



IT Insights and Priorities Survey

UK

H2 2009

Survey Synopsis

- In July-August 2009 CNET Direct and ZDNet UK carried out the 2009 IT Insights and Priority Survey
- The survey was promoted by email and online advertising to our UK audience of IT decision-makers
- We asked 15 questions around IT priorities, challenges, technology implementation plans and the effect of economic crisis on IT operations and purchasing process
- Results from 880 qualifying respondents were analysed by Connection Research*
- Respondents came from across 11 industry sectors and a full spectrum of organisational sizes (2-10,000+)

* Connection Research is an Australian market research and analysis company with a focus on the consumer usage of digital technology. Its primary methodology is demand-side research, surveying consumers of technology about usage patterns, attitudes and plans. www.connectionresearch.com.au

[Take Part in our UK IT Insights Survey for you chance to win an Apple MacBook Air | Web version](#)

Dear Reader,
We need your help!
Take Part in our UK IT Insights Survey 2009 and receive an Analyst Report of the results. You will also have the chance to win an Apple MacBook Air

[→ Start Survey Now](#)

With an ever-changing global economic climate, soaring costs of doing business and an increasingly competitive marketplace, more and more responsibility is being placed on technology to improve profitability and drive business growth.

As a valued visitor to our business technology websites your opinions are vital and will help create an accurate snapshot of the IT priorities and plans shaping UK organisations both now and in the future.

We've designed a [short 10 minute survey](#) to collect your opinions and share your views. Your feedback will also be shared with our editorial team, to make our websites better by helping us address your most important challenges and initiatives.

In appreciation of your participation all respondents will receive a **Complimentary Analyst Research Report**, sharing the findings of the survey, and go into a draw to **Win an Apple MacBook Air**.

[Begin the survey now](#)

Thanks in advance for your participation.

Tony Hallett
Editorial Director (UK),
CBS Interactive



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ZDNet UK **We need your help!** [→ Start Survey Now](#) **WIN a MacBook Air!**

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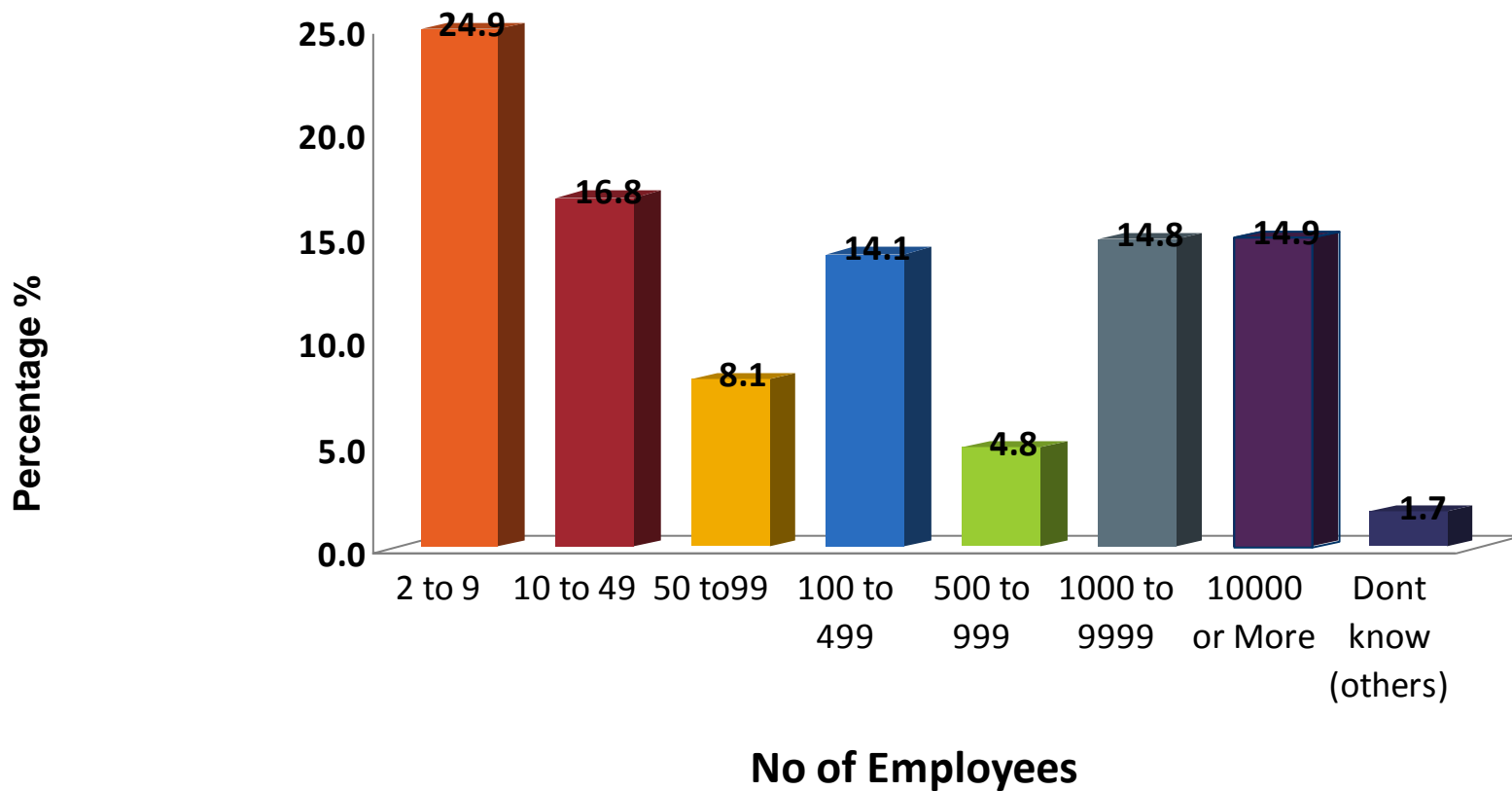


UrbanBaby



Respondent Demographics

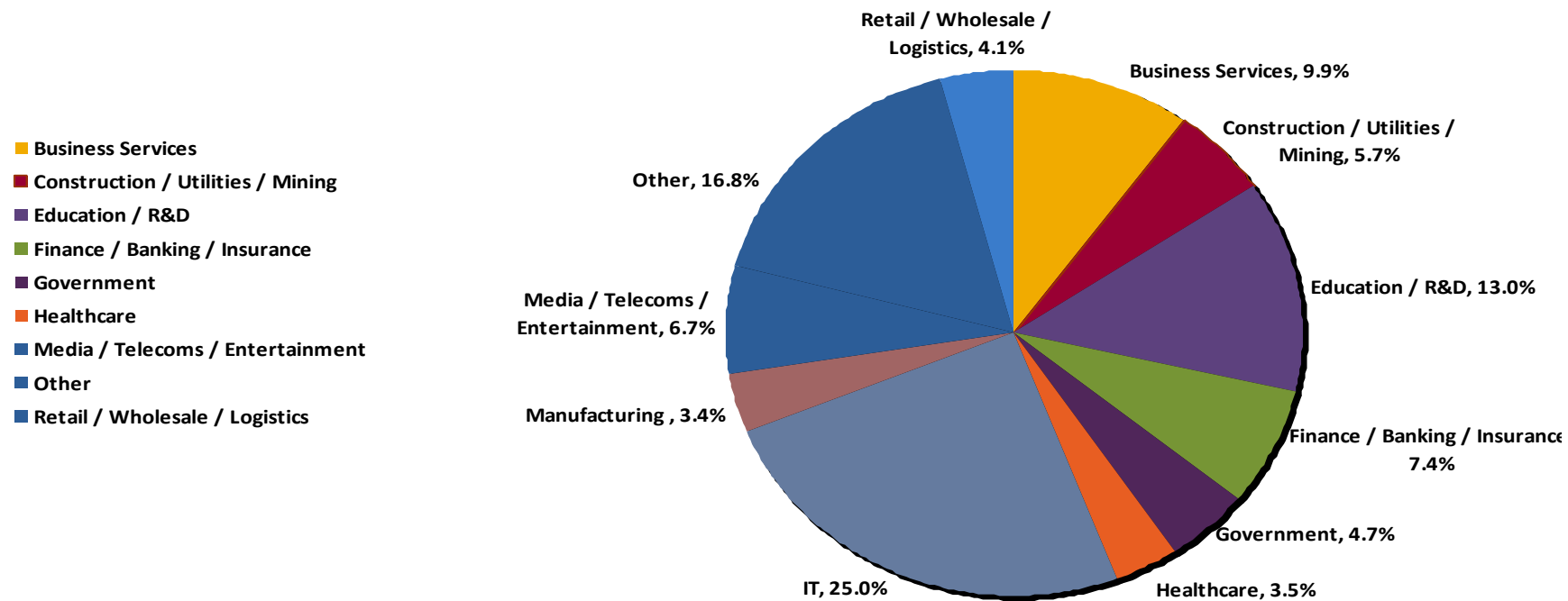
Number of Employees



Question:

How many employees does your company have?

