The Corporate IT Forum.

The Corporate IT Forum Memorandum

Introduction

- The Corporate IT Forum
- The Service Code of Conduct
- The Membership Council
- The Corporate IT Forum Service
  - Foundations of the Service
  - Founding Principles
  - Service Objectives
  - The Core Services
  - Trust & Confidentiality
- Subscriber Say in the Service

The Corporate IT Forum

The Corporate IT Forum is the collective body of organisations which subscribe to The Corporate IT Forum Service. It is also often simply referred to as CITF or 'The Forum'.

The Corporate IT Forum consists of large and medium sized UK and multinational organisations from across business sectors. They are all corporate users of IT.

The Service Code of Conduct

One of the most valued aspects of The Corporate IT Forum is the openness and trust. These values are reinforced by the collective adherence to the CITF Code of Conduct by all who utilise the Forum's service.

The Membership Council

The Membership Council:

1. Ensures that the Forum has a focused and maintained programme that is relevant to its membership and attractive and easy to access to new members.
2. Ensures that the profile and value proposition of the Forum is recognised by current and prospective members.
3. Ensures that there is a transparent, maintained and auditable governance model across the Membership Council and Delivery Groups.
4. Membership is limited to 10 and aims to represent a balanced cross-section of all business sectors and the geographical remit of Forum membership.
5. Members are normally, but not exclusively, at or near CIO level within subscriber organisations. They are appointed for a period of three years on the basis of their high reputation, performance, skill and knowledge level, and previous level of engagement with the Forum. They will then be considered for re-election subject to a simple majority of MC members' votes.
6. The MC Chair and MC Deputy Chair appointments are staggered and each appointment is for a maximum period of 3 years by a simple majority vote by members of the MC. Candidates will normally be existing Members of the Council. In the event that there is a lack of candidates from the Council, the nominations from other Forum organisations will be sought.

The Corporate IT Forum Service ('the Service')

The Service is available upon subscription to large and medium sized corporate users of IT. It has within its subscription base many of the largest businesses in the world. IT suppliers and consultants providing services to the corporate IT user community are NOT eligible to subscribe to the Service.

By various means, IT professionals are brought together to share real-world practical experiences, learn from each other, develop best practice and improve the performance of IT for their businesses. In doing so, The Corporate IT Forum re-defines and moves the frontiers of best practice in IT forward. Subscribers can access the accumulative and collective knowledge and experience of other IT professionals. They can use this expertise in solving the complex issues facing corporate IT.

The breadth of technologies used in providing the Service enables participation with a global remit and in a time-efficient manner. In addition to workshops where subscriber contacts can meet, the Service holds webinars which give IT professionals across the world the opportunity to share knowledge and best practice without leaving their desks.

The Service is not a legal entity, but a service available upon subscription. Subscription does not denote membership in or ownership of either the Company, the Service, any additional services which the Company or its affiliates provide or any of the assets, intellectual or otherwise which subscribers enjoy by virtue of their subscription. Accordingly, subscribers do not assume any responsibility in the liabilities which the Company might incur in providing the Service.

Foundations of the Service

In 1996, Reputations Limited organised a conference to which 73 senior IT managers from 51 large organisations were invited. The purpose was to provide an opportunity for them to share their knowledge and professional expertise in the problem-solving of real-life corporate IT issues. Over the one and a half days of the conference, individuals were grouped in a succession of workshops which facilitated discussions around topics of common concern including:

- Matching Infrastructure to Business Strategy
- Assessing & Demonstrating Value in Infrastructure
- Communicating with & Educating Internal Customers

These topics were defined by the senior IT managers present whose focus was how IT could best serve their businesses. The debates were not about IT infrastructure per se, but about business-oriented IT functions. The topics debated are as relevant today as they were then.

The delegates found this opportunity to exchange knowledge and experience with their counterparts in other organisations of enormous practical value. They were unanimous in expressing a wish that similar events be organised on a regular and ongoing basis.

With input from nine of the largest organisations which had attended the conference (including seven FTSE 50 companies), feedback from the other delegates and building upon the conference processes, Reputations Limited set about designing a service that would provide a regular forum for IT professionals that would be of value to the businesses they support and to which they would wish their organisations to subscribe.

