



BUSINESS TECHNOLOGY LEADERSHIP

LEADERSHIP

Social Networking

Innovation

Big Data

CLOUD

Strategy

MOBILITY

Consumerization of IT

CIO Magazine Tech Poll

Purpose and Methodology

Survey Sample

Field Work	January 3 - 17, 2012
Total Respondents	333
Margin of Error	+/- 5.4%
Audience Base	CIO Forum on LinkedIn, CIO newsletter subscribers and CIO customers

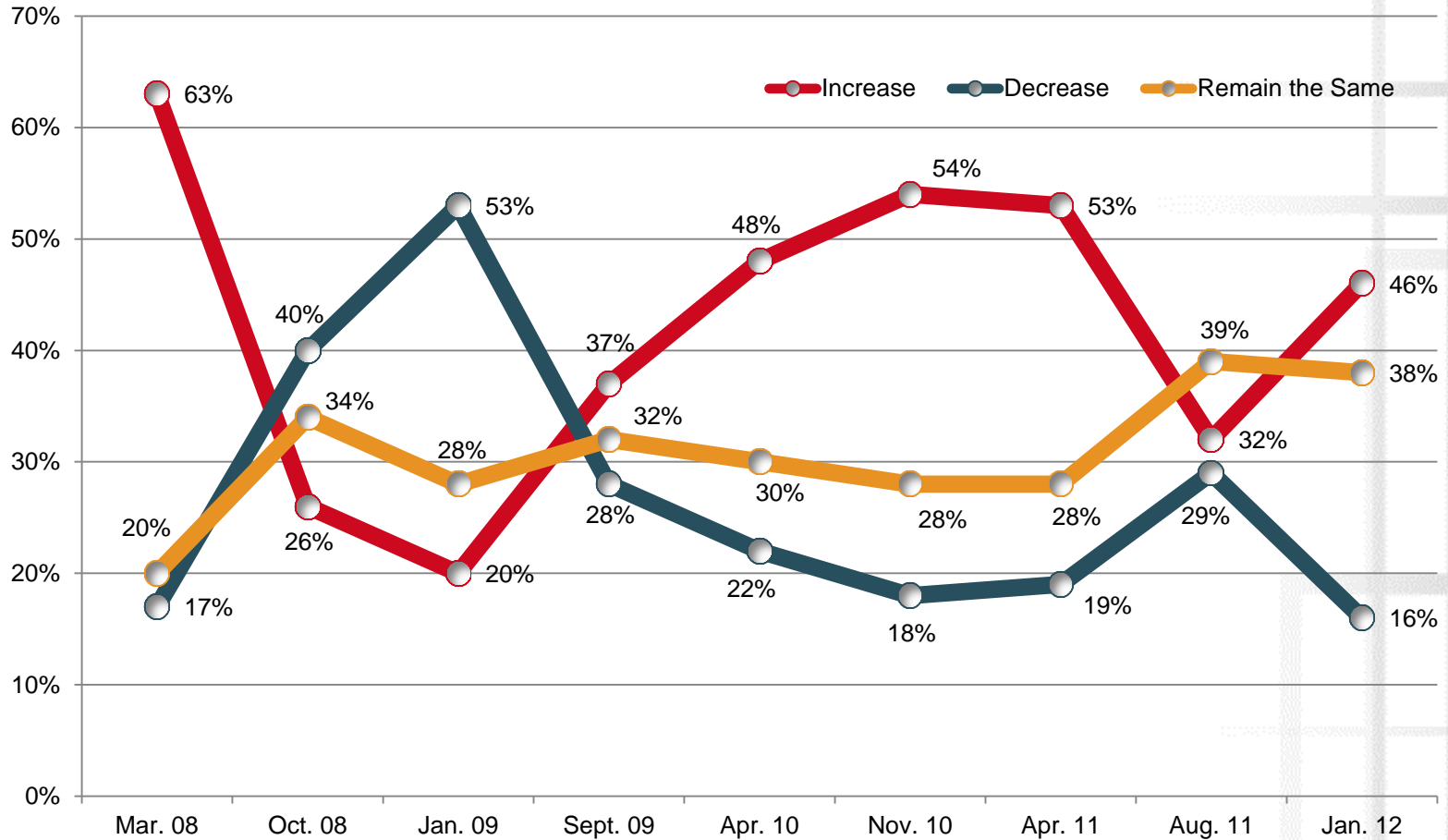
Survey Method

Collection	Online Questionnaire
Number of Questions	12 (incl. demographics)

