

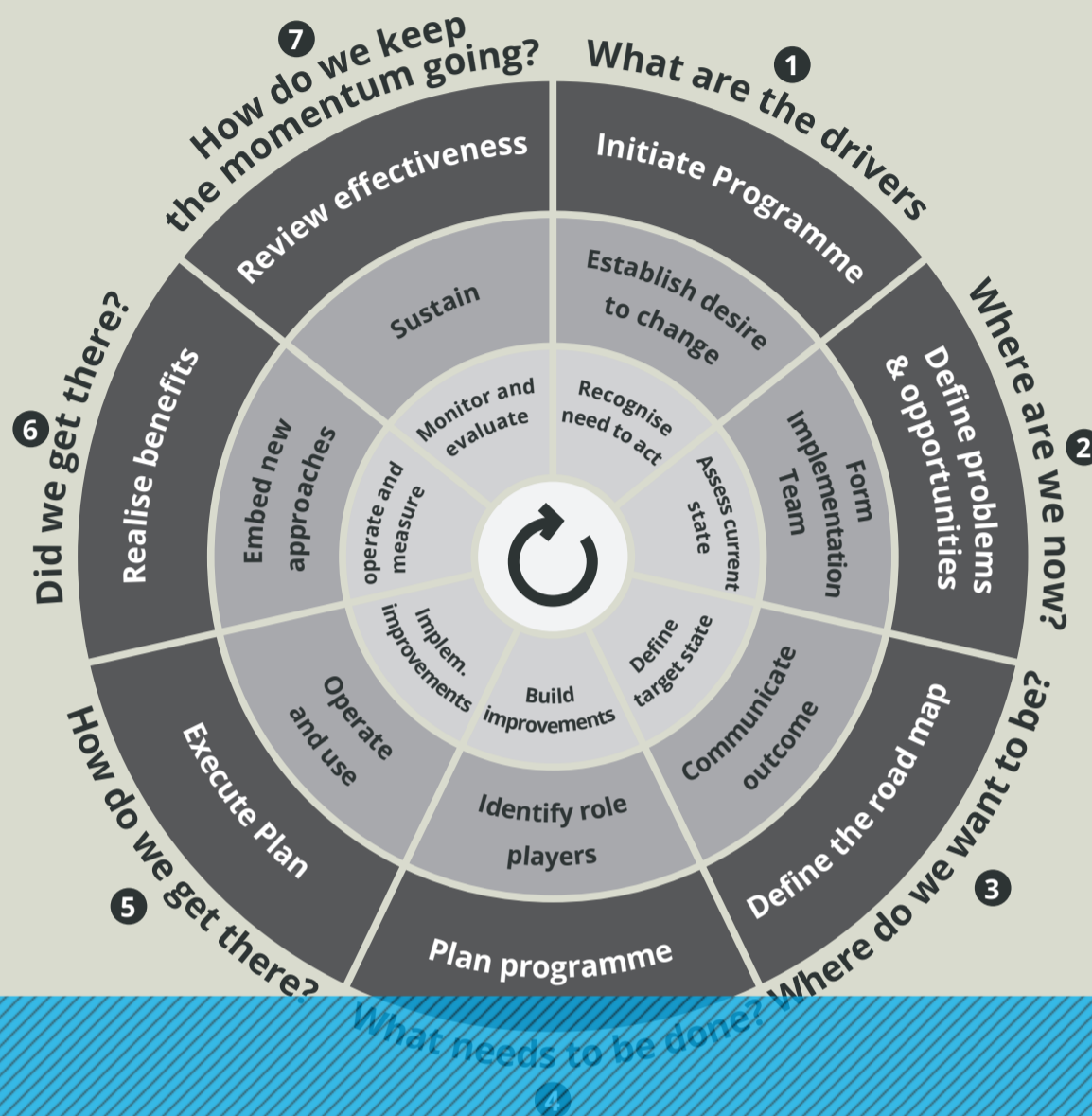
COBIT5® Poster Series #7



COBIT 5: GEIT – Applying a Continual Improvement Life Cycle

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GEIT (Governance of Enterprise IT) enables the enterprise to take full advantage of IT, maximizing benefits, capitalizing on opportunities and gaining competitive advantage. The implementation of GEIT within an enterprise is a complex and challenging task. As a way to help with the implementation of GEIT, COBIT 5 applies the continual improvement life cycle, which is presented on this poster.



Continual improvement life cycle includes seven phases of the implementation life cycle



Continual improvement life cycle includes four components, which are not one-time activities, but part of an ongoing process of implementation and improvement



Continual improvement life cycle



Change enablement



Programme management



Create the appropriate environment

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1 **What are the drivers?**
Identifies current change drivers and creates a desire to change within the executive and business levels. This desire is then expressed as a business case. A change driver can take the form of:
• external market conditions
• condition of the business
• key issue that acts as a driver for change.
Change drivers ensure a continuous focus on the benefits of the program and their realization.

2 **What are the drivers?**
Aligns IT-related objectives with enterprise strategies and risk. It also prioritizes the important enterprise goals, IT-related goals and processes.
COBIT 5 helps with the selection of goals, processes by providing with a generic map from enterprise goals to IT-related goals and processes.
The selection helps with the identification of critical processes, the goal of which is to ensure successful outcomes.
Management needs to be aware of the current capability and deficiencies. This can be achieved by a process capability assessment of the as-is status of the selected process.

3 **What needs to be done?**
Plans feasible and practical solutions. This involves identifying the current state, setting a target for improvement followed by a plan to achieve it. This is a challenging, long-term task. It is important to set the priority to projects that have a high impact on the business and to break down the target into manageable pieces.

4 **How do we get there?**
Provides for the implementation of the improved solutions into day-to-day practices and the establishment of measures and monitoring systems to ensure that business alignment is achieved and performance can be measured. Success requires management, awareness and communication, understanding and commitment of top management, and ownership by the affected business and IT process owners.

5 **Did we get there?**
Focuses on sustainable transition of the improved governance and management practices into normal business operations. The focus is also placed on monitoring achievement of the improvements using the performance metrics and expected benefits.

6 **How do we keep the momentum going?**
Reviews the overall success of the initiative, identifies further governance or management requirements and reinforces the need for continual improvement. It also prioritizes further opportunities to improve GEIT.

