

### Robert Barton, MA, MBA

IT manager and consultant with 15 years international IT experience. Educated in Cambridge and INSEAD. Key area of expertise is global IT management in industry.

Born: 1964  
Nationality: British  
Languages: English plus completely fluent French, German  
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### Speaker topics

Theme 1: Global IT management today:

- Why globalize the IT function in a multinational company?
- How far should I go? Are there best practice levels of consolidation, for example in data centres?
- How do you know later if you've been successful?

Theme 2: Defending IT cost and headcount budgets today:

- How can IT cost and headcount budgets be justified and defended effectively?
- What mechanisms can be used to make value delivered by IT more tangible?
- How can the relative value of insourced or outsourced IT be communicated?

Theme 3: Global business-IT alignment in practice:

- What is alignment anyway? Examples from various industries.
- What steps do I take to reach alignment and make sure my company profits from it?
- Seen from an affiliate, how can alignment between global and local be made tangible?

Theme 4: Global IT standardization in practice:

- What special issues arise when the scope of standardization extends internationally?
- What practical measures can help standardization and what pitfalls are to be avoided?
- Practices from various industries in handling global IT standards

### Career

2004 to date *Head Projects, Architecture and Standards, Group IS, ABB, Switzerland*

2002 - 2004 *Independent IT Consultant*

Developed and published model for global IT management for corporates based on practices at Philips, Nestlé, Novartis, Toyota and UBS

1998 - 2002 *Head PC Life Cycle Management, Novartis Pharma AG, Switzerland*

*Head Global IT Strategy, Novartis Pharma AG, Switzerland*

1997 - 1998 *MBA, INSEAD, Fontainebleau*

1991 - 1997 *IT Consultant, Siemens, CAO Diffusion, Munich and Paris*

1988 - 1991 *Project Leader, LFE GmbH, Stuttgart*

1987 - 1988 *Analyst Programmer, Cybertek Computing Ltd, London*

1986 - 1987 *Cambridge University, Post-Graduate Diploma in Computer Science*

1983 - 1986 *Cambridge University, MA in Natural Sciences*

### Publications

'Structuring IT Organisations in Global Businesses', CSC Research Services, 2004

'Global IT Management: A Practical Approach', John Wiley, September 2003 (see next leaf)

'Die X/Motif Umgebung', Springer-Verlag, 1994

### Title

'Global IT Management: A Practical Approach', published by John Wiley in September 2003

### Practical advice on globalizing IT

Many large organizations are either contemplating or actually undergoing a globalization of their IT operations with a view to supporting specific global business requirements or simply cutting consolidated IT costs. This book presents a practical approach for initiating and reinforcing global IT, focusing on the mechanisms that need to be put in place to effectively manage IT strategy, standards, architecture, and control across sites in a global firm. Essential reading for CIOs or IT Heads in multinational or global firms, their planning departments, and companies providing consultancy services to them.

### Content

Key considerations are explained for each domain together with concrete details of recommended organization, processes and deliverables. Context is provided throughout by examples from the leading global firms Philips, Nestlé, Novartis, Toyota and UBS. The approach fits cleanly into established best practices for IT such as the COBIT® framework for IT management. Overall, the book answers the following questions:



#### *Organization*

Where does the variety in structure of IT organizations come from?  
What are the basic organizational variants for global IT?  
What are the recommendations for people and institutions?



#### *Architecture*

What are the issues in managing IT architecture globally?  
How do we best identify what needs changing?  
How do we make those changes happen?



#### *Strategy*

How do we reach tangible business IT alignment in global IT strategy?  
How do we bring head office strategy into affiliate planning?  
What steps need to take place to ensure that strategy is executed?



#### *Standards*

What are the benefits and weaknesses of global IT standards?  
How can they be defined and maintained effectively?  
What measures improve commitment and adherence to standards?



#### *Control*

How can fine-grain business sensitivity to IT cost and value be improved?  
How can balanced scorecards improve global IT performance?  
What role can global IT play in avoiding critical project failures?

### Key selling points of book

This is the first book worldwide dedicated to giving umbrella guidance on globalizing IT:

- All major elements of global IT management integrated in one book
- Examples from leading global firms provide context throughout the book
- Proposed approach brings value for both affiliates and head office
- Concrete implementation details help globalizing IT departments get started.