



The Seismic Shift in IT Buying

How Lines of Business are Adopting Cloud

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There's a New Buyer of Information Technology Today: **Line of Business (LOB)**



This technology buyer is predominantly a business executive or manager



Business budgets in most developed economies across the world now fund nearly 70% of all technology spending



Business buyers want business outcomes—top-line/bottom-line focus, revenue, productivity, return on investment



Today's Line-of-Business Executives are Tech Savvy, Empowered by the Cloud — with a Lot at Stake

Top 4 reasons LOBs are increasing their technology spending:

38% My functional area is becoming more **tech savvy** and we feel comfortable driving our own IT projects

36% The link between technology and business results is increasing and my functional area feels a sense of **urgency** to implement new technology initiatives

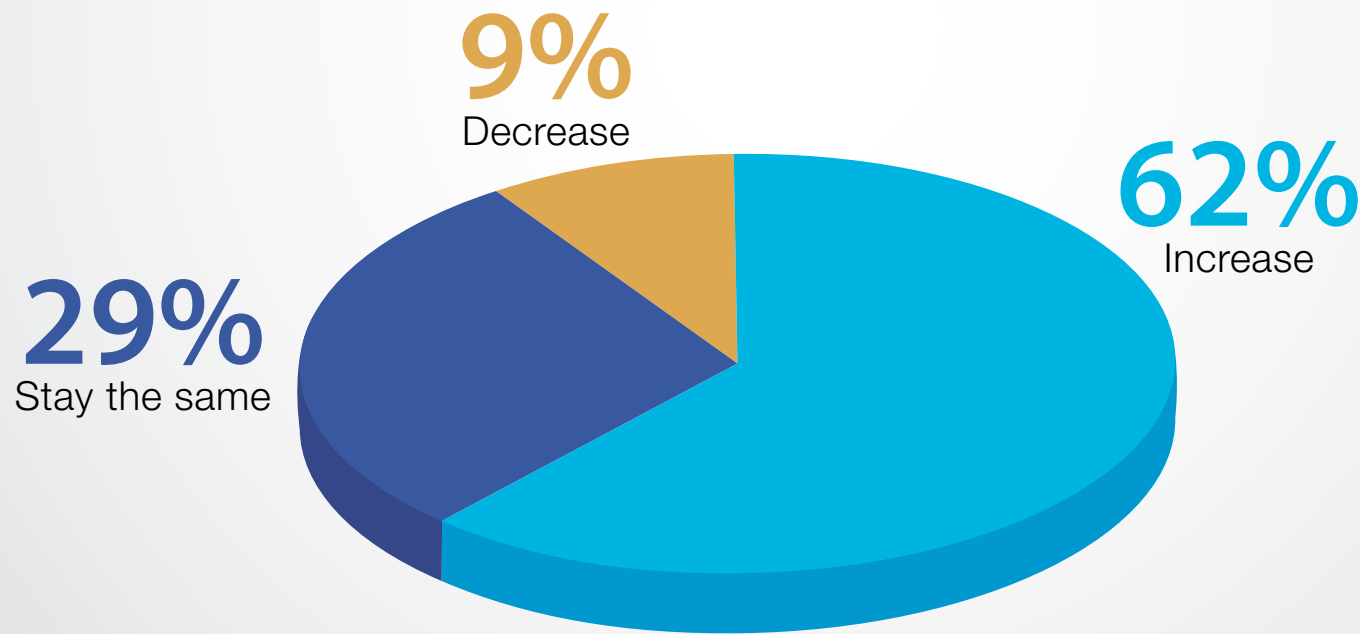
33% Requirements to incorporate new technologies into **legacy IT systems** make it difficult for our IT organization to meet demands of our functional area

