



Optimising Corporate IT Value

Large Nordic Companies 2010

Data from 1051 business managers in 39 large Nordic companies. 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.

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.

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.

Answering your key questions:

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?

What are their most important suggestions to improve IT value?

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Waagstein Research Nordic IT Governance Services are targeted towards the IT management in large Nordic companies and organisations. Our services provide continuous coverage of important business and financial aspects of IT operations in large organisations. The key objective is to provide insight that saves time and facilitates decisions concerning IT operations.

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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 North European 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.

Method

This report is based on **1,051 interviews with business managers in leading positions in 39 major companies in Sweden, Norway, Denmark and Finland**. The data has been collected via web-based questionnaires to designated respondents which had been urged to participate by each company's CIO or equivalent.

The areas measured includes the IT unit's service level, communication, IT systems, the IT development process, the IT strategy and a number of general issues.

Who should buy this report?

Optimising Corporate IT Value 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, Outsourcing 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.

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