Survey Goal

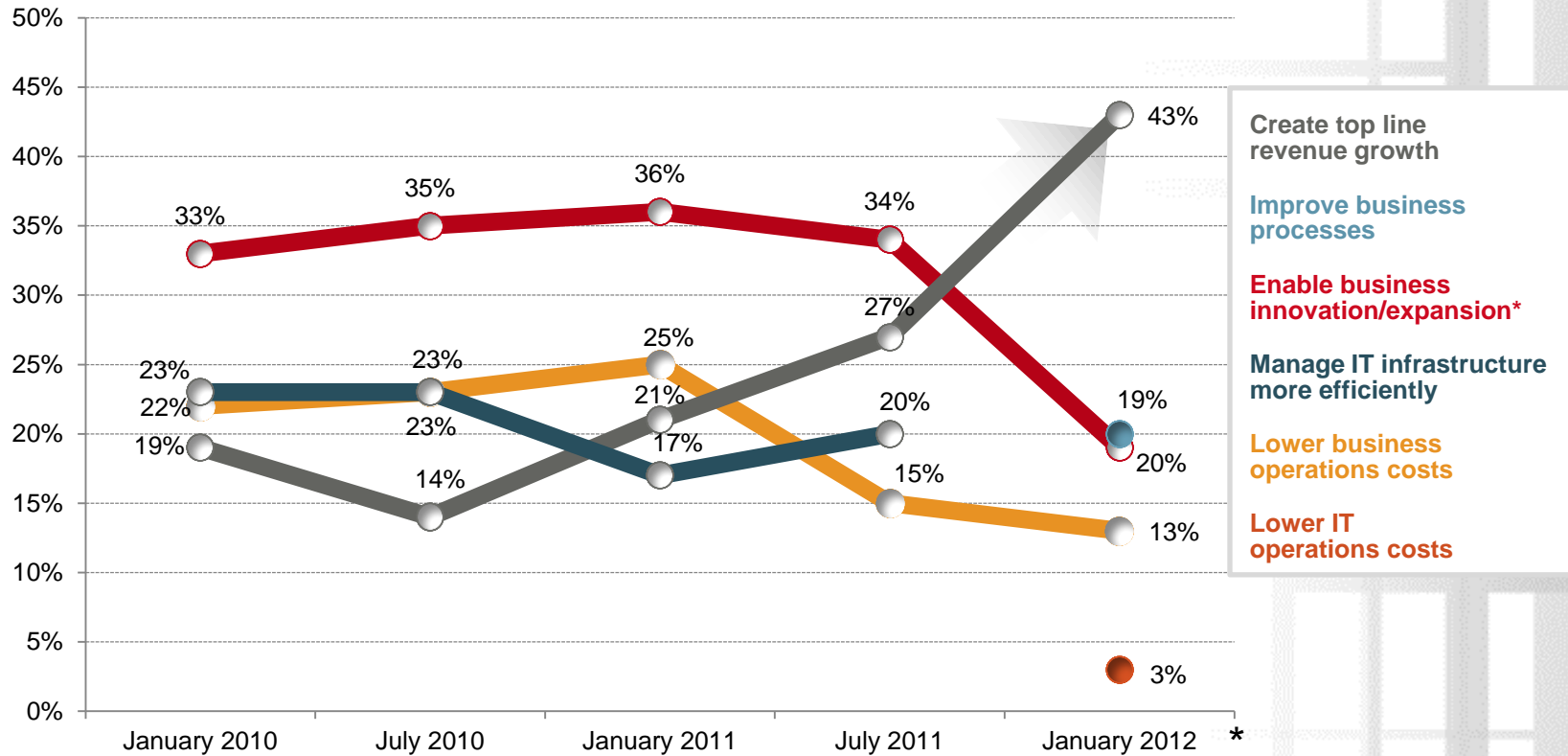
To gauge which technology areas IT leaders plan to focus on in the coming year and to measure the direction of spending within those categories.

IT Budgets on the Rise



Q: Will your overall IT budget increase, decrease or remain the same in the next 12 months compared to the past 12 months?

