



# The CEO's Guide to Everything IT

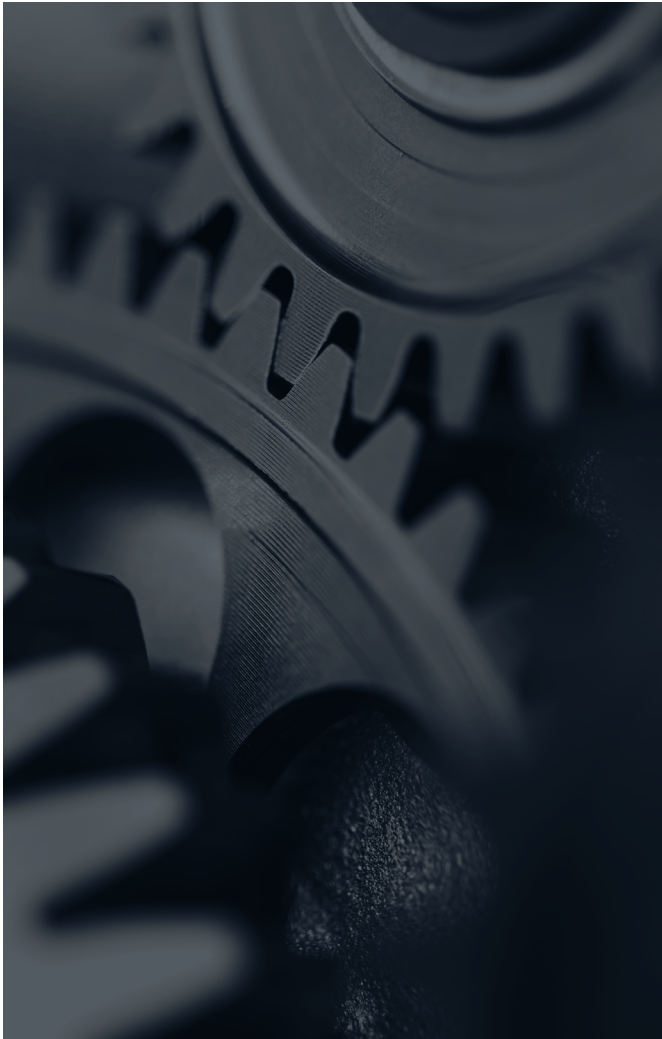
The most skimmable eBook  
you'll ever read

# We'll get right to the point...

IT plays a critical role in helping you achieve your business objectives.  
***This eBook shows you how.***

We know you want to stay out of the weeds.  
So, we've kept it high-level for you.





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# IT's role in your **Growth**







# In a Nutshell

## IT's role in your **growth**:

Growth means more people, more customers, more **EVERYTHING**. People need access to teammates, data and tools to perform their jobs. More people necessitates adding more space *or* better collaboration technology.

# What **CEOs** say about enterprise growth:



Growth is their  
**#1** concern<sup>1</sup>



**79%** predict  
M&A deals to  
rise over the  
next 12 months<sup>2</sup>



International  
expansion is  
their **primary**  
challenge<sup>3</sup>



## IT's role in **driving or hampering** enterprise growth:



**Keeping** your critical systems online during change



**Ensuring** your new offices, staff and infrastructure can't be hacked or breached



**Helping** your people in one geography collaborate with people in another



**Ensuring** seamless integration of inherited people and systems after acquiring or merging with another company



**Eliminating** redundant or unnecessary tools and resources





IT's role in your

# Innovation & Competitiveness



# Overview

## IT's role in your **innovation** and **competitiveness**:

Your best competitors will continue to get bigger, more efficient and more profitable. Keeping pace with them may require you to get to market **faster**. To do that, you'll need to adopt technologies that speed DevOps, reduce waste and accelerate time to market while maintaining quality.





## What **CEOs** say about innovation:

**90%**

admit they're concerned competitors will steal business away<sup>4</sup>

**50%**

Nearly half embrace digital transformation due to competitive pressure<sup>4</sup>

**82%**

already have digital transformation initiatives in place<sup>1</sup>



# IT's role in **driving** innovation:



**Beating** competitors to market with new tools, processes and methodologies



**Helping** your people work faster, more accurately and in unison



**Delivering** a convenient and satisfying customer experience



**Automating** routine processes and tasks to keep talent focused on high value activity



**Keeping** critical systems online

# IT's role in your **Risk Management**



# Summarized

## IT's role in your **risk management:**

Cyberattacks are your greatest threat today. Mitigating threats necessitates knowing where you're vulnerable. Vulnerabilities can be difficult to find, especially when your experts are short staffed and overburdened. Only robust and automated IT security can protect larger enterprises.





