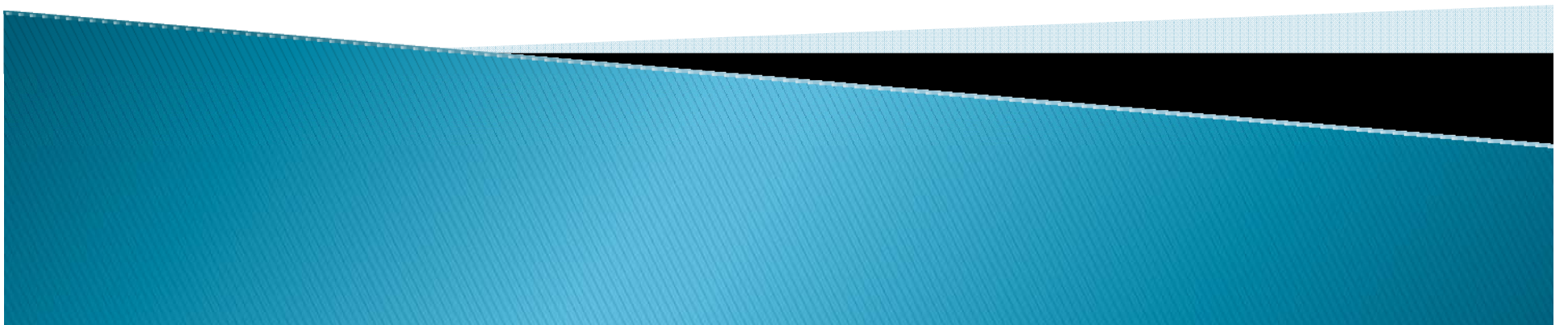


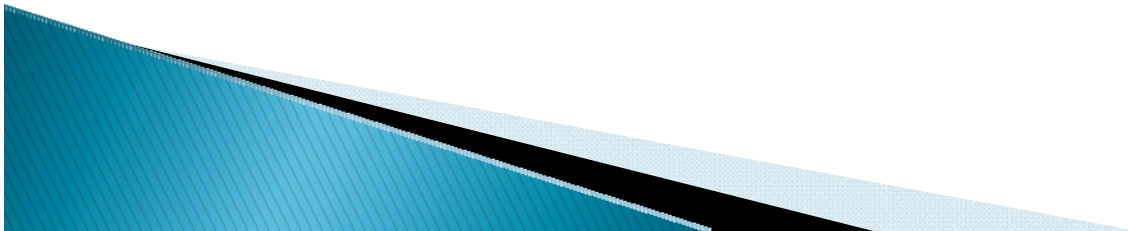
Strategic Use of IT:

A CEO's Perspective



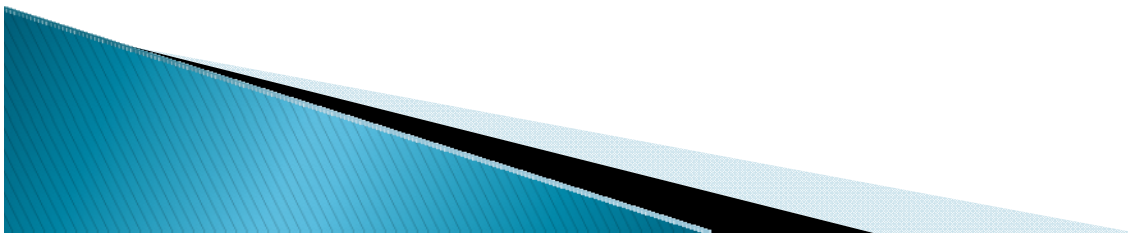
History of our Company and where “IT” fits in

- ▶ Medium size Midwest Mutual Insurance Company.
- ▶ 80% personal lines and 20% commercial lines.
- ▶ \$140M projected direct written premium year-end 2010.
- ▶ 30% increase in DWP from 2007–2010.
- ▶ 212 employees with 37 working in IT– 17.5%



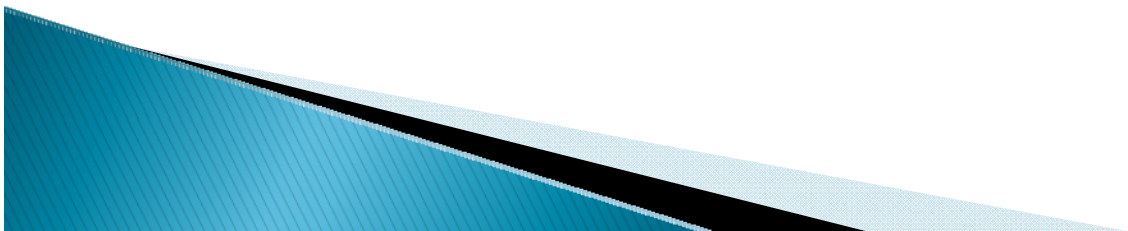
What is “IT’s” role in strategy and goal setting?

