

## Computer Economics Announces New Alliance and “BeAM” Consulting Services

October 20, 2002

(Irvine, CA) Computer Economics, Inc., a leading IT research firm, announced that it has entered into a strategic partnership with KEDAR Information Technologies, Inc. (KEDAR) a Dallas, Texas based IT Service Management and Business Process Engineering consulting company. The two companies have joined and developed one of the industries leading methodologies and consulting organization, designed to guide IT organizations close the technology and business alignment gap.

In conjunction with the alliance announcement, the two companies jointly announced the branding of a new consulting service entitled Benchmark and Business/IT Alignment Management Methodology or simply BeAM methodology.

The BeAM methodology is the culmination of a joint effort by the two companies to integrate the economic and strategic benchmarking of Computer Economics with the tightly integrated, process-driven alignment methodology of KEDAR. The consulting organization is designed to leverage the 25 years of industry analysis and benchmarking of Computer Economics and KEDAR's success in delivering IT Service Management excellence and process driven technology and business alignment engagements to Fortune 1000 companies.

“We believe that, through this alliance, we have developed a methodology and delivery mechanism that will help our clients quickly assess and benchmark their current alignment status and provide an improvement roadmap based on real-world data and industry-leading consulting know-how.” stated Mark A McManus, vice president of Computer Economics.

BeAM's focus is to provide actionable improvement plans to help IT organizations and executives not only bridge the alignment gap, but also ensure that mechanisms are in place to maintain a tight alignment regardless of the velocity by which business requirements and goals change.

Despite many years of industry hype and a variety of service offerings from many of the leading technology vendors, the ability to align IT with the business remains an elusive target for many organizations. Charles Williams, CEO of KEDAR Information Technologies Inc. stated, “Our experience has been that clients received a 3% to 15% return on their gross IT budget with less than a 1% investment following a BeAM engagement. The range of return directly correlates to the client-defined scope of the BeAM engagement.”

### **About Computer Economics, Inc.**

Computer Economics, Inc. is an independent research and consulting organization that specializes in providing economic and strategic analysis and data to IT and business executives. Computer Economics goal is to help its clients develop effective IT strategic plans, more efficiently manage IT costs, and maximize their return on IT investments. Based in Irvine, California, Computer Economics has served information technology users around the world for 25 years.

### **About KEDAR Information Technologies, Inc.**

KEDAR Information Technologies, Inc (KEDAR) is a *IT Service Management and Business Process Engineering* consulting firm that has developed a proprietary “best practices” methodology to help Technology Leaders develop a comprehensive roadmap for improved IT and business alignment, that result in better measurement and control mechanisms of IT profit-draining processes and problems. Based in Dallas, Texas, KEDAR has consulted to IT organizations since 2001.

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