



Plugging Value Leakage in a Geographic Information System

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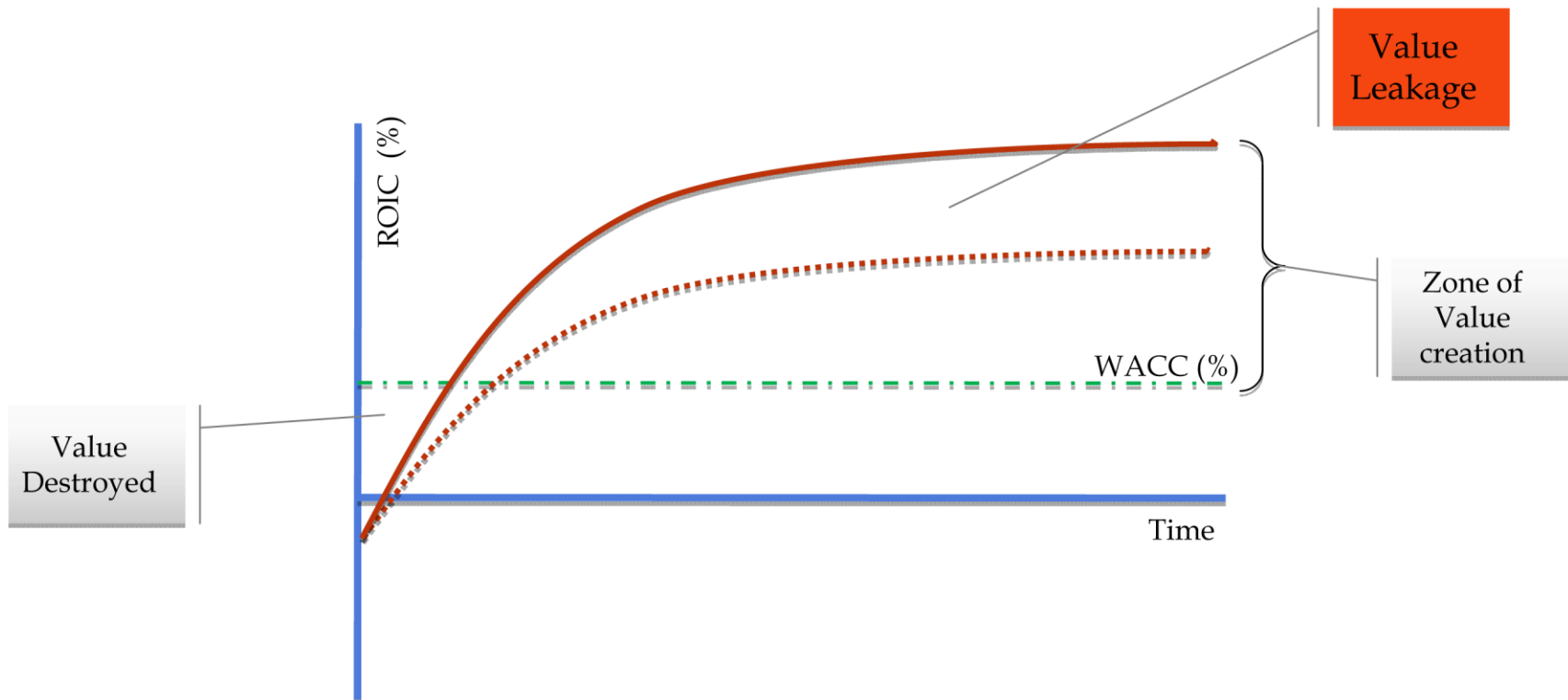
San Diego, California February 3-5, 2009

