THE COALFACE IT EXECUTIVE COMMUNITY

The only IT executive user group in Singapore and Malaysia dedicated to sharing the practical experiences gained in implementing information technology

If you are a manager with responsibility for selecting, evaluating and implementing information technology at your organisation you are encouraged to apply for membership of the *Coalface IT Executive Community*. Typically you will be:

- Chief Information Officer/Chief Technology Officer
- Head of IT/Information/Business Systems
- General Manager or Director of IT/IS
- IT/IS Manager
- Technology Planning/Strategy Planning/IT Architecture Manager
- Business Systems/Systems Development Manager

Your organisation must be a bona fide user enterprise. Vendors, service providers, consultants and other bodies providing IT products and services on a fee basis are not eligible for membership of the *Coalface IT Executive Community.* User organisations with subsidiaries or independent business units that market IT products and services may be eligible to join the *Coalface IT Executive Community* so long as the manager applying for membership is not directly associated with that subsidiary or business unit.

What is the Coalface IT Executive Community?

The *Coalface IT Executive Community* is a user group for executives responsible for evaluating and implementing information technology for business applications. The *Coalface IT Executive Community* is the only IT executive user group in Singapore and Malaysia dedicated to sharing the results of practical experience with information technology in the context of real business applications.

Scope

The *Coalface IT Executive Community* focuses on Singaporean and Malaysian case studies with information technology, as this is typically where members have so much to gain by learning from other users' experiences. Therefore, the *Coalface IT Executive Community* covers new and emerging technologies as well as associated IT management disciplines. The *Coalface IT Executive Community* also encourages members to share organisational experiences associated with information technology.

The scope of the *Coalface IT Executive Community* is subject to continual review to ensure it remains relevant to the specific interests of its members.

What is the value to me?

Because you and your colleagues will have access to other users' experiences in implementing information technology you will have the opportunity to:

- **Save time, effort and cost** in evaluating and using new information technologies by reducing the need to "reinvent the wheel" and by avoiding the pitfalls found by others before you.
- **Get "hard" information** on new technologies, which is independent of vendors, consultants, analysts, the media and vendor-and product-aligned user groups.
- **Network** with your peers who can act as a sounding board as you develop new ideas about applying information technology.
- **Hear both the upsides and the downsides** of technologies and IT practices and cut through the hype that bedevils the computer industry.

FORUM MEMBERSH

INCLUSIVE

The following benefits are fully inclusive of the annual membership subscription fee.

- **Coalface Forum Briefings**

Held six times each year, Coalface forums provide the opportunity for members to meet face to face. Every briefing has a specific theme (chosen by members) and includes case studies from member organisations on the progress and results (positive and negative) of information technology projects. Any three staff from a member organisation can attend these meetings. In addition, Coalface Dialogue personnel give a vendor and research independent perspective of the topics discussed at each briefing.

Hear fellow members' experience with current information technology.

- **Members requests for assistance**

Often you may be wrestling with a problem and wonder whether anyone else has faced and addressed this challenge. Coalface Dialogue will, on your behalf, articulate an email outlining your problems for distribution among members of the *Coalface IT Executive Community*. This will enable you to leverage the practical experiences of your local peers in other organisations as, and when, you need it.

Reduce the need for consultants by finding other members who have previously tackled the problems you are now facing.

- **Coalface Forum Bulletins**

Coalface Forum bulletins provide a synopsis of the presentations and discussion at each Forum briefing to act as a reference point for Forum members on major IT issues. Even if you are unable to attend a briefing you can read the outputs from these meetings at your leisure.

Build a reference archive of detailed local IS implementations that cover the full range of challenges confronting the modern IS executive.

HIP ENTITLEMENTS

OPTIONAL

The following benefits are separately priced and are available to members at preferential rates.

- **Research data**

To compliment the anecdotal research gathered from the *Coalface IT Executive Community* presentations, Coalface Dialogue also plans to undertake an extensive written survey of local IS executives to gain insights into things like IT investment, technology adoption and challenges facing IS executives. Results from this survey will be written up into a comprehensive full report. Members will get a complimentary copy of this report in their first year of membership. In subsequent years they will receive a complimentary copy of the report if they complete the survey.

Enhance your business cases by obtaining pertinent, local and current industry data.

- **Presentations to senior management**

IT is a major component in the operating expenses and capital investment plans of most organisations. As such, it is to be expected that management will want to scrutinise whether the IT investments made by their business are sound. As an independent party talking to IT executives from many organisations Coalface Dialogue is ideally placed to present an independent summary for non-IT executives about what is really happening locally with IT.

