

# Innovate with IT

## How leading IT organizations achieve better business outcomes

We profiled study respondents on their use of new/emerging technology and other IT practices

Two groups emerged



### IT Innovators

Leverage multiple new/emerging technologies supported by cloud. Culture of collaboration and empowerment.

Innovators achieve better business outcomes

Revenue growth

**35%**

Profitability

**29%**



### IT Operators

More likely to be using a single new/emerging technology (as opposed to several) and less likely to have a collaborative, empowered culture.

Revenue growth

**16%**

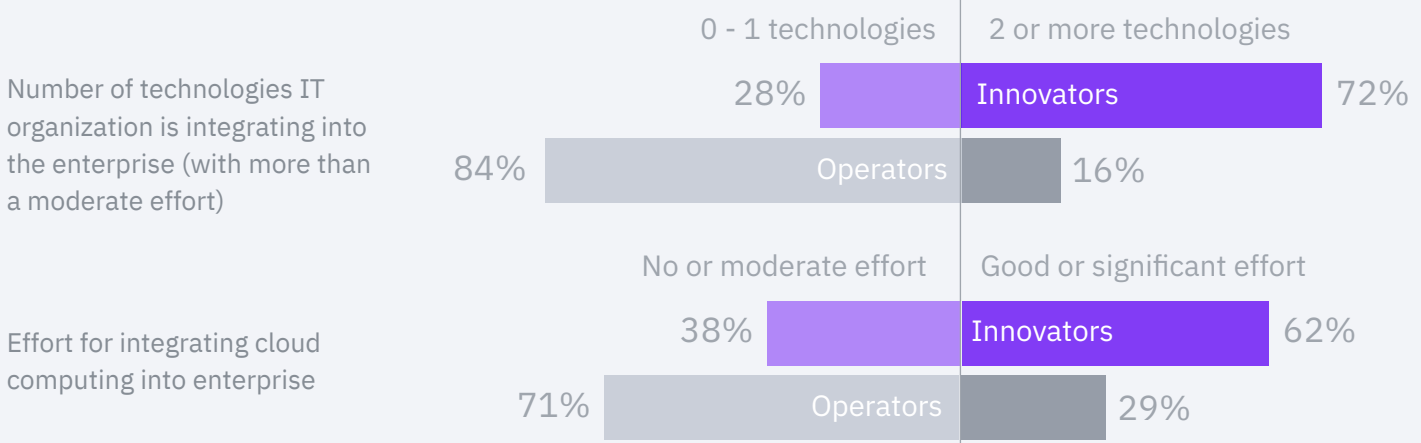
Profitability

**17%**

## Five factors contribute to the success of the IT Innovators:

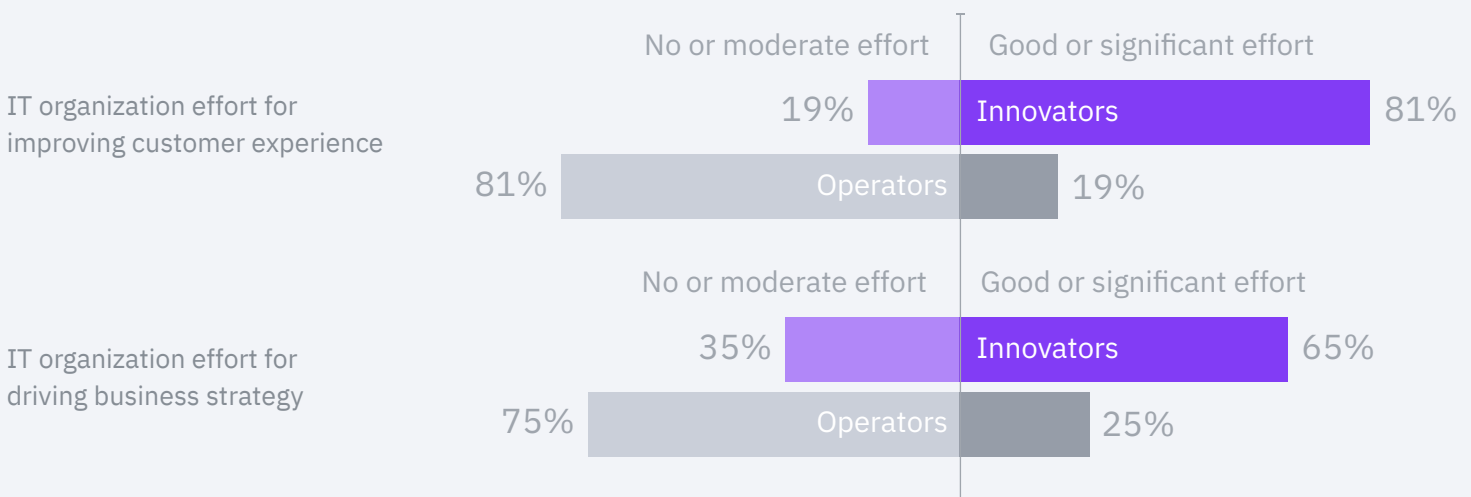
### 1. Technology

Innovators leverage multiple new/emerging technologies supported by cloud



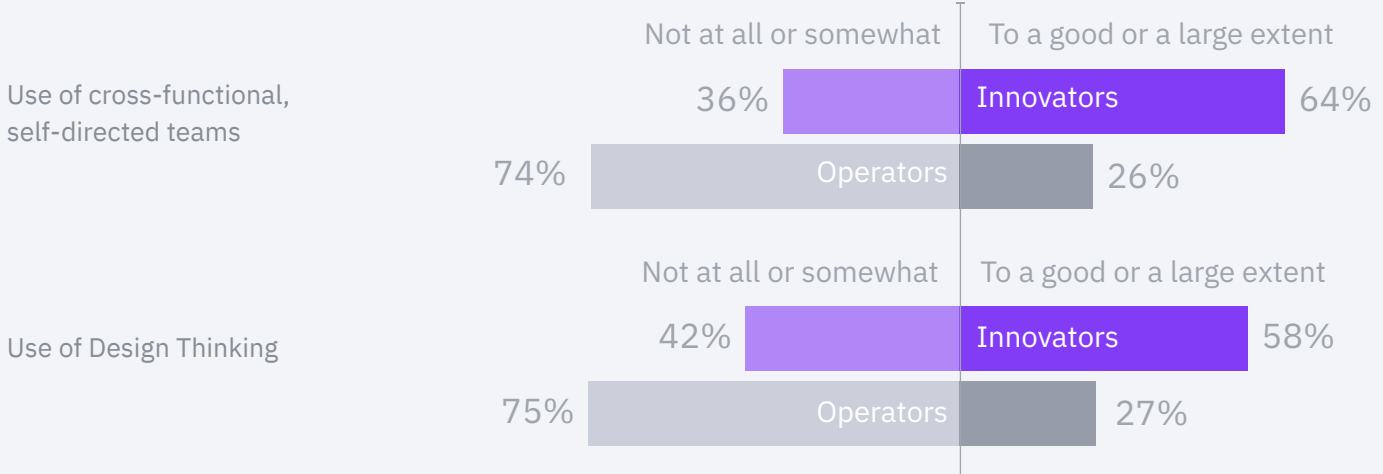
### 2. Focus

Heightened focus on customer experience and business strategy



