



Technology Challenges and Investment Survey
Data Report

- 1 How many employees work in your organisation?
- 2 Within which sector is your organisation?
- 3 Which storage technologies will you be investing in for 2011?
- 4 What are your biggest storage challenges for 2011?
- 5 Which of the following business drivers do you think will have the most impact on your department for 2011?
- 6 How far ahead does your current IT strategy cover?
- 7 How easy is it for you to add new technologies/applications to your existing IT infrastructure?
- 8 And how satisfied are you that your existing IT infrastructure provides the level of flexibility you need to accommodate the changing needs of your organisation?
- 9 What is the main factor which stifles the flexibility of your IT department?
- 10 How much of your IT department's time is spent on implementing or investigating new technologies?
- 11 Do you consider this amount of time spent on implementing/investigating new technologies to be an adequate amount?
- 12 What is your business' attitude towards cloud technologies?
- 13 Which of the following do you have to consider the most when purchasing IT?
- 14 Which of the benefits listed below has your current IT infrastructure provided?
- 15 Which of the benefits that your current IT infrastructure provides is most important?
- 16 How important is the ability to report on technology utilisation to you?
- 17 How easy is it for you to produce performance reports?
- 18 How simple is it for you to integrate new software within your existing IT infrastructure, given the software you currently use?
- 19 How future ready are you?
- 20 What percentage of your time is spent on the administration of current IT infrastructure?
- 21 To what extent do you think the board values the strategic and competitive advantage that technology can provide?
- 22 Do you struggle to gain financial backing from the board to invest in new technologies?
- 23 Of the options below, what is the main driver for the board in deciding where money should be invested in the IT department?



Which storage technologies will you be investing in for 2011?

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Base: All respondents							
Server virtualisation	70 %	58 %	76 %	64 %	56 %	82 %	79 %
Storage virtualisation	55 %	52 %	35 %	56 %	63 %	70 %	58 %
SSD (Solid-state drives)	37 %	42 %	35 %	54 %	30 %	24 %	33 %
Management software	37 %	32 %	24 %	46 %	41 %	36 %	39 %
Mid-size storage	28 %	23 %	24 %	28 %	19 %	30 %	39 %
Convergent Network Architecture	22 %	19 %	11 %	18 %	44 %	18 %	27 %
FCoE (Fibre channel over Ethernet)	15 %	16 %	8 %	13 %	30 %	6 %	21 %
*Other, please specify	1 %	0 %	3 %	0 %	0 %	0 %	3 %
We are not planning to invest in any storage technologies in 2011	7 %	10 %	11 %	0 %	11 %	12 %	0 %

Base 200 31 37 39 27 33 33

*Other, please specify: "Archiving", "SAN".

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Base: All respondents					
Server virtualisation	70 %	78 %	60 %	80 %	60 %
Storage virtualisation	55 %	46 %	56 %	66 %	52 %
SSD (Solid-state drives)	37 %	42 %	30 %	42 %	34 %
Management software	37 %	32 %	42 %	42 %	30 %
Mid-size storage	28 %	34 %	26 %	34 %	16 %
Convergent Network Architecture	22 %	28 %	24 %	20 %	16 %
FCoE (Fibre channel over Ethernet)	15 %	22 %	12 %	12 %	14 %
Other, please specify	1 %	0 %	0 %		0 %
We are not planning to invest in any storage technologies in 2011	7 %	10 %	6 %	2 %	10 %

Base 200 50 50 50 50



What are your biggest storage challenges for 2011?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Backup and recovery	62 %	52 %	78 %	64 %	70 %	55 %	52 %
Storage capacity	54 %	48 %	59 %	54 %	63 %	48 %	48 %
Storage consolidation and virtualization	46 %	19 %	54 %	33 %	56 %	52 %	61 %
Updating legacy hardware and software	40 %	55 %	49 %	31 %	41 %	30 %	36 %
Management of multiple applications	36 %	39 %	27 %	36 %	41 %	27 %	45 %
*Other, please specify	2 %	0 %	0 %	0 %	7 %	0 %	3 %

Base 200 31 37 39 27 33 33

*Other, please specify: "Keeping costs acceptable", "Regulatory compliance", "None, all our storage issues have been addressed in the past years".

