

2013 CIO Survey

The objective of the global 2013 CIO survey was to identify the current state of IT management and provide insight into the opportunities and challenges of CIOs across global sectors and regions. The survey gathered responses from over 700 CIOs and senior IT leaders from various industries. More than 70% of respondents come from Europe, of which a third is from Central and Eastern Europe (CEE).

This survey follows up on the Deloitte CIO Survey 2012 exploring the attitudes of CIOs in the Czech Republic that was conducted at the end of 2012. Following the presented results of the 2012 survey, we would like to provide you with the current data of the Deloitte global survey, comparing global results with the figures obtained in the Czech Republic last year.

The most important information in 2012 relates to the efforts of CIOs to optimise costs while reducing investments in new trends and technology. In total, 37% of surveyed organisations are facing a shortage of good talent, especially in the area of system development and project management. The latest trends include launching mobile technology.

In 2013, ICT budgets have increased or stayed the same nearly in four-fifths of organisations

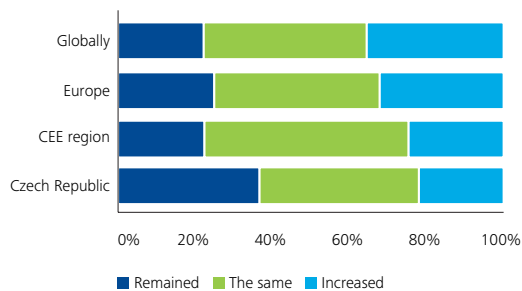
With respect to the outlook of ICT budgets, Czech IT directors demonstrated more caution than their global counterparts, proving the current uncertainty on the Czech market. Nevertheless, it is good news that the global survey reports a growing number of companies with increased ICT budgets in 2013. In non-European countries, there are three times more businesses with an increased ICT budget than businesses reporting ICT budget cuts (49% and 17%, respectively) as opposed to 25% and 22% of companies in the CEE region. Compared with the previous year, only 22% of companies experienced a reduction in their ICT budget in 2013. In the Czech Republic, ICT budget cuts in 2013 were anticipated by more than a third (37%) of organisations.

The proportion of operating expenses to expenses on innovation and development is equal across global regions

In terms of the proportion of operating and investment expenses, operating expenses of financial services organisations are lower than their expenses on innovations and development. This may also result from the increased need of such organisations to invest in new technology while supporting business changes and products.

The results of the survey show the balance between the change and growth budgets (49% vs. 51%). In view of the fact that ICT budgets are growing or remain

Changes in ICT budget in 2013



the same, this information may indicate that the time of suspended ICT investments is over and companies are starting to invest in ICT again as in the pre-crisis period.

This trend is less obvious in Western Europe with the proportion of 60% to 40% in favour of operating expenses.

Organisations assume the significance of Big Data management tools but are not aware of their exact contribution

Big Data is an opportunity to strengthen the position of IT within the organisation; nevertheless, it is necessary to define and thoroughly explain tangible benefits for business. Although Big Data is quickly becoming a key asset for many large organisations, the analysis of this technology is still in the initial phase in more than three-fifths (64%) of them. Apparently, organisations are not yet fully convinced of the effectiveness and benefits of Big Data management and analysis tools. The 2012 CIO Survey conducted in the Czech Republic also revealed that most surveyed companies were either unable to evaluate the benefits resulting from Big Data or held a neutral opinion.

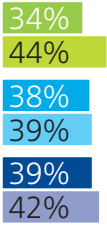
IT fails to meet the business strategy in a quarter of companies

Organisations and their products are increasingly more connected with information and communication technology. Accordingly, the emphasis on strengthening the role of IT in terms of business support is growing, namely in the form of investments to enhance quality and keep pace with new IT trends. Nevertheless, the survey in the Czech Republic demonstrates that the relation between an ICT unit and business is still considered an area to be continually improved in the majority (80%) of organisations.

