



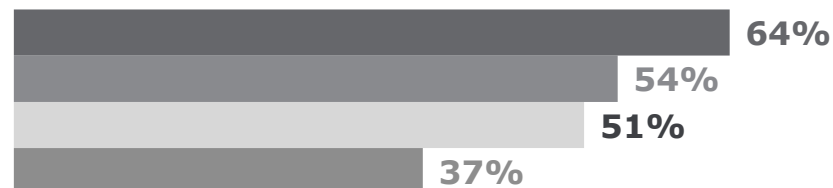
Adam Dennison

Publisher, CIO

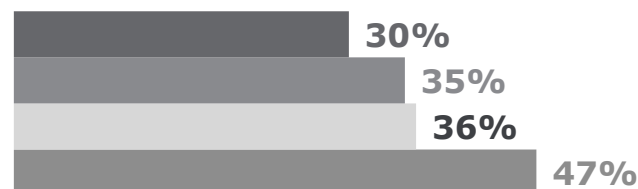
SVP and General Manager, IDG Events

IT and Security are Becoming More Tightly Integrated

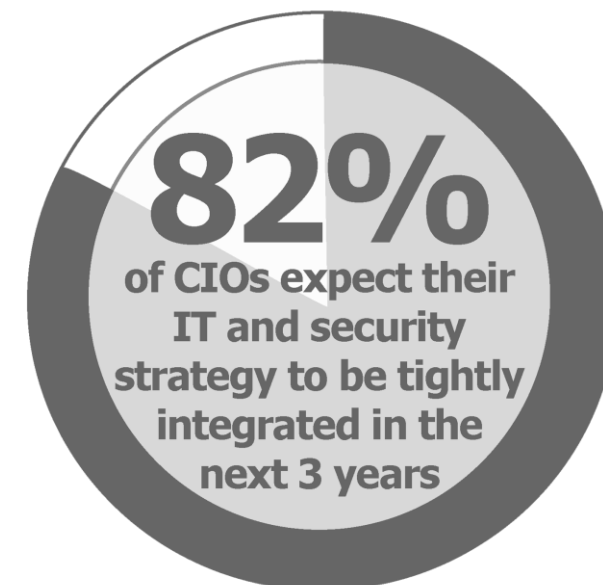
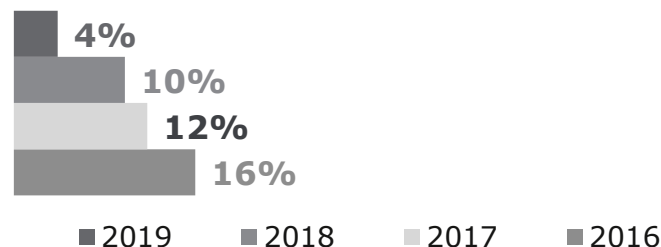
Tightly integrated, IT security strategy is an integral part of our overall IT strategy and roadmaps



Somewhat integrated, IT security strategy is loosely incorporated into overall IT strategy



Not integrated, IT security investments are typically reactive in response to existing IT security challenges or events