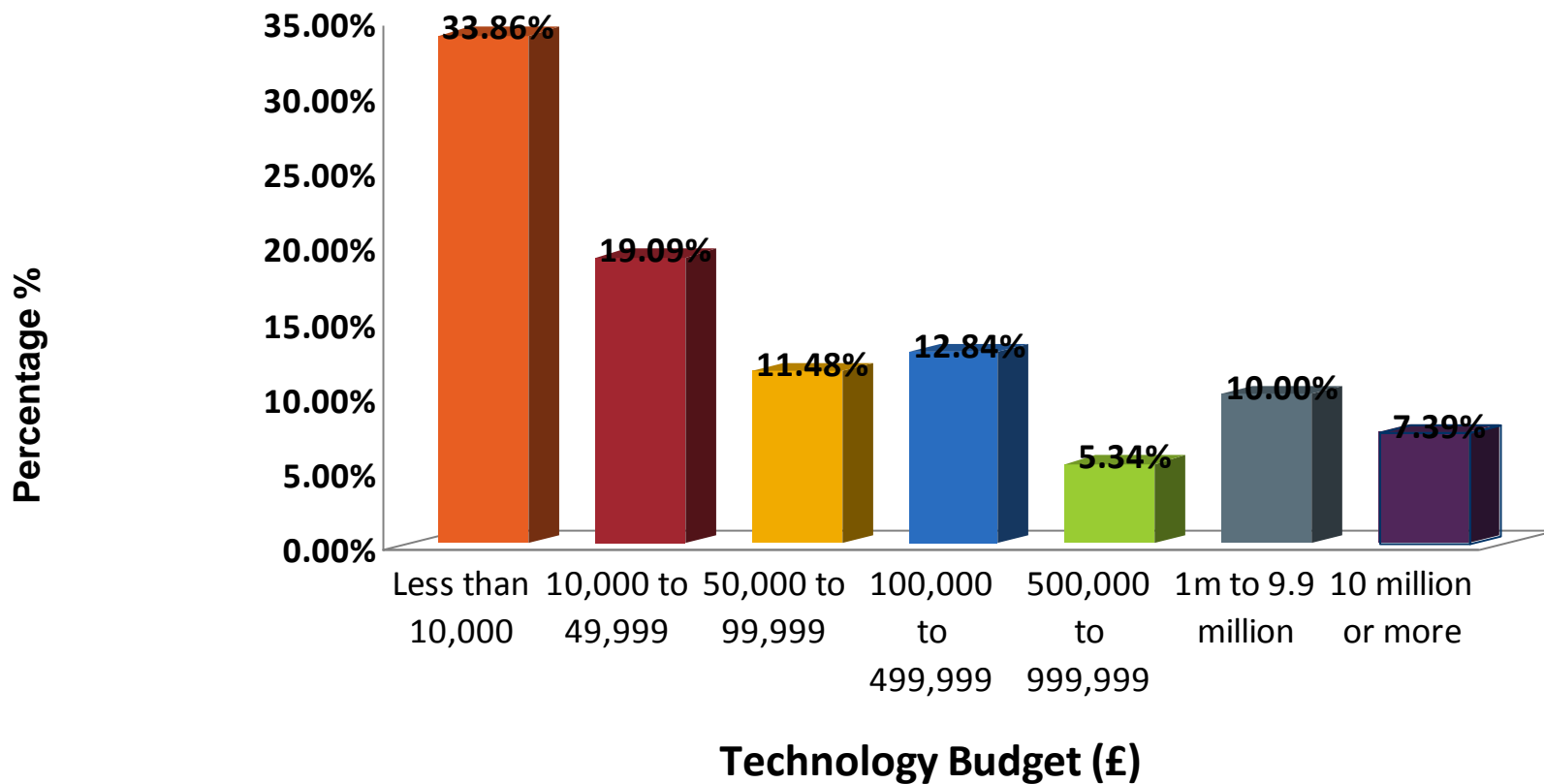
Industry Sector



Question:

What industry sector does your company belong to?

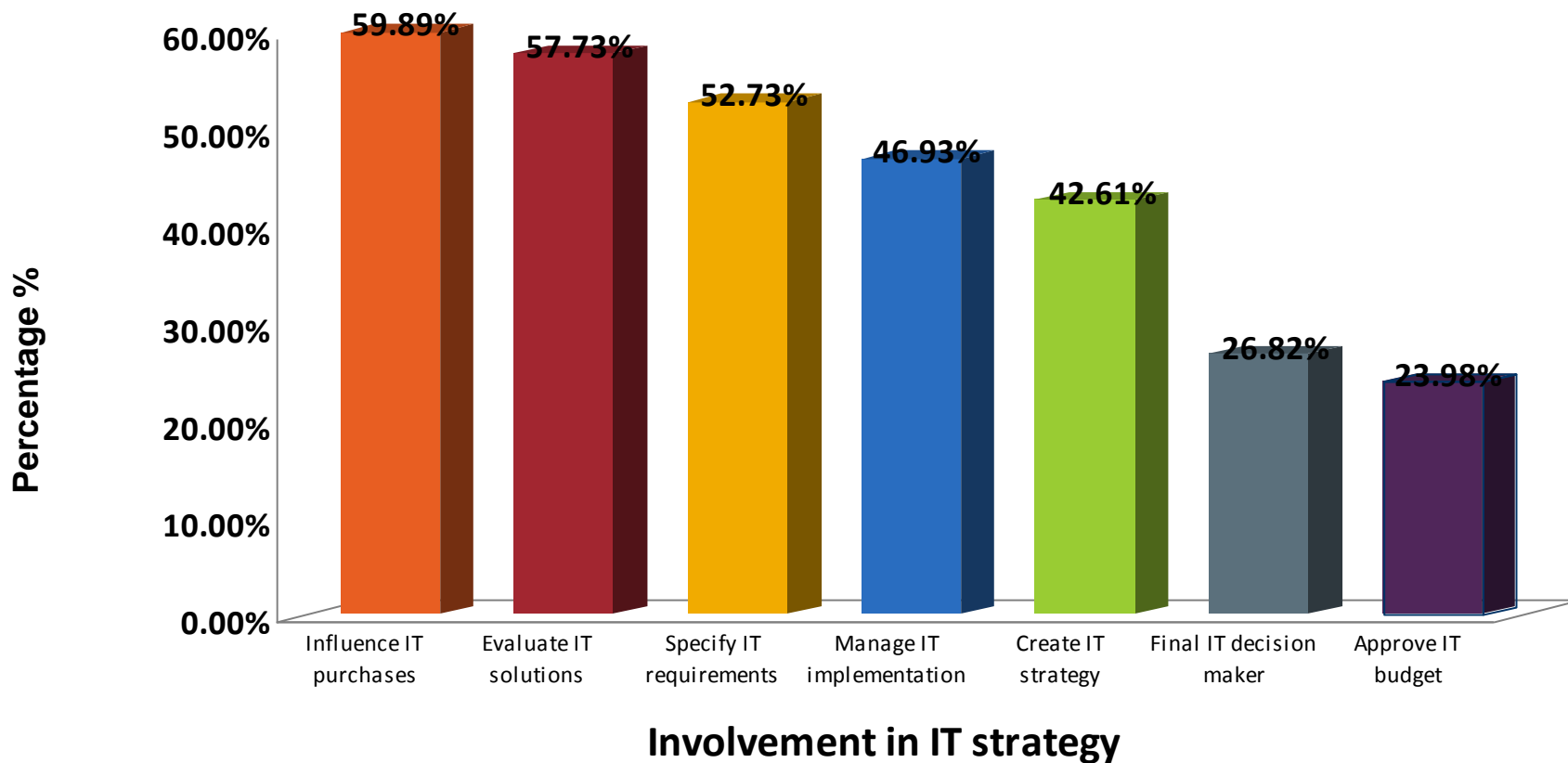
Technology Budget next 12 months



Question:

Approx how much will you spend on technology products and services within the next 12 months?

Involvement in IT Strategy and Implementation



Question:

In what ways are you involved in your organisation's IT Strategy and Implementation?

Headlines

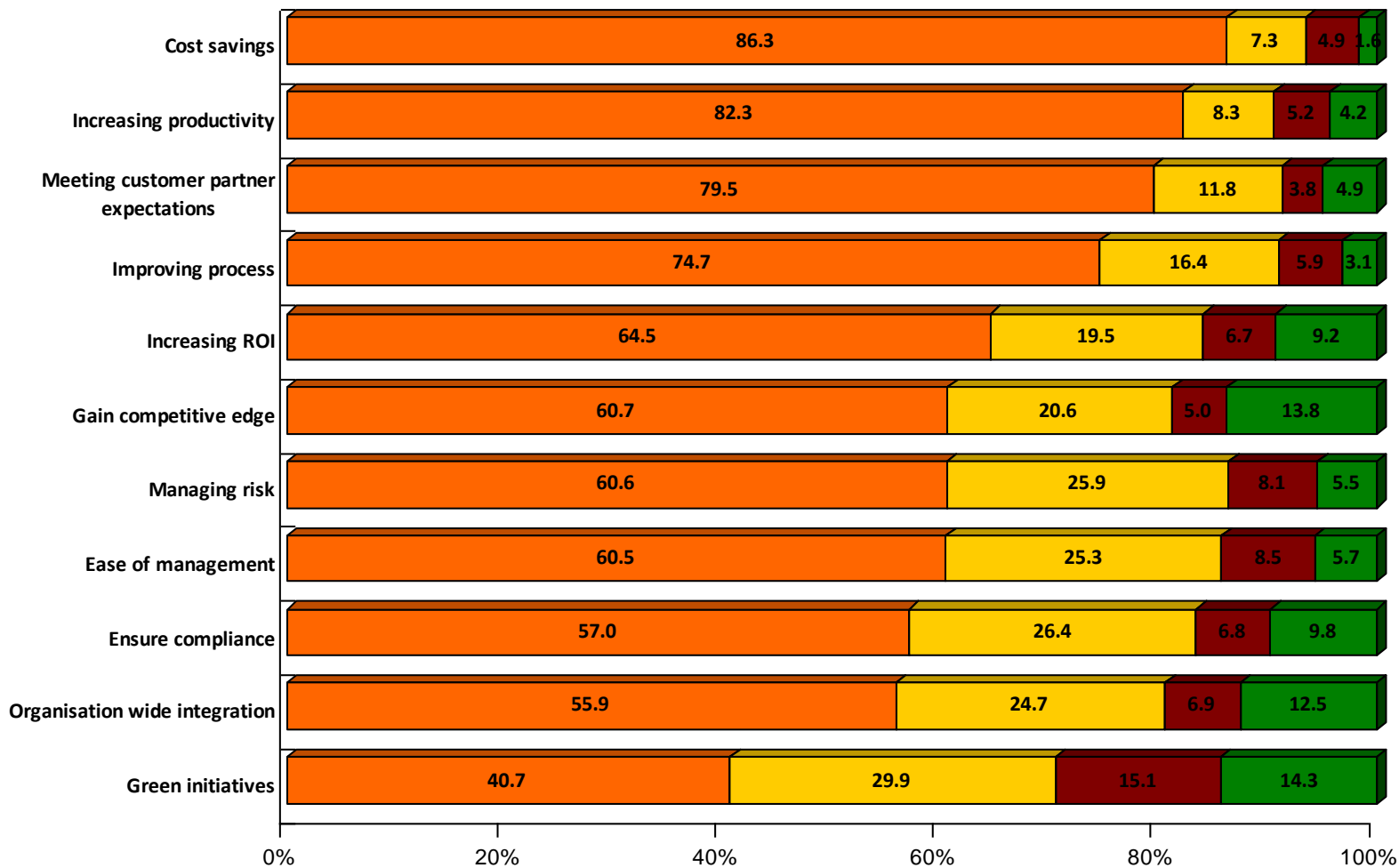
Headlines

- Key focus on saving money and operating within constrained budgets
 - Deferral of many short-term projects
 - Reduction in IT budgets
 - Referral of decision-making to CEO/CFO
- Stronger emphasis on:
 - Ensuring IT applications have better fit with business processes
 - Improved access to information
- Investment plans for next 12 months:
 - Data centre and end-user hardware
 - Web Apps
 - Network Security
 - Virtualisation
 - Mobile Working
 - Unified Communications
- Green IT appears low down the list of IT Priorities
- Key differences based on company size

Key IT Objectives

IT Objectives

■ Top Priority
 ■ Low Priority
 ■ Considering
 ■ Not on Agenda



Question:

To what extent is your organisation addressing the following Key IT Objectives?

