Building Better Government IT Business Cases

Three Options for Developing Exhibit 300 IT Budget Justifications



Option 1 Exhibit 300 Training Forums

Attend one of our publicly offered, two-day training sessions featuring the latest best practices and OMB updates:

April 8-9, 2004

Option 2 In-House Facilitation Sessions

Utilize customized, in-house sessions that will train your team on creating Exhibit 300 budget justification for your IT projects

Option 3 Business Case Development Services

Development, review and improvement of your agency's IT business cases by our expert consulting staff

The Performance Institute

Guaranteed to Meet All Components of a Successful Exhibit 300 IT Budget Justification

Justify Your IT Funding

3 Proven Ways to Build Better IT Business Cases in Government

Are Your IT Business Cases Ready for Higher Scrutiny?

Aggressive Leadership…

"We nearly have $60 billion in information technology spending among the Federal agencies. The goal is to spend this money more wisely both within and across agencies."

Karen Evans, Administrator for E-Government and Information Technology, Office of Management and Budget

Demonstrating Results…

"The OMB is requiring agency executives to explain more precisely how their IT spending will support the achievement of agency missions."

Federal Computer Week

New Guidance…

"Use a disciplined capital planning and investment control process to acquire, use, maintain and dispose of information technology."

OMB Circular A-11

Dear Government IT Professional:

The Exhibit 300 process has recently been changed by the Office of Management and Budget. Agencies are now being asked to explain more precisely how their IT spending will support the achievement of agency missions. In order to comply with OMB mandates and achieve full funding for your IT projects, it is vital for your agency to stay on top of the latest changes and aware of best practices for building better IT business cases.

Option 1 Exhibit 300 Training Forums
We Teach You to Meet OMB Requirements

The Performance Institute is pleased to sponsor the only comprehensive training program on *Building Better IT Business Cases* to help you meet the challenges of OMB's requirements for the Exhibit 300 process. These two-day, comprehensive events are open to all agencies and feature OMB updates and showcase best practices in order to help your agency successfully complete Exhibit 300s that will enable you to score high on OMB reviews as well as develop better performance measures for IT program managers.

Option 2 In-House Facilitation Sessions
We Help Your Team Construct IT Business Cases

Most agencies prefer to have a customized, in-house session to walk their team through the new IT budget justification guidance using one of their own examples. In-house training is cost efficient and is conducted by accomplished experts in business cases and the Exhibit 300 process. Actual projects from the client agency are used during the training program — providing real life, practical examples for agency staff.

Option 3 Business Case Development Services
We Develop, Review and Improve Your IT Business Case for You

The Institute offers expert and proficient Exhibit 300 consulting services to develop agency IT business case from the ground up. Our experts can devise an Exhibit 300 for you — offering a proven and cost efficient way of meeting OMB requirements. Moreover, the Institute can help evaluate, redesign and supplement your entire internal IT business case process.

Developing solid IT business cases and meaningful performance measures are critical to securing IT funding for your agency. The three options above are different, yet effective to achieve this outcome. We look forward to working with you!

Sincerely,

Michael Hoffman
Director, Center for Technology

Without an Effective Business Case, Your IT Program is at Risk!

Option 1 Exhibit 300 Training Forum

- Understand OMB Exhibit 300 Requirements
- OMB Updates
- Best Practices in Building IT Business Cases

April 8-9, 2004

Location: The Performance Institute
1515 N. Courthouse Road
6th Floor
Arlington, VA 22201
(Courthouse Metro)

Day One Agenda

8:30 **Registration and Continental Breakfast**

9:00 **Update on OMB Directives and Development**
- President's Management Agenda
- Citizen-centered e-government
- Emerging guidance
- Issues and concerns (participant feedback to OMB)

10:15 **Break**

10:30 **Performance Measures**
- Discover the importance and value of performance measures relative to IT initiatives
- Utilize performance measures to assess government IT
- Develop performance measures to align IT goals with your agency's strategic mission using the Performance Reference Model

11:30 **"Top Ten" Ways to Significantly Improve the Quality of Your Exhibit 300 Submission (Part 1)**
- Identify and use ALL relevant guidance and instructions
- Develop quality responses to the "tough" questions
- Respond to subject areas that cross multiple sections, e.g. security
- Use available and reusable documentation to complete the exhibit
- Discover "gaps" between the evaluation criteria and the exhibit and how to develop a quality response to close the "gaps"

12:30 **Networking Lunch**

1:15 **"Top Ten" Ways to Significantly Improve the Quality of Your Exhibit 300 Submission (Part 2)**
- Learn how to apply project management techniques to complete the exhibit
- Integrate the Exhibit 300 process into your agency's life cycle management processes
- Identify key sections where "corporate standards" can be best applied
- Establish roles for the IPT in the Exhibit 300 process
- Student-selected focus area

2:30 **Break**

2:45 **Content Session 1: Alternatives Analysis and Financial Calculations**
- Financial calculations
- New initiatives
- Steady state investments

4:15 **Formal Adjournment**

4:15 to 5:00 **Informal question and answer session**

Day Two Agenda

8:30 **Registration and Continental Breakfast**

9:00 **Content Session 2: Investment Description and Justification**

10:00 **Content Session 3: President's Management Agenda**

10:45 **Break**

11:00 **Content Session 4: Project Management**

12:30 **Networking Lunch**

1:15 **Content Session 4: Risk Inventory**

2:15 **Content Session 5: Acquisition Strategy**

3:00 **Break**

3:15 **Content Session 6: Part II**

4:00 **Formal Adjournment**

4:00 to 5:00 **Informal Question and Answer Session**

Stay Off of OMB's IT "High Risk" List!