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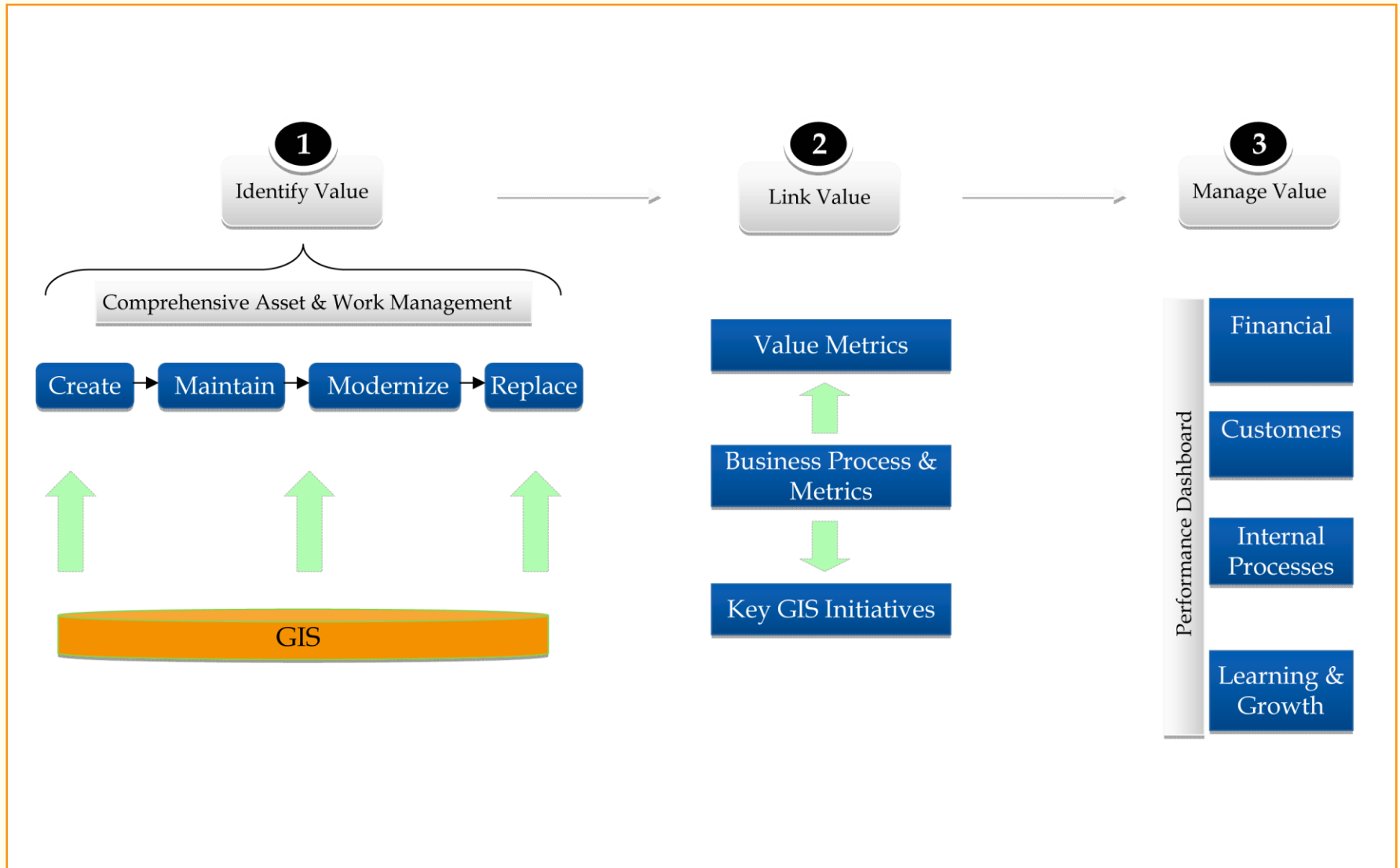
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Context: Value leakage