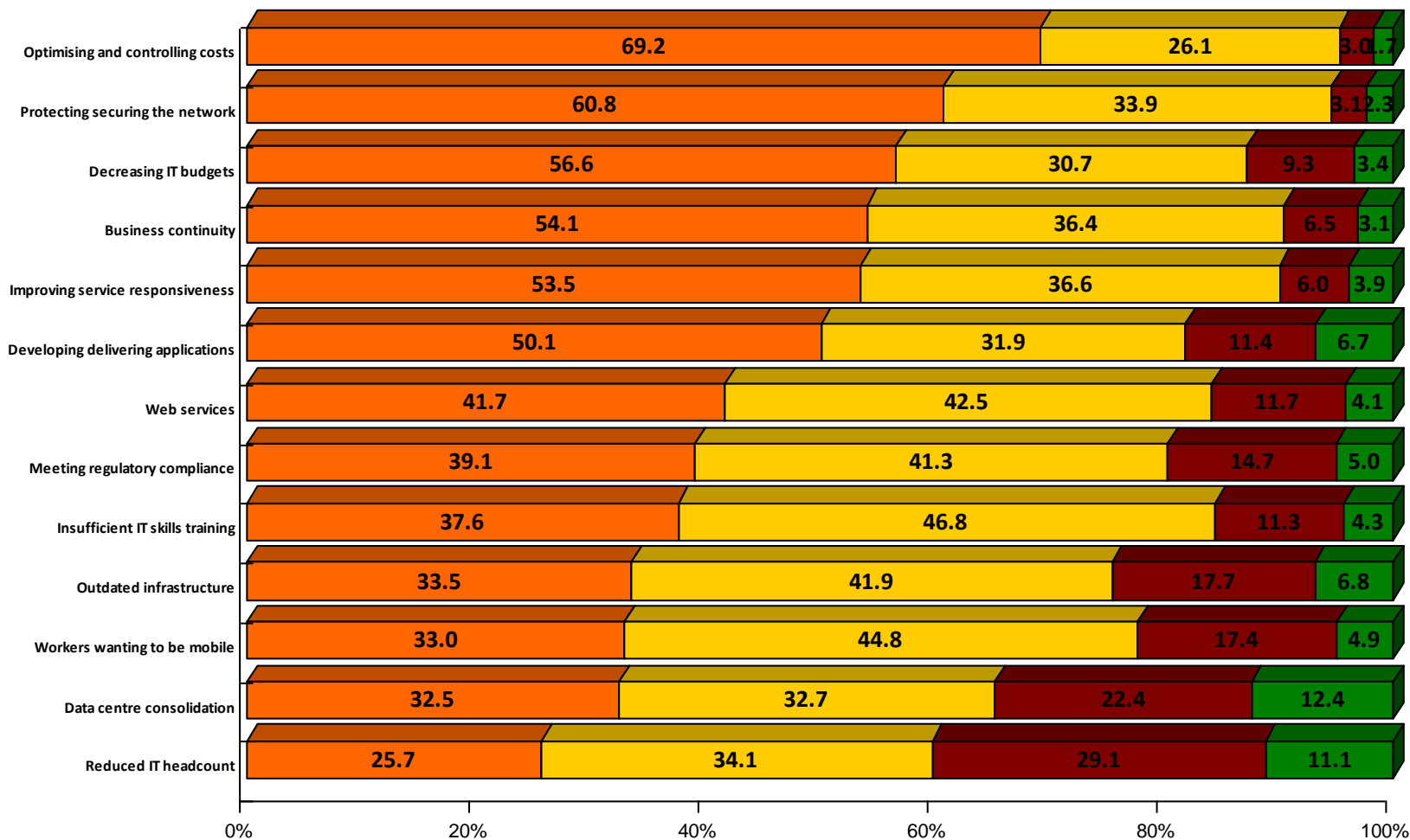
Small enterprises are more likely to focus their IT objectives on increasing productivity whereas medium and large organisations tend to put more emphasis on cost saving objectives

Smaller enterprises consider customer and partner expectations more important than improving processes, which is a higher priority for medium and large enterprises

Key IT Challenges

IT Challenges

■ Key Challenge
 ■ Minor Challenge
 ■ Not important
 ■ Never think about it



Question:

How significant are the following IT Challenges in your organisation?

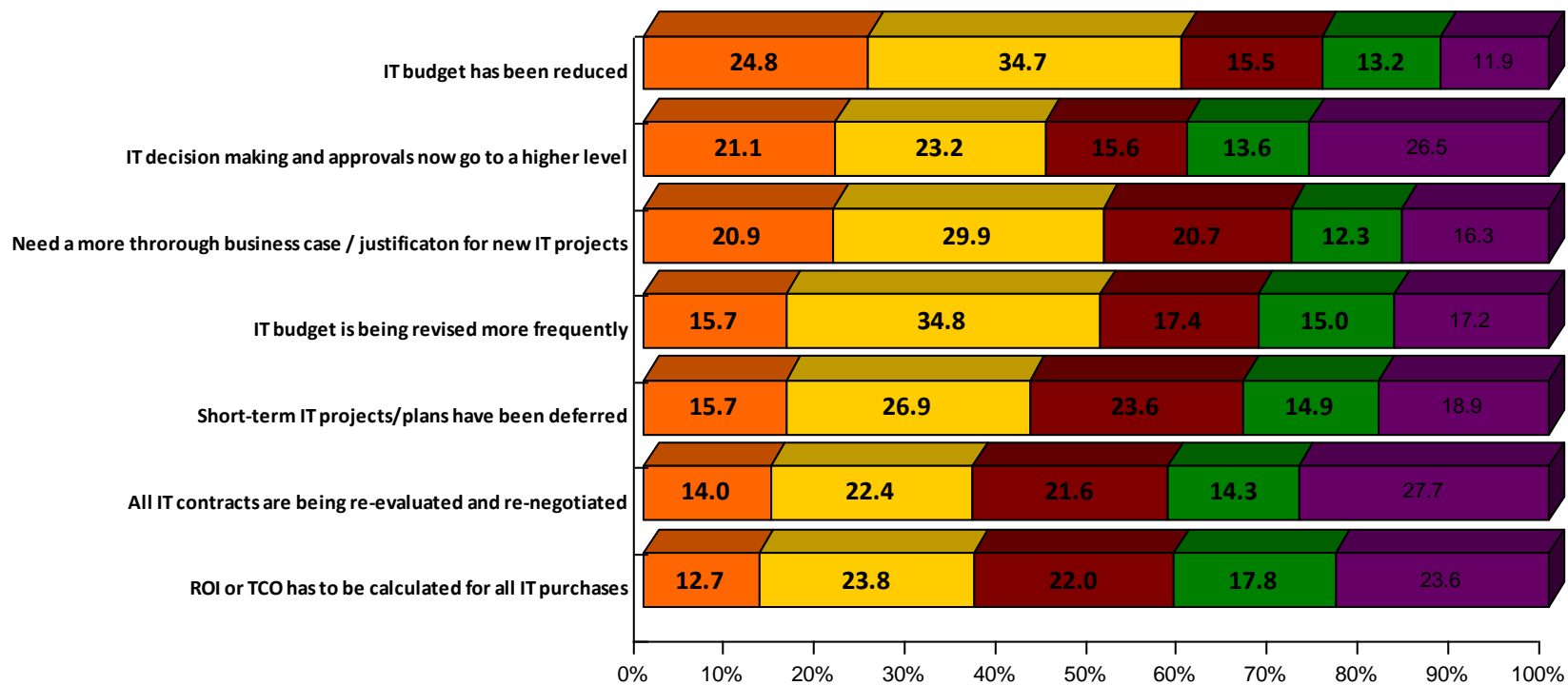
Optimising and controlling costs is a top priority for all UK enterprises

Small organisations are more likely to focus on protecting and securing the network and business continuity, whereas medium and large organisations tend to focus on decreasing IT budgets

Effect of the Economic Downturn

Effect of the Global Economic Downturn

Major effect Some effect Minor effect Relevant, but no effect Not Relevant



Question:

To what extent has the global economic downturn caused the following in your organisation?

