

6 Ways IT Will Move From the Back Office to the Boardroom



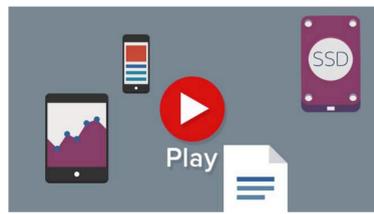
Dr Carsten Sørensen, Associate Professor in Digital Innovation at The London School of Economics and Political Science explains why and how IT will move from the back office to the boardroom.



In today's world, IT is no longer confined to just tech support. IT is becoming business critical across all departments. From HR to marketing, finance to sales, IT solutions and infrastructure allow all employees to be successful in their role, as well as improving business processes and efficiency.

DIGITAL INFRASTRUCTURES Evolution From Physical To Virtual

The right digital infrastructure can provide the data analysis for the insight and foresight needed to support business decisions making. This drives long-term plans and help businesses reach their goals.



01

Worldwide public cloud services revenue reached



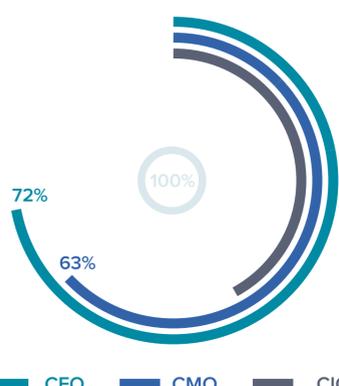
IDC expects the market to increase 23% annually through 2018.^[1]

CHIEF INNOVATION OFFICER Trusted Strategic Advisor

Innovation is at the heart of technology and IT in particular. It's the CIO's role not just to provide the information but also the innovation to help the business functions improve processes and grow the businesses.



02



CEOs put the CIO as the third most strategic member of the C-suite, with 42% listing the CIO as being a contributor to business strategy.^[2]

UNIFIED COMMUNICATIONS To Solve Business Processes

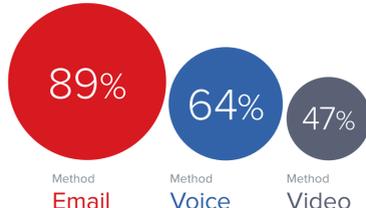
A key responsibility of the IT function is to unify the communications tools; email, instant messaging, voice and video conferencing, but also to unify the communications processes. The tools must feed into inter-team collaboration but also into communications with customers, partners and other key stake-holders.



03

Most preferred methods of communications at work

2013

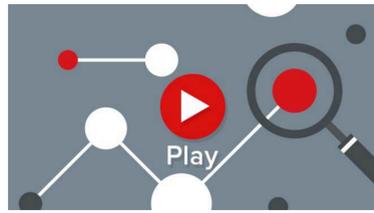


2016



BIG DATA Analysis of Productivity

In a connected enterprise, the IT department will have access to huge amounts of data which can be analysed to identify potential productivity gains. It's important that the IT function can present these analyses back to the rest of the board.



04

1 in 5



of the UK's largest companies now measures the value of corporate data on their balance sheets ^[4]

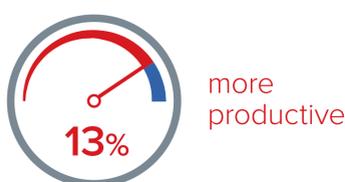
COLLABORATION Breaking Down Barriers to Business

In a knowledge-based economy, collaboration is the spark that prompts innovation. It's important that workers are able to collaborate from wherever they are. This means that mobile or remote workers must be able to access their tools and files, but most importantly their colleagues and customers, from anywhere.



05

A study by Stanford University revealed that home-based employees worked more than office workers... ^[5]



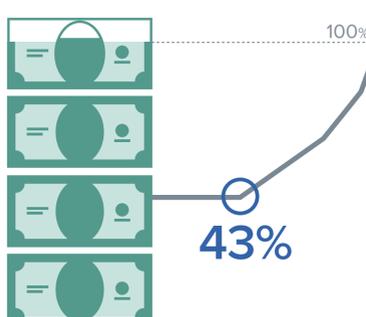
TECHNOLOGY EVANGELIST Getting the Board on Board

The CIO needs to be able to educate the rest of the C-Suite on the need for technology in their business processes. It's an education process to help other business functions see how integral technology now is to the daily functioning of their department, as well as making sure that IT is a key consideration in any business decisions.



06

\$3.7 trillion will be spent on IT in 2014, but only...



of the potential of that technology will be realised. ^[6]

1. IDC — Worldwide SaaS and Cloud Software 2014–2018 Forecast and 2013 Vendor Shares, July 2014

2. IBM — Exploring the inner circle: Insights from the global C-Suite Study

3. Redshift Research — “Global View: Business Video Conferencing Usage and Trends,” was conducted by on behalf of Polycom, September 2013

4. KPMG — Alwin Magimay, head of digital and analytics

5. Stanford University and Ctrip — Does working from home work?, February 2013.

6. Gartner — “Gartner Says Worldwide IT Spending on Pace to Grow 2.1 Percent in 2014”, June 30 2014

“Gartner Executive Program Survey of More Than 2,000 CIOs Shows Digital Technologies Are Top Priorities in 2013”, January 16 2013