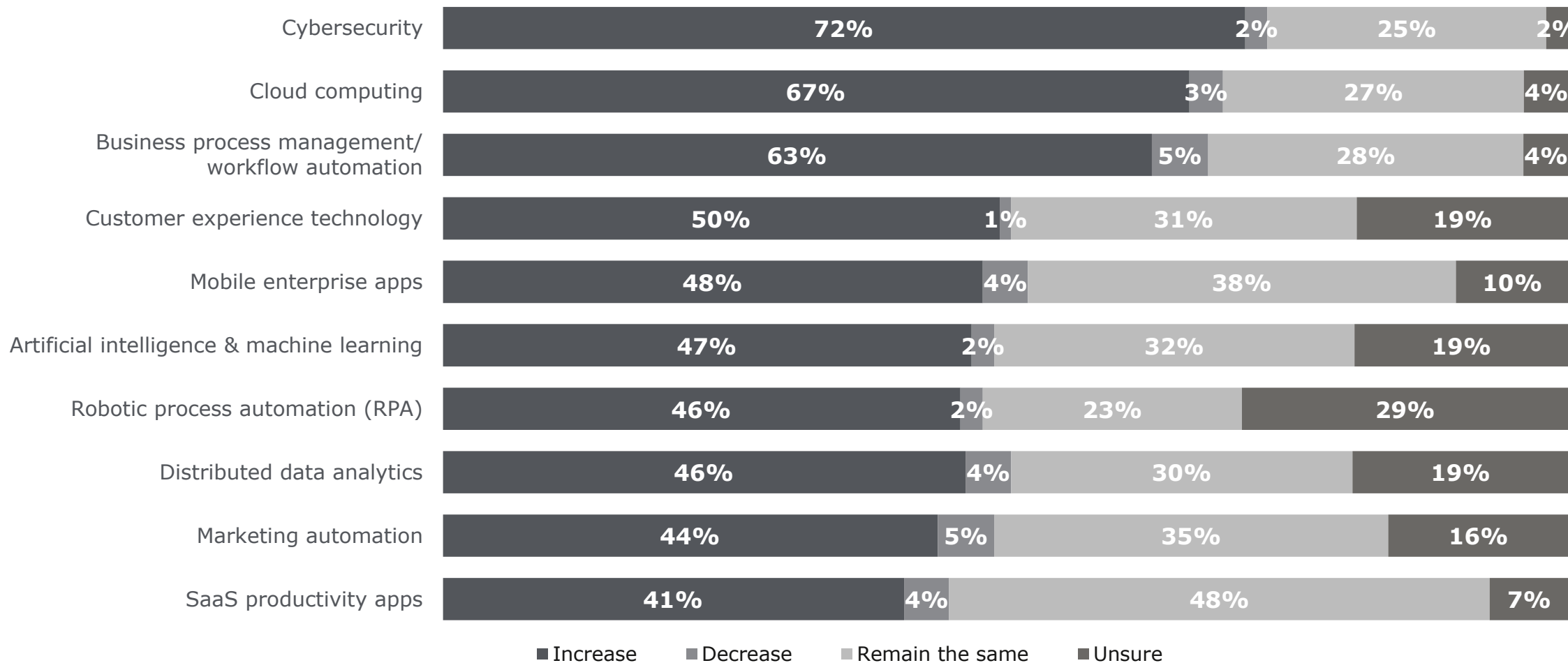


15% of organizations' total IT budget is allocated to **IT security**

Q. How tightly integrated are IT security strategy and IT strategy at your organization today? AND
Q. How tightly integrated do you expect IT security strategy and IT strategy at your organization will be 3 years from now?

Source: State of the CIO, 2019

Cybersecurity Tops the List for Increased Technology Spending



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?

