



Delivering Business Value
Through IT Leadership

401 North Michigan Ave
Chicago, IL 60611

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For immediate release
Media Contact: Dan Green
847.279.0022, ext. 239
Mobile: 847.910.2731
dan.green@techimage.com

Jamie Fields
SIM Marketing Senior Coordinator
312.673.4873
Mobile: 248.207.1994
jfields@simnet.org

SIM IT Trend Survey Shows Focus on Agility, Speed to Market, and Cost Reduction
Report to be released at SIMposium 09 emphasizes business productivity

SEATTLE — The Society for Information Management (SIM, www.simnet.org) is excited to announce that in-depth results from its IT Trend Survey will be presented on Monday, November 9, at SIMposium 09 in Seattle, WA.

“With the recession appearing to be lingering into next year, companies are proceeding cautiously as they focus on agility, speed to market, and cost reduction for both the business and IT organizations,” said Jerry Luftman, former SIM VP for Academic Community Affairs and Executive Director of Graduate Information Systems Programs and Distinguished Professor of Information Systems at Stevens Institute of Technology. “More than double the percentage of respondents said their budgets in 2009 would be less than in 2008 (twice as much as the previous year’s survey), so the mantra is doing more with less. However, budgets look to be stabilizing in 2010, with 45% saying their budgets would be equal to 2009.”

Business and IT

Respondents indicated that they spend more than three-quarters of their time – 76% – on non-technical issues, including managing relationships with the business partners and internal IT staff.

The list of the top six applications and technology investments for 2009 provides the strategic insight IT executives need as they try to maximize efficiencies within their organization. The list includes:

1. Business intelligence
2. Server virtualization
3. ERP systems
4. Customer/corporate portals
5. Enterprise application integration/management (EAI/EAM)
6. Continuity planning/disaster recovery

ERP systems, customer/corporate portals, and EAI/EAM are new to this list, which reinforce the drive to quickly deliver new services that reduce the cost of doing business.

Career Development

While the development of hard business skills is still emphasized by 35% of the respondents, an even bigger emphasis is being placed on developing interpersonal skills, including communicating and collaborating, with 45% of respondents indicating these skills are priorities. Other HR considerations that have traditionally received significant attention are receiving less focus this year, with retaining (7%) and recruiting (5%) employees significantly lower.

The focus on building relationships and communication has paid off. Stability at the CIO level is increasingly valued in enterprise organizations. In 2006, the average tenure of a CIO was 3.6 years. This has steadily increased every year since and, according to the 2009 survey, the average tenure is 4.6 years.

SIMposium, which is expected to attract more than 400 senior IT executives from around the country, is designed to bring together IT leaders for formal and informal opportunities to discuss business issues and identify industry best practices. For more information, visit www.simpodium.simnet.org.

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Established in 1968, the Society for Information Management (SIM) is the premier network for IT leaders comprised of more than 3,800 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.