

# Introducing our **Business Application Framework & Enablement Tool (BAFET)**

Are you an IT leader tired of reacting to events and defending the value of IT as a whole?

Do you feel your IT staff don't understand your business customers well enough?

We offer a comprehensive planning and management solution to bridging the expectation gap between IT and the various business groups it services.

- Introduce a powerful evidence-based approach to create purposeful dialogue
- Rally your business community around something they can understand
- Shift IT workforce thinking to be more business centric
- Manage IT assets from a true business focus

*Take a bottom up, engaging approach to maturing your business partnering relationships, and in the process ...*

*Become enabled to be more proactive to business technology needs*

*Move the discussion from 'how can IT fix this for me and when?' to 'what is IT's view of this situation?'*

*... enhance your IT brand to become a key influencer and strategic partner within your organisation*

**Want to know how others have used this tool?**

Contact [Paul Galland \(paulg@flipsideworld.com\)](mailto:paulg@flipsideworld.com) to learn more