Hear from OMB on the latest initiatives and updates regarding the Exhibit 300 Business Process.

The Ten Objectives of Exhibit 300s

1. Support the President's Management Agenda
2. Formulate an Acquisition Strategy
3. Enhance Program Management
4. Build Enterprise Architecture
5. Conduct Alternatives Analysis
6. Assess Risk Management
7. Accomplish Performance Goals
8. Improve Security and Privacy
9. Administer a Performance-Based Management System
10. Craft Life-Cycle Costs Formulation

Who Should Attend:

Any government employee that is required to work with IT Business Cases and OMB Circular A-11 Exhibit 300s, including:

- Chief Technology Officers
- Chief Information Officers
- Program Directors
- Financial Directors
- Project Managers
- Team Leaders
- IT Strategists
- IT Administrators

Registration Information:

Tuition Rates:
The fee for attending *Building Better IT Business Cases* is: $1095

Group discounts are available. Contact Geoff Eisenberg at 703-894-0481 or email him at eisenberg@performanceweb.org

Hotel Information:
A limited number of rooms have been reserved at the Quality Courthouse at a discounted rate of $129. Please contact the hotel with the number provided below 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.

Quality Courthouse
1200 N Court House Rd, Arlington, VA 22201
Tel: 703-524-4000

Option 2 In-House Facilitation Sessions

The Performance Institute can design customized, cost-efficient methods to educate and train staff on the successful completion of a government IT business case. Our facilitation sessions will:

- Provide an in-house walk-through of the Exhibit 300 process
- Successfully train staff to complete IT business cases
- Utilize actual and useful examples from your agency
- Train staff to complete an Exhibit 300 process that will comply with OMB mandates and ensure your agency receives proper IT funding



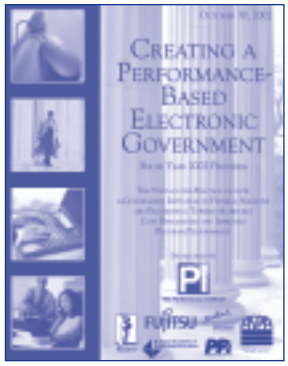
Training is conducted by accomplished veterans of the Exhibit 300 process using actual projects from the client agency during the program thus providing real life, practical examples for your staff. The Performance Institute will assist in conducting a thorough evaluation of your programs and make certain the proper funding and future of your IT initiatives in order to pursue a citizen-centered e-government in support of the President's Management Agenda.

The Performance Institute provides comprehensive solutions for the PMA covering all areas in the effort to help create a citizen-centered e-government.

A Wealth of Model IT Performance Measures At Your Disposal

The Performance Institute, through its groundbreaking report, "Creating a Performance Based Electronic Government," has led the way in evaluating the use of IT performance management in government. OMB has responded to this work by placing over $22 billion worth of programs on their high-risk list.

In working with federal agencies, The Performance Institute's breadth of knowledge of the latest best practices in information technology and e-government are at your disposal.



The recent report on "Creating a Performance-Based Electronic Government" laid out a step-by-step process that demonstrated how the PRM could work and was released in October 2002.

To view full report, please visit www.performanceweb.org

Option 3 Business Case Development Services

The Institute offers expert and proficient Exhibit 300s consulting services to develop agency IT business cases from the ground up. By helping to align your IT strategy and management with a successful business case development, you will receive:

- Expert completion of the Exhibit 300 process
- Solutions that meet OMB requirements
- Services that will evaluate, develop and plan business cases from the ground up

Expert and proficient Exhibit 300 consulting services are able to handle your IT business case process providing a cost-efficient solution that will meet OMB requirements. Through the use of the Business Reference Model, Performance Reference Model, Performance Institute's Government Performance Logic Model and other innovative tools, consulting services are able to align budget justifications with OMB mandated reference models with new tactics that produce results. Also, The Life Cycle Approach is a strategic tool using an established calendar that outlines the different stages of the Exhibit 300 process that gives your agency the opportunity to utilize the services of our expert consulting staff in each phase of the process and ensure future IT funding.

The Performance Institute consulting services utilize best practices and implementation models that help create a citizen-centered e-government that delivers results to the taxpayer.

