



# CIO Magazine Tech Poll **SURVEY**

Exclusive Research  
from *CIO* magazine

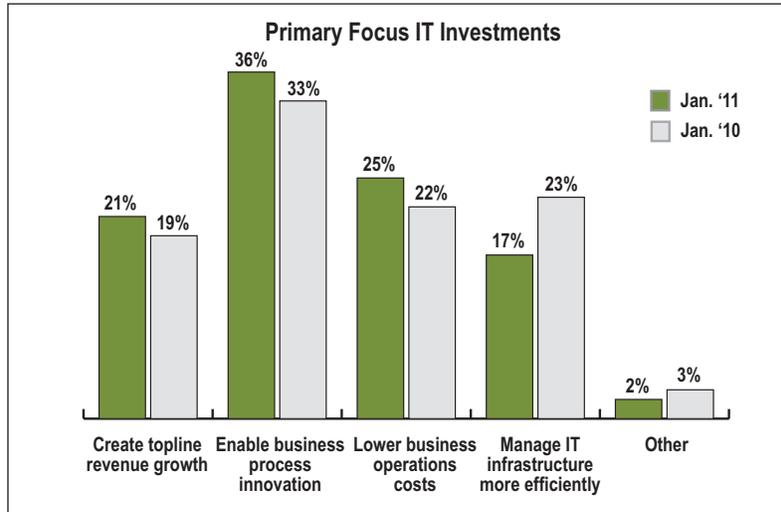
JANUARY 2011

Balanced Growth	25%
Growth	25%
Growth and Income	25%
Income	25%
Cash Equivalents	25%

EXECUTIVE SUMMARY

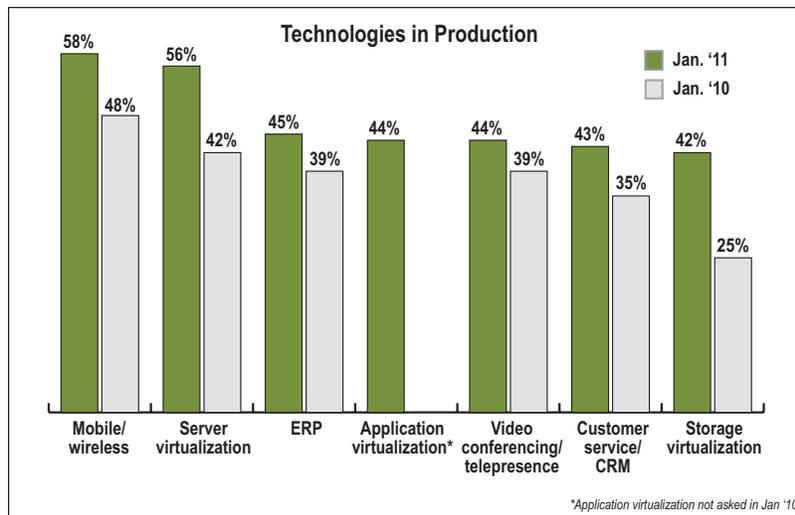
**Business Process Innovation Driving Investments in 2011**

CIO Magazine's latest Tech Poll continues to show positive signs of economic recovery with many CIOs paving the way for innovation through IT infrastructure investments. The survey, conducted in January, 2011 among 305 heads of IT, finds the percentage of CIOs planning hardware infrastructure upgrades rose sharply from a similar survey conducted nearly a year ago; 38 percent of CIOs are now in the process of upgrading or refining their hardware infrastructure, up from 27 percent at the beginning of last year and nearly half of the CIOs we surveyed will increase investment in this area (48 percent). The survey also finds more than one-third of IT leaders (36 percent) will focus their IT investments primarily on enabling business process innovation in 2011.