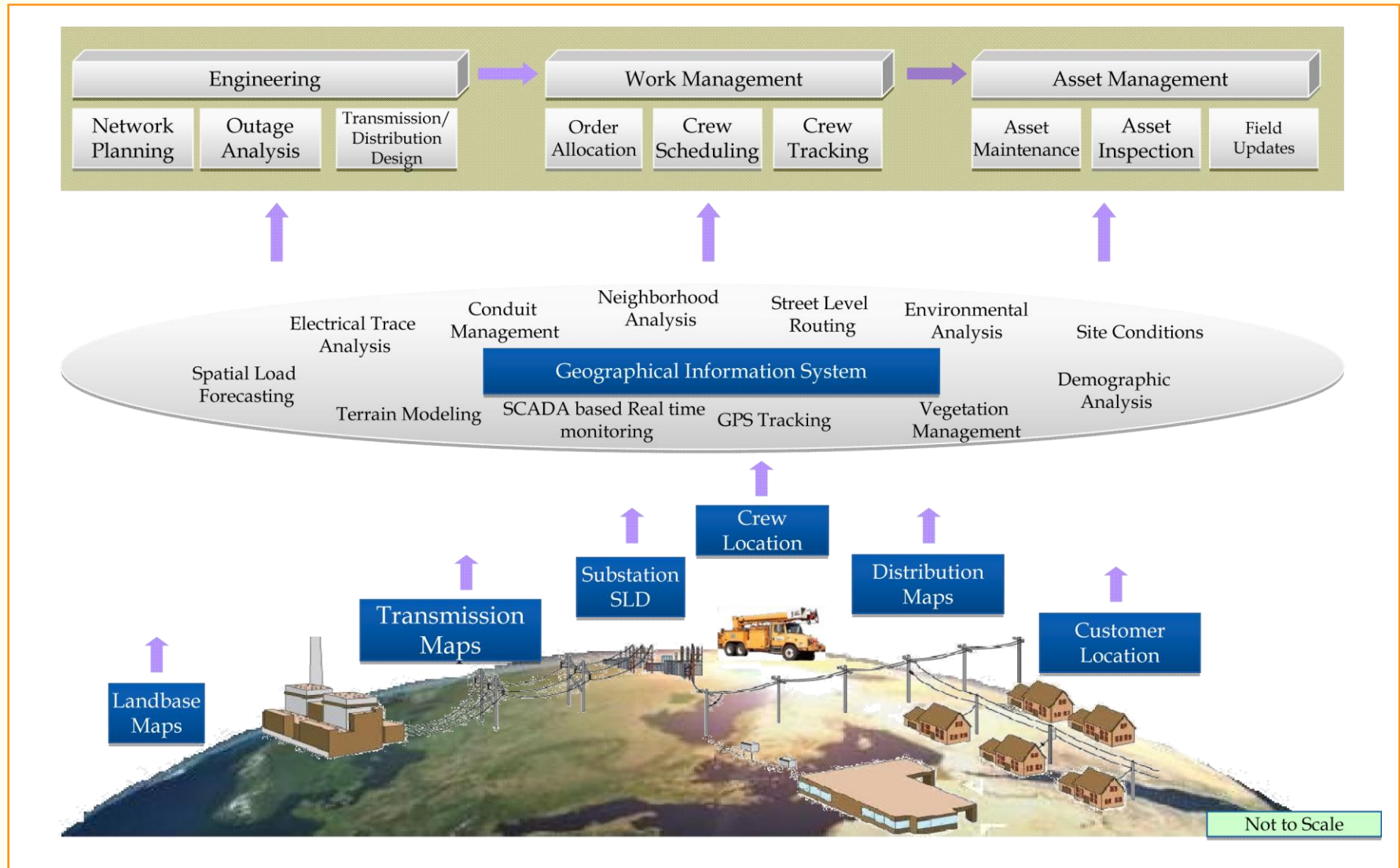
- Value is created when $ROIC > WACC$
- ROIC is maximized when project targets are aligned with organizational goals
- Value Leakage = $ROIC \text{ (Realizable)} - ROIC \text{ (Realized)}$



