

The Essential CIO

Insights from the Global Chief Information Officer Study

“The challenges are increasingly difficult when opening a store in a new country. It requires us to adapt our partnering model and technology, and we must be extremely dynamic to avoid blocking the evolution of the business.”

Eduardo Risso, CIO, MANGO

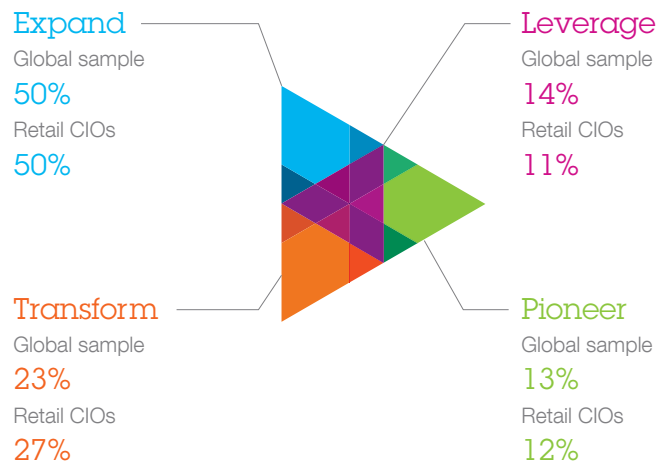
Retail CIOs are especially focused on partnering extensively and most expect to deeply change the mix of capabilities, knowledge and assets within their organizations. Even more than the global sample, Retail CIOs have visionary plans that include business intelligence and analytics, mobility solutions, self-service portals, and collaboration and social networking.

How are technology leaders helping their organizations adapt to the accelerating change and complexity that mark today’s competitive and economic landscape? To find out, we spoke in person with 3,018 CIOs in 71 countries, with 303 of those CIOs representing the Retail industry.

CIOs everywhere spend at least part of their time on IT fundamentals. Our research identified four distinct “CIO Mandates,” based on how each organization views the role of IT. For the Retail industry, the predominant mandate was the Expand mandate.

Figure 1

The CIO Mandate Effective CIOs know and deliver on a mandate that is defined by the predominant goals of the enterprise.





Retail insights

- ▶ Lean strongly toward the Expand mandate. Expand mandate CIOs are focused on cross-enterprise growth and continuously tune business processes and internal collaboration to gain tighter integration. Retail CIOs will need to help re-engineer their organizations, making them fast, more flexible and better equipped to turn data into insights.
- ▶ **How will they benefit from global integration?** Retail CIOs with an Expand mandate report that they are especially focused on partnering extensively (67 percent versus 16 percent who will do everything in house). Sixty-four percent of this group plan to leverage global integration by deeply changing the mix of capabilities, knowledge and assets within the organization.
- ▶ What are their top visionary plans? Retail CIOs as a whole have a slightly higher focus than the global sample on four types of visionary plans in the next three to five years: business intelligence and analytics (86 percent versus 83 percent), mobility solutions (78 percent versus 74 percent), self-service portals (59 percent versus 57 percent), and collaboration and social networking (62 percent versus 55 percent).
- ▶ Where are IT efforts focused? To support their organizational strategies over the next five years, Retail CIOs agree with the global sample on the top three areas of focus: insight and intelligence, client intimacy and people skills.
- ▶ How will they manage data? This group agrees with the global sample on the top three ways to turn data into intelligence over the next five years: master data management, client analytics and visual dashboards.
- ▶ What will reduce legacy costs? Retail CIOs agree with the global sample that application portfolio rationalization is the most important way to cut legacy costs, but place greater emphasis on utilizing cloud services (18 percent versus 12 percent).

Whether an organization requires an emphasis on delivery of essential IT services or challenges the CIO to pioneer new opportunities, CIOs need to innovate. With ongoing technological shifts, the seemingly endless onslaught of data and the increasingly frenetic pace of change, making incremental improvements to operations may no longer be sufficient.

Para más información visítenos en ibm.com/smarterplanet/ar/

© Copyright IBM Corporation 2011

IBM Global Services
Route 100, Somers
NY 10589 U.S.A.

Produced in the United States of America
May 2011
All Rights Reserved

IBM, the IBM logo and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries in which IBM operates.

Note: Due to rounding, the percentage breakdown of CIOs by CIO Mandate may not equal 100 percent.
