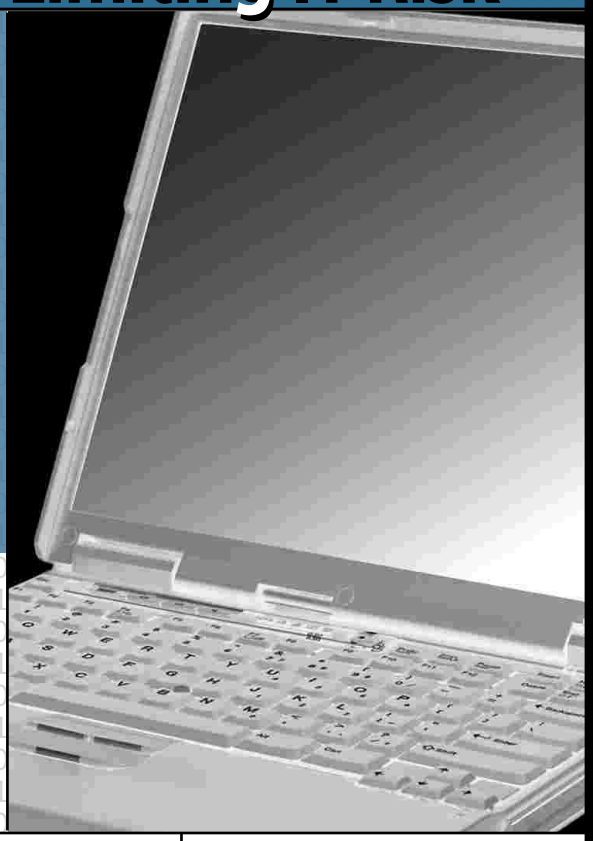
Maximize IT Success by Limiting IT Risk

Applied Information Economics

For Government IT Risk Assessment and Performance Evaluations



MEASURE the Performance of IT Investments

Calculate risk for IT investments and evaluate the success of IT projects, including hard-to-measure "intangibles," providing concrete quantitative results

INCREASE the Effectiveness of IT Decisions

Take the guesswork out of IT decision-making by creating an efficient risk analysis and performance evaluation framework to help manage your entire IT portfolio

INTEGRATE AIE into Existing IT Operations

Incorporate AIE into your ongoing IT processes for seamless compliance with A11, the Clinger-Cohen Act, GPRA and the President's new agenda on performance management

Find Out How AIE is Helping Government Technology Managers Meet Risk-Based Standards for IT Projects

Presented by:

The Performance Institute

In Association with:

Hubbard Decision Research
The Applied Information Economics Company

GOVERNMENT TECHNOLOGY

January 21-22, 2003

The Performance Institute
Washington, D.C.

What is AIE? How Can AIE Measure Government IT?

Get Ahead of the Curve by Delivering Quality Services

Dear Government IT Professional:

Federal and state mandates demand more aggressive capital planning, performance measurement and careful budgeting of all government IT projects. To assist you in meeting these challenges, The Performance Institute has assembled "Applied Information Economics for Government IT Risk Assessment and Performance Evaluations," a cutting-edge conference presenting best practices and the latest tools and strategies for IT risk assessment, performance measurement and cost-benefit analysis.

Leaders from across the country – from government, business and academia – will assemble to deliver a wealth of knowledge and experience in formulating and implementing IT strategy. Doug Hubbard, inventor of the Applied Information Economics (AIE) methodology, will guide you through the strategic innovation, from its inception to its present day real-life application in government IT around the country and the world. Leaders from government IT share their insights into best practice performance management and the strategic use of this new tool to measure IT performance, assess IT risk and manage IT investment.

More than ever, it is critical to the success of any IT program to plan financially, build a strong business case, and show measurable results. Discover the latest tools and strategies for calculating IT risk and financial planning and measuring the performance and the cost savings. Conduct accurate cost benefit analyses and learn strategies for assessing hard-to-measure "intangibles." Applied Information Economics is a powerful and adaptive tool for helping manage your entire IT portfolio.