Source: CIO Tech Poll: Tech Priorities, 2019

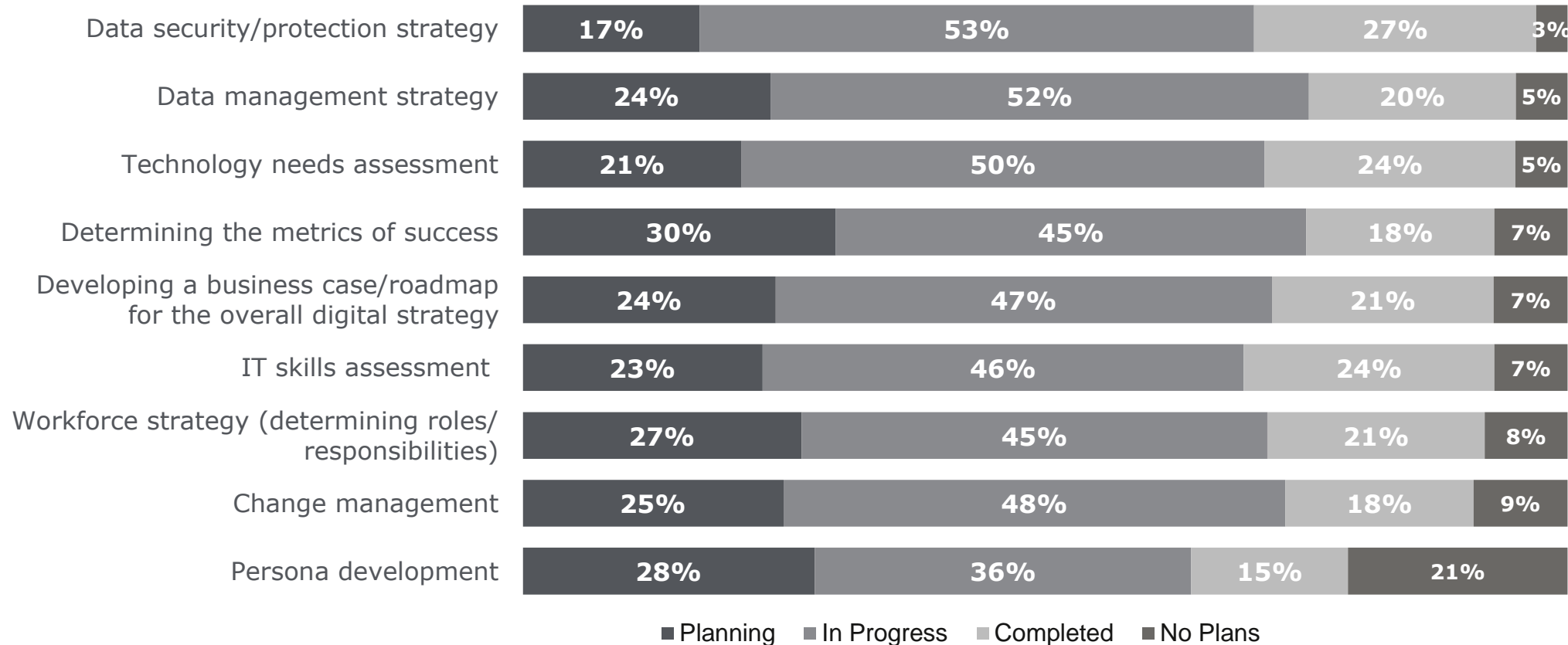
Security Tops the List of Most Recent Technology Projects

		Enterprise	SMB
Security	328	1	1
Cloud Computing	283	2	3
IT Services	262	3	4
Enterprise Software (SaaS)	216	4	5
Desktop/Laptops	194	8	2
Servers/Storage	177	5	6
Networking	156	6	7
Data & Analytics	127	7	9
Telecommunications	99	11	8
Web Applications	97	10	10
Enterprise Software (non SaaS)	77	9	11
Mobile Applications	66	12	11
IoT Devices	57	13	13

Q. Please select the three enterprise IT products or service categories you were most recently involved in purchasing in the past 24 months.

