



## Nordic IT Investments 2009

Investment evaluation and focus

***Large Nordic companies' main investments priorities in 2009***

***Nordic companies' success with their IT investments***

***Ranking of IT investment evaluation techniques***

***Spending on IT development***

***IT investment decision-making assignment and ROI***

The financial crisis and the ensuing recession are important events forcing Nordic companies' to become more efficient and reassess their current methods, strategies and processes in order to survive and prosper in a difficult economic environment. An important component of this reassessment is to improve the methods of evaluating new investments; in order to ensure that they are profitable and are the best among the possible choices. The evaluation of investments in information technology has in the past often lagged behind the evaluation of investments in other areas; in terms of sophistication and accuracy of the methods used. The economic downturn is likely to increase the pressure on IT management to ensure that they improve the evaluation of their IT investments.

### Evaluating IT investment options

One of the main purposes of this report is to map out Nordic companies' evaluation of their IT investments. This entails looking at such areas as how they value the overall usefulness of the evaluation techniques they use for assessing new IT investment proposals; and ranking the value of these techniques in terms of how useful they are for identifying both tangible and intangible benefits.

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

Waagstein Research's report Nordic IT Investments 2009 is designed to:

- Present information on how well different types of IT objectives have been fulfilled in Nordic companies.
- Rank the value of different IT investments evaluation techniques for assessing new IT investment proposals according to Nordic companies' own experience.
- Show the ability of the Nordic companies' IT investment evaluation techniques to identify all important tangible and intangible benefits and costs of proposed IT investments.

### Answering your key questions:

***What are the most prioritised IT investments in 2009?***

***How successful are Nordic companies with their IT investments?***

***How are IT investments allocated on reaching different objectives?***

***Which evaluation techniques do Nordic companies find most valuable?***

***To what extent are the evaluation techniques able to identify costs and benefits of IT investments?***

- Report on how much Nordic companies spend on developing (as opposed to maintaining) their IT functions.
- Present how Nordic companies' IT investments are allocated on reaching different objectives.
- Provide information on Nordic companies' investment priorities in 2009.
- Report on what person or group in Nordic companies that decide on non-infrastructure IT investments.
- Present information on return on IT infrastructure and non-infrastructure IT investments in Nordic companies.

## Method

The report is based on data collected from a telephone survey of 70 large (300 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.

Prices are excluding VAT.

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## 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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