27% We are able to access technology more easily because of **cloud computing**

The Centers of Technology Buying Have Shifted — Permanently



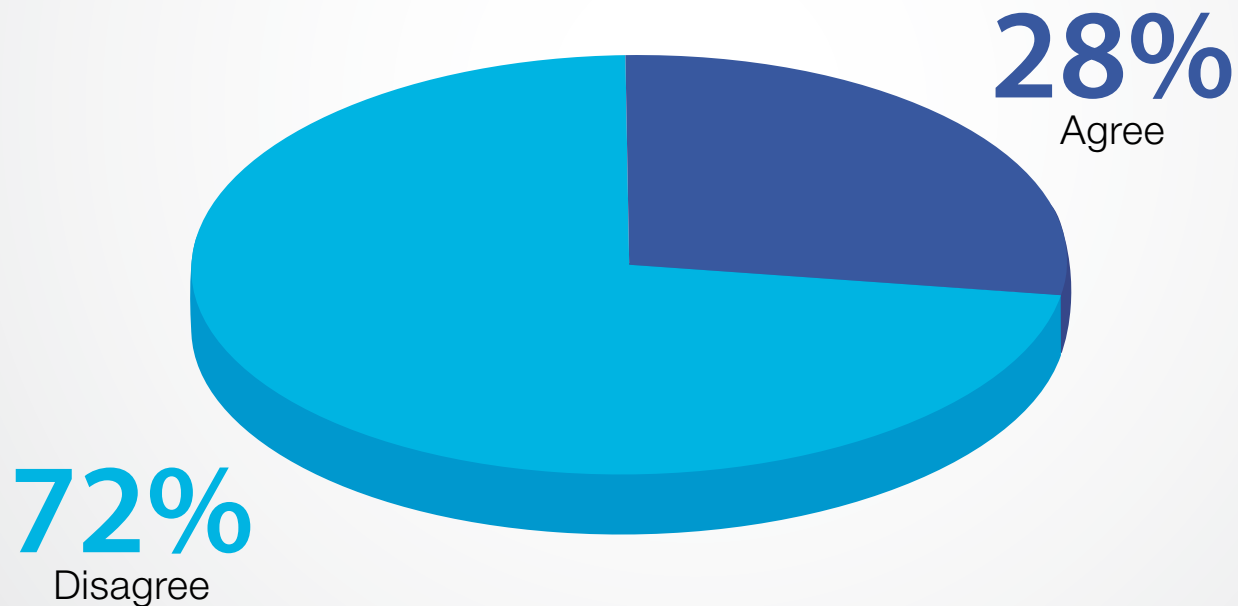
62% of respondents expect the percentage of the IT budget controlled/dictated by LOBs to increase in two years



This is Not All Bad News for IT



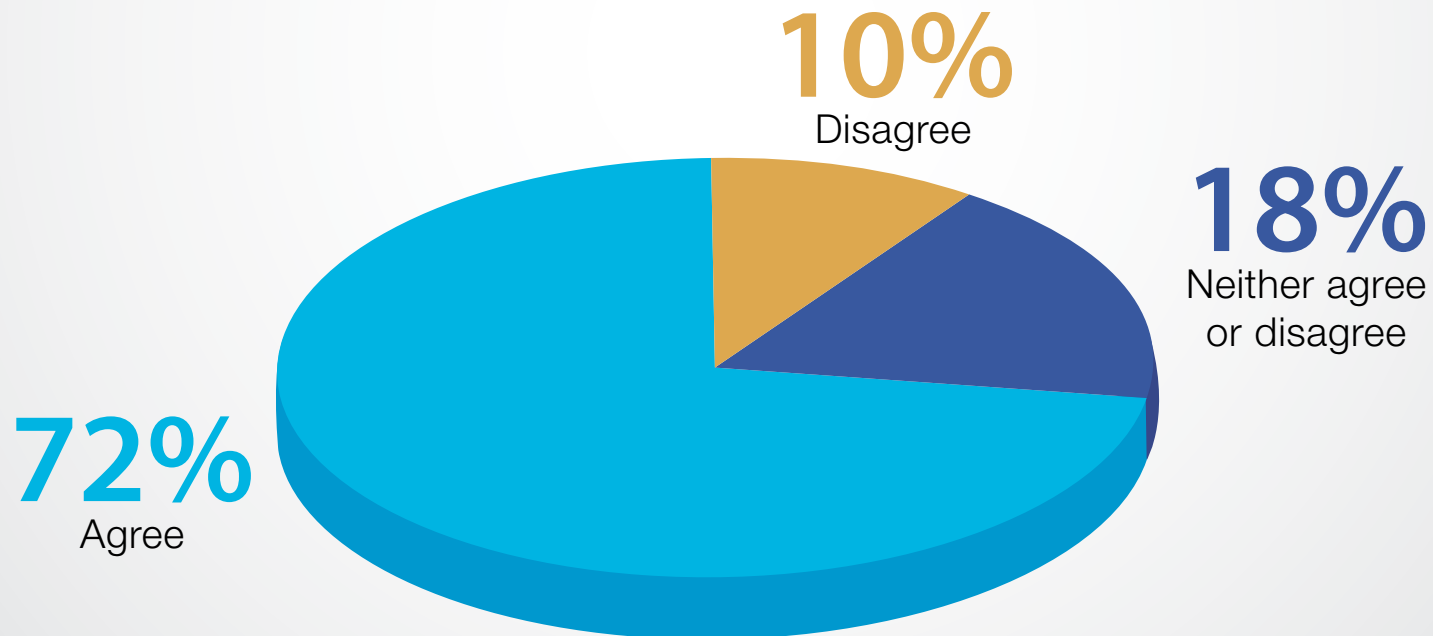
72% of LOB respondents disagree with the idea that, in three years, their IT department will be less relevant than it is today