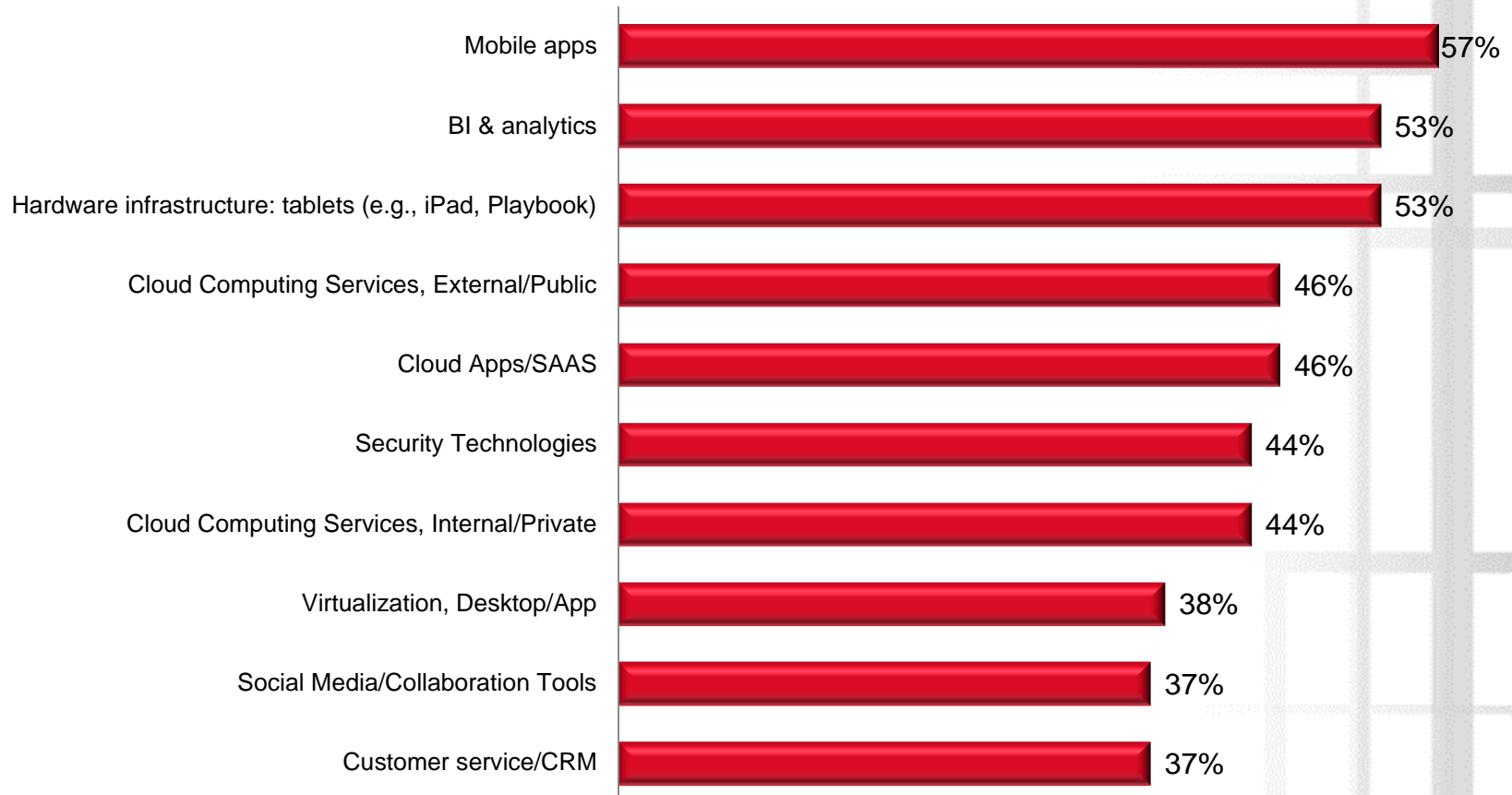
Focus on Revenue Growth Continues Upward Swing



Q: Jan 2010 – July 2011: What will be the primary focus of your IT investments in the next 12 months? Jan 2012: Which of the following will be the top priority for your business and for your IT organization in the next 12 months? (answers shown are “for your business”)

