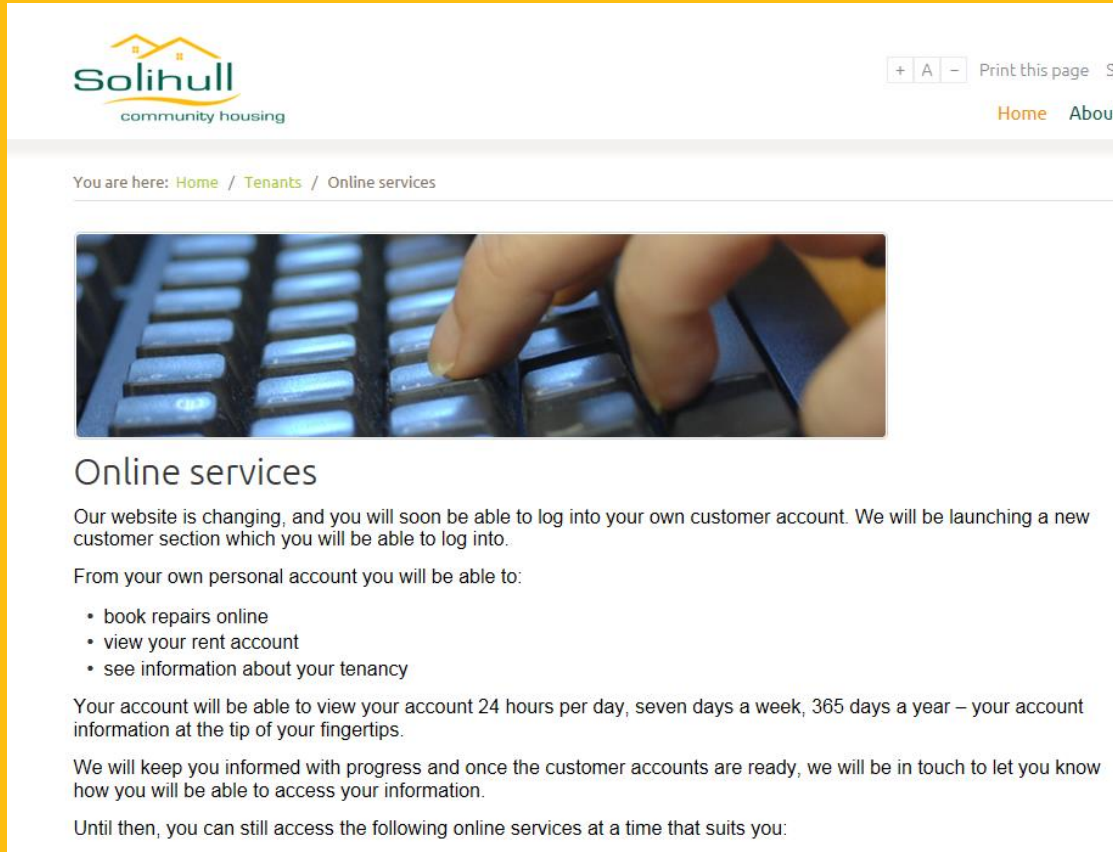


# An IT Managers Perspective



The screenshot shows the Solihull community housing website. At the top left is the logo with the text 'Solihull community housing'. To the right are links for '+ A -', 'Print this page', and 'Site'. Below these are 'Home' and 'About' links. A breadcrumb trail reads 'You are here: Home / Tenants / Online services'. A photograph of a hand typing on a keyboard is displayed. The section is titled 'Online services'. The text states: 'Our website is changing, and you will soon be able to log into your own customer account. We will be launching a new customer section which you will be able to log into. From your own personal account you will be able to:' followed by a bulleted list: '• book repairs online', '• view your rent account', and '• see information about your tenancy'. It continues: 'Your account will be able to view your account 24 hours per day, seven days a week, 365 days a year – your account information at the tip of your fingertips. We will keep you informed with progress and once the customer accounts are ready, we will be in touch to let you know how you will be able to access your information. Until then, you can still access the following online services at a time that suits you:'

Put our customers first, be forward thinking and pursue opportunities for growth

# A Board Members Perspective



NORTHAMPTON  
PARTNERSHIP HOMES

About NPH



Find a home



Your home



Supporting you



Get involved



Home » About NPH » Meet the team



## Meet the team

### Who we are

Northampton Partnership Homes is an arms-length management organisation, formed in January 2015 that manages around 11,700 homes on behalf of Northampton Borough Council.

