

Book review

Measuring the Value of Information Technology, H. van der Zee, Idea Group Publishing (IGP), Hershey, PA, 2001

This book will provide answers to business managers, management consultants, and researchers who regularly question whether the contribution of information technology (IT) to business performance can be measured at all. This book deals with the question of how IT contributes to business performance, and how contribution can be measured. The book offers insights into the measurement of the value of IT once it has been developed, implemented, and used.

The book describes an IT planning and valuation framework with associated measures, and it develops a process by which managers can design, implement, and apply an IT measurement and benchmarking process, covering the application and supply of IT. The book is based on many years of hands-on experience in IT assessment, IT planning and the (quantitative) evaluation of the performance of IT and IT supply organizations, gained by the author as a management consultant with premier consultancy organizations in Europe and the United States. The discussion and conclusions are supported by the author's academic research into this subject, resulting in a PhD and Professorship from Tilburg University in the Netherlands.

This book will enable the reader and adopter to systematically, effectively, and consistently measure the value of IT, and therefore:

- Understand what to measure, through use of an overall management framework that links planned, IT related activities with the valuation of their results.
- Select a set of key measures of IT value, in line with the organization's aims, to assess the many facets of the application and supply of IT.
- Implement and incorporate an effective program to consistently and systematically measure the value of IT as a management tool.
- Develop norms for the application and supply of IT through benchmarking.

These tools will prove invaluable to those who are looking to put a price on information technology. The concepts, frameworks and cases described in this book lean heavily on authors, researchers, and management consultants who understand and have captured the management perspective on organizational renewal, technological innovation, and IT managerial issues.

About the author: Han van der Zee is director of the Nolan Norton Institute, an international research arm of KPMG/Nolan, Norton & Co Management Consultants in De Meern, the Netherlands. He is in charge of thought leadership and innovation of consulting approaches for business strategy, organizational development, and IT strategy and management. He is also a professor at the Dutch Tilburg University, where he teaches and researches on the impact of information technology on businesses and business transformation.