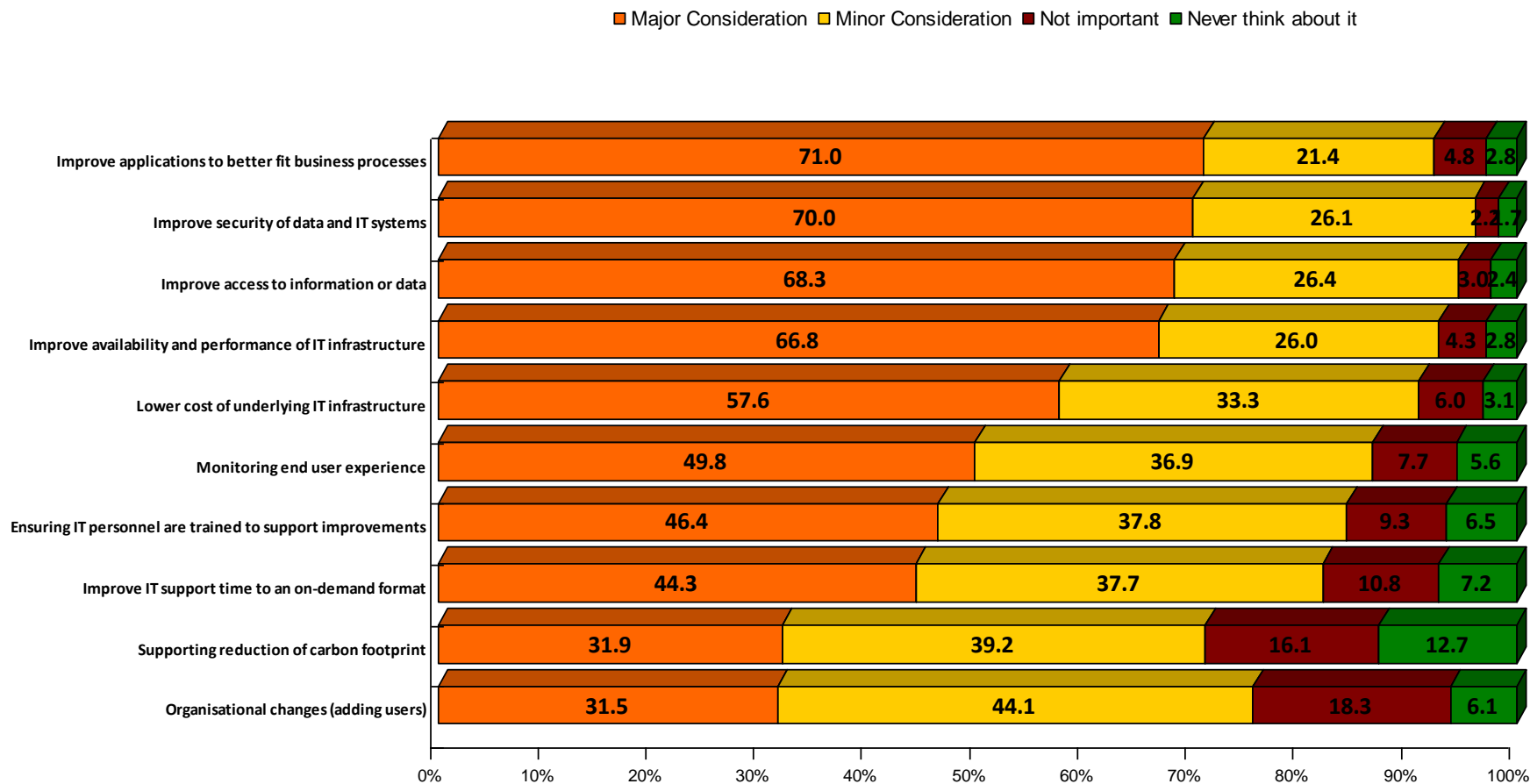
Medium sized organisations, and less significantly small enterprises, have been affected by reduced IT budgets and the need for a more thorough business case for new IT projects

IT decision making and approvals moving to a higher hierarchical level has affected large organisations the most, with a lesser impact on medium-sized businesses

Small enterprises find the need to revise IT budgets more frequently more necessary than moving IT decisions to a higher level

IT Consideration

IT Considerations



Question:

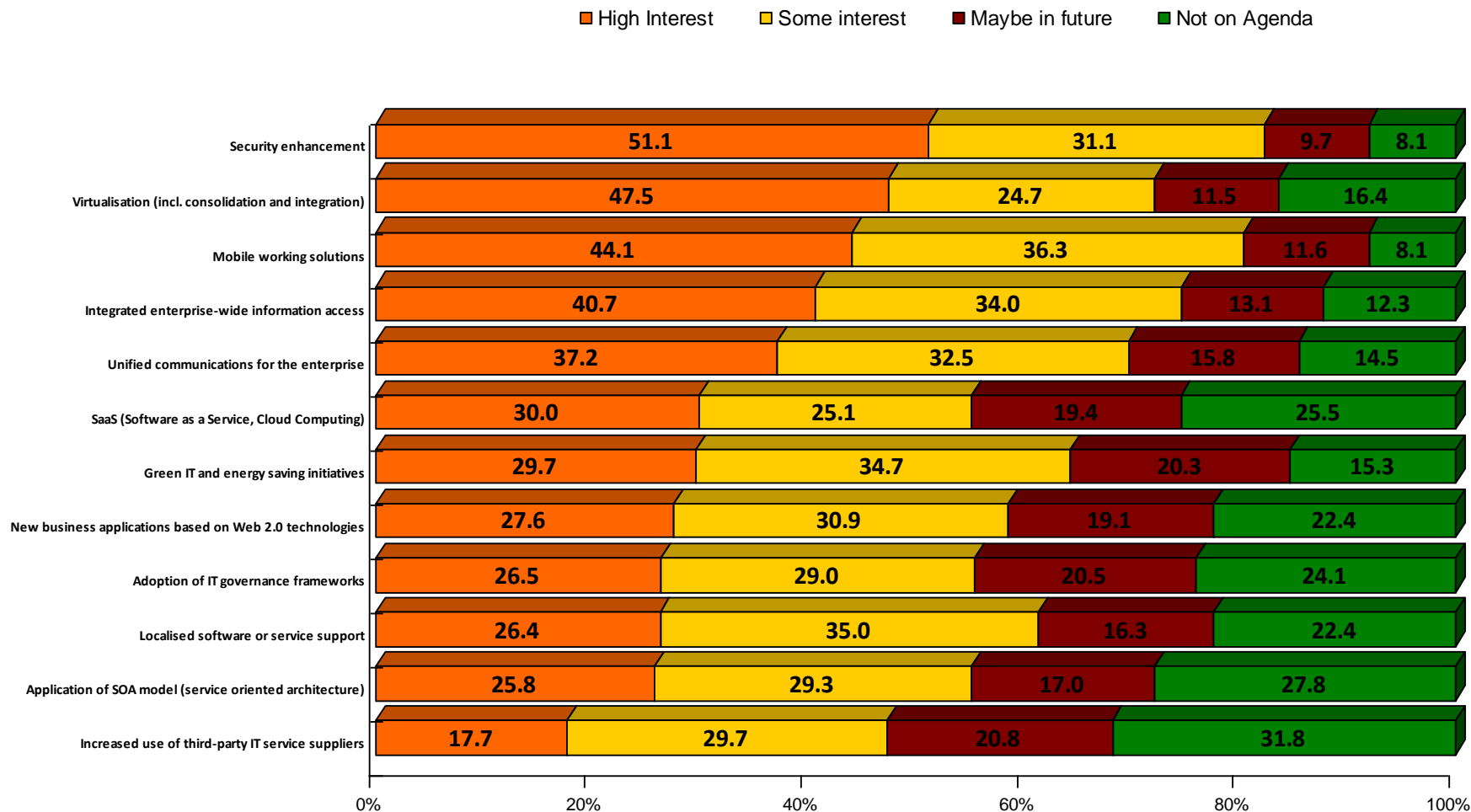
When making IT improvements, how important are the following Considerations to your organisation?

Small enterprises believe improvement of applications to better fit business processes is the most important IT consideration whereas medium sized enterprises slightly consider improvement of availability and performance of IT infrastructure more important

Large organisations tend to consider improvement of security of data and IT systems and lower costs of underlying IT infrastructure most importantly

IT Strategies and Technologies

IT Strategies and Technologies



Question:

How relevant (or interesting) are the following IT Strategies/Technologies to your organisation at the present time?

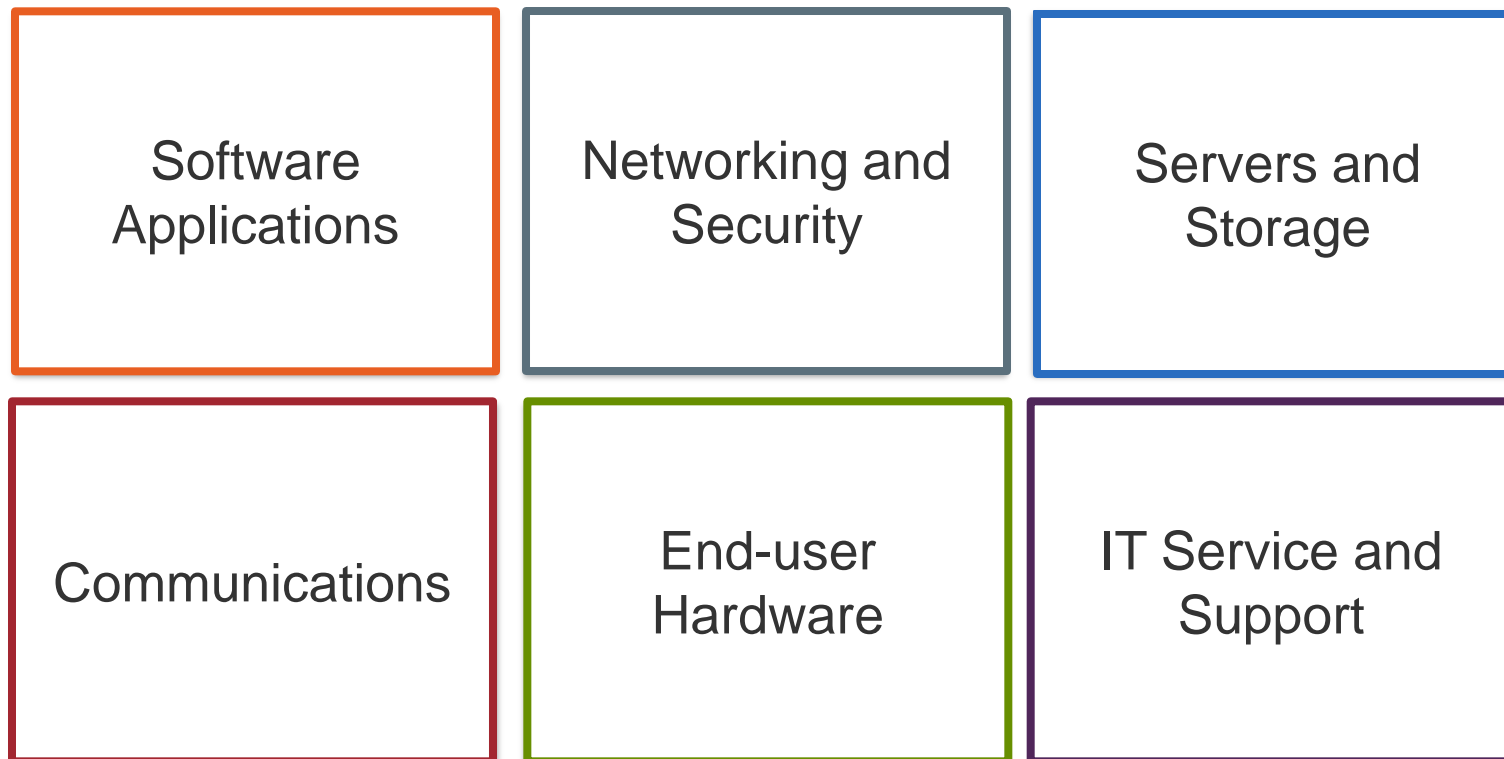
Small enterprises show most interest in mobile working solutions.