We employ over 250 talented members of staff, including specialist trades personnel in our Property Maintenance team. Our Board members work closely with our Executive Management team to ensure that we meet our vision, mission and values.

You can find out more about our Chief Executive and Board members below.

Planned works >

Publications >

Meet the team >

Contact Us >

Do it online ▾

Registered Office: The Guildhall St Giles Square, Northampton NN1 1DE

[www.northamptonpartnershiphomes.org.uk](http://www.northamptonpartnershiphomes.org.uk)



NORTHAMPTON  
PARTNERSHIP HOMES

# An Academic's Perspective

Welcome back to TutorHome, Chris

Chris Deery 00364734



Email



Dashboard



Profile

## Tools and services

- AL Activity Review (ALAR)
- Blog
- Calendar
- Computing Guide
- Computing Helpdesk
- Online Rooms (Adobe Connect)
- My published tutorials
- eTMA resources
- eTMA system
- Expenses claims
- In case of emergency

## TM254 18J

- ▶ [Student group](#)
- ▶ [Group email](#)
- ▶ [TMA Extensions](#)
- ▶ [Tutorial dates](#)
- ▶ [TM254 18J Module Website](#)

## TM470 19B

- ▶ [Student group](#)
- ▶ [Group email](#)
- ▶ [TMA Extensions](#)
- ▶ [TM470 19B Module Website](#)

## Spotlight



Join us in celebrating [The Open University at 50](#). Help spread the word #OU50.

## News

- [Careers in Mathematics and Statistics Week 4th March - 10th March](#)  
The Careers in Mathematics and Statistics Week will run from Monday 4th March

