

Conducted by IDG Research Services for



CIO GLOBAL MARKET PULSE SURVEY:

The Evolving Role of IT in a Cloud Filled Future

This study was conducted among IT executives at enterprise companies in the U.S. and EMEA (in the UK, Germany and France) to explore how the role of IT has changed over the past five years and how IT executives expect it to continue to change over the next several years, particularly due to cloud computing.

Research conducted for CA Technologies
October 2010



METHODOLOGY

- » This study was conducted among IT executives at enterprise companies in the U.S. and EMEA (in the UK, Germany and France) to explore how the role of IT has changed over the past five years and how IT executives expect it to continue to change over the next several years, particularly due to cloud computing. We also set out to explore the concept of a dynamic IT supply chain and the hypothesis that over time, the IT organization will evolve to become more of a manager of the end-to-end service quality, performance and cost of IT services versus the owner of all the components of the infrastructure.
- » This survey was conducted among IT executives (Manager+ titles) employed in IT for 5 or more years, at companies with revenue of \$500 million or more (or IT budgets of \$100 million or more if in the public /nonprofit sector). Respondents were also required to be involved in the purchase or implementation of enterprise software and/or data center technology at their organizations.
- » The survey was administered online. Each sample member received an email invitation containing a URL link to access the survey, which they could click on or paste into their browser. All surveys were programmed in the native languages of the countries involved.
- » The U.S. survey was completed among qualified members of the CIO audience. Non-U.S. surveys were completed among an international panel of IT professionals.
- » The study was conducted between October 5, 2010 and October 27, 2010. A total of 200 surveys were completed (100 in the U.S. and 100 in EMEA, split evenly between the UK, Germany and France). The margin of error for a sample of 200 is +/- 6.95 percentage points at the 95% confidence level.
- » Statistically significant differences in results between the US and EMEA respondents are highlighted within this report.

HIGHLIGHTED FINDINGS

- » **The vast majority of respondents (96%) feel IT's primary role has changed over the past 5 years. In fact, 40% say it has changed to a great extent.**
 - » The survey finds that process standardization, increased automation and increased outsourcing engagements have all contributed to this change.
 - » More than one-half of all respondents (53%) indicate that moving services formerly managed in-house to the cloud has contributed to IT's evolution (and 71% say that cloud computing will continue to change the role of IT over the next 2 years).

- » **Cloud computing is viewed as an accelerator of agility, innovation and collaboration, and 40% expect that cloud computing will decrease the level of IT staff time/resources dedicated to IT support.**
 - » More than half of all respondents expect that cloud computing technology will increase agility (63%), increase the level of IT innovation (58%), increase the enablement of collaboration between IT and business (57%) and will boost IT productivity (55%) at their organizations.

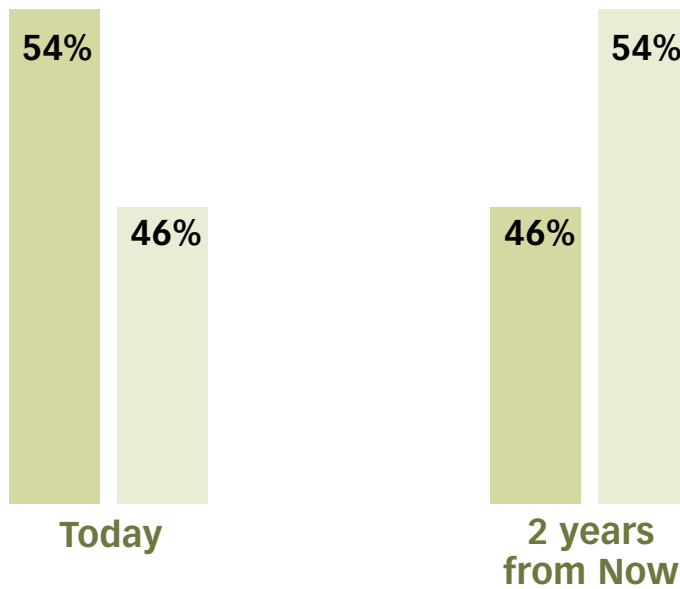
- » **IT organizations are focusing more now on provider and vendor management versus 5 years ago, and this trend is expected to continue.**
 - » 72% of all respondents say their IT organizations are focusing more time on managing outsourced IT or cloud services providers now versus 5 years ago.
 - » 51% of U.S. respondents are spending more time on vendor management now than they were 5 years ago (34% of those in EMEA say their time spent on vendor management has increased).
 - » Conversely, 41% of all respondents report the IT organization now spends less time responding to IT issues than it has in the past.
 - » Nearly one-half of all respondents (48%) report there is more pressure on IT to increasingly manage IT as a supply chain now, versus 5 years ago. More than half (57%) expect that the level of pressure on this front will increase over the next 2 years (just 12% expect it to decrease).
 - » Respondents anticipate a shift in the way IT is perceived over the next two years, as they expect that 54% of IT's function will be allocated to the "IT supply chain manager" role rather than IT infrastructure owner and operator.
 - » Most respondents (more than 75%) agree that project management, vendor management and increasing interaction with MSPs will become central to IT's role in the future.