- ▶ They play a major role.
- ▶ They are part of the team, in the beginning they were just the equipment manager.
- ▶ If you want to be part of the team you better have something to offer.



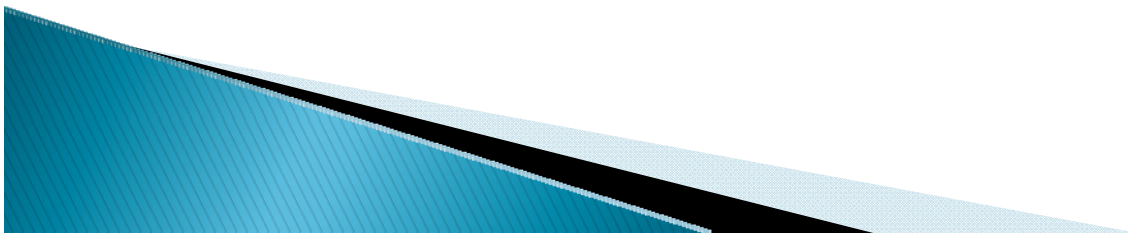
What are my expectations of “IT” and how do I measure performance?

- ▶ Expectations are high.
- ▶ Deadlines are reviewed almost weekly.
- ▶ Measuring performance is very hard – I really don't know what you're doing.
- ▶ Is the end product delivered on time and fully functioning?



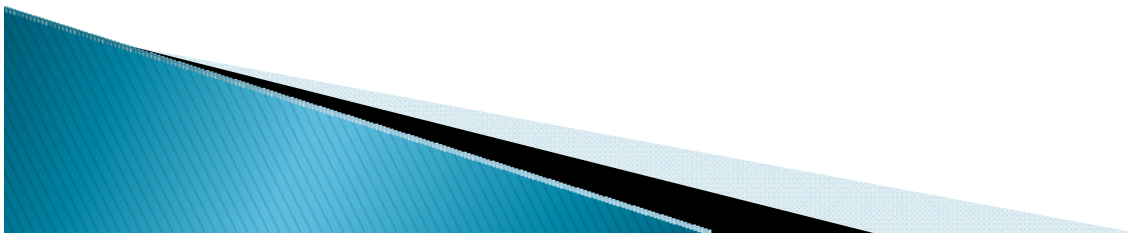
In-house or Outsource?

- ▶ We prefer in-house.
- ▶ We want to control the timeline.
- ▶ Costs more in the beginning but pays off in the end.
- ▶ Builds pride within the company.



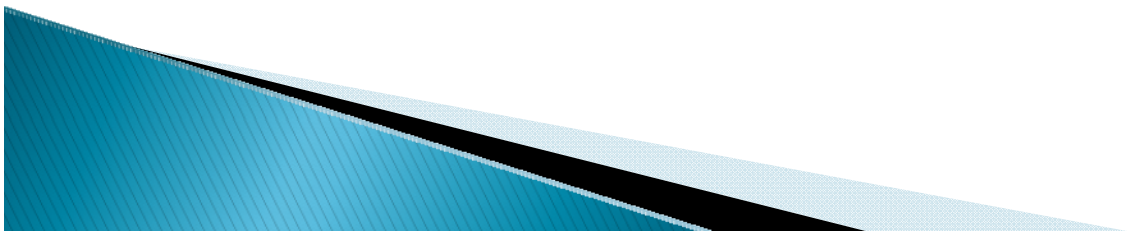
How do we start a project and make it happen?

- ▶ I have to take an active role!
- ▶ My job is to be the referee for all disputes.
- ▶ I am the one responsible for schedule changes.
- ▶ Meet on a regular basis.



Web sites and Social Media – Who is responsible?

- ▶ The CEO cannot figure out the benefit of “Facebook” – How will it make us money?
- ▶ Has your web site been redesigned for smart phones? What new “apps” are you working on?
- ▶ Who has the “passion” to take on these projects?



Questions?

