



# CIO Magazine Tech Poll/Tech Priorities **SURVEY**

Exclusive Research  
from *CIO* magazine

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# CIO MAGAZINE TECH POLL/TECH PRIORITIES SURVEY

## EXECUTIVE SUMMARY

### Stationary IT Budgets With Fewer Cuts for 2013

Nearly half (48 percent) of IT leaders will increase their IT budgets during the next year, according to a recent survey conducted by *CIO* magazine in July, 2012. While this figure is consistent with the 46 percent reported just six months previously in January, fewer of the 269 IT leaders we surveyed anticipate IT budget cuts (13 percent, versus 16 percent) and roughly the same expect their IT spending will remain constant with last year's levels (39 percent, versus 38 percent). The survey also finds that, among IT leaders, IT budgets will increase an average of 7.8 percent, nearly doubling from the 4.4 percent mean increase reported in January, 2012. Over a third (35%) report enabling business process innovation will be the primary focus of IT investments over the next year.

### Mobile A Top Investment, Experimental Area

Many CIOs are eager to learn more about BI & analytics (39 percent), business process management (36 percent), cloud computing, both public (32 percent) and private (31 percent), and social media/collaboration tools (31 percent) as these are the most frequently cited technologies they are actively researching. Mobile technologies is a hot investment area for CIOs; one-quarter (25 percent) of IT leaders are experimenting with mobile technologies in a pilot stage while 58 percent of survey respondents at some stage of mobile initiatives are planning to increase spending in this area over the next 12 months. Around one-fifth are currently piloting tablets as well as social media or collaboration initiatives, the second and third (respectively) most frequently mentioned technology at this phase behind mobile.

### Top Technologies by Implementation Stage

#### On the Radar or Actively Researching

Business intelligence & analytics	39%
Business process management	36%
Cloud computing services (external/public)	32%
Cloud computing services (internal/private)	31%
Social media/collaboration tools	31%

#### Piloting

Mobile	25%
Hardware infrastructure: tablets (e.g., iPad, Android Playbook)	20%
Social media/collaboration tools	19%
Virtualization, desktop/application	16%
Security technologies (e.g., identity mgmt., data loss prevention, encryption)	15%

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## In Production at Business Unit, Division or Enterprise Level

Server Virtualization	65%
Hardware infrastructure: desktop/laptop upgrades	48%
Hardware infrastructure: smartphones (e.g., Blackberry, iPhone, Android)	43%
Data management	42%
Customer service/CRM	41%
Enterprise resource planning (ERP)	41%
Video conferencing/telepresence	41%

## Upgrading or Refining

Hardware infrastructure: desktop/laptop upgrades	25%
Hardware infrastructure: smartphones (e.g., Blackberry, iPhone)	18%
Mobile/wireless	14%
Enterprise resource planning (ERP)	12%
Customer service/CRM	12%
Hardware infrastructure upgrades: tablets (e.g., iPad, Android, Playbook)	12%

## METHODOLOGY

The CIO Magazine Tech Poll was conducted with the objective of gauging which technology areas IT leaders plan to focus on in the coming year and to measure the direction of spending within those categories. Members of the CIO LinkedIn Forum and audience were invited to take an online survey between July 9, 2012 and July 27, 2012. In addition the survey was promoted in CIO newsletters and an invitation to take the survey was sent to a sample of CIO customers during the same time period. As an incentive to complete the survey respondents had the option of signing up to receive a copy of the survey results. Results are based on 269 respondents who indicated they are the top IT executive at their organization or business unit. Percentages for questions where respondents could select only one answer may not sum to 100 due to rounding. Not every respondent answered every question.

## RESPONDENT PROFILE

A broad range of industries are represented including manufacturing (16 percent), financial services (16 percent), high tech, telecom & utilities (14 percent), government and education (13 percent), business services (10 percent), retail/wholesale/distribution (8 percent), and healthcare (7 percent). Sixty-five percent of respondents work in small or mid-size companies with fewer than 1,000 employees (SMB) while 35 percent of respondents work in large companies with 1,000+ employees. Fifty-seven percent of respondents are from North America. The margin of error on a sample size of 269 is +/- 5.98 percent.

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