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SIM Study: Business Productivity and Cost Reduction Remains Top Concern for IT Executives
Globalization appears as new concern for 2010

CHICAGO — CIOs, CTOs and senior IT executives from 172 U.S. companies cite business productivity and cost reduction as their top business concern according to the 2010 IT Industry Trend Survey, commissioned by the Society for Information Management (SIM, www.simnet.org).

This is the second consecutive year that business productivity and cost reduction has received such a wide margin of emphasis in the survey conducted annually by SIM, the premier network for IT leaders.

“The insights from the study confirm that the economic downturn is continuing to cause a significant shift in IT priorities,” said Jerry Luftman, former SIM Executive VP and Executive Director of Graduate Information Systems Programs and Distinguished Professor of Information Systems at Stevens Institute of Technology, who has conducted this influential research for the last 10 years. “It is essential to recognize how organizations are leveraging IT during this prolonged economic conundrum, as well as preparing for when the economy will improve.”

Many of the top 10 concerns remain on the list from previous years but shifted positions, including business agility and speed to market, which jumped from the No. 3 position to No. 2 in 2010. Globalization, a new priority this year, was ranked as the No. 10 concern on the survey, which annually provides important benchmark data in areas including spending, salaries, job scope of IT professionals and technical/business trends. The top four areas, including IT and business alignment – a perennial concern of IT leaders – received extremely high ratings.

The full top 10 list of concerns in SIM's annual survey is:

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

Respondents indicated that Virtualization and Cloud Computing were major new application and technology investments for 2010, while the most important application/technology continues to be Business Intelligence.

The top concerns and applications/technologies for IT executives are only a small part of the comprehensive SIM study. In-depth results for this year's survey will be presented at SIMposium 2010, *The Charm of IT: Bringing People, Process & Technology Together*, Oct. 3–5 in Atlanta. Visit www.simposiumconf.com for more information.

Additional results from around the globe will be benchmarked against the U.S. results.

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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, 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.