



401 N. Michigan Ave.
Suite 2200
Chicago, IL 60611USA

Oct. 11, 2010
For Immediate Release
Media Contact: Tim Boivin
847.279.0022, ext. 229
tim.boivin@techimage.com

Delivering Business Value
Through IT Leadership

More than 735 IT Professionals Gather at Society for Information Management's Annual Conference: *SIMposium* 2010

CHICAGO — More than 735 attendees gathered in Atlanta for *SIMposium* 2010, Oct. 3-5. The theme of this year's event was "The Charm of IT: Bringing People, Process & Technology Together".

This 3-day event brought IT professionals together to discuss, learn and engage on their current business issues, identify industry best practices and lay the foundation for developing business alliances.

Some highlights included:

2010 SIM Leader of the Year Awards

These awards honor SIM members who have made contributions resulting in the growth, advancement and excellence of SIM at the local and/or national level. Winners are chosen based on their service to SIM and involvement among members of the IT community.

- Small Chapter – Kevin Sauer, Arizona Chapter
- Medium Chapter – Susan Caldwell, Memphis Chapter
- Large Chapter – Eric Gorham, St. Louis Chapter
- Extra Large Chapter – Michael Brooks, Boston Chapter

SIM's Paper Awards

SIM's Paper Awards are presented annually to contributors who exhibit groundbreaking thinking and applications in the field of IT. The 2010 winning team was honored for a paper titled "Leveraging Collaborative Technologies to Build a Knowledge Sharing Culture at HP Analytics."

The authors are:

- Thompson S.H. Teo, School of Business and School of Computing at National University of Singapore
- Rohit Nishant, School of Business at National University of Singapore
- Mark Goh, School of Business, at National University of Singapore and School of Management, University of South Australia
- Sameer Agarwal, Manager (Digital Communications Programs) at HP Analytics.

Premier Thought Leadership Sessions

SIMposium attendees this year attended several premier thought leadership sessions covering some of the hottest topics in Enterprise IT today:

"Mobile Technology – The Next Evolution in Reaching Your Customers"

Bandwidth availability, intelligent mobile devices and social networking are proliferating in the enterprise world, as content providers develop new means of communicating with their customers. Experts in the world of mobile technology discussed emerging trends in mobile content delivery, platform opportunities and the changes in the customer relationship.

"Cloud Computing – Enabling the IT Evolutionary Change"

In this session, hard-hitting issues related to the risks and opportunities that cloud presents for the IT organization, business and its customers were discussed. The interactive panel focused on how IT organizations can respond to and prepare for the changes cloud creates for businesses.

"Sustaining Your Passion and Purpose – Healing in Community"

Dr. Carl Hammerschlag, Author, *The Theft of the Spirit*

Hammerschlag, the award-winning psychiatrist and author, focused on the importance of authenticity in one's personal and professional life to build success. He shared his personal experience and wisdom with a focus on the need for community in a time where technology has taken over.

2010 IT Trends Survey Results Announced

SIM conducted a survey of CIOs, CTOs and senior IT executives from 172 U.S. companies in 2010 to review the current state of the IT industry. In-depth results of the survey were announced by Jerry Luftman, Ph.D. from Stevens Institute of Technology who has been conducting this research for the past decade.

The top concerns listed in SIM's annual survey (in ranking order):

1. Business productivity and cost reduction
2. Business agility and speed to market
3. IT and business alignment
4. IT reliability and efficiency
5. Business process re-engineering
6. IT strategic planning
7. Revenue generating IT innovations
8. IT cost reduction
9. Security and privacy
10. Globalization

State of the CIO

According to respondents, the average CIO has held their position for 5.1 years, up from 4.6 in 2009. Fifty-two percent of the respondents said their CIOs have been there for more than 3 years. Along with increasing tenure, the study confirms that CIOs are spending about 75% of their time on non-technical-related issues and play a larger role in business decisions.

The top five ways CIOs (both old and new) spend their time include:

1. Relationship management with business
2. Strategy
3. Operations
4. Relationship management with IT staff
5. Non-IT tasks

Technology/Business Alignment

The survey also provides positive indicators that organizations are continuing to align IT and business units and view IT as strategic assets -- 44% of respondents report to the CEO and 31% report to the CFO.

Industry Investments and Budget Allocation

The top five application and technology investments:

1. Business intelligence
2. Virtualization
3. Enterprise resource planning (ERP) systems
4. Continuity planning/disaster recovery
5. Cloud computing

Additionally, 71.65% report that their 2010 staff turnover rate was less than 5%.

Visit www.symposiumconf.com for more information about SIMposium 2010, the largest gathering of CIOs in North America.

###

About 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.