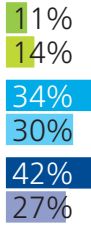
Also this year, the results of the global survey demonstrate that a quarter of organisations have identified issues related to meeting business strategies by IT initiatives and this area is considered excellent only by 10% of companies (8% in the CEE region).



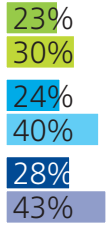
Mobile applications



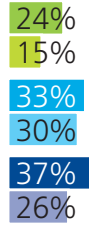
Big Data tools



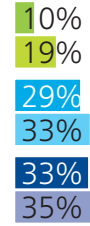
Private cloud



BYOD



Social media



■ Planned in CZ ■ Developed in CZ ■ Planned in the CEE region ■ Developed in the CEE region ■ Planned in the world ■ Developed in the world

In addition, there is also significant room for improvement in terms of using innovations for innovation management and meeting business goals. The results show that globally, more than a half (52%) of organisations are not successful in the area of innovation management. Contrarily, satisfaction in this respect is reported by more than 63% of organisations in the CEE region (as opposed to other regions), especially technology and telecommunication companies reportedly meet general corporate expectations relating to innovation management.

The Czech Republic is falling behind Western Europe and the CEE region in providing private cloud services

Comparing the results of the global survey with the results from the 2012 CIO Survey in the Czech Republic, it is obvious that Czech businesses are falling behind the use and implementation of private cloud services. Based on the 2012 survey, 27% of organisations had launched, or were just launching, these services, compared with 44% of companies in Western Europe (40% in the CEE region).

With respect to public clouds, nearly 42% of financial institutions do not consider this innovation relevant due to concerns about data security. In other industries, 76% of institutions are analysing or have already implemented public cloud solutions. It may be surprising that public clouds are not considered relevant for a total of 40% of CEE organisations.

Contrarily, the trend of using mobile applications is slightly ahead in the Czech Republic, with 44% of Czech companies having fully used mobile applications already in 2012 as opposed to 40% of companies in other European countries (39% in the CEE region).

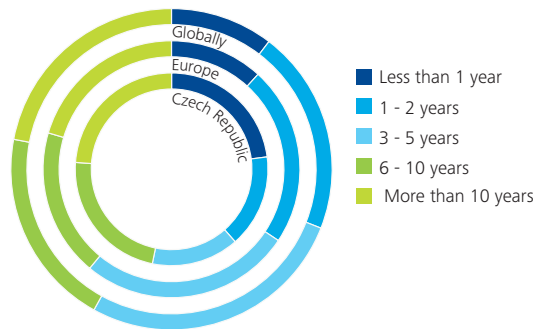
Nearly a fifth of financial services organisations consider social media irrelevant for their business

Companies continue to have a conservative approach to social media: 51% reported that they are monitoring the trend; nevertheless, only 34% have advanced to its implementation or are going to do so. Most likely, this results from the fact that companies do not perceive the benefits of social media for business to be sufficient in order to justify the investment. In the CEE region, social media are not considered relevant for their business by even 22% of companies. It is surprising that the financial services sector is the third-lowest sector, following the energy and resources as well as manufacturing industries, in reporting the use of social media.

Nearly half of CIOs have been in their posts for five years or more

The global survey shows that CIO posts are mainly occupied by professionals with many years of experience, 42% of which (44% in the CEE region) have been in their current position for five years or more. This situation is nearly the same as in the Czech Republic in 2012, where 47% of CIOs have been in their current posts for five years or more.

The period for which CIOs occupy their current position



Deloitte Global CIO Survey 2013 is available at www.deloitte.cz – Press > Studies and surveys.

Contacts



Zdeněk Krížek, Partner
+420 246 042 677
zkrizek@deloittece.com



Petr Viktora, Partner
+420 246 042 495
pviktora@deloittece.com



František Mareš, Senior Manager
+420 246 042 321
fmareth@deloittece.com

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/cz/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.