Virtualisation, the IT technology medium-sized and large organisations find the most interesting, is only the 5th highest ranking strategy/technology of interest to small enterprises

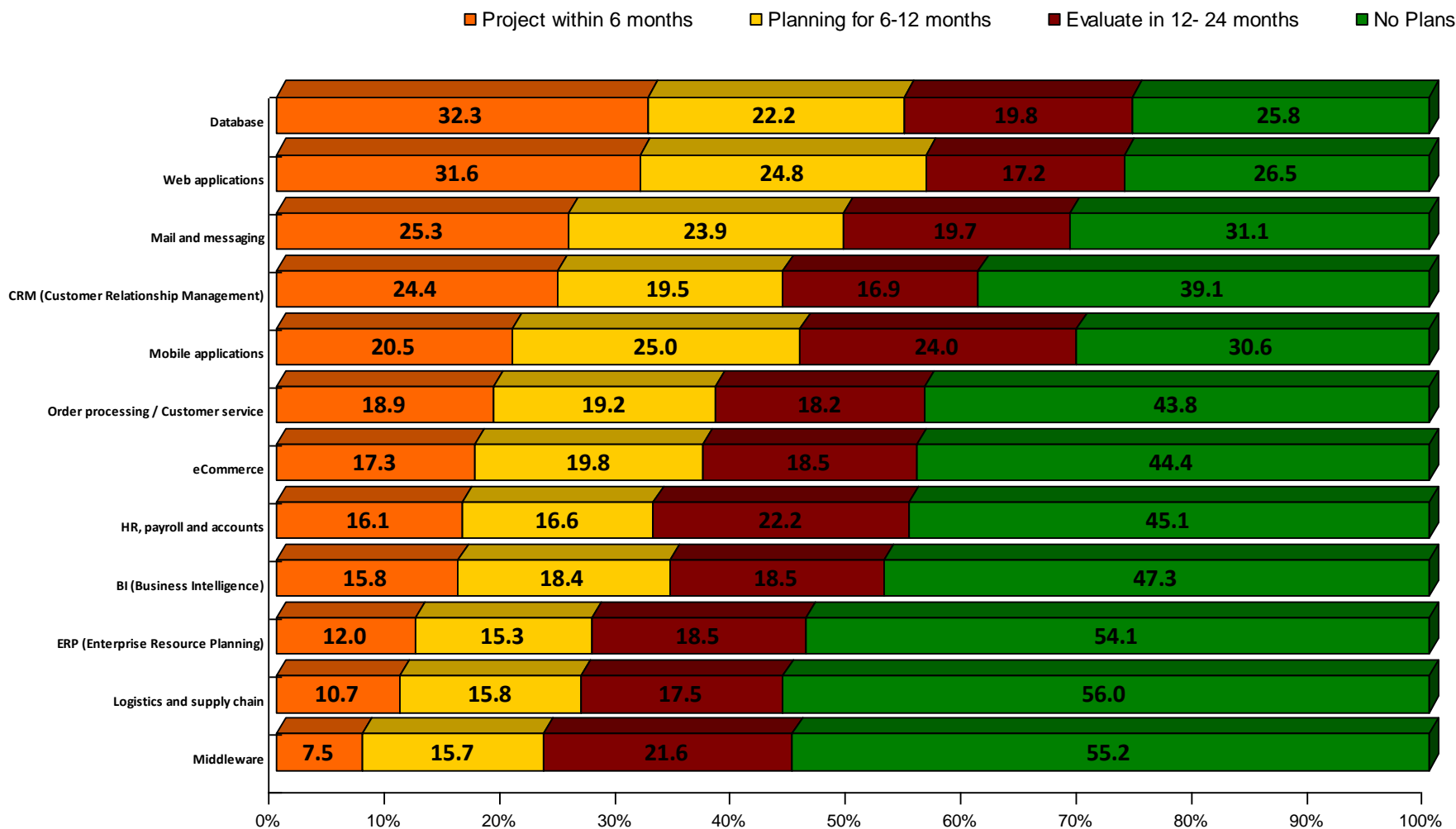
All UK enterprises, no matter what size, agree that security enhancement is the second most interesting IT strategy/technology

IT Priorities by Product Category

6 Product Categories



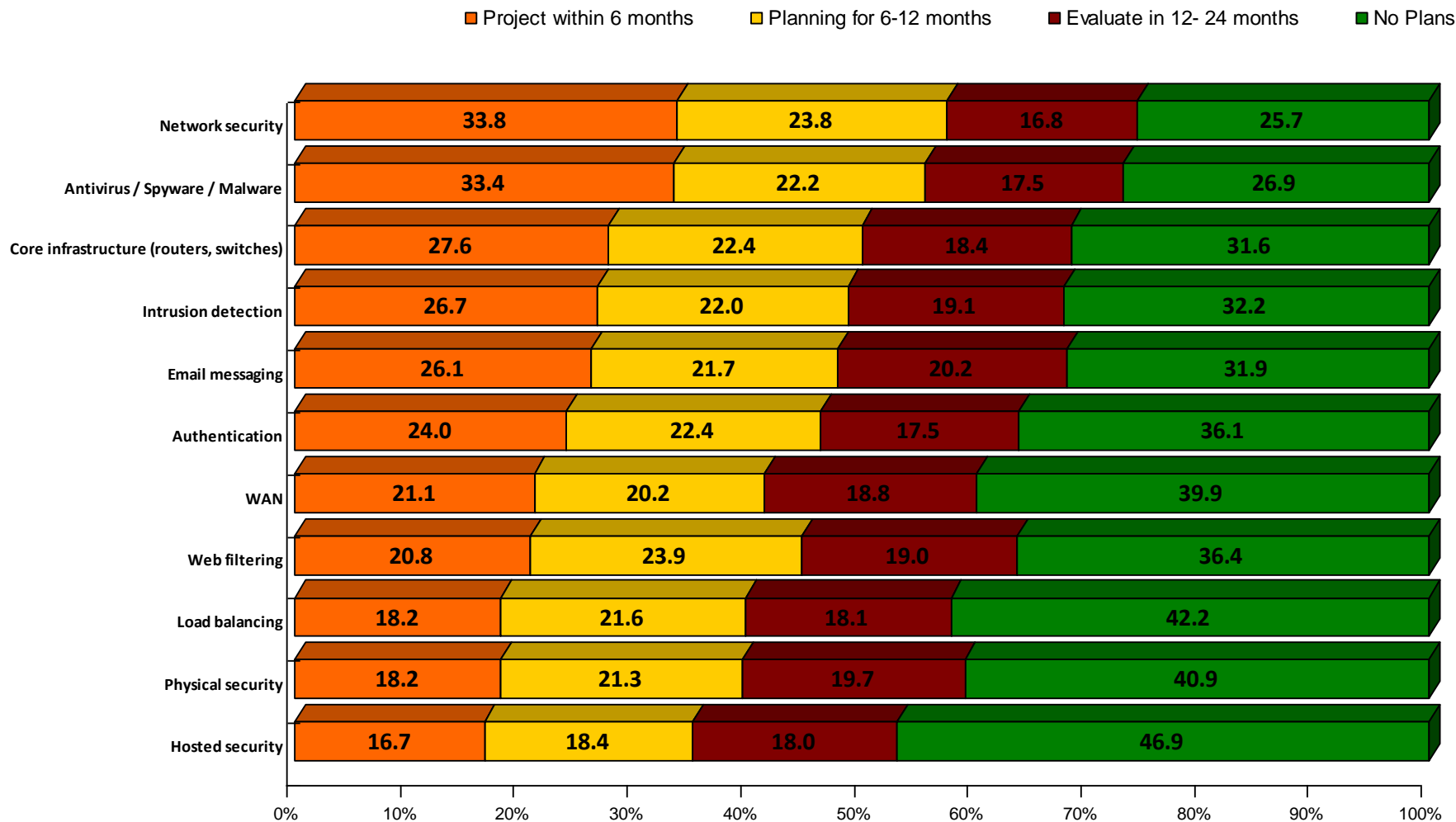
Software & Applications



Question:

How much of a priority are the following Software & Applications for your organisation?