A Life Cycle Approach

Assumptions, Issues & Metrics

• Strategic Fit	Nov/Dec
• Options/Alternatives Appraisal and Affordability	Jan/Feb
• Project Management Initial Capability Assessment	Jan/Feb
• Project Organization, Plan and Milestones	
• PART II Requirements	Mar/Apr
• Enterprise Architecture	
• Security	
• Records Management	
• Privacy	
• GPEA	
• Project Management	Mar/Apr
• Unresolved Issues, Assumptions	
• Risk Inventory	
• Performance Measures	
• Acquisition Strategy	May
• Project Progress (Earned Value)	Semi-Annual

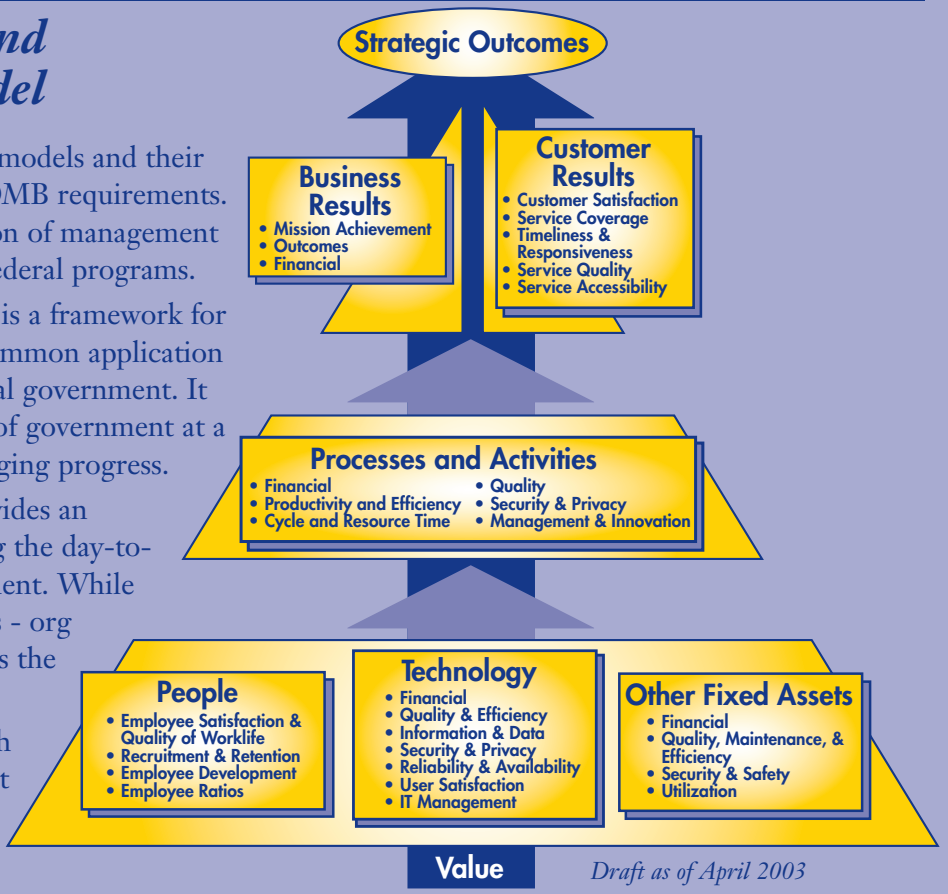
Business Reference Model and Performance Reference Model

It is important that agencies learn about these models and their applications in order to keep compliant with OMB requirements. The PRM and BRM allow for the simplification of management and clarification of performance measures in federal programs.

The **Performance Reference Model (PRM)** is a framework for IT performance measurement that provides common application measures for IT projects throughout the federal government. It allows agencies to better manage the business of government at a strategic level while providing a means for gauging progress.

The **Business Reference Model (BRM)** provides an organized, hierarchical construct for describing the day-to-day business operations of the federal government. While many models exist for describing organizations - org charts, location maps, etc. - this model presents the business using a functionally driven approach.

OMB expects budget justifications to align with BOTH of these models- and the assistance that we offer can help you to achieve the required alignment.



The Performance Institute
1515 North Courthouse Rd., Suite 600
Arlington, VA 22201

Option One: Exhibit 300 Training Forums:

Dates Offered:

April 8 – 9, 2004 in Arlington, VA

Tuition Rates: Regular Rate $1095

Group discounts are available for groups of three or more. Contact Geoff Eisenberg for more information about the discounts at 703-894-0481 x 209 or eisenberg@performanceweb.org.

It is highly recommended that each attendee bring a copy of one of the current business cases that they are working on to the training. Doing so provides real life examples for attendees.

Option Two: In-House Facilitation Sessions:

In-house training provides a customized, cost-efficient vehicle for educating your staff with a hands-on, educational forum that facilitates team-building and project-planning. Instead of making the training match with a "cookie-cutter" approach, our in-house offerings are matched to the specific needs of your agency.

To find out more about in-house training, please call Geoff Eisenberg at 703-894-0481 or e-mail eisenberg@performanceweb.org.

Option Three: Business Case Development Services:

The government-wide need for training on the Exhibit 300 has motivated us to offer free one-hour consultations to those agencies who are not sure how much work their business cases need. Expert evaluators will come to your agency and walk through one of your current Exhibit 300s, providing recommendations on how to improve your business cases.

To schedule your free consultation please call Geoff Eisenberg at 703-894-0481 or e-mail eisenberg@performanceweb.org.

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