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Backup and recovery	62 %	66 %	64 %	66 %	52 %
Storage capacity	54 %	60 %	46 %	50 %	58 %
Storage consolidation and virtualization	46 %	44 %	52 %	36 %	50 %
Updating legacy hardware and software	40 %	44 %	38 %	52 %	26 %
Management of multiple applications	36 %	40 %	30 %	36 %	36 %
Other, please specify	2 %	0 %	0 %	4 %	2 %

Base 200 50 50 50 50



Which of the following business drivers do you think will have the most impact on your department for 2011?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Efficiency and productivity	76 %	71 %	78 %	74 %	85 %	67 %	82 %
Dealing with budget cuts	58 %	61 %	54 %	64 %	30 %	91 %	39 %
Introducing new applications	31 %	23 %	30 %	23 %	67 %	12 %	39 %
Providing more detailed reporting to the board	28 %	29 %	27 %	23 %	44 %	9 %	39 %
Getting ready for the recovery	20 %	23 %	22 %	18 %	22 %	12 %	24 %
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Efficiency and productivity	76 %	82 %	82 %	70 %	70 %
Dealing with budget cuts	58 %	46 %	54 %	66 %	64 %
Introducing new applications	31 %	40 %	26 %	30 %	28 %
Providing more detailed reporting to the board	28 %	36 %	28 %	26 %	22 %
Getting ready for the recovery	20 %	26 %	18 %	18 %	18 %
Base	200	50	50	50	50



How far ahead does your current IT strategy cover?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
1 month	1 %	0 %	3 %	0 %	0 %	0 %	3 %
3 months	3 %	3 %	0 %	8 %	0 %	3 %	0 %
6 months	15 %	23 %	8 %	26 %	7 %	9 %	12 %
9 months	6 %	10 %	0 %	3 %	11 %	3 %	9 %
12 months	39 %	16 %	38 %	38 %	52 %	52 %	39 %
More than 12 months	38 %	48 %	51 %	26 %	30 %	33 %	36 %
Average (in months)	13	13	14	11	13	13	13
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
1 month	1 %	0 %	2 %	0 %	2 %
3 months	3 %	2 %	4 %	4 %	0 %
6 months	15 %	20 %	10 %	20 %	8 %
9 months	6 %	10 %	10 %	0 %	2 %
12 months	39 %	42 %	48 %	34 %	32 %
More than 12 months	38 %	26 %	26 %	42 %	56 %
Average (in months)	13	12	12	13	15
Base	200	50	50	50	50



How easy is it for you to add new technologies/applications to your existing IT infrastructure?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
1 – very easy	8 %	6 %	5 %	5 %	19 %	3 %	12 %
2	28 %	16 %	41 %	21 %	30 %	30 %	30 %
3	47 %	42 %	43 %	62 %	37 %	48 %	42 %
4	16 %	35 %	5 %	10 %	15 %	18 %	15 %
5 – very difficult	2 %	0 %	5 %	3 %	0 %	0 %	0 %
Average	2.75	3.06	2.65	2.85	2.48	2.82	2.61
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
1 – very easy	8 %	8 %	6 %	10 %	8 %
2	28 %	32 %	40 %	18 %	22 %
3	47 %	40 %	48 %	46 %	52 %
4	16 %	18 %	6 %	22 %	18 %
5 – very difficult	2 %	2 %	0 %	4 %	0 %
Average	2.75	2.74	2.54	2.92	2.80
Base	200	50	50	50	50



And how satisfied are you that your existing IT infrastructure provides the level of flexibility you need to accommodate the changing needs of your organisation?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
1 – not at all satisfied	2 %	0 %	8 %	0 %	0 %	0 %	0 %
2	18 %	16 %	19 %	15 %	11 %	27 %	15 %
3	35 %	45 %	30 %	38 %	41 %	36 %	18 %
4	41 %	35 %	32 %	38 %	48 %	33 %	61 %
5 – very satisfied	6 %	3 %	11 %	8 %	0 %	3 %	6 %
Average	3.32	3.26	3.19	3.38	3.37	3.12	3.58
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
1 – not at all satisfied	2 %	4 %	0 %	2 %	0 %
2	18 %	16 %	12 %	22 %	20 %
3	35 %	30 %	24 %	40 %	44 %
4	41 %	50 %	54 %	32 %	28 %
5 – very satisfied	6 %	0 %	10 %	4 %	8 %
Average	3.32	3.26	3.62	3.14	3.24
Base	200	50	50	50	50