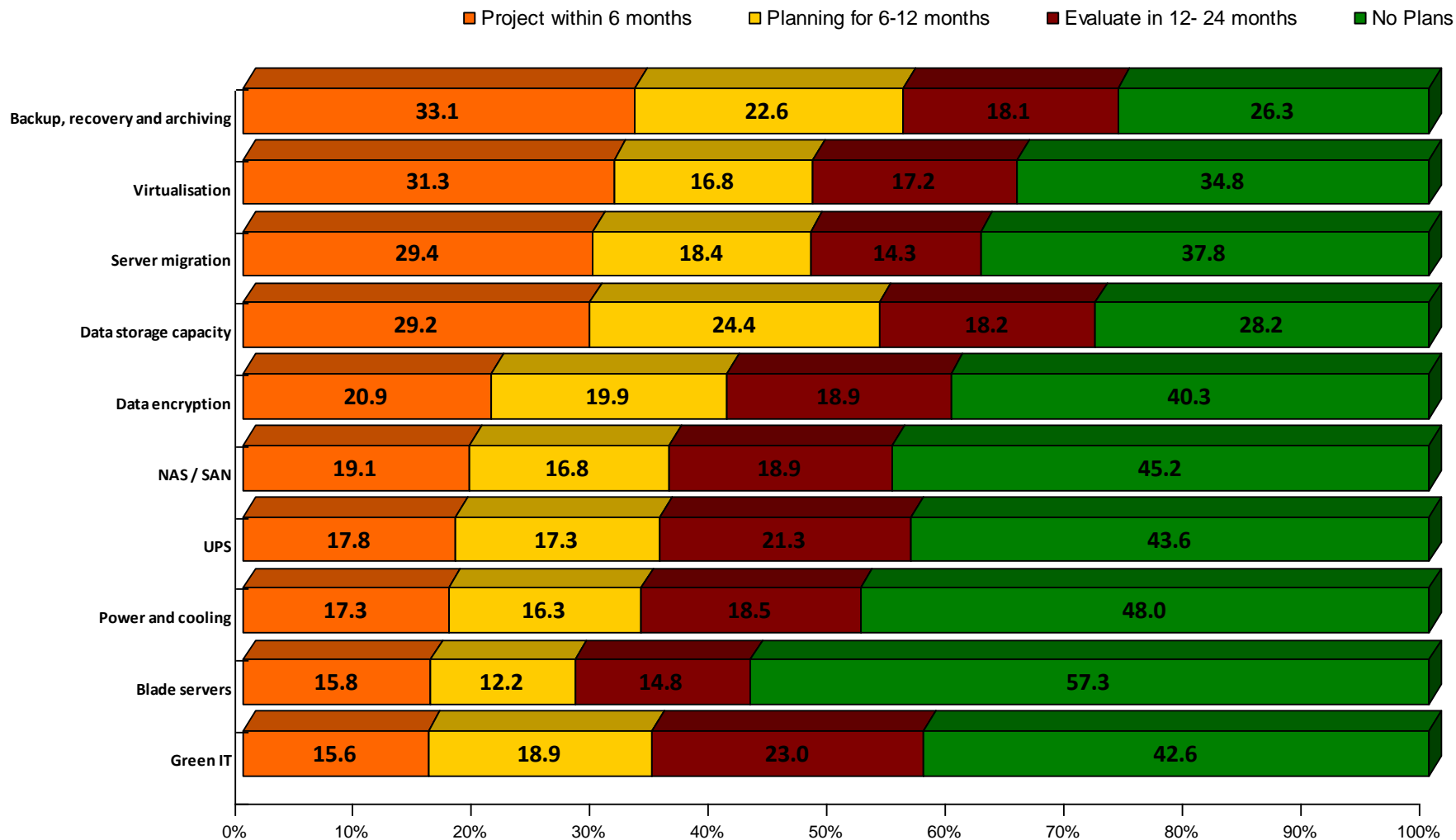
Network and Security



Question:

How much of a priority are the following Networking & Security technologies for your organisation?

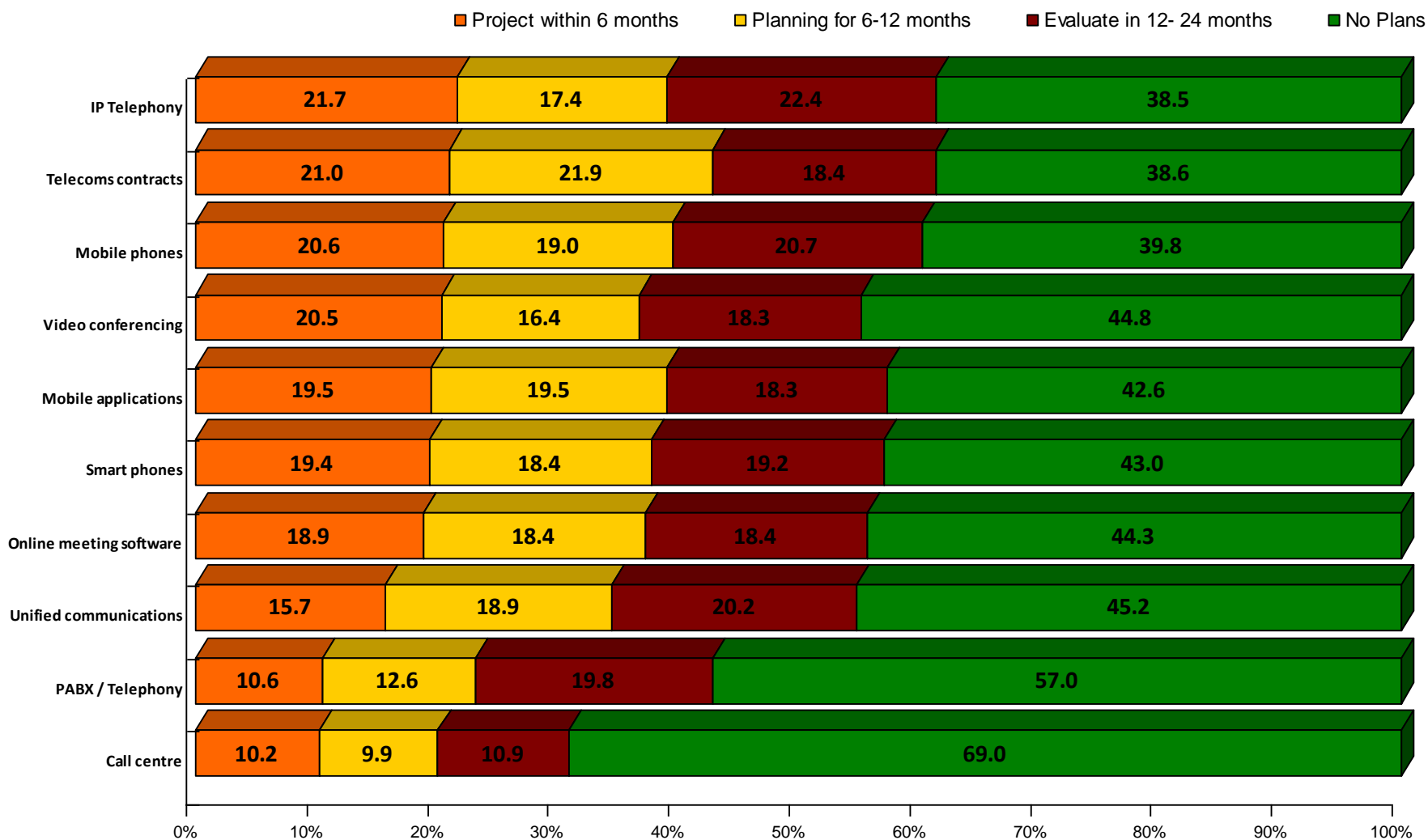
Server, Storage and Datacentre Technologies



Question:

How much of a priority are the following Server, Storage & Datacentre technologies for your organisation?

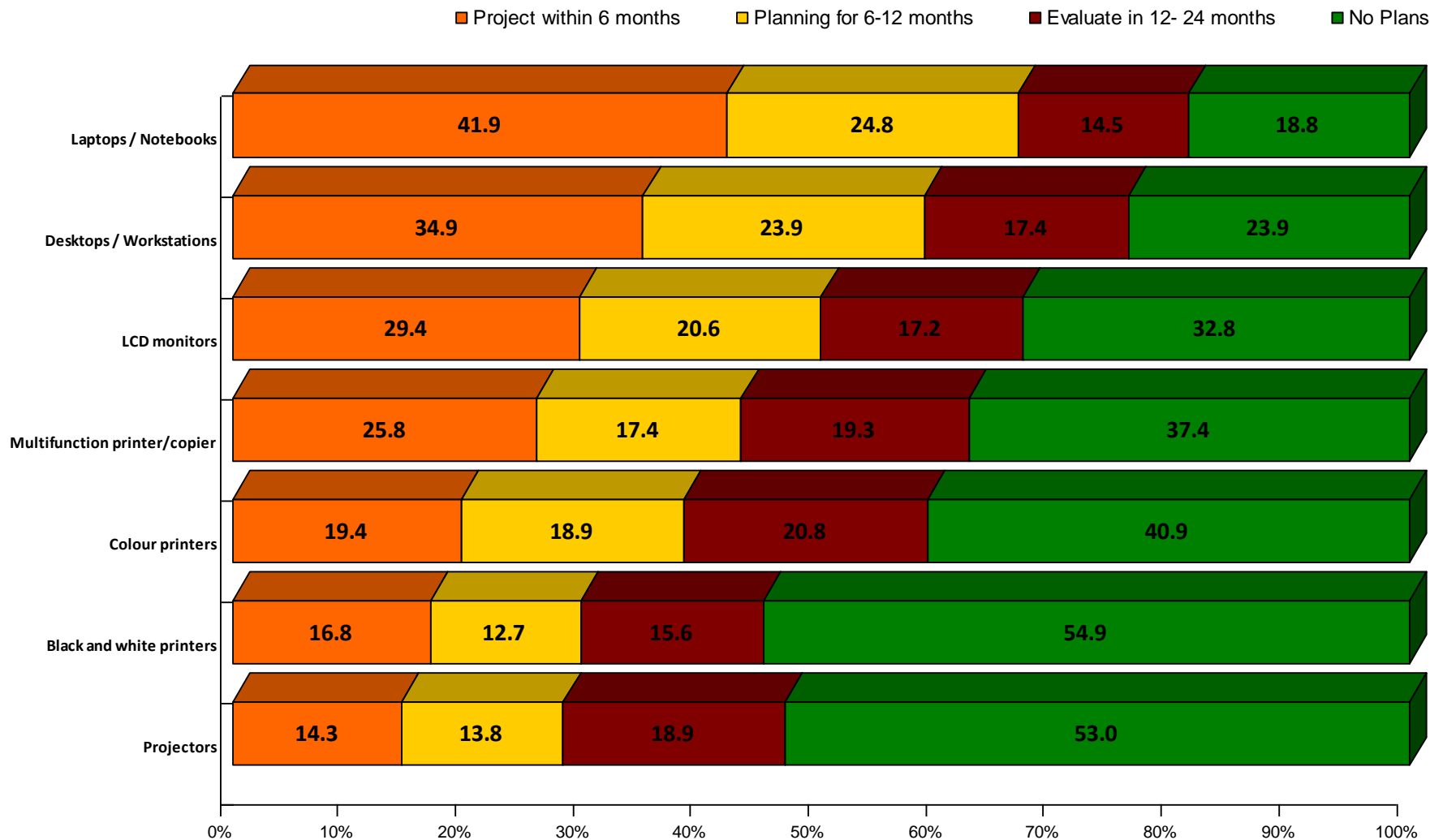
Communication Technologies



Question:

How much of a priority are the following Communication technologies for your organisation?