HIGHLIGHTED FINDINGS *continued*

- » **The demand for more business experience and provider management expertise within the IT organization is expected to increase over the next 2 years.**
 - » The importance of having IT professionals with business knowledge has grown over the past 5 years, according to 62% of respondents.
 - » More than two-thirds (69%) of respondents agree that in the future an increasing number of CIOs and senior IT staff will come from a business background.
 - » 60% say that demand for expertise with cloud computing, including managing cloud service providers, has increased versus 5 years ago, and 63% expect the demand for this skill set to grow over the next 2 years.
 - » The ability to manage service providers is the IT skill that is most likely to increase in importance over the next 2 years, according to respondents (66% expect demand will increase).
 - » Security management, infrastructure management, and service management roles are all expected to be impacted by the use of cloud computing technology.
 - The percent of the IT environment that is outsourced or in the cloud is expected to grow to 43% on average over the next two years.
 - In the future, respondents anticipate new IT titles will evolve that are dedicated to cloud computing and vendor management.

SURVEY FINDINGS:

Value of IT to the Organization: Evolving to IT Supply Chain



- IT infrastructure owner and operator, managing the IT assets
- IT supply chain manager, managing the service delivery from internal and external sources

Q: How would you characterize the role (percent of value add) of your IT organization between these two options today?

Source: IDG Research, October 2010

SURVEY FINDINGS:

The New IT: **Emerging Job Titles**

Cloud Architect	Cloud Manager
Cloud Service Architect	Cloud Security Engineer
IT Cloud Architect	IT Cloud Services Manager
Cloud Application Integration Expert	Cloud Security Manager
Cloud Coordinator	Cloud Service Manager
Cloud Computing Architecture	Cloud Solutions Manager
Cloud Computing Manager	Director Cloud Infrastructure
Cloud Infrastructure Manager	EVP Cloud Technologies
Cloud Integration Specialists	

SURVEY FINDINGS:

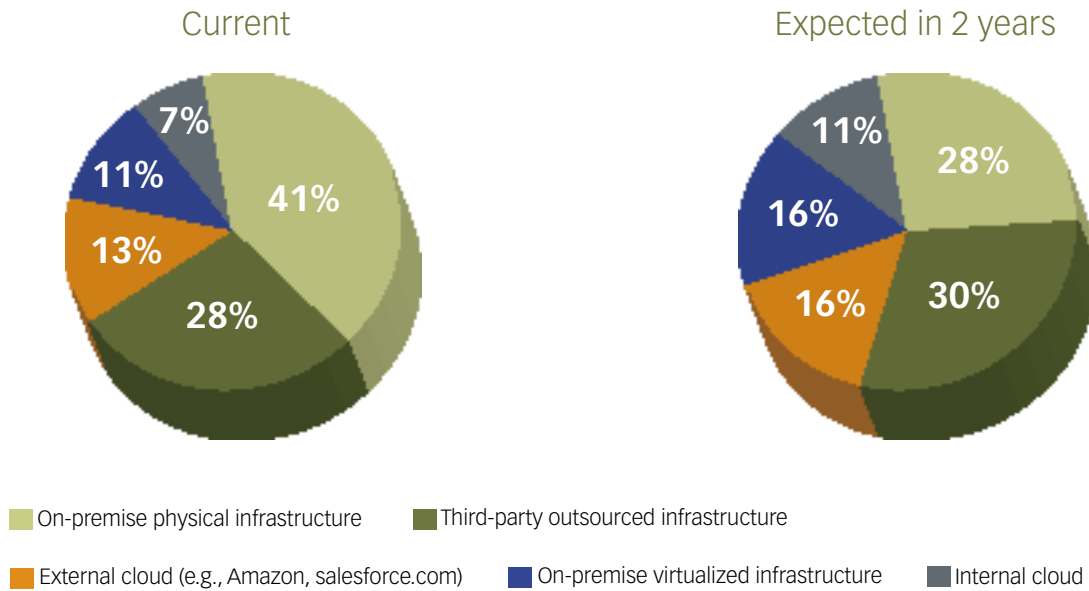
Importance of IT Skills

	Today	2 years from now		
	Critically/very important	Will increase in importance	Will decrease in importance	Expect no change in importance
Ability to manage service providers	76%	66%	5%	28%
Expertise with cloud computing, including managing cloud service providers	42%	63%	6%	28%
Knowledge of the business side of the house	84%	60%	6%	34%
Process standardization expertise	67%	53%	6%	39%
Excellent communication skills	82%	51%	6%	43%
Deep functional expertise	63%	30%	23%	44%

Source: IDG Research, October 2010

SURVEY FINDINGS:

Mix of IT Environment



Source: IDG Research, October 2010

SURVEY FINDINGS:

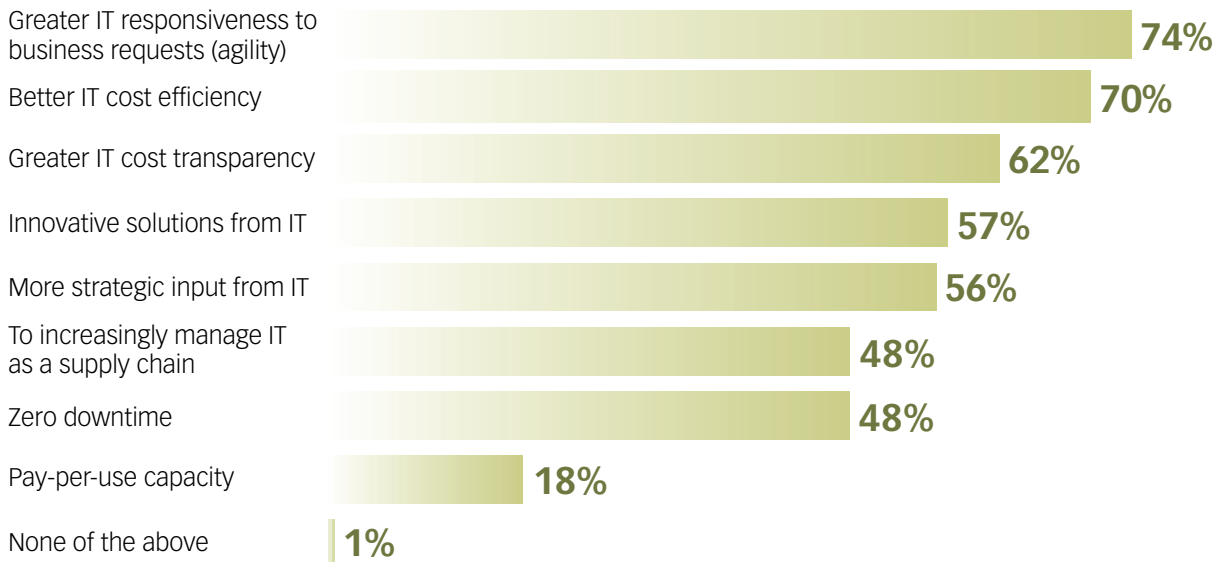
IT's Evolution: Which factors are contributing to the changing role of IT?

	Contributing Factors in Past 5 years	Expected Factors in Next 2 years
Process standardization	79%	78%
Increased automation	76%	71%
Increased number of outsourcing engagements	73%	69%
Moving services formerly managed in-house to the cloud	53%	71%
Projects that we used to focus on are no longer necessary or a priority	47%	45%

Source: IDG Research, October 2010

SURVEY FINDINGS:

Business Demands on IT that are Greater Urgency Today vs. 5 Years Ago



Source: IDG Research, October 2010

Q: Which of the following is business applying more pressure on IT to deliver now versus 5 years ago?