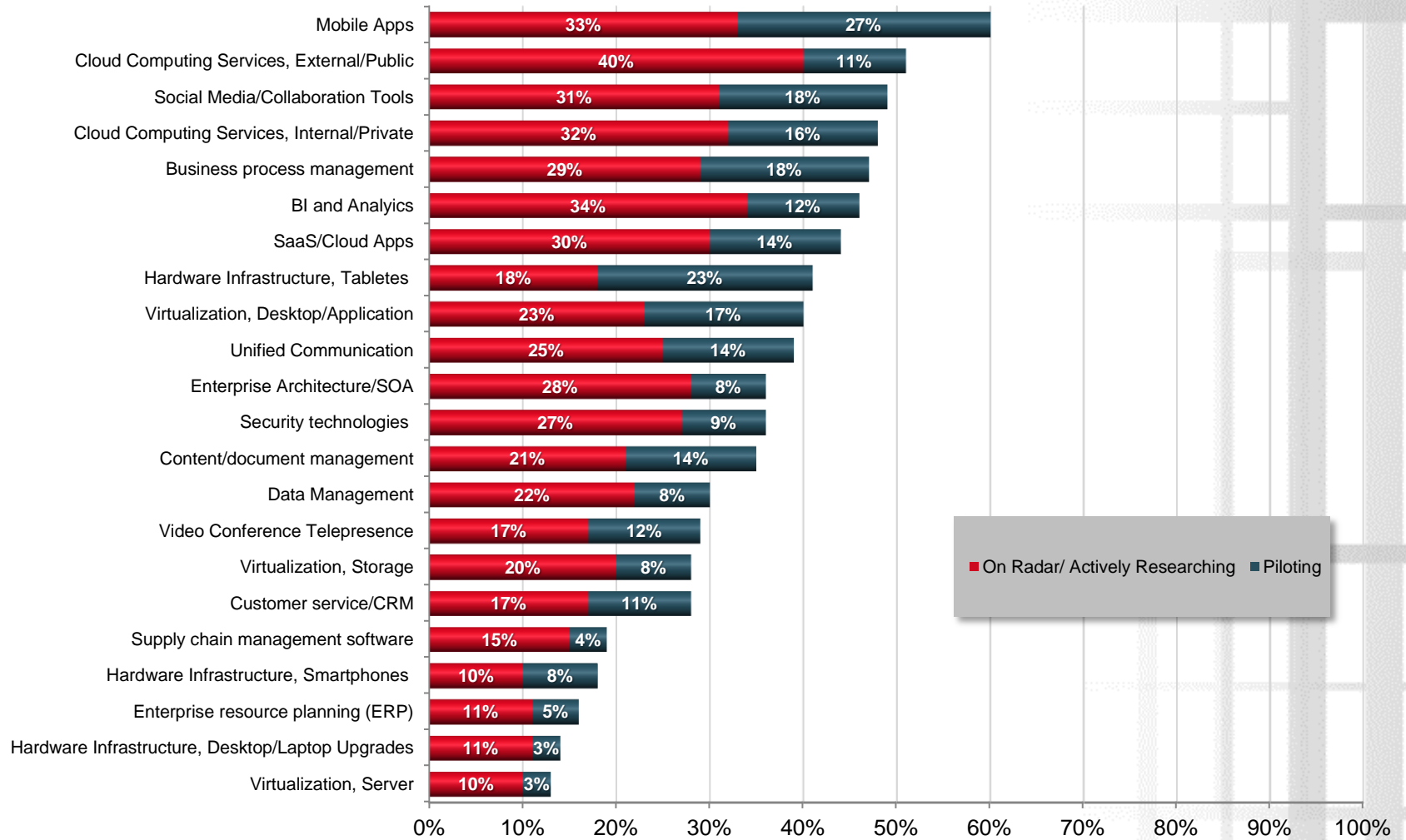
Mobile Deployment Continues Its Enterprise Momentum

Top 10 Technologies by Increased Investment



Q: Will your spending for each of the following categories increase, decrease or remain the same in the next 12 months compared to the past 12 months? (base: respondents indicating some level of interest in previous question) Chart represents those planning to increase.

Mobile, Cloud & Social Media of Greatest New Interest



Q. Which option best describes your current activity for each of the following applications?

To view the full results
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