What is the main factor which stifles the flexibility of your IT department?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Not enough human resource	31 %	29 %	46 %	15 %	22 %	45 %	24 %
Complexity of change	28 %	26 %	24 %	36 %	30 %	12 %	36 %
Restrictive legacy IT infrastructure	21 %	26 %	11 %	26 %	26 %	15 %	21 %
Not enough support from the board	9 %	10 %	5 %	8 %	11 %	6 %	15 %
Not having enough spare capacity built into the current system	9 %	6 %	8 %	10 %	11 %	12 %	3 %
*Other, please specify	4 %	3 %	5 %	5 %	0 %	9 %	0 %
Base	200	31	37	39	27	33	33

*Other, please specify: "Budget" x3, "Budget cuts now and for at least 2 more years therefater", "Outsourced support team", "Restrictive IT policies", "Short timescales to implement many new technologies although these are the correct solutions,"

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Not enough human resource	31 %	24 %	32 %	30 %	36 %
Complexity of change	28 %	34 %	28 %	20 %	28 %
Restrictive legacy IT infrastructure	21 %	18 %	16 %	28 %	20 %
Not enough support from the board	9 %	10 %	10 %	12 %	4 %
Not having enough spare capacity built into the current system	9 %	12 %	12 %	0 %	10 %
Other, please specify	4 %	2 %	2 %	10 %	2 %
Base	200	50	50	50	50



How much of your IT department's time is spent on implementing or investigating new technologies?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
0 - 5%	6 %	6 %	11 %	0 %	4 %	6 %	9 %
5 - 10%	23 %	23 %	38 %	23 %	19 %	15 %	15 %
10 -15%	25 %	19 %	16 %	36 %	19 %	36 %	21 %
15 - 25%	37 %	42 %	24 %	38 %	44 %	30 %	42 %
25 - 50%	10 %	10 %	11 %	3 %	15 %	9 %	12 %
*More than 50%, please specify	1 %	0 %	0 %	0 %	0 %	3 %	0 %
Average	16.28%	16.29%	14.05%	14.87%	18.24%	18.03%	17.05%
Base	200	31	37	39	27	33	33

*More than 50%, please specify: "90%"

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
0 - 5%	6 %	6 %	6 %	2 %	10 %
5 - 10%	23 %	20 %	18 %	20 %	32 %
10 -15%	25 %	24 %	24 %	30 %	22 %
15 - 25%	37 %	44 %	40 %	32 %	30 %
25 - 50%	10 %	6 %	12 %	16 %	4 %
More than 50%, please specify	1 %	0 %	0 %	0 %	2 %
Average	16.28%	15.70%	17.00%	17.70%	14.70%
Base	200	50	50	50	50

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Do you consider this amount of time spent on implementing/investigating new technologies to be an adequate amount?

	Total	Retail, distribution and transport	Manufacturing		Financial services	Public sector	Business and professional services
Base: All respondents							
Yes	54 %	61 %	38 %	67 %	63 %	39 %	58 %
No	46 %	39 %	62 %	33 %	37 %	61 %	42 %
Base	200	31	37	39	27	33	33

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Base: All respondents					
Yes	54 %	62 %	58 %	48 %	48 %
No	46 %	38 %	42 %	52 %	52 %
Base	200	50	50	50	50

Source: Vanson Bourne



What is your business' attitude towards cloud technologies?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
We have adopted cloud technologies extensively throughout the organisation	5 %	6 %	0 %	13 %	4 %	0 %	3 %
We have some cloud technologies in place and are considering more	42 %	39 %	24 %	44 %	63 %	24 %	61 %
We have some cloud technologies in place and we are not considering any more	14 %	26 %	19 %	13 %	7 %	12 %	3 %
We are testing some cloud technologies	10 %	6 %	11 %	10 %	0 %	18 %	9 %
We are in the discovery phase, determining our options for moving to the cloud	20 %	13 %	24 %	15 %	19 %	27 %	18 %
We are not using cloud technologies at all	12 %	10 %	22 %	5 %	7 %	18 %	6 %
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
We have adopted cloud technologies extensively throughout the organisation	5 %	6 %	2 %	4 %	6 %
We have some cloud technologies in place and are considering more	42 %	32 %	48 %	48 %	38 %
We have some cloud technologies in place and we are not considering any more	14 %	28 %	4 %	6 %	16 %
We are testing some cloud technologies	10 %	8 %	12 %	16 %	2 %
We are in the discovery phase, determining our options for moving to the cloud	20 %	10 %	26 %	14 %	28 %
We are not using cloud technologies at all	12 %	16 %	8 %	12 %	10 %
Base	200	50	50	50	50

