



# The Seismic Shift in IT Buying

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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

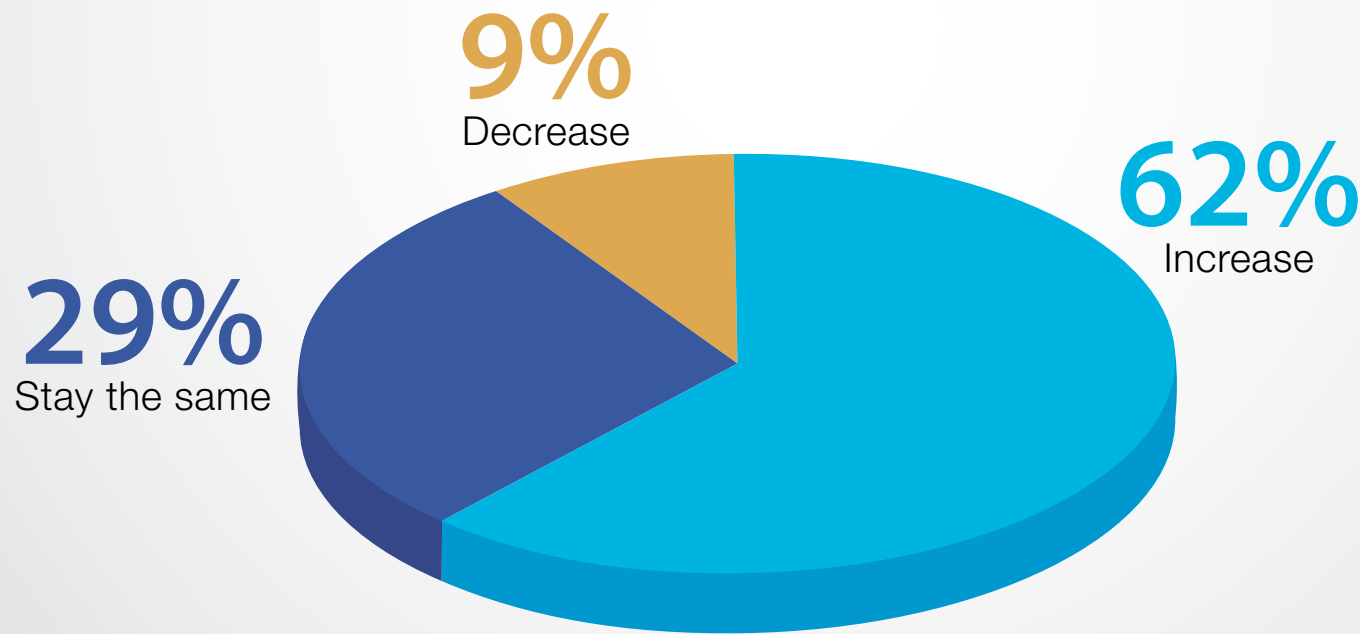
**33%** Requirements to incorporate new technologies into **legacy IT systems** make it difficult for our IT organization to meet demands of our functional area