# What do we mean by Strategy



Put our customers first, be forward thinking and pursue opportunities for growth

# Which is the correct approach?

Business Strategy



IT Strategy

Business Strategy



IT Strategy

Put our customers first, be forward thinking and pursue opportunities for growth

# Is it really that binary ?



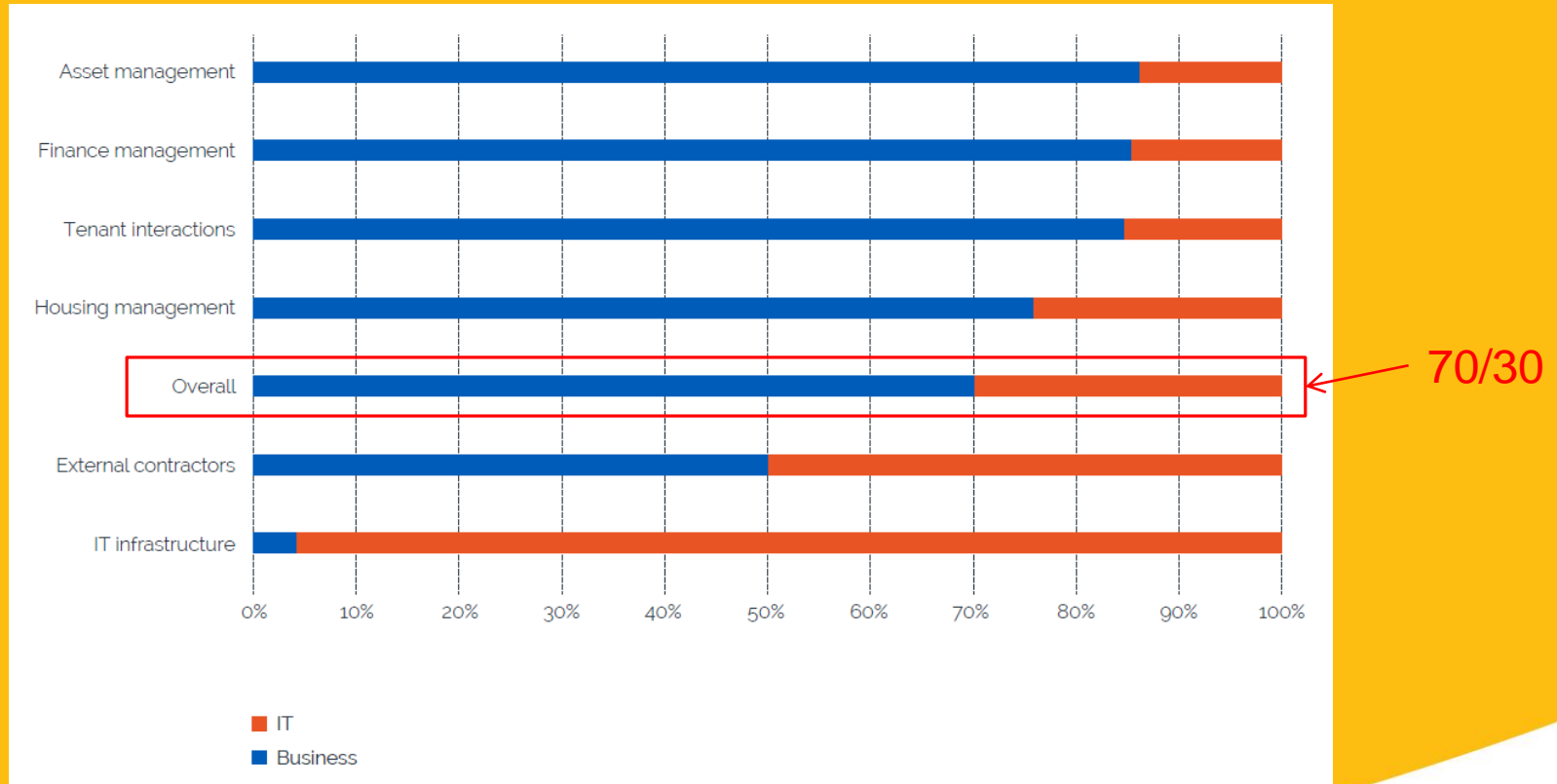
Put our customers first, be forward thinking and pursue opportunities for growth

