

Redefining Connections

Insights from the Global C-suite Study – The CIO perspective

IBM Institute for Business Value



Context

Blurring boundaries: CIOs rank industry convergence as the biggest trend on the business horizon



"We're supporting the shift from intuitive decision-making to fact-based management using analytics."

Pedro Praxedes,
CIO, Farmácias Pague Menos, Brazil



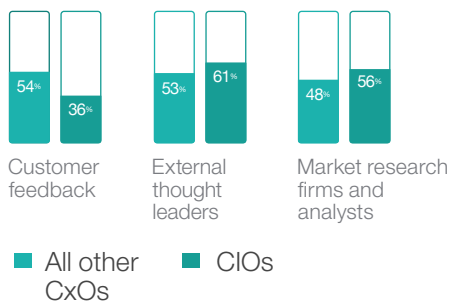
Nearly half of all CIOs are still in the planning stages of cloud

49%

of CIOs are still researching, analyzing, designing or choosing their cloud solution

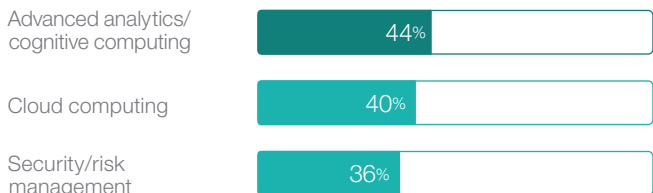
Wise up to what customers want

Blind spot: Many CIOs still pay little heed to feedback from external customers



Rewire your tools and talent

Crunch time: CIOs are planning to invest more in advanced analytics to leverage the "next wave".



Seize the torch

To prepare for a future in which disruption is pervasive



Foster knowing, nimble innovation



Capture and capitalize on customer insight



Ramp up the organization's analytical power and talent

