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May 8, 2008
For Immediate Release
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2008 SIM IT Industry Trend Survey Launches
Survey to provide a valuable benchmark

CHICAGO, *May 8, 2008* – The Society for Information Management (SIM) has launched its 2008 SIM IT Industry Trend Survey, which annually provides the industry with an important benchmark from IT executives for areas including staffing, spending, salaries, job scope of IT professionals, and technical/business trends.

“The IT Industry Trend Survey is a significant barometer for the IT community,” says Robert Keefe, SIM President and SVP & CIO, Mueller Water Products. “The information collected allows SIM to stay at the forefront of the issues that impact its members and the industry at-large.”

SIM encourages all IT executives to participate in the annual survey by visiting www.simnet.org and taking a few minutes to complete the 20 question survey. All information provided will be aggregated and individual responses will be kept confidential.

The topics covered include:

- Key business/IT management concerns
- Applications and technology developments
- IT budgeting
- IT staffing
- Employee skills
- IT organizational considerations
- Compensation

The 2007 SIM IT Trend Survey uncovered several emerging issues that were new to the list of the most prominent issues for IT executives, including building business skills in IT, reducing the cost of doing business, improving quality, managing change, making better use of information, and evolving the CIO leadership role.

Preliminary results for this year’s survey will be presented at *SIMposium 08*, Magic of IT: Bridging the Past, Present, and Future, November 9-12, 2008, Orlando, Florida. Visit www.simnet.org to complete the survey and for more information about SIM and *SIMposium*.

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Established in 1968, the Society for Information Management (SIM) is the premier network for IT leaders comprised of more than 3,600 members including CIOs, senior IT executives, prominent academicians, and foremost consultants. SIM is a community of thought leaders who share experiences, apply rich intellectual capital, and who explore future IT direction. Through its 31 chapters, SIM provides resources and programs inspired by IT leaders for IT leaders that enable CIOs to further develop their leadership capabilities and those of the emerging leaders in their organizations. SIM provides the collective voice to advocate policy and legislation on behalf of the IT profession.