SURVEY FINDINGS:

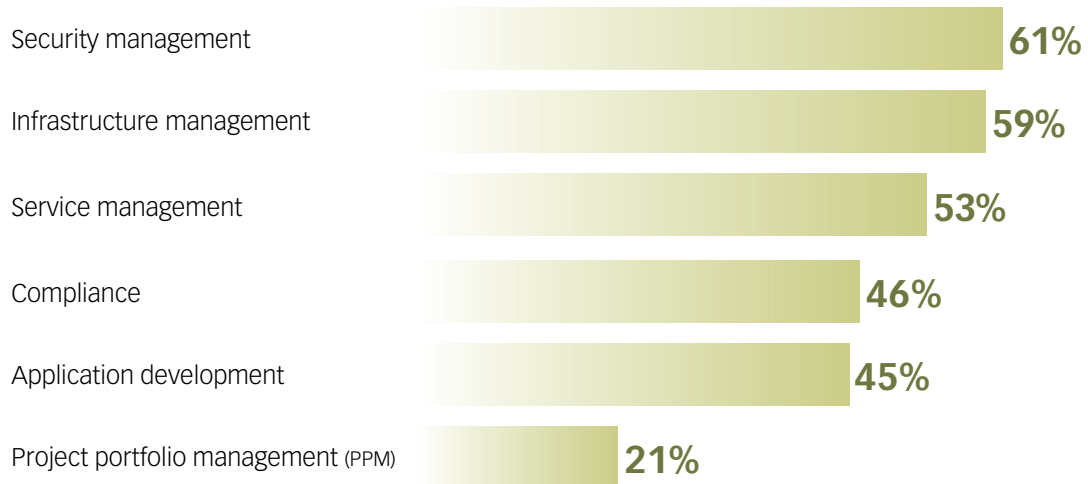
Business Demands on IT Over the Next 2 Years

	Increased Importance	Decreased Importance	No change
Greater IT responsiveness to business requests	77%	5%	18%
Better IT cost efficiency	64%	8%	28%
Innovative solutions from IT	62%	8%	29%
More strategic input from IT	62%	9%	28%
To increasingly manage IT as a supply chain	57%	12%	30%
Greater IT cost transparency	52%	11%	36%
Zero downtime	40%	8%	53%
Pay per use capacity	31%	11%	48%

Source: IDG Research, October 2010

SURVEY FINDINGS:

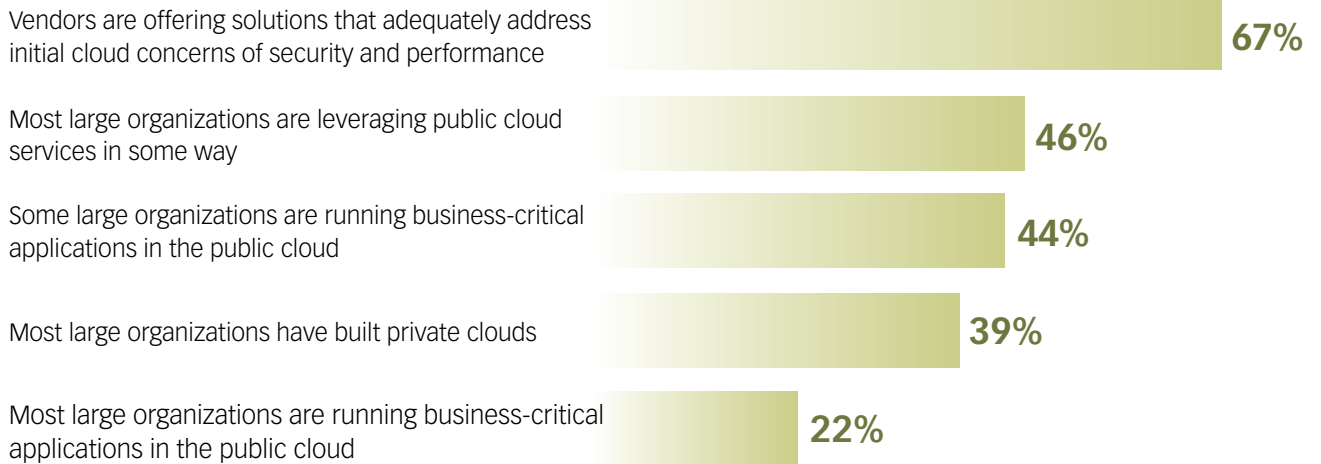
IT Functions that are Most Affected by Cloud Computing



Source: IDG Research, October 2010

SURVEY FINDINGS:

Advances that will Signify the Arrival of the Cloud



Source: IDG Research, October 2010

Contact Information

CIO Custom Solutions Group (CSG)



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