2011 SIM IT Industry Trend Survey Launches
Survey to provide valuable insight into priorities in dynamic economic environment

CHICAGO *(June 14, 2011)* – The Society for Information Management (SIM) has launched its 2011 SIM IT Industry Trend Survey, which provides a recognized industry benchmark for IT executives in areas including spending, salaries, job scope of IT professionals, and technical/business trends. Since the survey was first conducted in 1980, the research has expanded to reach beyond the United States into Europe, Asia, and Latin America.

"Over the last three decades, the SIM IT Industry Trend Survey has earned its position as an industry barometer in comparing IT changes over the years, as well as benchmarking these important trends across geographies," said Jerry Luftman, distinguished professor at the Stevens Institute of Technology, who has overseen the SIM survey for more than a decade. "Every year, our research yields valuable insight on the priorities of senior IT executives. Considerations such as what keeps CIOs awake at night, strategic initiatives, spending and hiring trends are among the significant insights being tracked."

"These survey results help us serve the SIM membership and the IT professional community at-large with valuable resources and information," Luftman added.

SIM encourages all IT executives to participate in the annual survey by visiting www.simnet.org to complete the brief survey. All information provided will be aggregated, and individual responses will be kept confidential.

The topics covered include:

- Key business/IT management concerns
- Technology investments
- IT budgeting
- IT organizational considerations
- Compensation

The 2010 SIM IT Trend Survey confirmed that Virtualization and Cloud Computing were major new application and technology investments for 2010. And for the second year in a row, business productivity and cost reduction ranked as the highest ranking concerns for IT leaders.

In-depth results for this year's survey will be presented at SIMposium 2011, "The Future of IT," November 12-15, 2011 in Orlando, Florida. Visit www.simnet.org to complete the survey and learn more about SIM and SIMposium.

About The Society for Information Management (SIM)

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, consultants, and other IT leaders. SIM is a community of thought leaders who share experiences and 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 the leadership capabilities of themselves and the key and emerging leaders in their organizations. SIM provides the collective voice to advocate policy and legislation on behalf of the IT profession across industries.

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