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

## The Centers of Technology Buying Have Shifted — Permanently



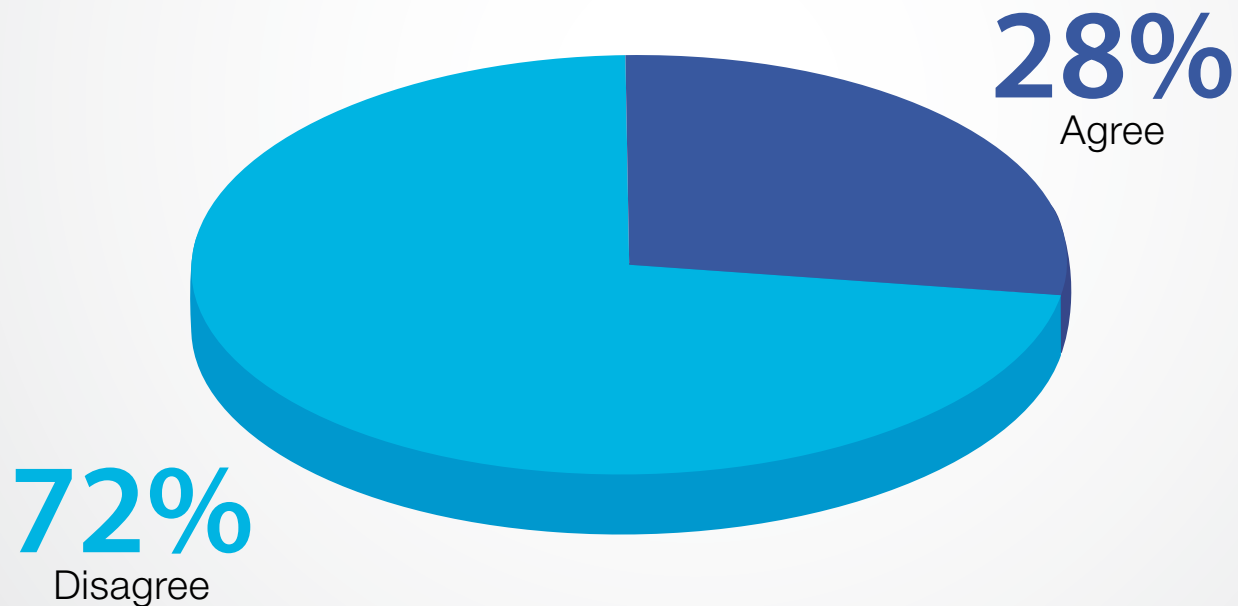
62% of respondents expect the percentage of the IT budget controlled/dictated by LOBs to increase in two years



## This is Not All Bad News for IT



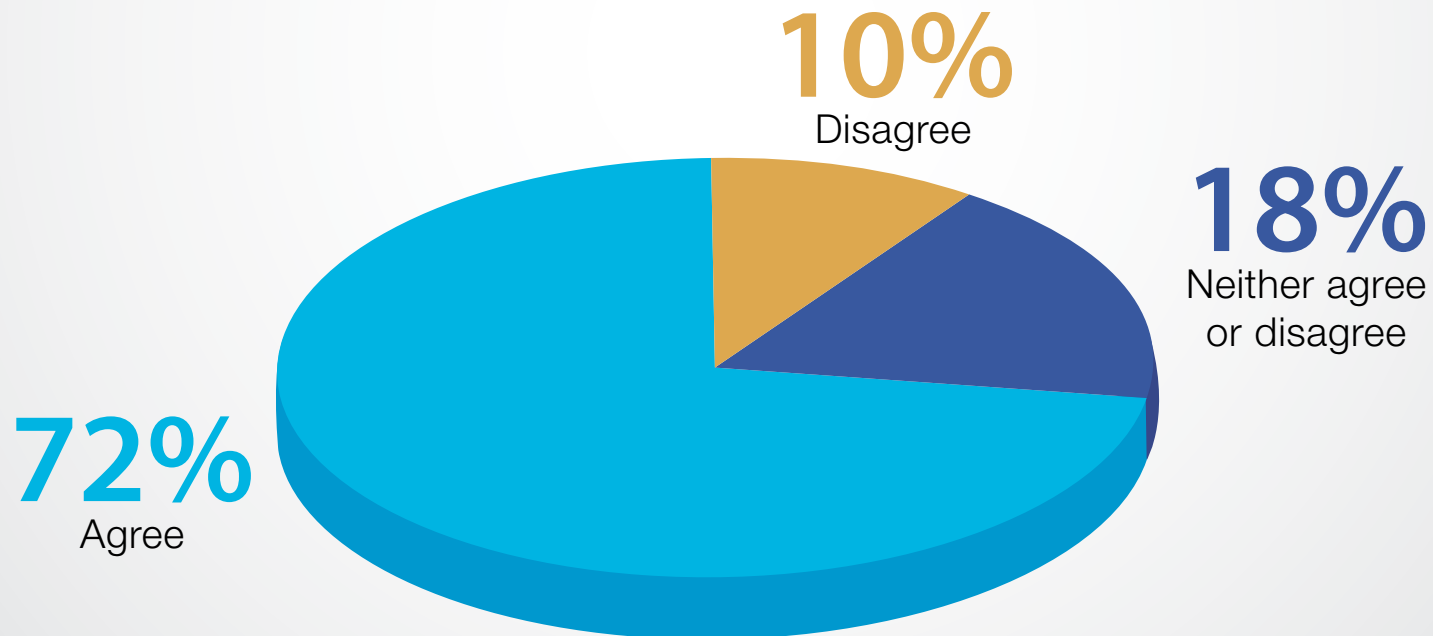
72% of LOB respondents disagree with the idea that, in three years, their IT department will be less relevant than it is today