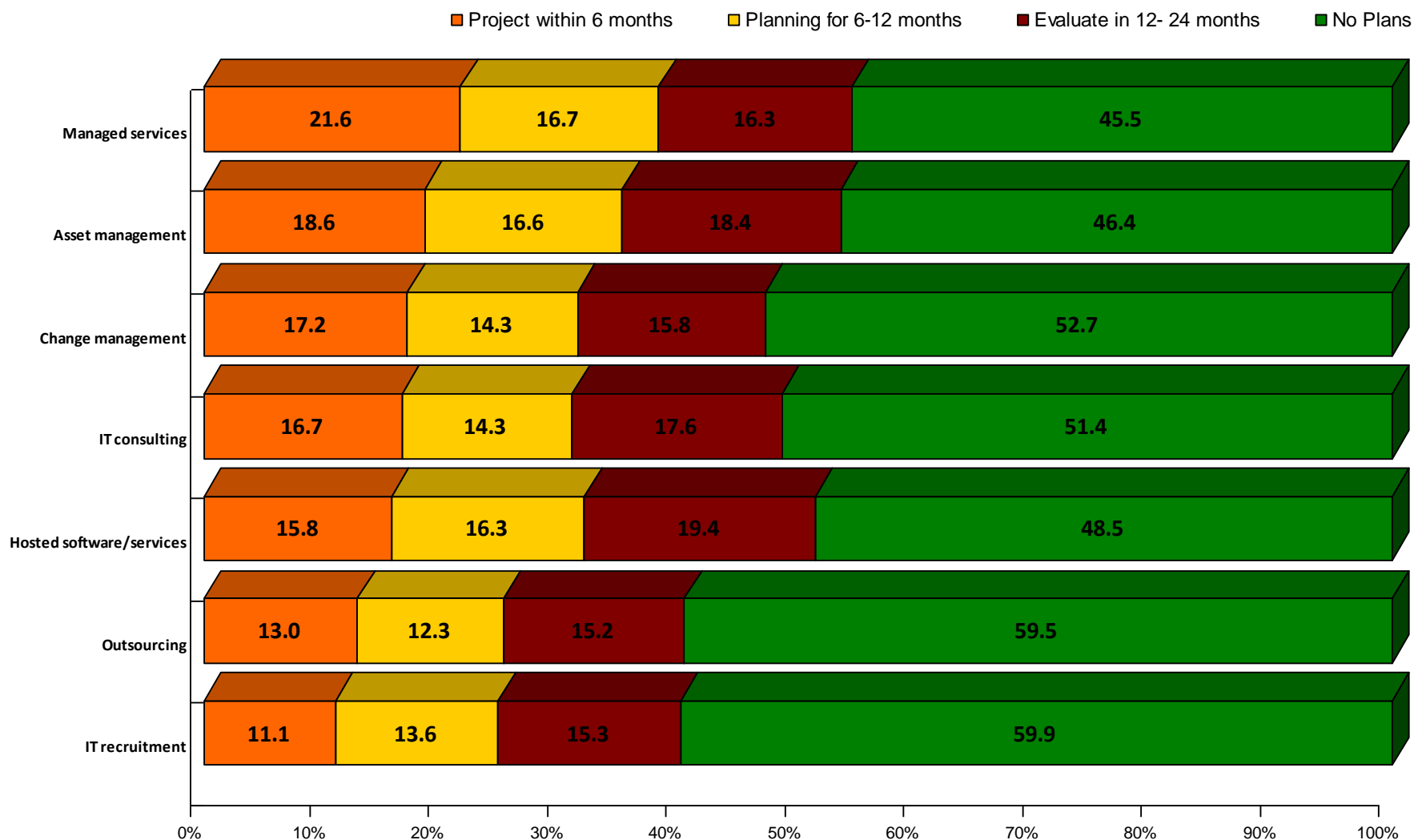
Hardware Technologies



Question:

How much of a priority are the following Hardware technologies for your organisation?

IT Service, Support and Management Technologies



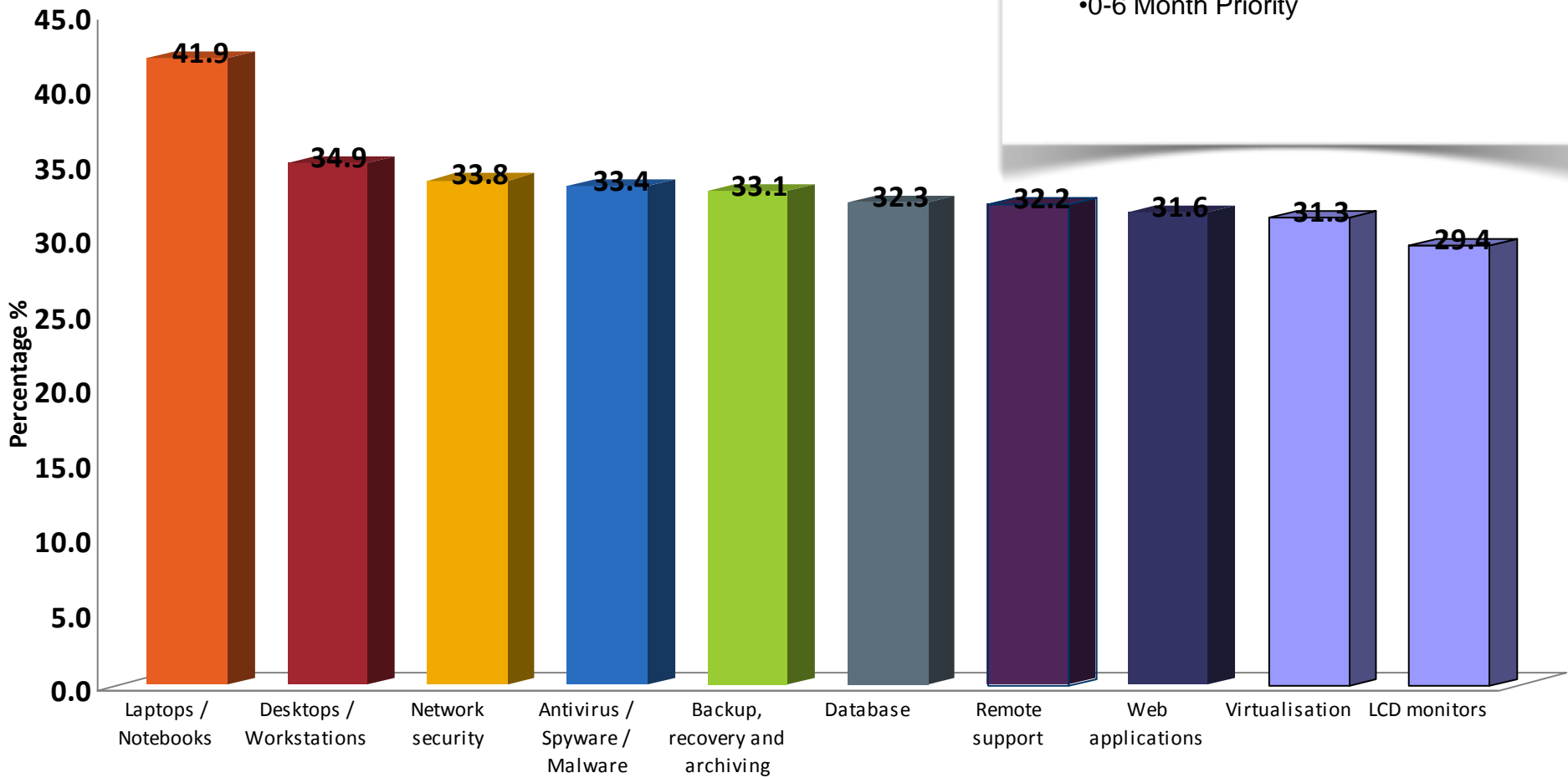
Question:

How much of a priority are the following IT Service, Support and Management technologies for your organisation?