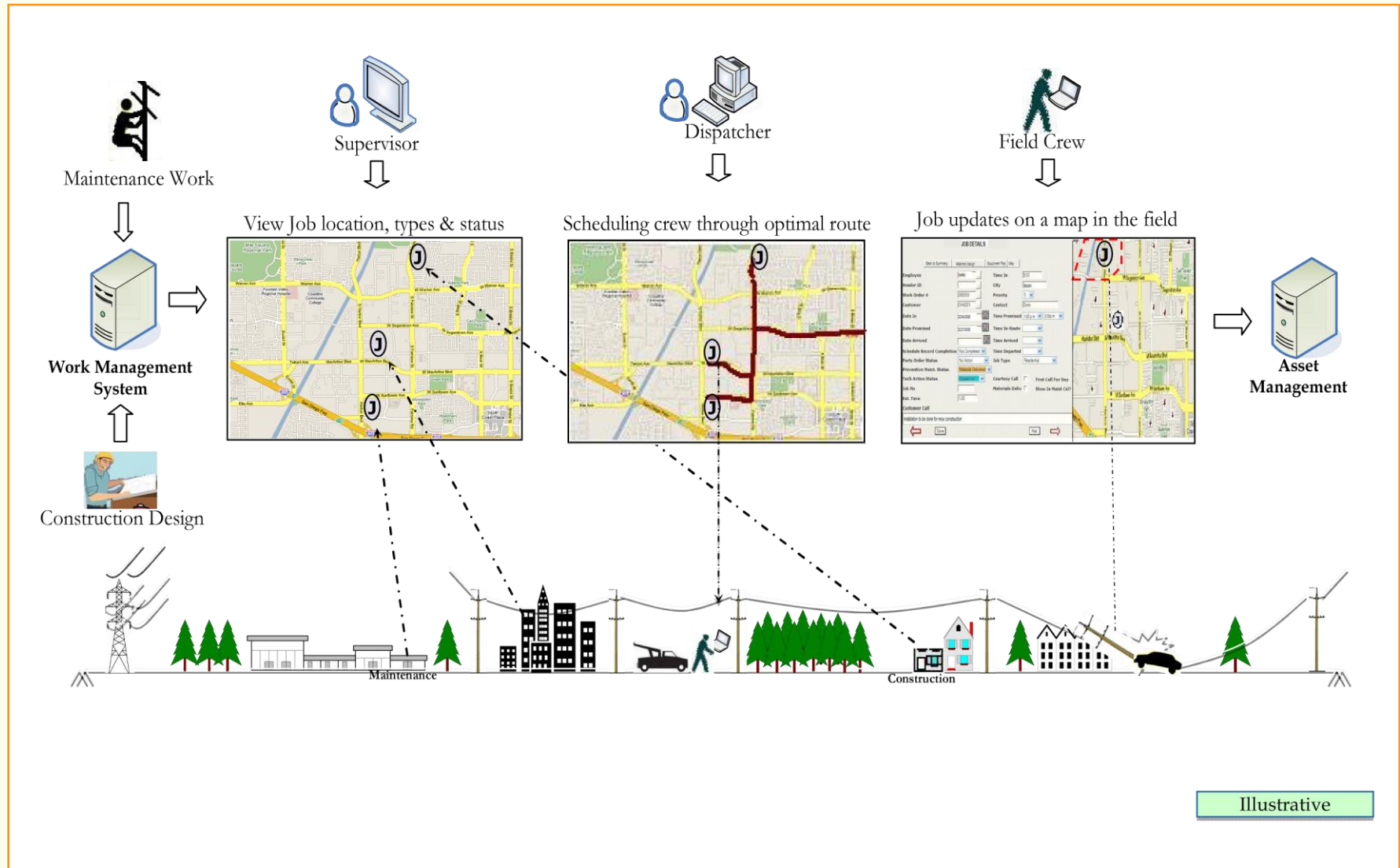
Plugging the value leakage