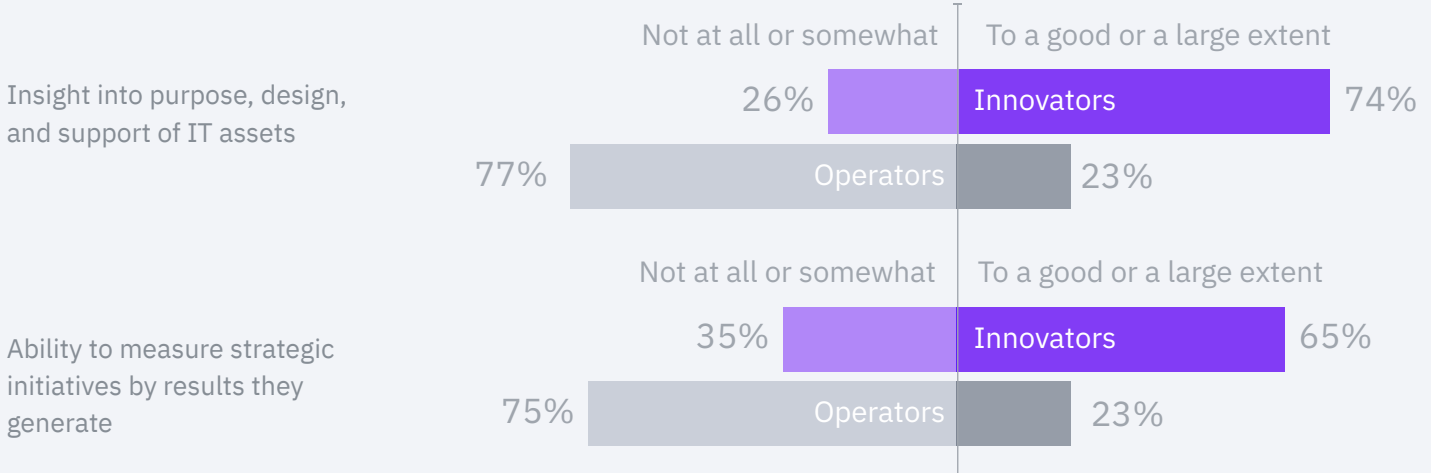
### 3. Culture

Empowered teams collaborating across functions and with end users



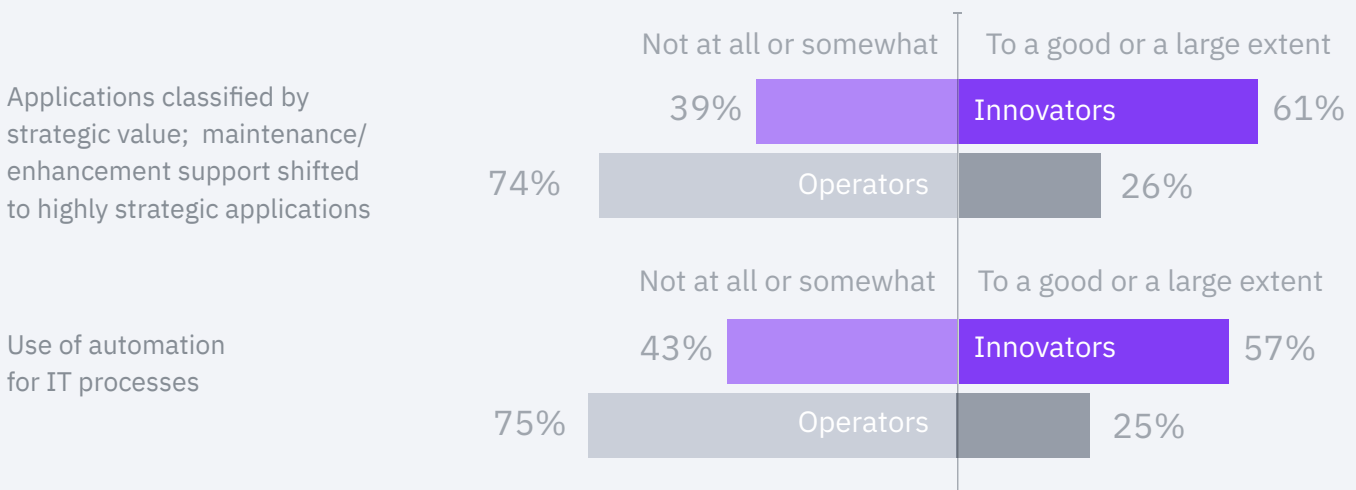
### 4. Visibility

Insight into the results generated from initiatives and assets



### 5. Prioritization

Prioritizing and automating work to keep efforts aligned with strategic objectives



What can your IT organization do to focus more on strategic innovation?

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