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Which of the following do you have to consider the most when purchasing IT?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Achieving ROI	34 %	29 %	51 %	31 %	26 %	36 %	27 %
Achieving IT flexibility	32 %	26 %	22 %	31 %	63 %	18 %	36 %
Financial savings	25 %	26 %	16 %	36 %	4 %	33 %	27 %
Upgrading technology	10 %	19 %	11 %	3 %	7 %	12 %	9 %
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Achieving ROI	34 %	30 %	30 %	42 %	34 %
Achieving IT flexibility	32 %	36 %	36 %	26 %	28 %
Financial savings	25 %	18 %	20 %	24 %	36 %
Upgrading technology	10 %	16 %	14 %	8 %	2 %
Base	200	50	50	50	50

Source: Vanson Bourne



Which of the benefits listed below has your current IT infrastructure provided?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Financial/cost savings	67 %	65 %	70 %	62 %	67 %	64 %	76 %
A reduction in admin time	50 %	48 %	68 %	36 %	56 %	52 %	42 %
The ability to easily integrate future/emerging technologies	47 %	48 %	38 %	38 %	63 %	48 %	48 %
An increase in user experience	46 %	39 %	41 %	41 %	56 %	55 %	45 %
A sense that we are keeping up to date with present technologies	34 %	26 %	38 %	21 %	44 %	39 %	36 %
A sense of keeping up with our competitors	28 %	16 %	32 %	26 %	41 %	24 %	30 %
None of the above	4 %	10 %	5 %	0 %	7 %	0 %	3 %
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Financial/cost savings	67 %	60 %	72 %	68 %	68 %
A reduction in admin time	50 %	64 %	54 %	48 %	34 %
The ability to easily integrate future/emerging technologies	47 %	48 %	56 %	44 %	38 %
An increase in user experience	46 %	52 %	44 %	42 %	44 %
A sense that we are keeping up to date with present technologies	34 %	42 %	34 %	30 %	28 %
A sense of keeping up with our competitors	28 %	24 %	32 %	30 %	26 %
None of the above	4 %	4 %	2 %	2 %	8 %
Base	200	50	50	50	50



Which of the benefits that your current IT infrastructure provides is most important?

NB: Respondents were only shown the responses they chose on sheet 14, when asked which benefit is the most important.

Base: Asked of all respondents who did not select 'none of the above' on sheet 14

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Financial/cost savings	39 %	54 %	40 %	38 %	12 %	52 %	34 %
The ability to easily integrate future/emerging technologies	22 %	14 %	17 %	18 %	52 %	15 %	25 %
An increase in user experience	17 %	18 %	23 %	8 %	12 %	18 %	22 %
A reduction in admin time	10 %	7 %	14 %	18 %	8 %	9 %	3 %
A sense that we are keeping up to date with present technologies	6 %	0 %	0 %	8 %	12 %	6 %	13 %
A sense of keeping up with our competitors	5 %	7 %	6 %	10 %	4 %	0 %	3 %
Base	192	28	35	39	25	33	32

Base: Asked of all respondents who did not select 'none of the above' on sheet 14

	Total	250 - 500	500 - 1000	1000 - 3000	More than 3000
Financial/cost savings	39 %	27 %	29 %	47 %	54 %
The ability to easily integrate future/emerging technologies	22 %	25 %	29 %	16 %	20 %
An increase in user experience	17 %	21 %	18 %	16 %	11 %
A reduction in admin time	10 %	15 %	14 %	10 %	2 %
A sense that we are keeping up to date with present technologies	6 %	6 %	4 %	8 %	7 %
A sense of keeping up with our competitors	5 %	6 %	6 %	-	7 %
Base	192	48	49	49	46