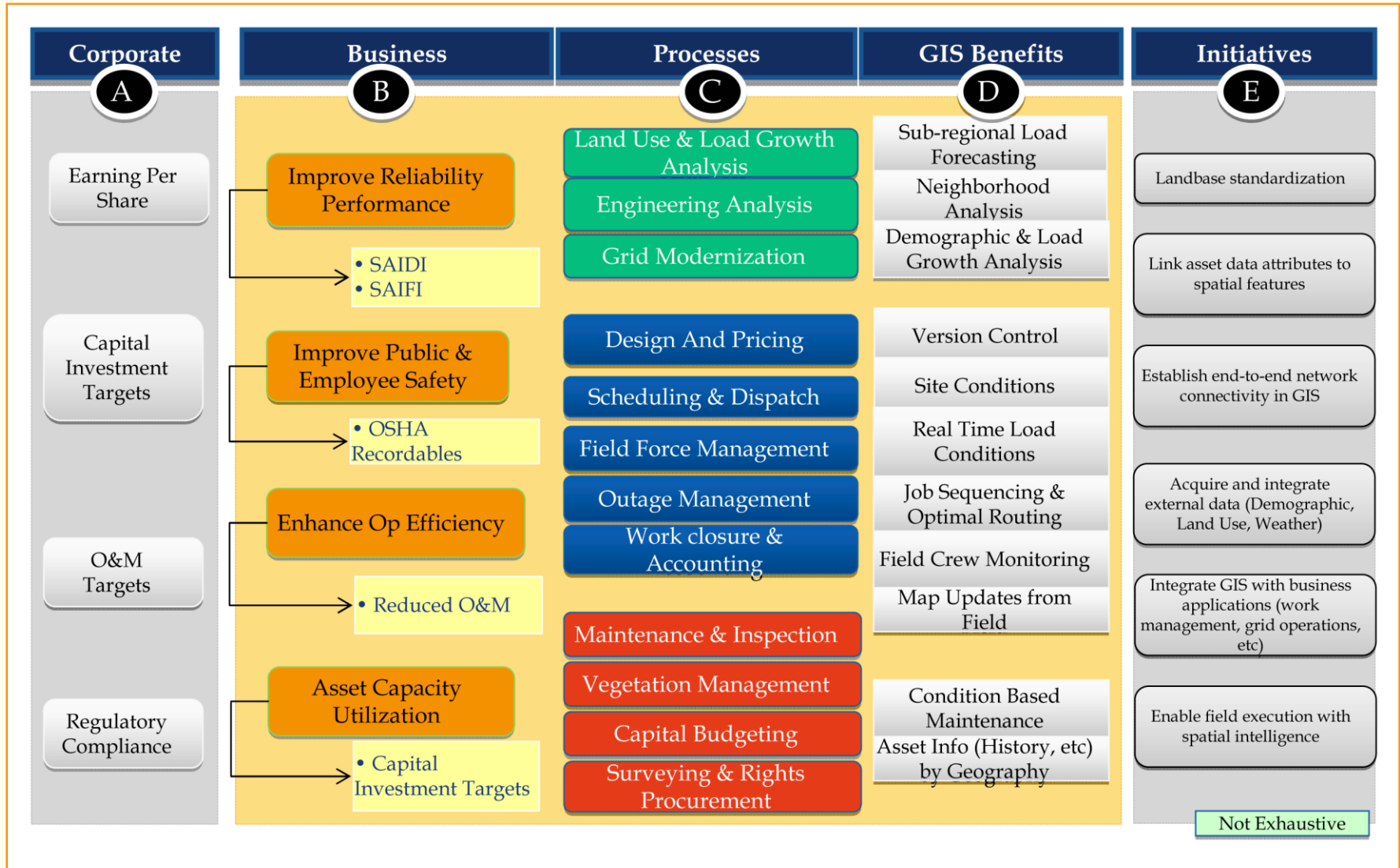
1. Identify value