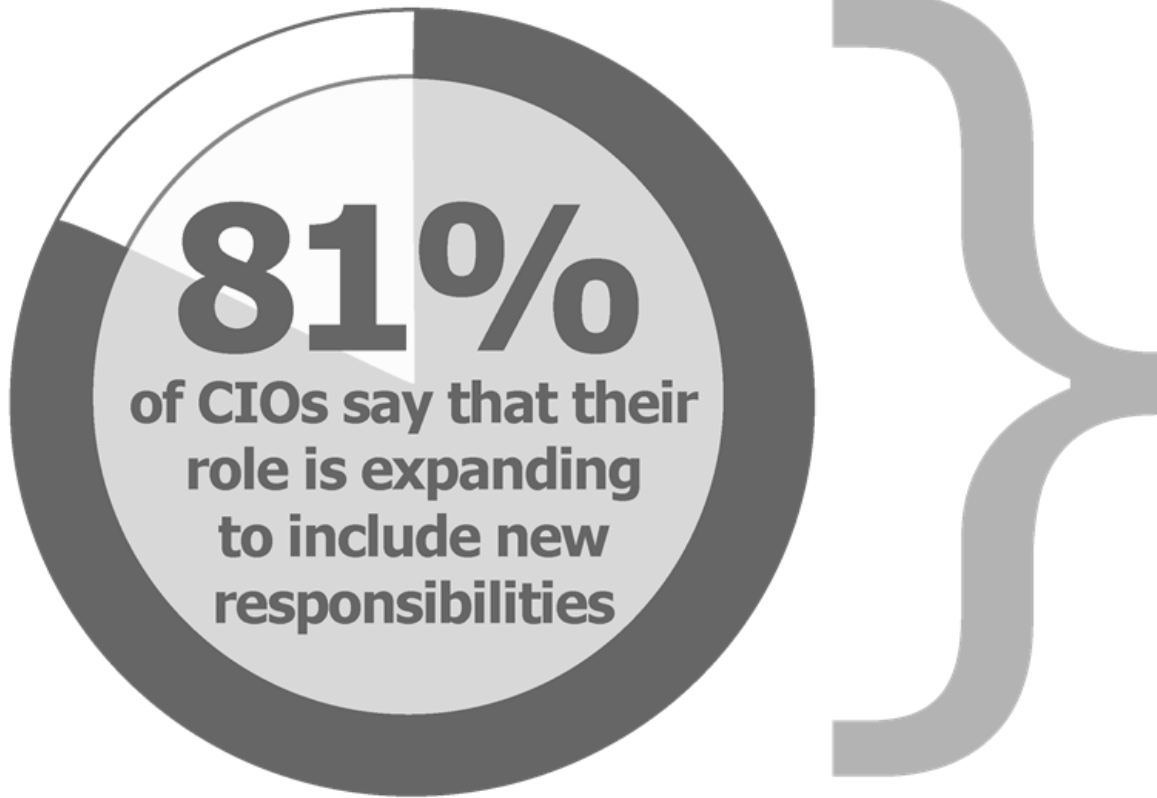
Source: IDG Role & Influence of the Technology Decision-Maker Survey, 2019

Data Security and Protection Are Digital Business Priorities



Q. How much progress has your organization made in each of the following areas on its way to becoming a digital business?