**Mobile Applications, Storage & Server Virtualization Implementation on the Rise**

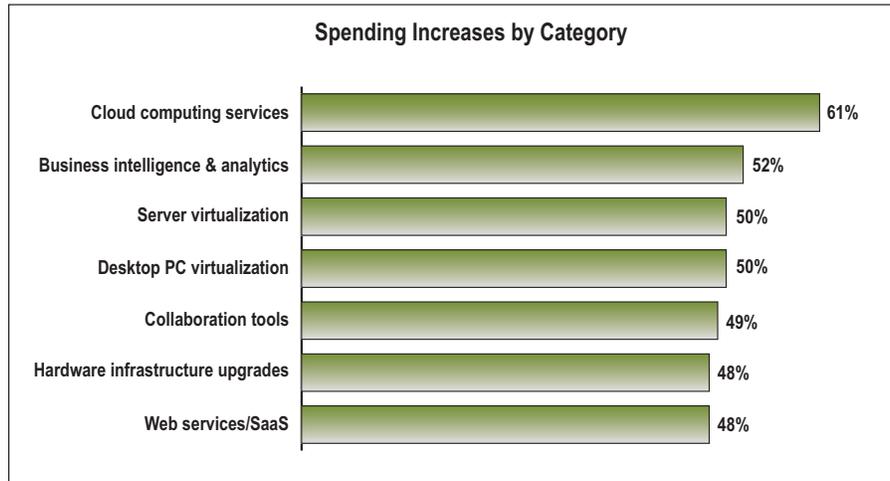
According to the IT leaders we surveyed, mobile & wireless applications are among most frequently cited technologies currently being implemented on a business unit or division level or enterprise-wide and 44 percent of respondents plan to boost their mobile & wireless spending this year. Server virtualization ranks a close second for technologies in the implementation phase (56 percent) and half of the CIOs we polled plan to increase their investment in this area. Storage virtualization (42 percent, up from 25 percent) and server virtualization (56 percent, up from 42 percent) realized the sharpest increases year over year in the number of CIOs reporting these technologies in production.



## CIO MAGAZINE TECH POLL

### CIOs to Boost Spending on Cloud Services, BI, Virtualization in 2011

Cloud computing services, BI & analytics, desktop PC virtualization and server virtualization are among the most frequently cited technologies identified for spending increases (see chart below). Cloud services (44 percent), desktop PC virtualization (34 percent) and BI (32 percent) also rank within the top technologies CIOs are actively watching or researching. Desktop PC virtualization is the second most commonly mentioned technology in the piloting or testing phase at respondents' organizations (18 percent), slightly behind social media programs (19 percent).



## CIO MAGAZINE TECH POLL

### METHODOLOGY & RESPONDENT PROFILE

The CIO Magazine Tech Poll was conducted with the objective of gauging which technology areas IT leaders plan to focus on in the coming year and to measure the direction of spending within those areas. Members of the CIO LinkedIn Forum were invited to take an online survey between January 6, 2011 and January 18, 2011. As an incentive to complete the survey respondents had the option of signing up to receive a copy of the survey results. Results are based on 305 respondents who indicated they are the top IT executive at their organization or business unit.

A broad range of industries are represented including manufacturing (16 percent), government & nonprofits including education (15 percent), financial services (14 percent), high tech, telecom & utilities (12 percent), legal, consulting, real estate services (11 percent), retail/wholesale/distribution (8 percent) and healthcare (7%). Company size distribution is as follows: <\$100 million: 30 percent, \$100 million - \$999.9 million: 33 percent, \$1 billion or more: 25 percent, not applicable/non-profit: 9 percent (2 percent of respondents did not provide an answer). Forty-four percent of respondents are from the US, followed by Western Europe (23 percent) and Asia Pacific (16 percent). The margin of error on a sample size of 305 is +/- 5.6 percent. Percents on questions where respondents could select only one answer may not sum to 100 due to rounding. Not every respondent answered every question.

References to the January 2010 survey are based on a similar CIO magazine survey of 213 IT leaders conducted between January 21, 2010 and February 3, 2010.

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