legal team can rest easy knowing that as soon as issues are identified, they’re automatically assigned to the



right person and resolved quickly.

For corporate franchisors, an auditing solution also helps ensure compliance with franchise agreements. You can help protect the value of the company by providing the software that helps make monitoring and managing violations of franchise agreements easy. Inspections are a key tool in ensuring a consistent, high-quality experience at any location. You can do all of this in a secure platform that maintains control of potentially sensitive information.



Dynamic user interfaces help ensure each contact has the most relevant information.

“It’s hard – transformation can’t be done in a siloed way, like traditional IT development,” Agerbak says. “You have to work across sales, marketing and operations— you have to create alignment and a consistent way of talking about the customer. There’s a lot to do to deliver true digital transformation.”

MARKETING AND BRANDING

One of a company’s most valuable assets is its brand. More than just a logo, the brand communicates the experience someone will have with your company, an experience that’s built each time customers interact with your company—talk to customer service, see an ad, hear a story from a friend, visit the website. If different locations, employees, or departments

are not telling the same story about the brand and providing the same experience, the bottom line will see the effect. Auditing software provides a streamlined way to drive brand consistency across an organization, creating a consistently high-quality customer experience.

You can also protect the company by ensuring small issues don’t become widespread problems. Auditing software enables quality and brand management, helping your company avoid the kinds of PR nightmares that make large companies lose millions (and sometimes billions) of dollars.

You can be the hero to the marketing department by giving them the ability to identify trends that put the brand at risk. As Cory Crosland said in [an article at CIO](#), “Technology decisions are not just about technology. They’re about marketing, sales, operations, communication—really everything the business touches.

Understanding what technology is capable of is crucial to making the right, long-term decisions across all functional departments.”

C-SUITE

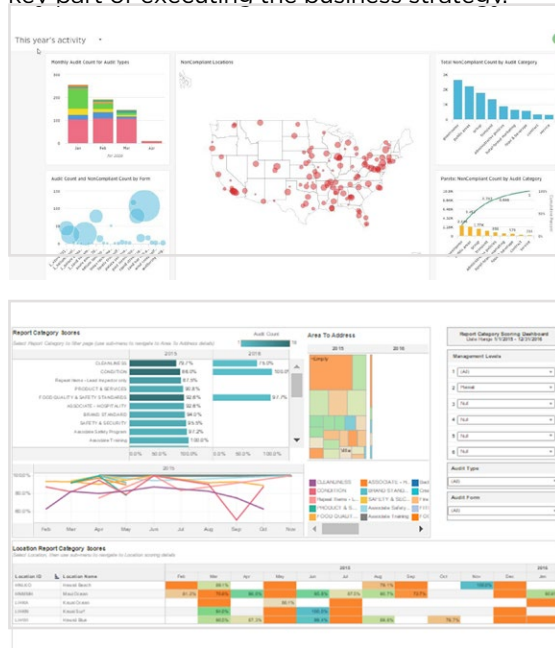
Gathering data that touches the entire company is useful, but having business intelligence tools with real-time access to high-level reports (and the ability to easily drill down when needed) is critical to help the C-suite act on that data. With the right software, you can use business intelligence to give every decision maker the information they need when they need it, without information overload or putting a drain on IT’s time. This means they are able to make faster, better decisions, and you get the credit without having to do the leg work.

In [an article at CIO](#), Myron Weber, founder of Northwood Advisors, says, “Companies incur a huge direct cost as well as opportunity cost when people, and even entire departments, focus on things that are not aligned with the company’s strategy. Establishing metrics and key performance indicators aligned with strategy, then using BI software to provide



visibility and drive accountability, brings alignment of activities and outcomes with the desired strategic objectives.”

Having strong business intelligence tools to guide company strategy is driving the performance of great companies. When you make decisions in the C-suite easier with visibility and streamlined reports and analytics, the IT department is elevated to a key part of executing the business strategy.



Strong business intelligence helps the C-suite find and analyze key information to guide strategy.

Discover RizePoint Solutions

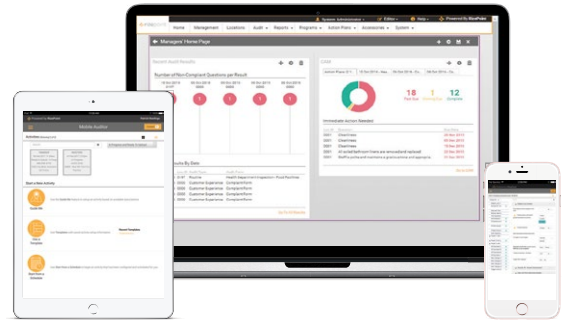
RizePoint is the compliance and quality SaaS solution you need. As a single source of information and analysis, RizePoint's compliance software makes it easy to gather data, see trends quickly, and act to correct potential issues before they become liabilities. The IT department can rest easy knowing there is a secure, worry-free solution that meets the needs of so many departments. You become the company hero by facilitating more efficient work across the company, and end-to-end visibility to guide strategy. Put yourself back in the heart of the business strategy with RizePoint.





Start Expanding Your Brand Consistency Capabilities Today

Audits and assessments can play an essential role in your efforts to improve the consistency of your brand and the quality of the experiences you provide to your customers. Find out how RizePoint can help—with a next-generation auditing solution that applies the full power of cloud and mobile technology to your brand consistency building efforts.



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- Over 285,000 users
 - 1.67 million audits per year
 - 27,000 hotels and resort properties
 - 120 countries and territories
 - 39 languages supported

Find out how RizePoint can help you improve your operation today.

Contact us at info@rizepoint.com, call **1.888.313.7095** or visit us at rizepoint.com