I hope that you will join us as we roll up our sleeves alongside some of the nation's leading experts and examine and craft the most innovative and effective IT strategies and tools. This event offers unlimited interaction and dialogue on these pressing issues. Space is limited for this event, so be sure to register right away. For more information or to reserve your seats, please call 703-894-0481 or visit us online at www.performanceweb.org.

Sincerely,



Benjamin Neumann
Director, Center for Technology Strategy

Who Should Attend?

Any information technology professional or financial officer who is involved with IT strategy, program development or project management:

- **Chief Technology Officers**
- **Chief Information Officers**
- **Chief Financial Officers**
- **Program Directors**
- **Financial Directors**
- **Project Managers**
- **Team Leaders**
- **IT Strategists**
- **Procurement Officials**
- **Supply-Side Vendors**
- **IT Administrators**

AGENDA

Day One: January 21, 2003

7:30 **Continental Breakfast & Networking**

8:30 **Keynote & AIE Tutorial**
This introduction to Applied Information Economics (AIE) prepares the audience with a basic understanding of how AIE measures risk, the value of information and other so-called "intangibles." AIE offers a thorough quantitative analysis of the IT investment and performance measurement process, and is fast becoming an indispensible tool for the government IT manager.
Doug Hubbard, President, Hubbard Decision Research

10:45 **Break**

11:00 **Keynote & AIE Tutorial (continued)**

12:00 **Luncheon**

1:15 **Best Practices: The Bureau of Engraving & Printing**
Learn how AIE was used recently in an IT business case for the Integrated Security Systems investment at the Bureau of Engraving & Printing. Hear how the AIE analysis facilitated significant cost reductions in the largest security investment at BEP in years and how the process measured "intangibles," like better security.
Susan Warshaw, Chief IT Architect, Bureau of Engraving & Printing

2:15 **Break**

2:30 **Advanced Methods: The Latest Developments in Quantitative Methods for IT Decision-Making and Metrics**
Learn how advanced methods have been used to formulate an IT budget with the optimal amounts allocated to "reserves," quality assurance and project development. These methods have been used in advanced projects at NASA and are equally applicable on large IT investments.
Dr. Robin Dillon, Georgetown University

BEST PRACTICES AND INNOVATIVE PROGRAM SOLUTIONS

3:30 **Panel Discussion: What IT Leadership Wants**
This is an interactive discussion with several managers who have been guiding the IT valuation and metrics process. The audience will get first-hand, unedited feedback from those directly involved in the decisions from AIE analysis of IT investments and related policies.
Doug Clift, Deputy CIO, Bureau of the Census
Pat Plunkett, HUD, Co-Chair of the IT Capital Planning Subcommittee, CIO Council
Lester Diamond, Assistant Director of the IT Team, General Accounting Office

4:15 **Adjourn**

Discover the Latest Tools to Gauge and Achieve IT Success!

Day Two: January 22, 2003

7:30 **Continental Breakfast & Networking**

8:30 **Best Practices: The Environmental Protection Agency**
See how the EPA recently used AIE to generate the business case, performance metrics, and other requirements for their Exhibit 300. This is a good example of how AIE optimizes decisions for ongoing legacy maintenance with some new developments - a common issue for many agencies.
Trish Gowland, Environmental Protection Specialist, EPA

9:30 **Best Practices: Performance Metrics with AIE at HUD**
Learn how AIE was recently used to develop performance metrics for all major IT projects in HUD. Performance metrics were chosen and designed using a variety of methods. Uniquely, each performance metric was given an "Annual Cost of Measurement Guideline" using quantitative methods from AIE.
Pat Plunkett, Department Housing and Urban Development

10:30 **Break**

10:45 **Policy Update**
Get the latest news on the updates to Information Technology Investment Portfolio System and how to incorporate risk analysis with it. These are extremely recent changes that will be implemented shortly after the conference, so be prepared with knowledge of the latest changes.
Lester Diamond, Assistant Director of the IT Team, General Accounting Office