The Service was launched in 1997. For the first year it was known as The Sainsbury's Technical Infrastructure Forum, an acknowledgement of Sainsbury's early support.

Founding Principles

From the outset, a set of founding principles were established which continue to be the guiding principles of the Service. They are:

- The establishment of a service of practical value to corporate IT which would serve their IT-related business needs.
- Bringing together the expertise of IT professionals within large and medium sized user organisations to debate issues of common concern with their counterparts and to improve best practice

- An exchange of practical knowledge and experience with counterparts from other organisations for mutual benefit
- Subscribers do not include vendors or IT consultants
- A commitment to trust and confidentiality in all aspects of the Service

These key principles are fundamental to the Service, its objectives and the way in which the Service is run.

Service Objectives

The Service's aim is to help corporate IT deliver better value to the businesses they are part of.

Through its many service components, the Service facilitates managed/professional group interaction. It enables open, frank, honest, practical and realistic exchange of experience, knowledge and understanding between those who participate. It stimulates the sharing of insights into common practices, principles and strategies, within a confidential and non-sales environment. It does not provide a forum for organisations to agree anti-competitive practices.

A unique feature of the Service is the access it provides subscribers and their employees to the collective and accumulative knowledge and experience of registered individuals who face, or have faced, challenges similar to their own. This is an immensely helpful and practical resource, offering insights from the coal face that can be tapped into by individuals seeking no-nonsense solutions and fresh perspectives.

As well as assisting corporate IT deliver better value to business, the Service contributes to the professional development of subscriber employees.

Another key feature is the Service's promotion of the collective opinion of subscribing organisations to IT suppliers, external organisations and the media. The Service with The Corporate IT Forum fulfils an important role as possibly the only pure voice of corporate user IT. The Service is active in informing the media of key developments and issues of importance to the corporate IT user community. Its voice is recognised as essential to government policy, public comment, business standards and the supply industry. It also develops strategic relationships with suppliers whose activities or products impact on the ability of subscribers to deliver lower cost and higher performance IT services to their organisations.

The Core Services

The Service programme of activities comprises:

Bespoke events & programmes

- Workshops, conferences, masterclasses and webinars
- Activities of **Steering Groups** which identify and validate topic areas in a number of key categories
- **Special Interest Groups** provide an opportunity for IT professionals with similar interests to meet regularly and exchange experiences and solutions
- The **Real IT Awards** programme

Information & resource library

- Reports, events summaries & presentations, templates
- The **Question&Answer service**

Direct connections & networking

- **Business Introductions**
- **Network Directory**
- **Peer networking**

Trust & Confidentiality

The Service Code of Conduct

One of the most valued aspects of the Service is the openness and honesty with which people interact. This is made possible by the collective adherence to an exacting Code of Conduct by all who participate in any of its

activities. Any individual participating in any aspect of the Service, whether as a subscriber's registered contact, a guest at an event or as a supplier representative invited to attend, is required to confirm their willingness to adhere to the Code of Conduct. Monitoring compliance with the Code of Conduct is part of the Service.

The consequences of non-compliance include

- For the individual concerned, the matter being brought to the attention of their employer organisation, and
- For the subscribing organisation, non-compliance may result in the Company withdrawing the Service with no refund of subscription fees and the possibility of legal proceedings for breach of contract.

The Service Terms & Conditions

These form part of the Subscription Agreement between a subscriber and the Company and place obligations of confidentiality upon both parties.

Subscribers Say in the Service

The means by which subscribers have a say in the Service to which they subscribe include the following:

- The CITF Membership Council ensuring that the Forum has a focused and maintained programme that is relevant to its membership
- Steering and Special Interest Groups providing input into content of specific streams of activities. Registered individuals at any seniority level may participate in Groups provided that they have the requisite knowledge and experience of the remit covered by what that Group requires.
- Principal contacts appointed by subscribing organisations who provide the Service Delivery Team with their feedback about best possible alignments of the service to the organisational needs.