# Continuum



Put our customers first, be forward thinking and pursue opportunities for growth

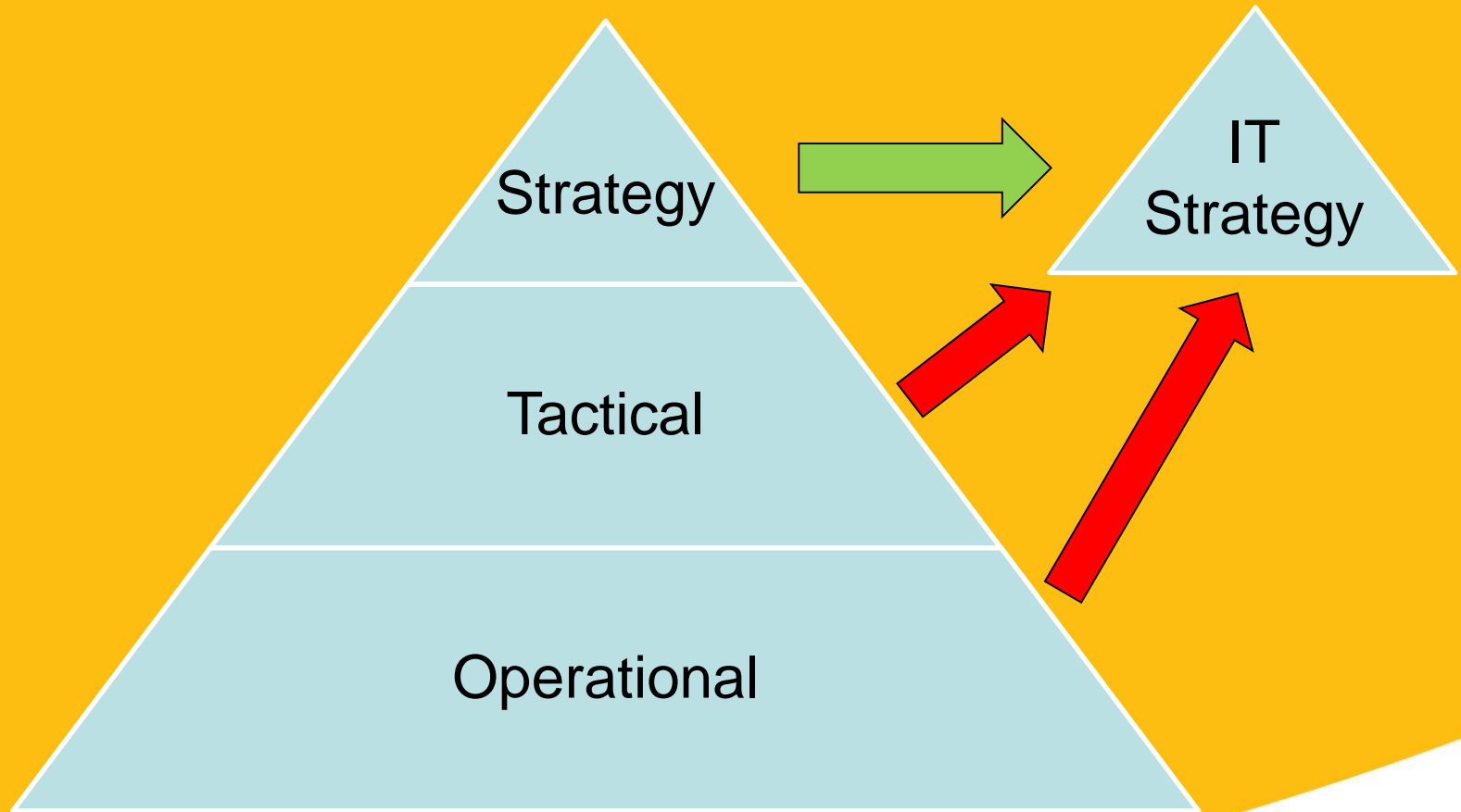
# BUSINESS VS TECHNOLOGY DECISIONS



Put our customers first, be forward thinking and pursue opportunities for growth



# In reality does Business Strategy drive IT Strategy?



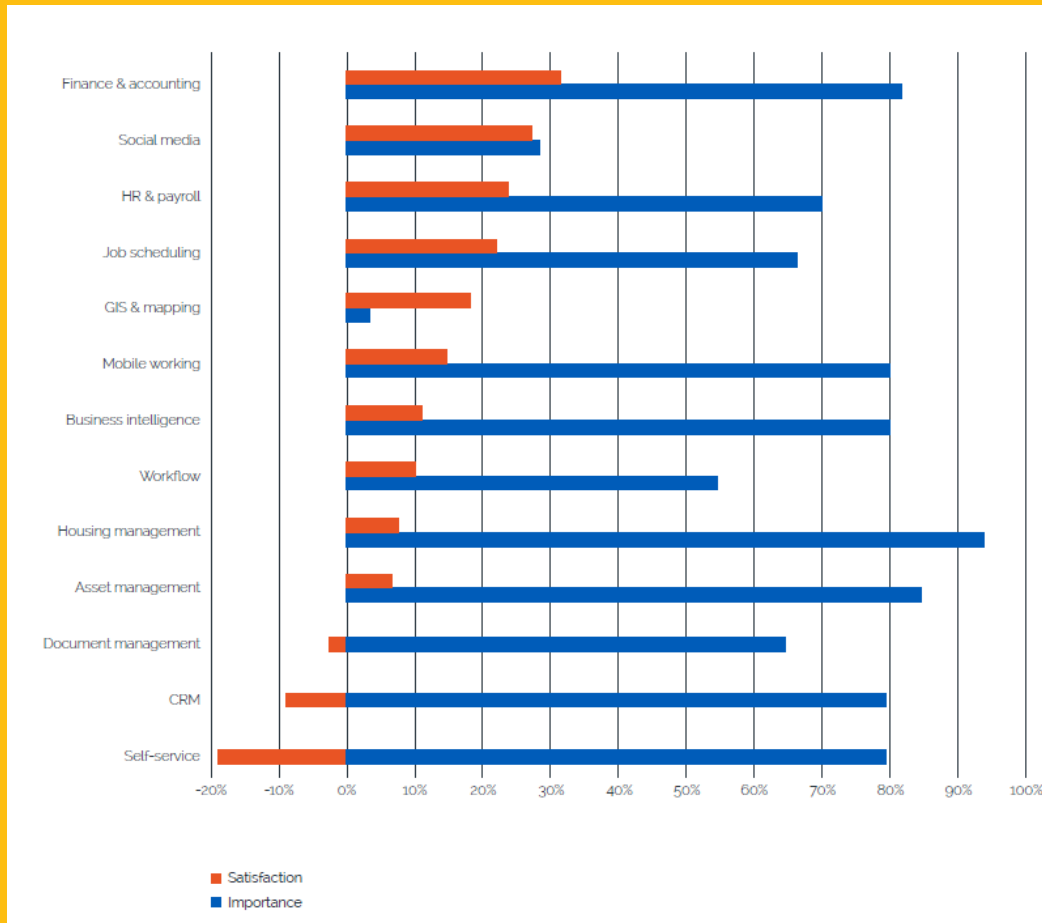
Put our customers first, be forward thinking and pursue opportunities for growth

