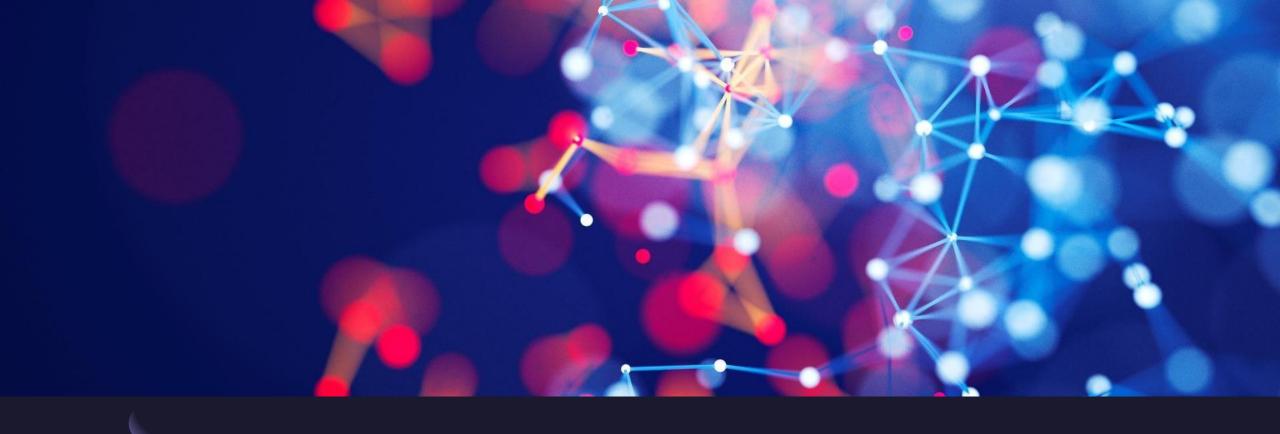


# Maximizing Value vs Minimizing Cost

Building a More Valuable IT Department

Shawnna DelHierro Chief Information Officer SoundHound Al May 2025



"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change." - Charles Darwin

#### The Shifting IT Landscape

- Digital businesses demand speed and agility.
- CIOs are moving IT from projects to products.
- •Business-led IT is expanding—more employees now influence tech initiatives.
- Managing expectations support innovation, efficiency, and business scalability.
- •How do we optimize IT spend while maximizing business value?

### The Ever-Changing CIO

From Support to Strategy

IT now drives business decisions, ensuring tech aligns with corporate goals.

From Cost Center to Revenue Engine

Al and automation transform IT into a revenue generator.

From Projects to Products

Leaders manage evolving digital platforms, not just one-time projects.

From Security to Risk Management

IT oversees cybersecurity, data privacy, and regulatory compliance.

From Operations to Experience

IT directly shapes customer interactions, from marketing to e-commerce.

### Why the Shift?

Better Alignment with Business Goals – IT teams work on products that directly support business objectives rather than isolated projects.

Continuous Innovation – Instead of delivering a one-time solution, IT teams iterate and improve products over time.

Faster Delivery & Agility – Product teams can adapt quickly to changing business needs, unlike rigid project timelines.

Improved Customer & Employee Experience – IT products are designed with user needs in mind, ensuring long-term satisfaction.

More Efficient Resource Allocation – IT investments are focused on sustained value creation rather than short-term project budgets.

#### Example:

Instead of treating a new CRM system as a one-time project, CIOs now manage it as a product—continuously updating features, improving user experience, and integrating new technologies.

## The Challenge—Cost vs. Value

- •Traditional IT models often prioritize cost reduction over innovation.
- •Reactive calls to cut IT budgets limit long-term growth.
- IT Spending Benchmarks: Organizations typically budget around 8% of revenue for IT.
- •How do we optimize IT spend while maximizing business value?
  - Prioritize IT projects that directly impact revenue and customer experience
  - Reduce manual processes with **intelligent automation**
  - Optimize cloud spending by eliminating unused resources
  - Recurring health checks cyber, infrastructure, cloud, legacy apps, etc.

## Elevating IT Maturity

- Moving from cost control to strategic investment.
- Strengthening governance and transparency.
- Leveraging technology to create competitive advantage.

#### Practical Tactics for Value-Driven IT

- Adopt product-based budgeting over project-based funding.
- Align IT initiatives with measurable business outcomes.
- •Enhance collaboration between IT and business units.
- Automate to drive efficiency and free up resources for innovation.

## Reducing Reactive Cost-Cutting

- Proactive planning eliminates rushed budget cuts.
- •Strong financial discipline allows IT to maintain agility and innovation.
- •Communicate IT's impact clearly to business stakeholders.

## Conclusion & Key Takeaways

- •IT should be a business enabler, not just a cost center.
- •Shifting from cost minimization to value creation benefits the entire organization.
- •Proactive investment ensures IT remains agile, strategic, and aligned with business needs.

## Business Outcomes through

- Over 14 By Carpetings by Filt Pamlining outdated and time-consuming processes through automation.
- •Data-driven decision-making enabled by automated reporting and real-time metrics, showcasing ROI and process improvements.
- •Enhanced business agility, allowing for faster adaptation to market changes and operational demands.
- •Optimized costs, both internally and externally, through strategic vendor management, contract efficiencies, and reduced reliance on contract labor.
- •Improved customer satisfaction (CSAT) with a more consistent experience, quicker resolution times, and expanded self-service capabilities.
- •Boosted employee engagement and retention, reducing turnover while standardizing onboarding, training, and operational consistency.

## Key Success Agents

- Visionary Thinking: Technology as an Asset and Enabler
- Embracing Innovation: Risk vs. Reward
- Strategic Agility: Fail Fast, Stand Up Even Faster, Pivot on the Way Back Up
- Collaborative Leadership: Align, Educate & Empower
- Customer-Centric Approach: Focus on User Experience, AX + CX =
  Success
- Continuous Learning and Development: You AND Your Team

## A&D

## Safe travels!!

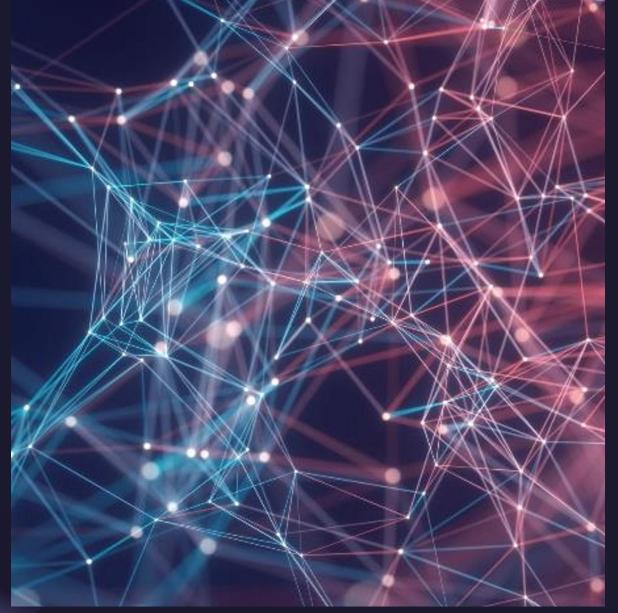
Shawnna DelHierro

210-601-7998

sdelhierro@soundhound.com

www.linkedin.com/in/shawnna-delhierro





Growth and comfort do not coexist. – Ginni Rometty, former CEO of IBM