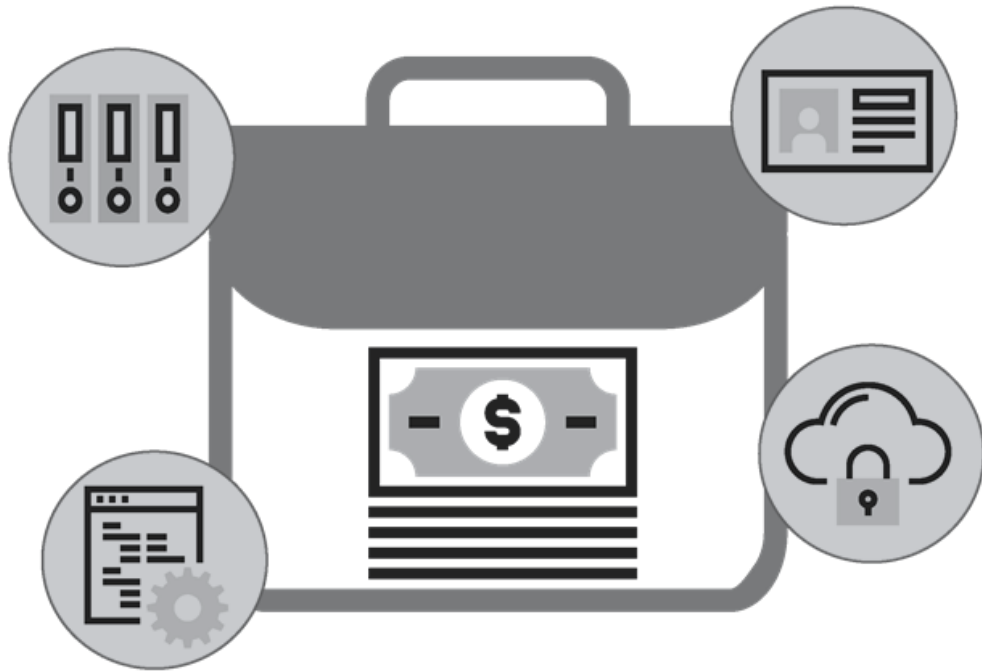
The CIO's Role is Expanding



Data Analytics	64%
Operations	43%
Business Development	38%
Customer Service	32%
Product Development	29%
Marketing	18%
Finance	18%
Procurement	16%
Sales	14%

Q. Is your role at your organization expanding to include new responsibilities? AND If yes, in which areas are you taking on new responsibilities?

IT Controls the Majority of All Technology Purchases



Tech investments directly
controlled by IT
CURRENTLY

51%

2018 **55%**

Tech investments directly
controlled by IT in the
NEXT 3 YEARS

54%

2018 **57%**

Q. What percentage of the total dollars your organization invests in technology products and services is directly controlled by IT currently? In the next 3 years?