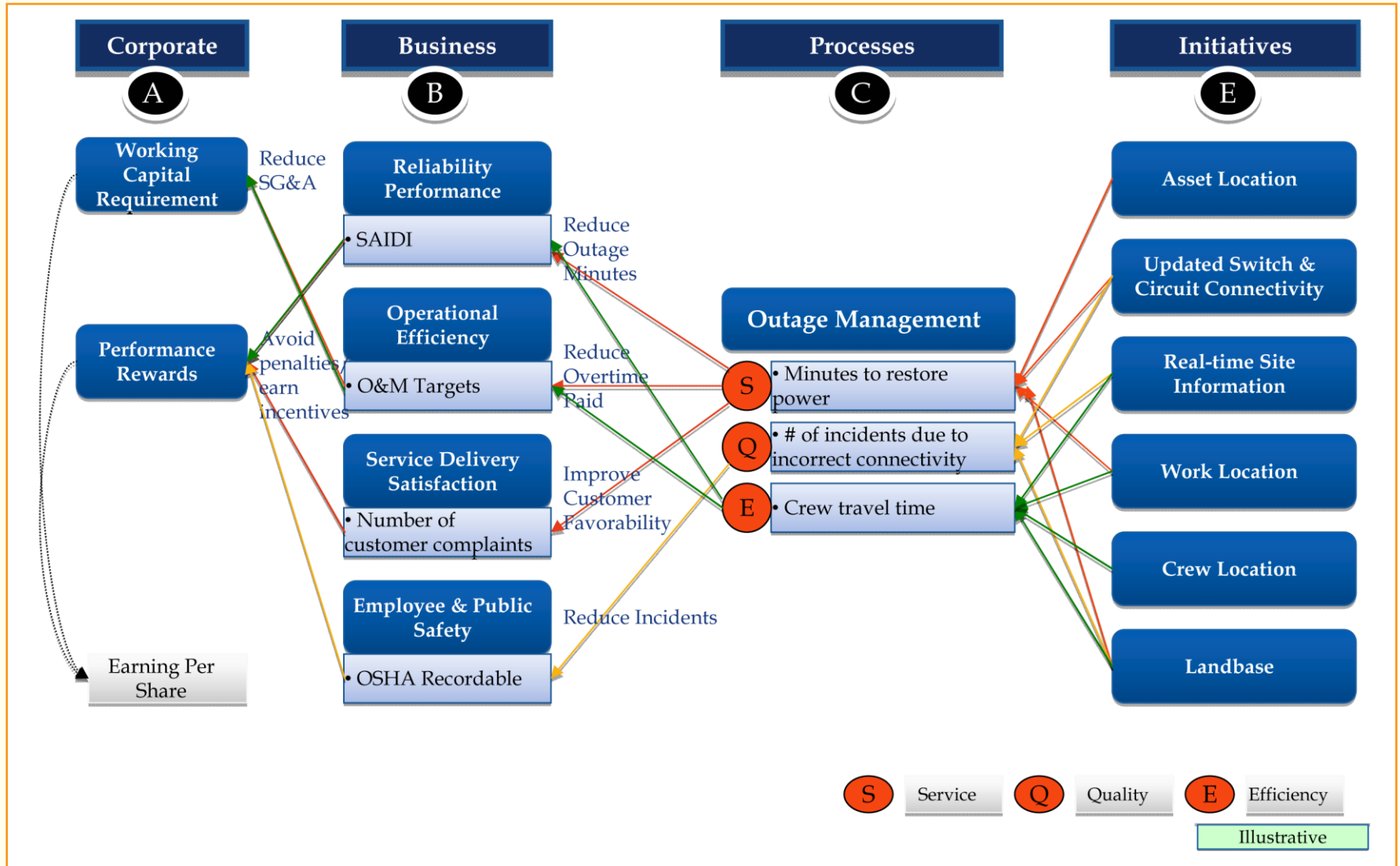
1.1 Example: GIS enabled work management