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



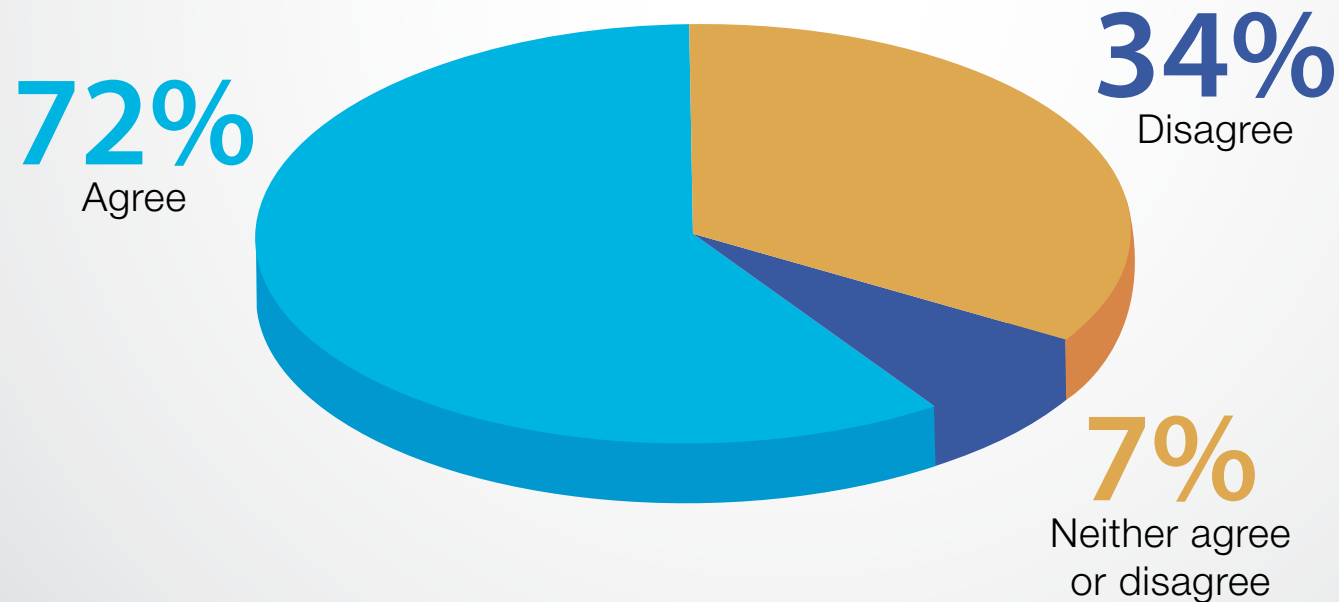
Compared to three years ago, **72%** of LOB respondents say IT is becoming a more valuable partner to their functional area



## 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%**