# IT strategy driven by user feedback



Put our customers first, be forward thinking and pursue opportunities for growth

# What is the strategic importance of and your satisfaction with your main business applications?



Put our customers first, be forward thinking and pursue opportunities for growth

# Disrupters – Do IT people bring a valuable perspective.

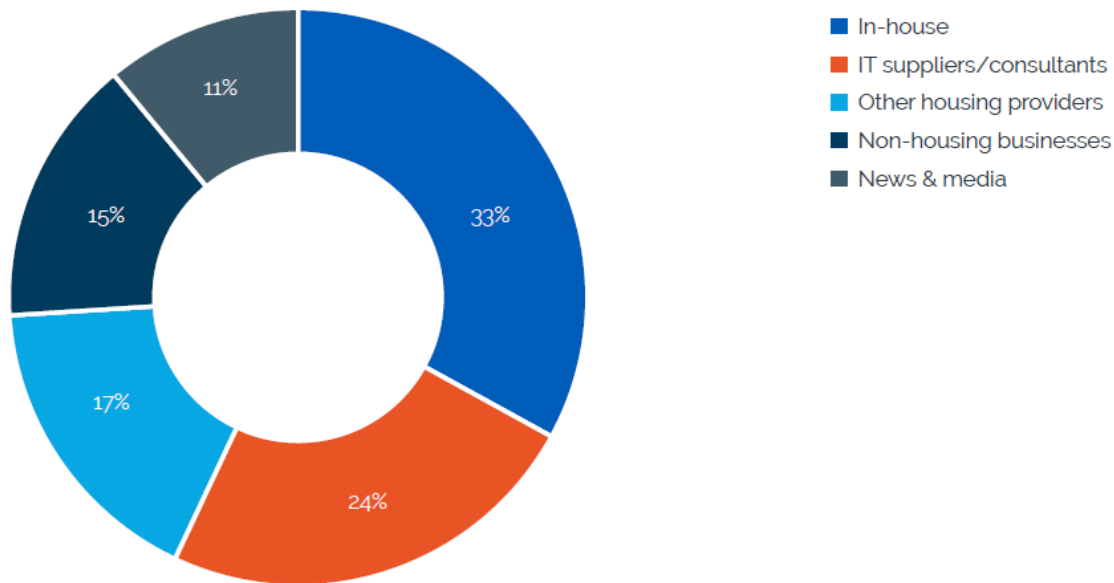


NETFLIX

Put our customers first, be forward thinking and pursue opportunities for growth



# Where do your ideas and inspirations for business and IT innovation come from?



Put our customers first, be forward thinking and pursue opportunities for growth

# The Board Members Perspective



# The Board Members Perspective



Registered Office: The Guildhall St Giles Square, Northampton NN1 1DE

[www.northamptonpartnershiphomes.org.uk](http://www.northamptonpartnershiphomes.org.uk)