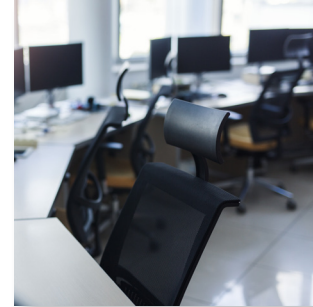
# What **CEOs** say about enterprise growth:



Breaches are up over **30%** from last year, making 2019 the worst year on record<sup>4</sup>



The average cost of a data breach is **\$3.9 million**<sup>6</sup>



**3.5 million** cybersecurity jobs will be unfilled by 2021<sup>7</sup>

# IT's role in **enhancing** risk management:



**Safeguarding** critical data and applications



**Keeping** your systems online and functioning



**Ensuring** your workforce's mobile devices are secure inside and outside your network



**Integrating** inherited systems into your security environment after a merger or acquisition



**Backing up** critical data and applications in the event of a breach or outage



**Ensuring** processes remain compliant with fast-changing regulatory standards like HIPAA, PCI, GDPR, etc.

IT's role in your  
**Collaboration  
& Productivity**







# Examined

## IT's role in your **collaboration** and **productivity**:

As your organization evolves, so will your collaboration/productivity requirements. Meeting these requirements **effectively** involves the right technology.

# What **CEOs** say about collaboration and productivity:



Nearly **half** rank technology as a priority for improving productivity<sup>1</sup>



Over **80%** say workplace failures are due to poor communication<sup>8</sup>



The **#1** trait of a successful team is a leader who invests in collaboration<sup>9</sup>

# IT's role in **driving** collaboration and productivity:



**Equipping** your workforce to work anytime, anywhere



**Enabling** teams to collaborate with each other across geographies



**Connecting** remote employees/contractors to teammates and critical systems



**Putting** critical information in places where it can be readily accessible



**Eliminating** manual, time-consuming tasks from your staff's workdays



**Freeing** up strategic resources from administrative work



**Reducing** operational or administrative cycles



**Keeping** critical systems online for employee usage even in case of an outage or failure



**Ensuring** your employees can continue working after an outage or failure



**Doing** it ALL securely





IT's role in your

# Efficiency & Waste Reduction



# Run Down

## IT's role in your **efficiency** and **waste reduction**:

You're constantly looking for ways to make your organization more competitive and profitable. You're going to continue to hire people, add tools and create efficiencies. How are you going to do all these things without increasing expenses, redundancy and complexity?





# What **CEOs** say about efficiency and waste reduction:

**#1**

Cost management is a top priority<sup>1</sup>

**44%**

are increasing their IT spend<sup>10</sup>

**50%**

say the goal of their IT investments is to deliver business value<sup>11</sup>

# IT's role in **driving** efficiency and waste reduction:



**Reducing** operational or administrative cycles



**Consolidating** vendors and external resources



**Eliminating** manual, time-consuming tasks for employees



**Developing** new skillsets and enhancing methodologies



**Saving** you from paying for unnecessary, ill-fitted or redundant resources



**Transforming** capital expenditures to operational expenditures where necessary



**Re-allocating** in-house talent to “best and highest use” tasks



**Providing** the data to forecast enterprise risks, challenges and opportunities



# You're done.

We know that was high-level.

Hopefully it reminded you how critical IT is to your business.

*Thanks for reading.*

If you want more information, here's where you can reach us:

**[www.ConRes.com](http://www.ConRes.com) | (800) 937-4688**



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<sup>1</sup> Gartner, 2019. *CEO and Senior Business Executive Survey*

<sup>2</sup> Deloitte, 2019. *The state of the deal: M&A trends 2019.*

<sup>3</sup> KPMG, 2014. *Setting the course for growth: CEO Perspectives.*

<sup>4</sup> Altimeter, 2019. *The State of Digital Transformation*

<sup>5</sup> RiskBased Security, 2019. *Data Breach QuickView Report.*

<sup>6</sup> IBM, 2019. *2019 Cost of a Data Breach Report.*

<sup>7</sup> Cybersecurity Ventures, 2019. *2019/2020 Official Annual Cybersecurity Jobs Report.*

<sup>8</sup> Salesforce, 2012. *Is Poor Collaboration Killing Your Company?*

<sup>9</sup> Harvard Business Review, 2007. *Eight Ways to Build Collaborative Teams.*

<sup>10</sup> Spiceworks, 2019. *2020 State of IT Report.*

<sup>11</sup> Gartner. *Gartner Survey Reveals Business Value or Benefits Realization Is the Leading IT Cost-Optimization Priority for CIOs.*