Role of IT in the New LOB-Driven World? A More Valuable Partner



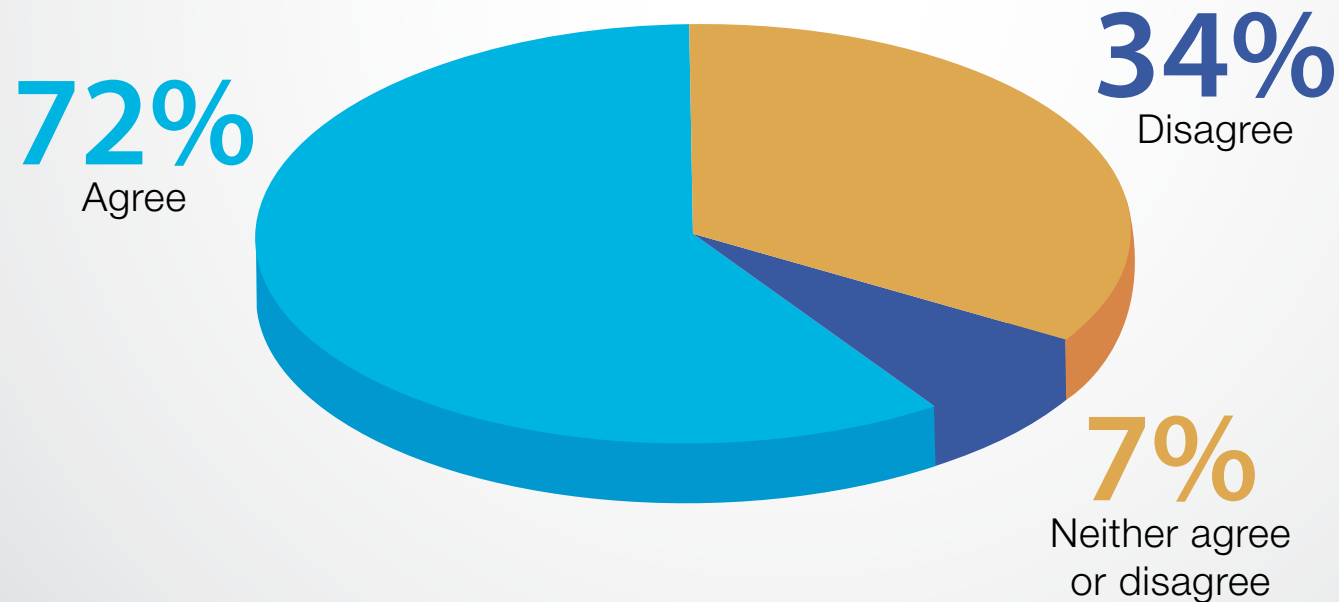
Compared to three years ago, 72% of LOB respondents say IT is becoming a more valuable partner to their functional area



New LOB Expectations of IT: As a Service Broker



59% of LOB respondents say future role of CIOs will likely be focused primarily on managing contractors, cloud, and other IT service providers



Forward-Looking CIOs Are Preparing for the Opportunity

In fact, today's forward-looking CIOs recognize the new IT buying centers as an opportunity—with the top 2 initiatives for 2015 focused on LOB relationship success.



Making it Work: Top Ways for IT To find Success with LOBs

1. Ease business use of technology

“Simplify and standardize technology” – **54%**

2. Build relationships

“IT to partner better with business stakeholders” – **37%**

3. Improve engagement

“Engage business stakeholders more effectively” – **33%**

4. Initiate success

“Create quick wins for business partners” – **31%**