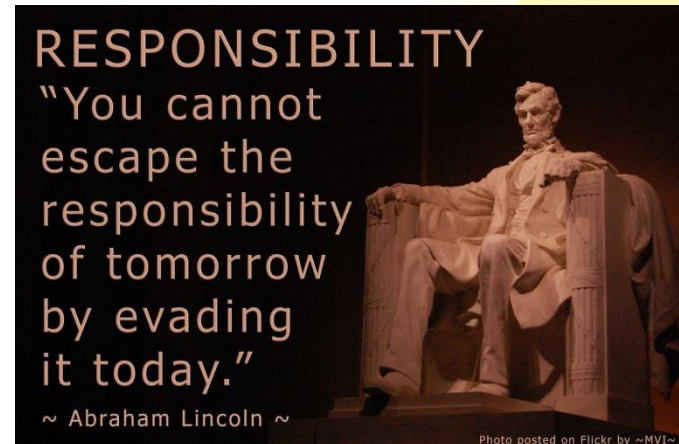
**NORTHAMPTON  
PARTNERSHIP HOMES**



# Why the Board should set the IT Strategy



© 2013 J.C. Sures. www.welcomebooks.com/dawg





# We need to avoid technology for technology's sake

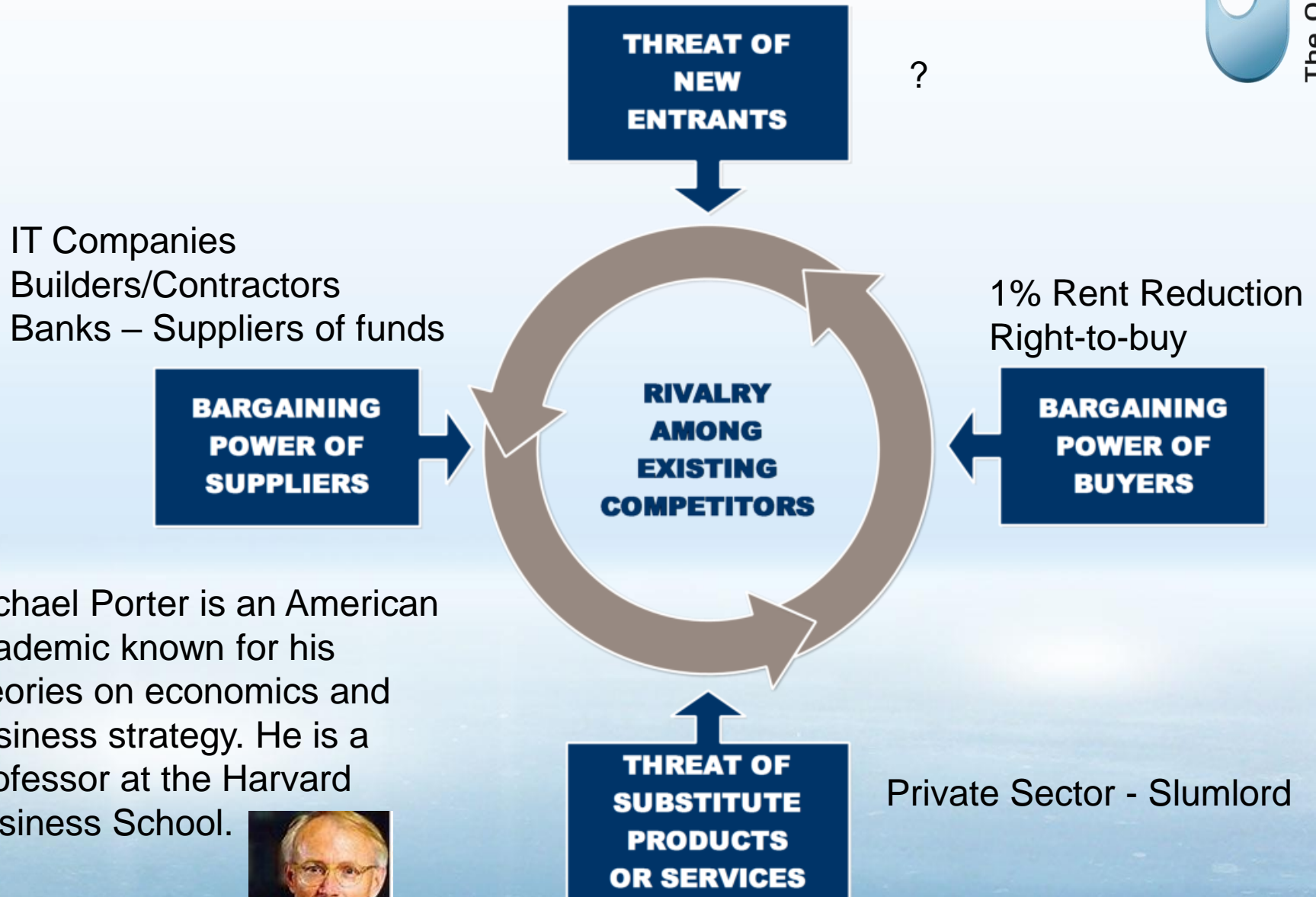


Registered Office: The Guildhall St Giles Square, Northampton NN1 1DE  