How important is the ability to report on technology utilisation to you?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
It has always been important to be able to show the board where IT resources are being utilised	35 %	29 %	22 %	38 %	52 %	30 %	42 %
Reporting is becoming more important	58 %	61 %	65 %	56 %	48 %	67 %	48 %
Reporting is not important	7 %	10 %	14 %	5 %	0 %	3 %	9 %
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
It has always been important to be able to show the board where IT resources are being utilised	35 %	30 %	38 %	36 %	36 %
Reporting is becoming more important	58 %	58 %	54 %	58 %	62 %
Reporting is not important	7 %	12 %	8 %	6 %	2 %
Base	200	50	50	50	50



How easy is it for you to produce performance reports?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
1 – extremely difficult	5 %	6 %	5 %	0 %	0 %	12 %	6 %
2	23 %	26 %	22 %	23 %	26 %	21 %	18 %
3	39 %	39 %	43 %	49 %	19 %	52 %	27 %
4	28 %	29 %	30 %	26 %	33 %	15 %	33 %
5 – extremely simple	6 %	0 %	0 %	3 %	22 %	0 %	15 %
Average	3.07	2.90	2.97	3.08	3.52	2.70	3.33
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
1 – extremely difficult	5 %	2 %	6 %	10 %	2 %
2	23 %	24 %	20 %	24 %	22 %
3	39 %	40 %	28 %	36 %	52 %
4	28 %	28 %	34 %	26 %	22 %
5 – extremely simple	6 %	6 %	12 %	4 %	2 %
Average	3.07	3.12	3.26	2.90	3.00
Base	200	50	50	50	50



How simple is it for you to integrate new software within your existing IT infrastructure, given the software you currently use?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Our existing software has no restriction on being used with other vendor's products	41 %	48 %	57 %	28 %	26 %	30 %	55 %
Our existing software restricts us from integrating other vendor's software	40 %	39 %	24 %	46 %	59 %	45 %	27 %
We would like to include more vendor products than we are currently able to	20 %	13 %	19 %	26 %	15 %	24 %	18 %
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Our existing software has no restriction on being used with other vendor's products	41 %	30 %	52 %	40 %	42 %
Our existing software restricts us from integrating other vendor's software	40 %	48 %	32 %	42 %	36 %
We would like to include more vendor products than we are currently able to	20 %	22 %	16 %	18 %	22 %
Base	200	50	50	50	50



How future ready are you?

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Base: All respondents							
Completely / our infrastructure is interchangeable	17 %	13 %	14 %	23 %	30 %	9 %	15 %
Substantially / however we do respond to demand	62 %	52 %	54 %	67 %	59 %	67 %	70 %
We solely respond to growth and demand	22 %	35 %	32 %	10 %	11 %	24 %	15 %
Base	200	31	37	39	27	33	33

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Base: All respondents					
Completely / our infrastructure is interchangeable	17 %	20 %	18 %	24 %	6 %
Substantially / however we do respond to demand	62 %	56 %	72 %	52 %	66 %
We solely respond to growth and demand	22 %	24 %	10 %	24 %	28 %
Base	200	50	50	50	50



What percentage of your time is spent on the administration of current IT infrastructure?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
0%	0 %	0 %	0 %	0 %	0 %	0 %	0 %
Less than 5%	3 %	0 %	5 %	0 %	0 %	9 %	0 %
5 - 25%	35 %	26 %	46 %	44 %	33 %	27 %	30 %
25 - 50%	39 %	35 %	32 %	38 %	41 %	45 %	42 %
50 - 75%	21 %	29 %	16 %	18 %	26 %	18 %	21 %
75 - 99%	2 %	10 %	0 %	0 %	0 %	0 %	3 %
100%	1 %	0 %	0 %	0 %	0 %	0 %	3 %
Average	37%	45%	32%	34%	38%	34%	41%
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
0%	0 %	0 %	0 %	0 %	0 %
Less than 5%	3 %	2 %	8 %	0 %	0 %
5 - 25%	35 %	30 %	32 %	30 %	48 %
25 - 50%	39 %	42 %	46 %	38 %	30 %
50 - 75%	21 %	26 %	14 %	26 %	18 %
75 - 99%	2 %	0 %	0 %	6 %	2 %
100%	1 %	0 %	0 %	0 %	2 %
Average	37%	38%	33%	42%	36%
Base	200	50	50	50	50