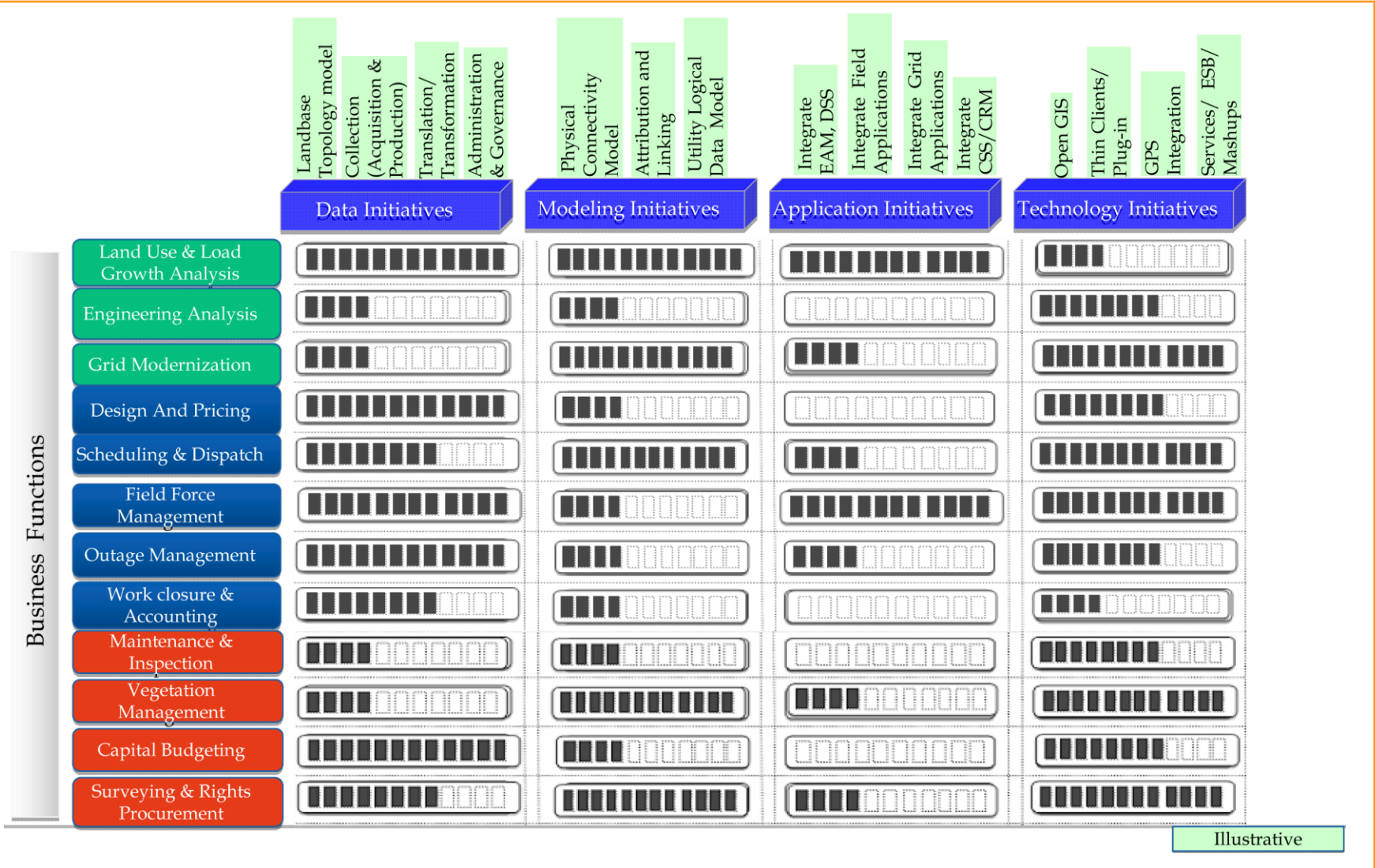
2.Link value



2.1 Linkage applied to outage management



2.2 Value delivered: Initiatives vs. Business functions



3. Monitor value



Conclusion: Key takeaways to maximize return

- **Approach** to value based prioritization of execution alternatives
- **Framework** to spread investments towards maximized collective return
- **Tool** to ensure that there are no blind spots

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