



Nordic IT Investments 2008

Valuing the return on IT investments

Large Nordic companies' main investment priorities in 2008

Size and allocation of IT development budgets

Measurement of intangible returns on IT investments

Calculated and actual pay-back times for IT investments

Effect of IT investments on key performance factor

Nordic companies are increasingly shifting the focus of their information technology investments from helping to reduce company costs to supporting increased revenue generation. While the benefits of investments aimed at reducing IT and business operations costs are often tangible and fairly easy to calculate it is much more difficult to measure the often intangible values of IT investments aimed at increasing company revenue. At the same time top managers are becoming less and less willing to approve investments where the returns are not quantified or reasonably predictable.

Valuing investment benefits

One of the main purposes of this report is to map out Nordic companies' valuing of benefits derived from IT investments. This entails looking at such areas as how intangible benefits are measured and what the satisfaction is with the investment returns.

Another important objective of the report is to look at Nordic companies investment focus.

Waagstein Research's report Nordic IT Investments 2008 is designed to:

- Provide information on the distribution of IT investments on IT functions, such as infrastructure and ERP systems, in Nordic companies.
- Report on the size of IT investments in relation to total IT spending.
- Provide information on Nordic companies' investment priorities in 2008.
- Show the use of formal processes to measure the success of IT investments in general and intangible returns in specific.
- Report on the average required and actual payback times for infrastructure and non-infrastructure IT systems.
- Provide information on the satisfaction with the returns on IT investments.

Answering your key questions:

Which are the investment priorities in 2008?

How satisfied are Nordic companies with return on IT investments?

How are Nordic companies' IT investments allocated to different functions and objectives?

What are required and actual pay-back times for IT investments?

To what extent are Nordic companies aware of the effect of their IT investments on key performance factors?

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- Show how IT investments are allocated on cost reducing objectives and support for revenue generation.
- Report on the awareness of the effects of IT investments on key performance factors of the company such as increased customer satisfaction and better product/service quality.
- Provide information on the average estimated size of intangible returns on IT investments.

Method

The report is based on data collected from a telephone survey of 100 large (500 or more employees) Nordic companies. The respondents are all leading decision makers with profound knowledge of their respective companies' IT investments.

The results from the survey are presented and analysed broken down by industry: Trade, Services and Manufacturing.

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 interesting for vendors of IT products and services in order to better understand their customers.

Price and delivery

The price of the report is EUR 1,950.

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

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.

Waagstein Research AB

+46 785 90 70
info@waagstein.se
Sven Källfelts gata 207
SE-426 71 Västra Frölunda
Sweden

To order or get more information contact John Karlsson at +358-40-5545333 or e-mail john@waagstein.se

Prices are excluding VAT.

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