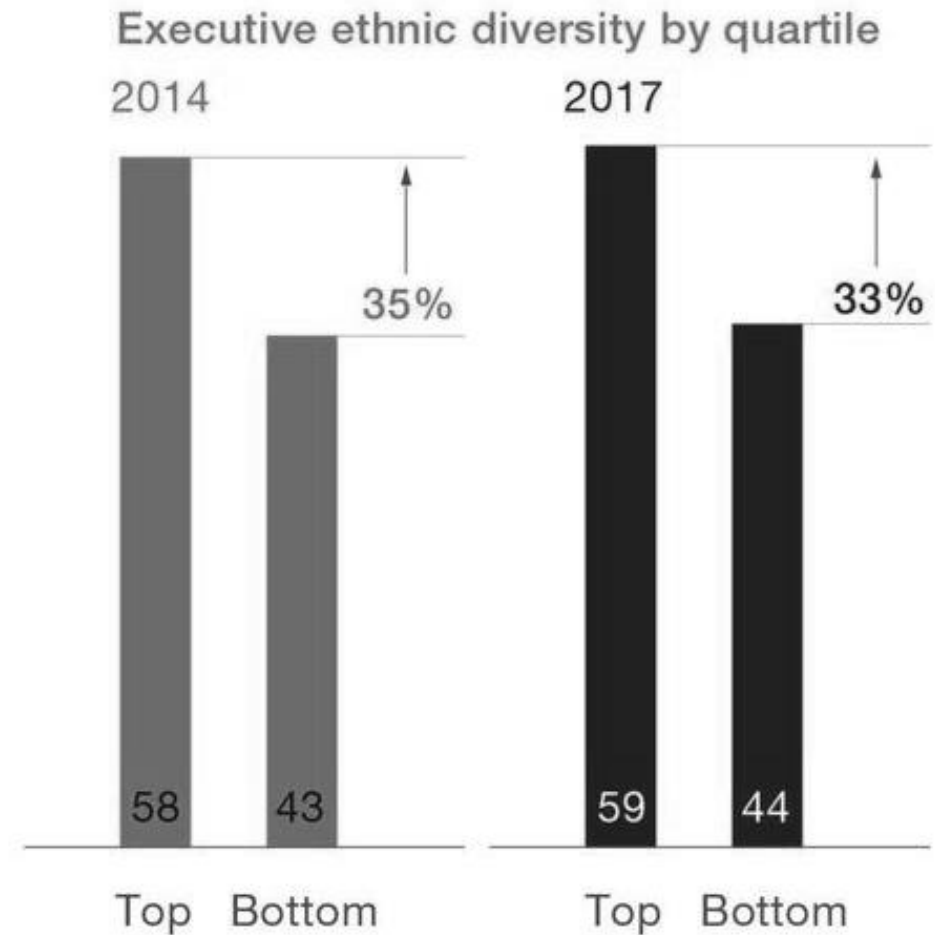
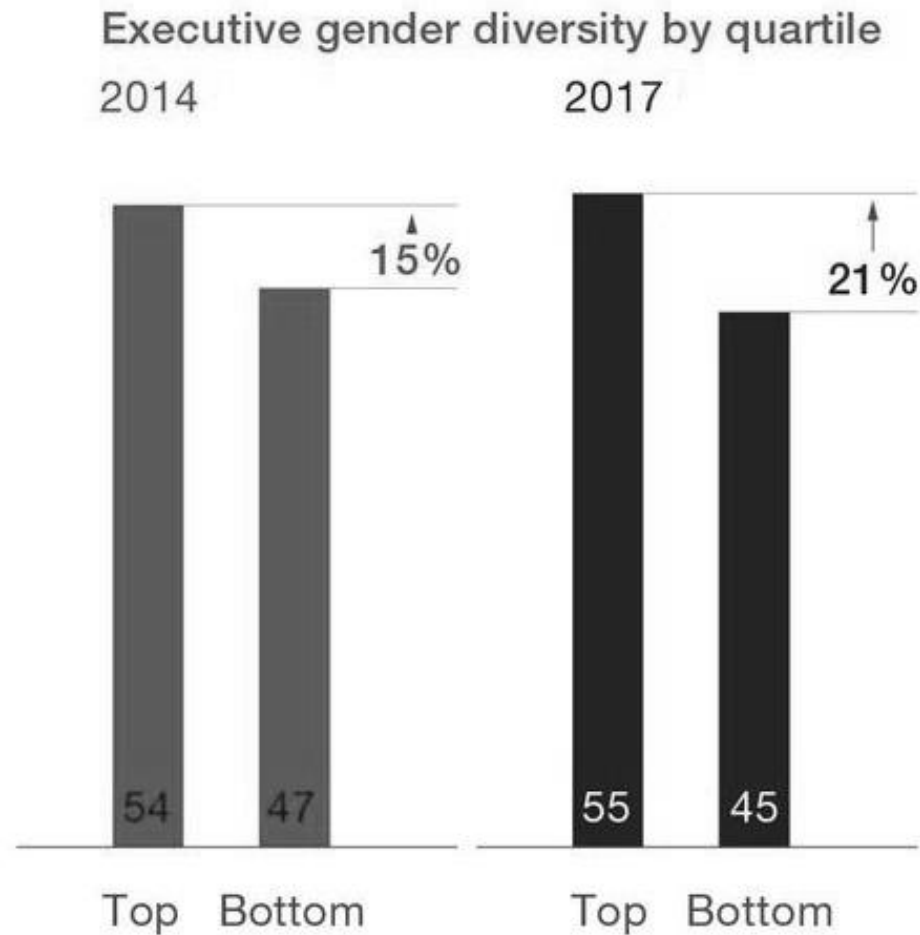
Organizations Recognize the Need to Establish a Progressive IT Workplace Culture

- A progressive workplace culture:
 - cultivates and sustains a comprehensive talent transformation strategy
 - is mission driven and embraces excellence, collaboration, learning and continuous improvement as core competencies
- CIO/CTO/IT leadership is involved along with operations, human resources and marketing/branding
- This builds the next generation of IT talent with emerging technical skills and dynamic leadership capabilities

What Are the Steps to Establishing a Progressive IT Culture?

- Determine the future needs of the IT organization
- Establish a clear vision and mission statement for the future IT organization
- Change the talent conversation across the organization
- Embrace “technical leadership” as a core competency
- Create a “speak up culture” for all IT talent

Gender and Ethnic Diversity are Correlated with Profitability, but Women and Minorities Remain Underrepresented



Source: Diverse Companies are More Likely to Achieve Above-Average Profits according to McKinsey and Company, Forbes, January 25, 2018.