[www.northamptonpartnershiphomes.org.uk](http://www.northamptonpartnershiphomes.org.uk)



**NORTHAMPTON  
PARTNERSHIP HOMES**

# Porter's 5 Forces



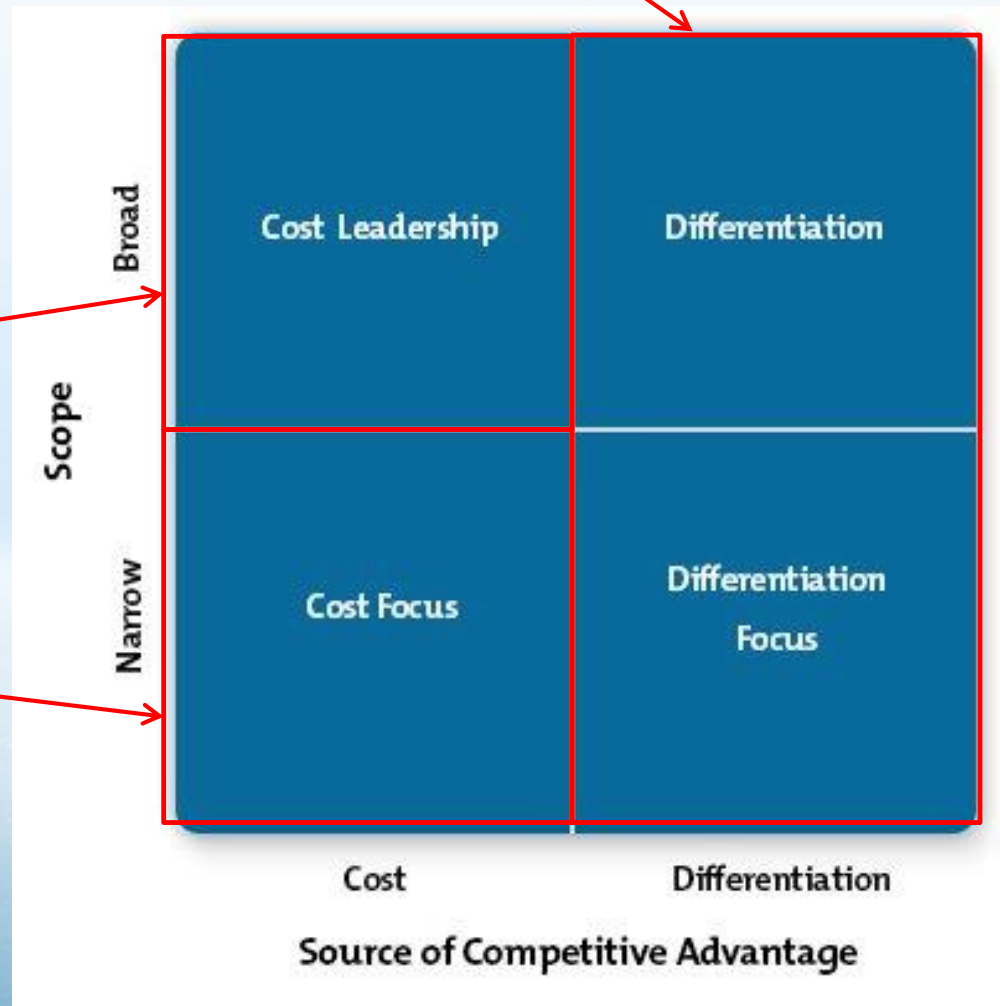
Michael Porter is an American academic known for his theories on economics and business strategy. He is a Professor at the Harvard Business School.



