

# Franco-German Meeting on Intangible Assets

## Modelisation and evaluation of IT Assets for the digital enterprise

Bercy, 26 September 2011

Georges Epinette

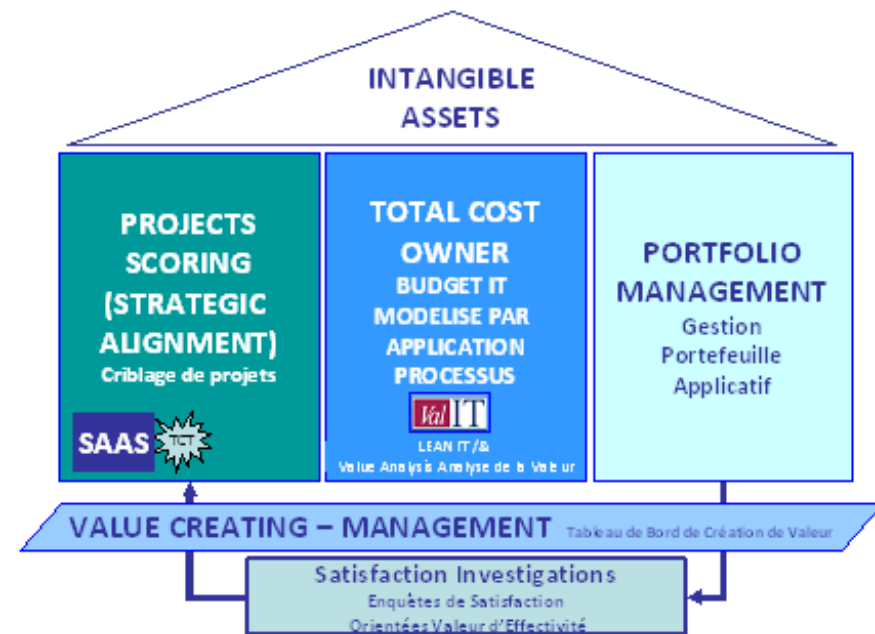
Director of Organisation and Information Systems Groupement des Mousquetaires

Vice-President CIGREF

President of Cercle de l'Immatériel

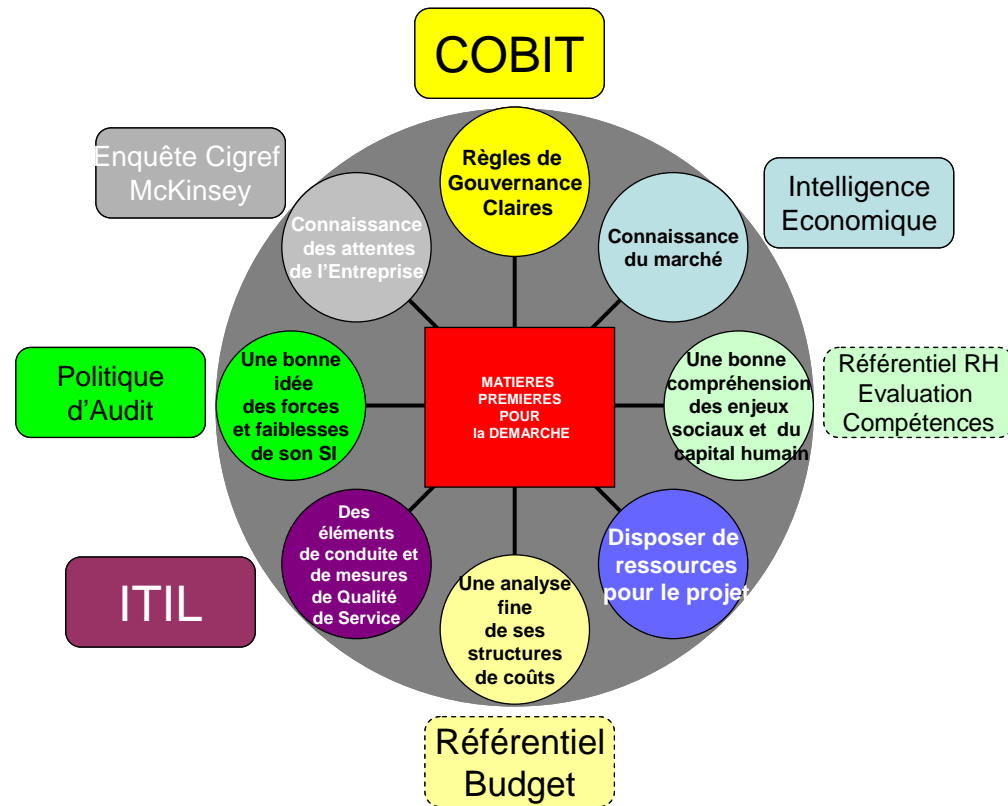
# Intangible Asset evaluation is part of an overall framework

- Intangible Asset evaluation is founded on a pre-existing & mature perception of the value generated by Information Systems, by both :
  - The IS function itself,
  - And enterprise Governance bodies.
- It is an overall approach which explains both the value & performance of IS with regards to :
  - Agility (ability of the enterprise – and its IS – to transform itself);
  - Flexibility (ability to improve operational performance).
- Intangible Asset evaluation therefore heavily depends on Governance in general



# Intangible Assets : some prerequisites

- Clear rules of Governance;
- A good appreciation of the strengths & weaknesses of the Information System;
- A detailed analysis of IS cost structures;
- A good understanding of the social context & human capital (skills management) ;
- Understanding of the market and customer expectations;
- An existing policy of benchmarking against direct & indirect competitors.



# Noteworthy objectives of Intangible Asset evaluation

- Conjugate innovation, strategy et organisational re-conception such that henceforth, digital flows superimpose physical flows and thereby deliver an integrated performance evaluation.
- Demonstrate the value creation potential of intangible assets
- Apply the approach in a management perspective
  - Put employees at the centre of the enterprise project
  - Trigger or reinforce a sense of collective action
- Increase value creation
- Favour the values of efficiency
- Enable Bench-marking and Bench-learning
  - Articulate Bench-marking & Bench-learning : transparent comparison without revealing strategic & operational objectives
  - Axes of progression & therefore overall performance objectives the MD can give his CIO if the Board does not wish to go into the details of the objectives

# Potential Franco-German synergies

- **Enable benchmarking & bench-learning**

Via the creation of a Franco-German Institute of Bench-learning devoted to the practices & models to pilot intangible assets which aggregates :

- common performance metrics
- together with a shared system of reference

Thereby facilitating :

- A harmonious advancement of best practices on both sides of the Rhine;
- A healthy “competition” based on exchange & close collaboration;
- A common language.