11:45 **Networking Luncheon**

1:00 **Latest Research: Using Real Options in IT**
One of the most powerful tools to be developed for the valuation of IT is the "Real Options Valuation." ROV is based on the Nobel Prize-winning options theory. This session puts this mathematical approach into a simple perspective and shows where it might be best applied.
Brendan P. Burke, Ph.D., Director, Chicago Partners LLC

2:00 **Break**

2:15 **Latest Research: Measuring the Web for e-Government**
In response to popular request from the inaugural AIE for Government conference, Paul Richardson will return to discuss emerging trends in the area of measuring the value of the Web to an organization and it can be capitalized upon
Paul Richardson, Loyola University

3:30 **Panel Discussion: Strategic Partnerships**
This is an interactive discussion with several leading providers in the field of IT valuation and performance metrics. The audience will see who the players are and understand the variety of solutions provided.

4:15 **Adjourn**

Venue Information

"Applied Information Economics" will be hosted at the Performance Institute in Arlington, VA.

The Performance Institute
1515 North Courthouse Road, Suite 600
Arlington, VA 22201
703-894-0481

Hotel Information

The Performance Institute is situated just two blocks from the Hilton Garden Inn and all of the monuments of Washington, D.C.

A limited number of rooms have been reserved at the Hilton Garden Inn at a discounted rate of $142. Please contact the hotel at 703-528-4444 to make reservations. Be sure to ask for the Performance Institute conference rate. The hotel will ensure that your conference experience is not only educational, but also comfortable and enjoyable in every aspect.

Hilton Garden Inn
1333 North Courthouse Road
Arlington, VA 22201
703-528-4444
fax 703-528-4933
www.hiltongardeninn.com

Tuition

The fee for attending "Applied Information Economics for Government" is $795.

Group discounts are available by calling James Lewis at the Performance Institute at 703-894-0481, or e-mailing him at: lewis@performanceweb.org.

A 10 percent cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

Exhibiting and Sponsorships

To learn more about exhibit and sponsorship opportunities at Performance Institute educational seminars and conferences, please call James Lewis at 703-894-0481.

The Performance Institute
The Performance Institute
1515 N. Courthouse Road, Suite 600
Arlington, Virginia 22201

Registration Form for **Applied Information Economics**
Call (703) 894-0481, fax this form to (703) 894-0482;
or register online at www.PerformanceWeb.org

☐ Yes! Register me for the AIE for Government.

☐ Please call me. I am interested in a special group discount for my team.

Name _____ Title _____

Organization _____

Dept._____

Address _____

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City _____ State ___ Zip _____

Telephone: _____ Fax: _____

Email: _____

Method of Payment:

☐ Check ☐ Purchase Order/Training Form ☐ Credit Card

Card Number _____

Exp Date_____ Name on Card _____

Priority Code: T140

Why should you Attend this Conference?

1. **Conduct** effective IT risk analysis as part of your IT capital planning process to ensure the success of your IT projects
2. **Measure** IT performance, including hard-to-measure "intangibles," and report concrete accurate results
3. **Utilize** new strategic tools to assess and manage your entire IT portfolio
4. **Deliver** a higher return on IT investment by implementing thorough cost-benefit analysis and creating superior investment and risk management
5. **Integrate** Applied Information Economics into your technology strategy to consistently evaluate your business and mission-critical IT functions and ensure their security

Rave Reviews For Applied Information Economics in Government:

"AIE's unique strengths are its processes for clarifying and quantifying 'unmeasureable' benefits, costs and risks..."
– Gartner Group

"AIE represents a rigorous, quantitative approach to improving IT investment decision making.....this investment will return multiples by enabling much better decision making. Giga recommends that IT executives learn more about AIE and begin to adopt its tools and methodologies, especially for large IT projects."
– Giga Information Group

"AIE-like methods must become the standard way to make (IT) investment decisions."
– Forrester Research, Inc.

"AIE will have a profound effect on our IT decision process because it focuses us on the right questions as a basis of good decisions"
– CIO, Axa Royal Belge