Expanding commercial activities is an example of these strategies

Mergers are an example of this strategy

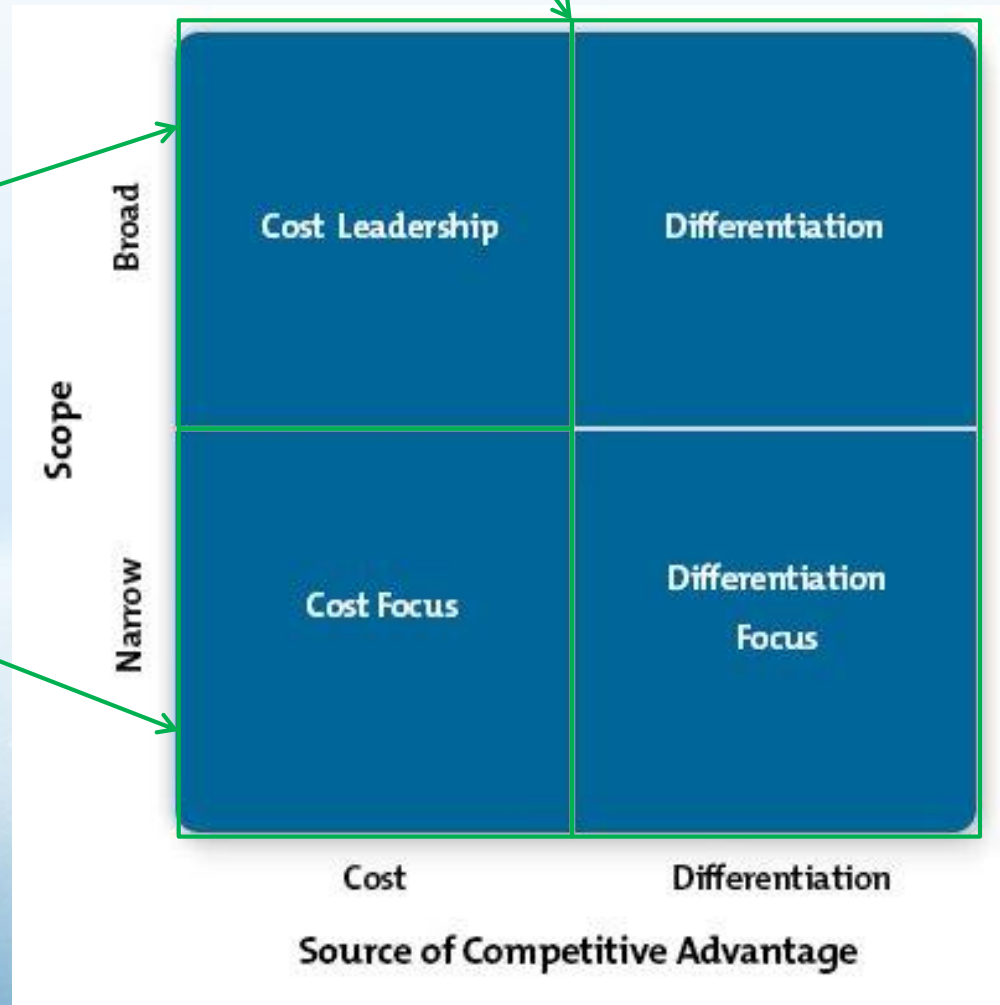
Central Government would prefer us to adopt this strategy?



If you are pursuing a differentiation strategy then understanding the limitations of your IT infrastructure and how long it might take to change is critical

Access to funding is probably more important. But economies of scale particularly related to IT are often over estimated

It is probably critical  
If you are going to pursue a cost focus strategy that the IT Strategy is seen as a key part of the Business Strategy



# Should IT Strategy ever drive IT Strategy