Combined Rankings

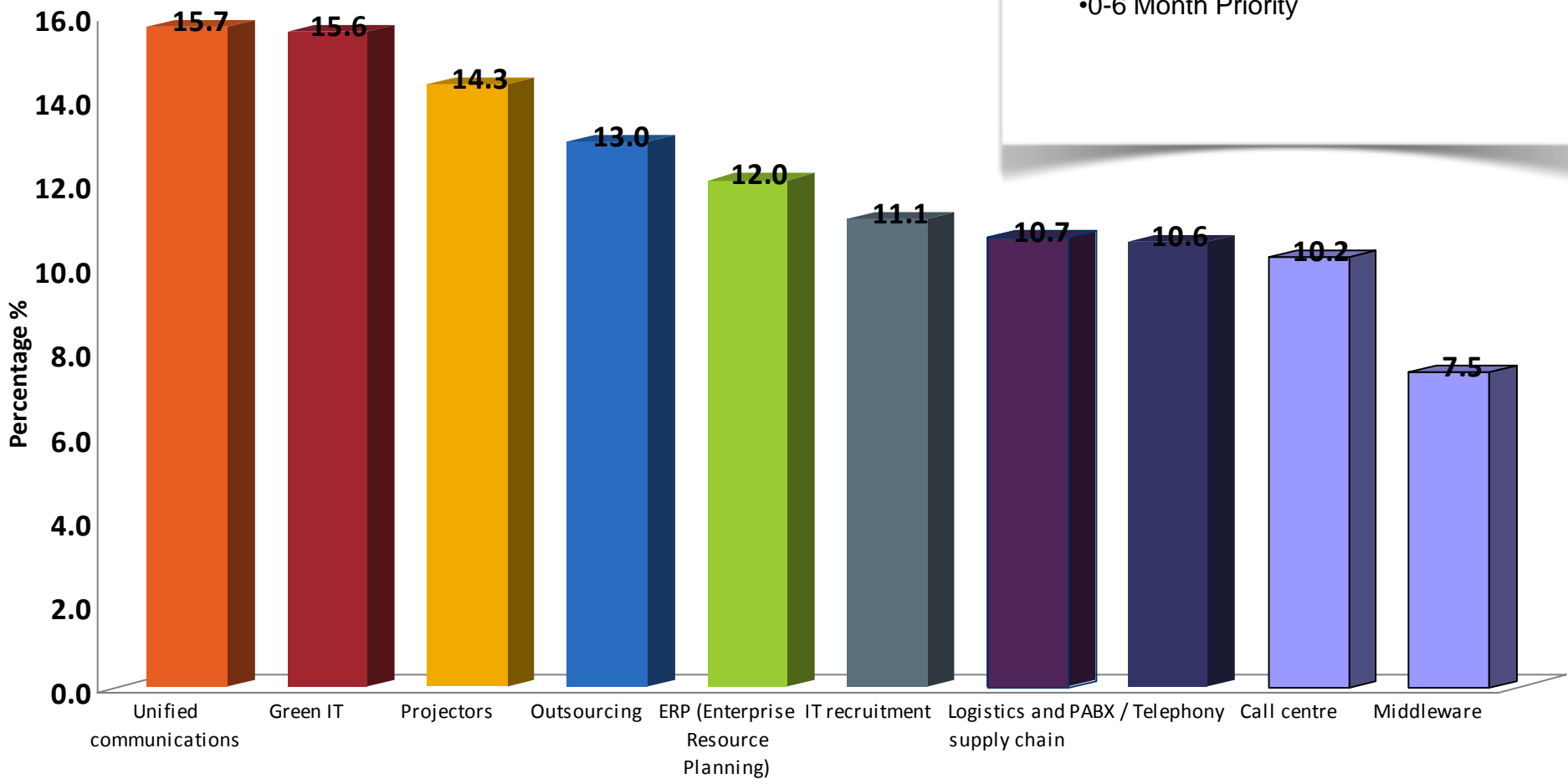
Top 10 Priorities

•Top 10 Ranking
•All Categories
•0-6 Month Priority

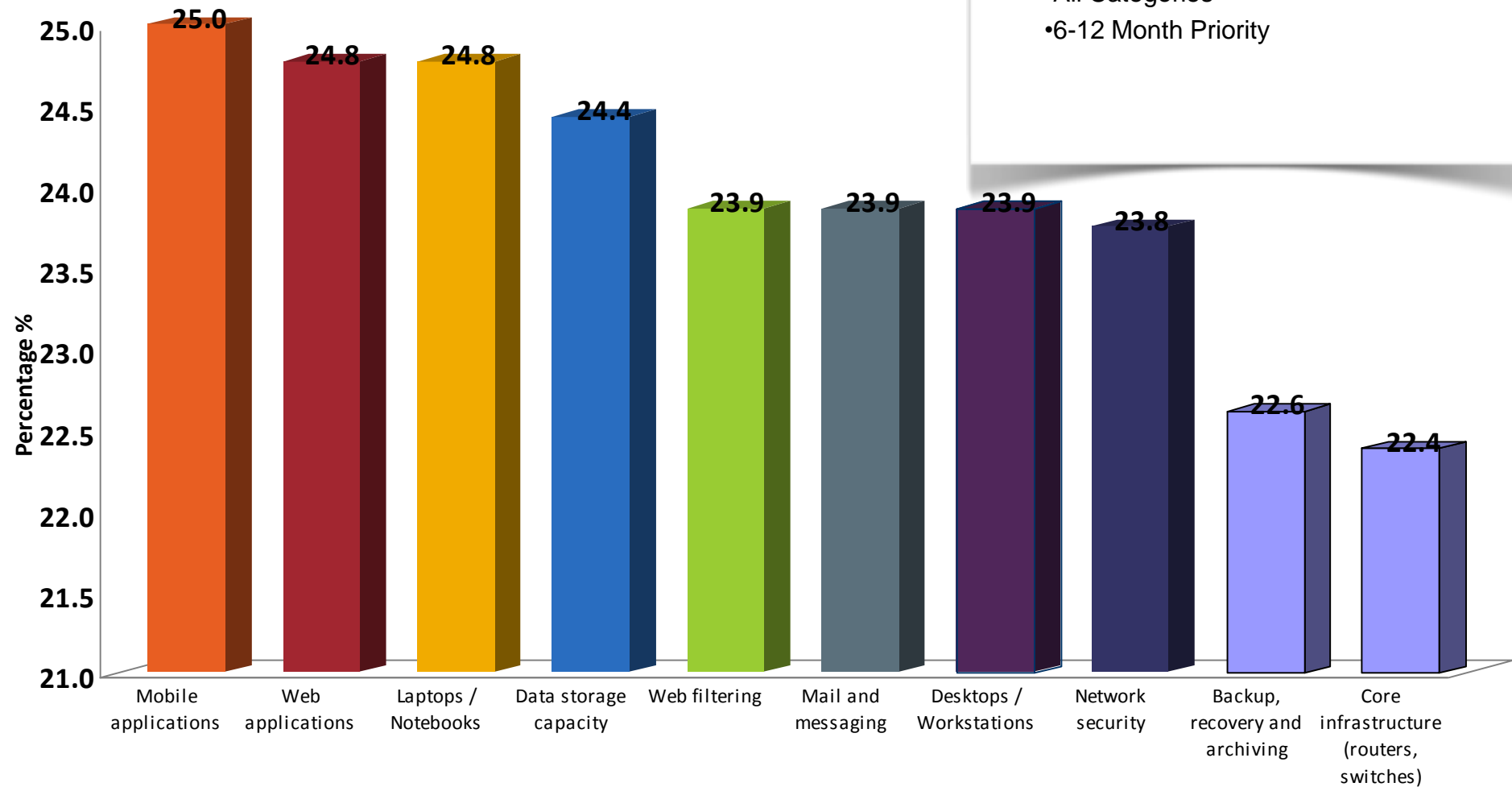


Bottom 10 Priorities

- Bottom 10 Ranking
- All Categories
- 0-6 Month Priority

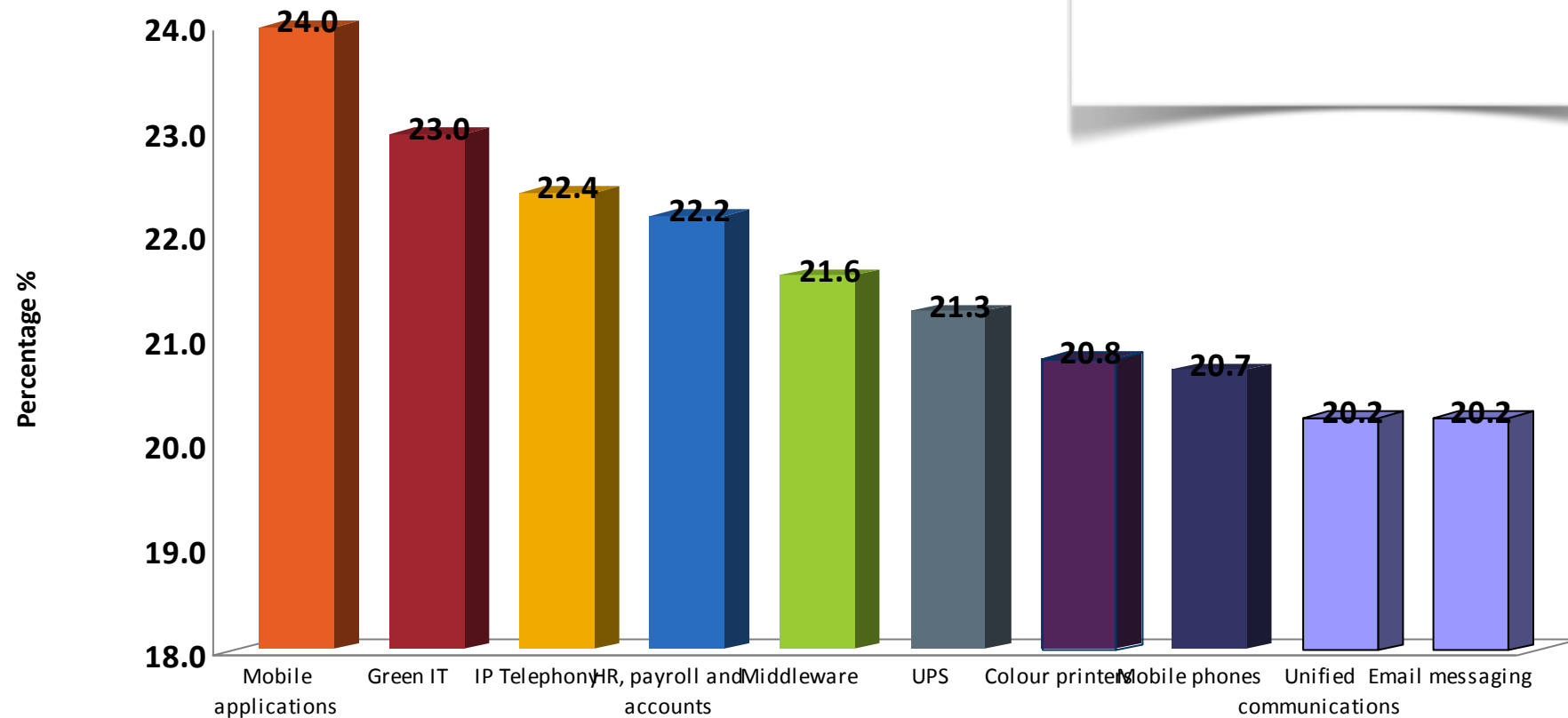


Top 10 Mid-Term Priorities



Top 10 Long-Term Priorities

- Top 10 Ranking
- All Categories
- 12-24 Month Priority



Headlines

- Overall picture is conservative with focus on
 - saving money
 - operating within constrained budget
- Most immediate priorities are easily justifiable
- “Luxury” investments take back seat
- Marketing messaging should

