



**Nordic business managers' satisfaction and priorities in the following specific areas are examined in the report:**

- **IT unit's service level**
- **Communication**
- **IT systems**
- **IT development process**
- **IT strategy**
- **Cost and value focus**

## Are Business Managers Happy With IT?

Satisfaction and priorities 2007

**How satisfied are Nordic business managers with their IT units?**

**What IT issues are they least satisfied with?**

**What issues do Nordic business managers think are the most important for driving IT value?**

In order to create an IT environment that supports the business goals and create value for the company it is vital to understand business managers' priorities and current satisfaction with the value contributed by the IT unit.

### Both satisfaction and importance

Examining both satisfaction and how important different IT issues are perceived to be for the business operations is vital to allocate IT resources accurately. Through this it is possible not only to locate areas which need more investment but also those areas where investment can be reduced and therefore allocated to other areas where they can provide more value. Studying the experience and perceptions of business managers in other large Nordic companies can be a valuable tool in understanding the situation in one's own company.

### Analysing business managers satisfaction and priorities

While performing regular surveys of end-user satisfaction with the IT operations of the company, such as satisfaction with help-desk and response times, is important, it is arguably even more important to look at the satisfaction of business managers with more strategic issues and the value created by the IT unit for the business operations. It is also essential to look at what issues business managers put most priority on as funds are always limited and must therefore be allocated to where they create the most value. When surveying business managers it is also important to ask for feedback and ideas on how to improve the situation as they often have insights that IT management and staff lack.

The report maps out the value contributed by IT units in large Nordic companies to their respective business units. This entails looking at the business managers' satisfaction with strategic IT issues in their company as well as their priorities. Furthermore, the report looks at reasons behind the business managers' dissatisfaction and their ideas on how to improve the situation.

## Table of Contents

IT unit's service level	20
IT unit's Communication	29
IT systems	38
IT development process	47
IT strategy	56
General IT issues	64
Cost and value focus	72
Overall satisfaction with IT	76
IT operations' contribution to company's competitiveness	77
Conclusions	80

## About Waagstein Research

Waagstein Research is an independent research company that provides IT governance services. Our focus is on the business and financial aspects of corporate IT operations.

Our customers are large Nordic companies and organisations and our target audience is decision-makers such as IT managers, IT strategists, financial managers and controllers.

Waagstein Research's industry-specific analysis, competitive insight and strategic advice give businesses the tools they need to optimise their IT operations.

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The report is designed to:

- Aid in determining the areas in the IT operations where problems are likely to appear by showing how the situation looks like in large Nordic companies.
- Show what specific issues Nordic business managers in general want the IT unit to focus on.
- Help to increase the IT value by conveying Nordic business managers' ideas on how to improve the current situation and solve common problems.
- Provide a basis for deciding whether it would be beneficial to increase IT costs in order to reduce total company costs or increase business revenue.
- Explain underlying reasons behind business managers' dissatisfaction with different IT issues.

## Method

The report is based on 862 interviews with high-level business managers in 32 major companies in Sweden, Norway, Denmark and Finland. The interviews have been carried out during 2005 and 2006.

## Target Group

The report is written based on mainly the needs and requirements of the IT management of large Nordic companies. The target group of the report is primarily: CIO/IT managers, CFOs, Controllers, IT strategists, Consultants and CEOs. The report will however also be of interest for vendors of IT products and services in order to better understand their customers.

## Price and delivery

The price of the report is EUR 2,190.

The report is delivered in both printed format and in a digital copy in PDF-format for free distribution within your organisation.

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