Provide your management team with an unbiased view of what is the true picture with IT investments.

- **Special Interest Forums**

The aim of these forums will be to focus in more detail on topics of greater interest to certain sectors within the *Coalface IT Executive Community* membership. Examples could include specific industry forums across countries that examine challenges unique to a particular group of IS executives.

Widen your circle of industry contacts by meeting IS executive in your line of business from different countries.

Why is the Coalface IT Executive Community different?

The *Coalface IT Executive Community* brings unique benefits to its members because:

- The *Coalface IT Executive Community* delivers detailed results of members' practical experience with technologies, management disciplines and methodologies in real business applications.
- Unlike most other areas of IT where the focus is heavily on long-term strategic directions, the *Coalface IT Executive Community* instead places its emphasis on actual, tactical and practical deployments of IT.
- One hundred percent of member organisations operate in Asia under local business, economic, fiscal and infrastructure conditions. Therefore costs, benefits, skills and technology experiences can be meaningfully compared between member organisations.
- Membership of the *Coalface IT Executive Community* is limited to bona fide user organisations only; there can be no conflicts of interest by having vendors, service providers and consultants participate.
- Subscription fees are substantially lower than survey-based user groups. You select additional service options only if and when you need them.
- The *Coalface IT Executive Community* is a local initiative devised and managed by Coalface Dialogue for the benefit of IT users in the Asia-Pacific region.

About James Macfarlane

Jim is the Managing Director of Coalface Dialogue and a highly regarded facilitator and trainer with 20 years of broad industry and international experience. He travels extensively throughout Asia Pacific and Japan facilitating management events and workshops.

About Peter Hind

Peter is the Principal of Coalface Research and has nearly 25 years experience in IT. For ten years he ran IT Executive forums in Australia and NZ on behalf of IDC. In 2002 he co-authored the 'IT Managers Survival Guide', a book published by John Wiley. He is also a regular columnist in CIO Magazine in Australia, New Zealand and Asia.

Do you have a say in running the Coalface IT Executive Community?

You are strongly encouraged to participate in setting the direction and priorities of the *Coalface IT Executive Community.* For example, topics for the *Coalface IT Executive Community* briefing presentations are selected by members on a regular basis to ensure that only the most relevant and timely issues are discussed. Furthermore, since membership is one hundred percent Malaysia and Singapore based, you will have a much greater influence on the *Coalface IT Executive Community* than with survey-based groups with headquarters overseas.

What about confidentiality?

Information that members provide about their projects at the *Coalface IT Executive Community* briefings is available only to bona fide members of this Community. Of course, members are not obliged or expected to disclose sensitive information about business applications that have potential competitive advantage. Nevertheless, most members will find that they can freely discuss their experiences with technologies, management practices and methodologies used without prejudice to sensitive commercial information.

It should be noted that Coalface Dialogue or its associates reserves the right to publish summary information about the technologies under experience at member organisations. However, under no circumstances will we disclose to third parties any information that could reasonably be used to identify projects undertaken by individual member organisations without the express permission of the members.

What are my responsibilities as a Coalface member?

Other than agreeing to pay all subscriptions due there are no formal obligations on your part as a member of the *Coalface IT Executive Community.* The fundamental premise behind the *Coalface IT Executive Community* is the sharing of experiences between member organisations for mutual benefit. Therefore, as a member of the *Coalface IT Executive Community*, you should be prepared to:

- Provide information on projects undertaken at your organisation
- Contribute responses to email requests for assistance from other members when your organisation has experience in the area where that member is seeking assistance
- Answer reasonable enquiries from member organisations as promptly and completely as possible.
- Participate in *Coalface IT Executive Community* briefing sessions. (Note: Your organisation may send three delegates to any briefing session).
- Present no more than once every two years at a *Coalface IT Executive Community* briefing session on a project underway or already completed at your organisation. (Note: You may optionally invite an appropriate member of your team to present).
- Optionally, offer projects as candidates for *Coalface IT Executive Community* user case study reports.

Members are obliged to maintain confidentiality about activities at fellow *Coalface IT Executive Community* member organisations. Members who disclose information to third parties that could reasonably be assumed to be proprietary and confidential without specific permission from the organisation concerned will place their membership of the *Coalface IT Executive Community* in jeopardy.

coalface

How do I find out more?

Please call either James Macfarlane or Peter Hind on +65 6389 3931, email CoalfaceIT@coalfacedialogue.com or visit www.coalface.org