To what extent do you think the board values the strategic and competitive advantage that technology can provide?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
1 – they do not understand at all	4 %	3 %	5 %	0 %	0 %	6 %	6 %
2	21 %	29 %	27 %	15 %	4 %	30 %	15 %
3	38 %	39 %	32 %	46 %	30 %	39 %	36 %
4	27 %	23 %	30 %	28 %	41 %	18 %	24 %
5- they understand how our proposed solutions can meet demands and solve problems	12 %	6 %	5 %	10 %	26 %	6 %	18 %
Average	3.23	3.00	3.03	3.33	3.89	2.88	3.33
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
1 – they do not understand at all	4 %	2 %	0 %	8 %	4 %
2	21 %	14 %	18 %	30 %	20 %
3	38 %	44 %	38 %	24 %	44 %
4	27 %	26 %	34 %	22 %	26 %
5- they understand how our proposed solutions can meet demands and solve problems	12 %	14 %	10 %	16 %	6 %
Average	3.23	3.36	3.36	3.08	3.10
Base	200	50	50	50	50



Do you struggle to gain financial backing from the board to invest in new technologies?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
Yes, with every proposal	12 %	13 %	8 %	10 %	19 %	6 %	18 %
Yes, with the majority of proposals	33 %	32 %	38 %	33 %	37 %	36 %	18 %
Yes, with some proposals	54 %	52 %	51 %	56 %	44 %	55 %	64 %
Never	2 %	3 %	3 %	0 %	0 %	3 %	0 %
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Yes, with every proposal	12 %	18 %	4 %	18 %	8 %
Yes, with the majority of proposals	33 %	26 %	36 %	42 %	26 %
Yes, with some proposals	54 %	54 %	58 %	40 %	64 %
Never	2 %	2 %	2 %	0 %	2 %
Base	200	50	50	50	50

Source: Vanson Bourne



Of the options below, what is the main driver for the board in deciding where money should be invested in the IT department?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
I am never sure of the board's attitude	27 %	29 %	43 %	15 %	7 %	33 %	27 %
Ensuring a proposed operation is audit-proof	21 %	10 %	19 %	28 %	26 %	12 %	30 %
Ensuring that customer data is protected	19 %	16 %	8 %	28 %	37 %	21 %	6 %
Wanting to keep up with competitors	19 %	23 %	11 %	21 %	19 %	15 %	27 %
Regulatory compliance	15 %	23 %	19 %	8 %	11 %	18 %	9 %
Base	200	31	37	39	27	33	33

Base: All respondents

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
I am never sure of the board's attitude	27 %	22 %	28 %	38 %	18 %
Ensuring a proposed operation is audit-proof	21 %	30 %	30 %	12 %	12 %
Ensuring that customer data is protected	19 %	14 %	12 %	22 %	28 %
Wanting to keep up with competitors	19 %	24 %	20 %	16 %	16 %
Regulatory compliance	15 %	10 %	10 %	12 %	26 %
Base	200	50	50	50	50

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How many employees work in your organisation?

Base: All respondents

	Total	Retail, distribution and transport	Manufacturing	IT and technology	Financial services	Public sector	Business and professional services
250 - 500	25 %	26 %	32 %	28 %	33 %	12 %	18 %
500 - 1000	25 %	23 %	27 %	15 %	26 %	27 %	33 %
1000 - 3000	25 %	19 %	24 %	28 %	15 %	30 %	30 %
More than 3000	25 %	32 %	16 %	28 %	26 %	30 %	18 %
Base	200	31	37	39	27	33	33

Source: Vanson Bourne

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Within which sector is your organisation?

	Total	250 - 500 employees	500 - 1000 employees	1000 - 3000 employees	More than 3000 employees
Base: All respondents					
IT and technology	20 %	22 %	12 %	22 %	22 %
Manufacturing	19 %	24 %	20 %	18 %	12 %
Public sector, including: education, defence, emergency services, local and central government, healthcare and the armed forces	17 %	8 %	18 %	20 %	20 %
Business and professional services	17 %	12 %	22 %	20 %	12 %
Retail, distribution and transport	16 %	16 %	14 %	12 %	20 %
Financial services	14 %	18 %	14 %	8 %	14 %
Base	200	50	50	50	50

Source: Vanson Bourne