

# Modis CEO Survey 2014

*IT Scores an A+ with CEOs,  
Business Owners*  
September 2, 2014

MODIS

# SURVEY BACKGROUND

## Background

- This survey explores CEO and business owner opinions of their IT department, specifically focusing on perceptions of IT leadership.

## Methodology

- This report presents the findings of a telephone survey conducted among a sample of 500 business owners and CEOs, living in the United States, of which 206 had IT departments. Interviewing for this survey was completed on July 27<sup>th</sup> – August 12<sup>th</sup>, 2014. The margin of error is +/- 4.38%



# KEY FINDINGS

## **Senior Leadership in IT Continue to Prove Themselves a Valuable Asset to CEOs and Business Owners and in the Process Earn Greater Share of Budget**

- CEOs and business owners trust their IT senior leaders as the overwhelming majority believes their CIO hires the right IT talent for their business. In fact, almost all (93 percent) CEOs and business owners believe that their company's IT department will play a critical role in their business in 2015.
- CIOs are even making sure that other departments understand the role they play, according to CEOs and business owners, as nearly all (98 percent) say they adequately articulate the role IT plays at their company to other departments.
- Nearly all CEOs and business owners believe their IT department is either delivering on par (51 percent) or above expectations (36 percent) when it comes to their return on investment. Only 7 percent do not believe they are meeting expectations.
- As such, it comes as no surprise that nearly half (48 percent) intend to increase their IT budget in 2015, with almost as many keeping it the same (46 percent). Only a few (5 percent) are planning to decrease IT budgets in 2015.
- Nearly all CEOs and business owners trust their head of IT to appropriately invest in technology that will grow their business (98 percent).

## MAIN FINDINGS

*Senior Leadership in IT Continue to Prove Themselves a Valuable Asset to CEOs and Business Owners*

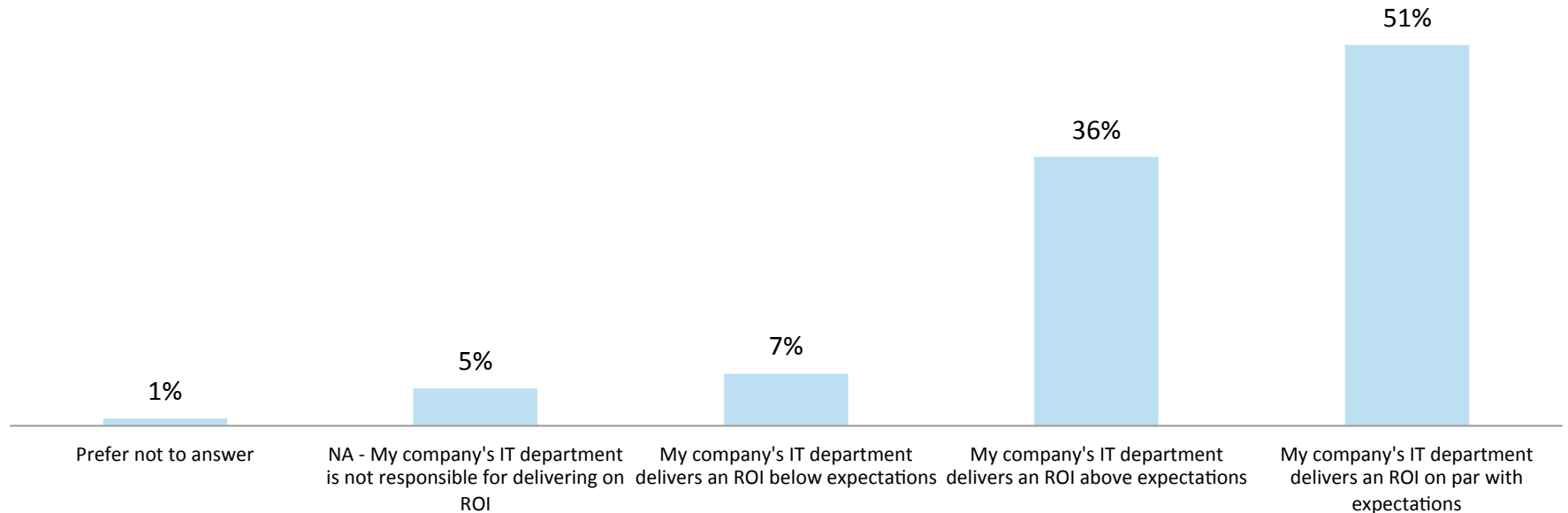


MODIS

# CIOS AND HEADS OF IT MEETING AND BEATING EXPECTATIONS OF CEOS AND BUSINESS OWNERS

Nearly all CEOs and business owners believe their IT department is either delivering on par (**51 percent**) or above expectations (**36 percent**) when it comes to their return on investment. Only **7 percent** do not believe their IT department is meeting expectations.

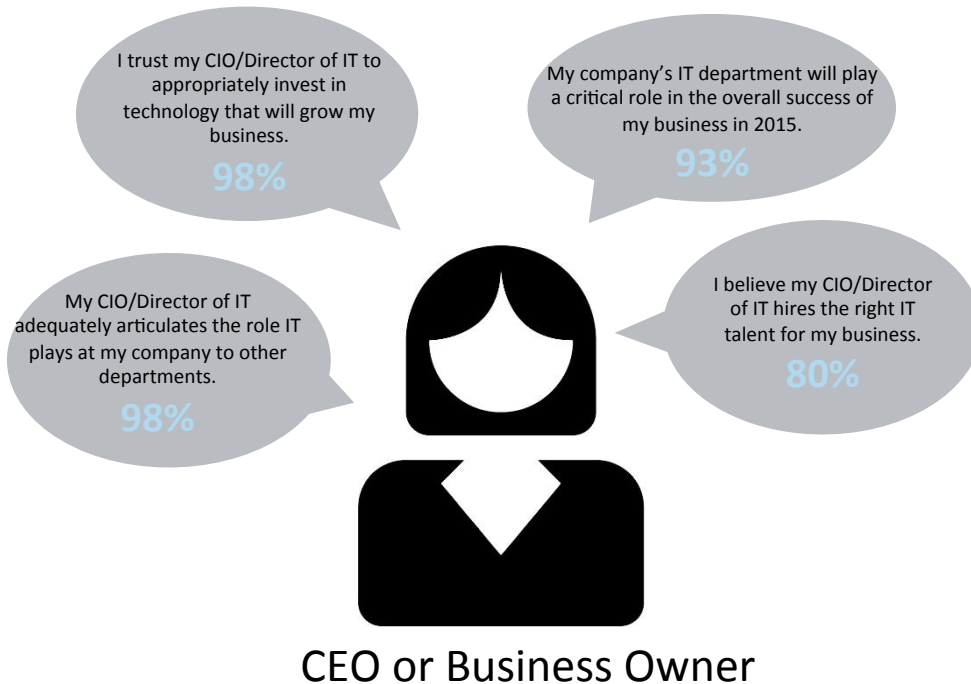
Which of the following best describes the Return on Investment (ROI) your company gets from its IT department?  
(among those with an IT department)



Which of the following best describes the Return on Investment (ROI) your company gets from its IT department? (n=206)

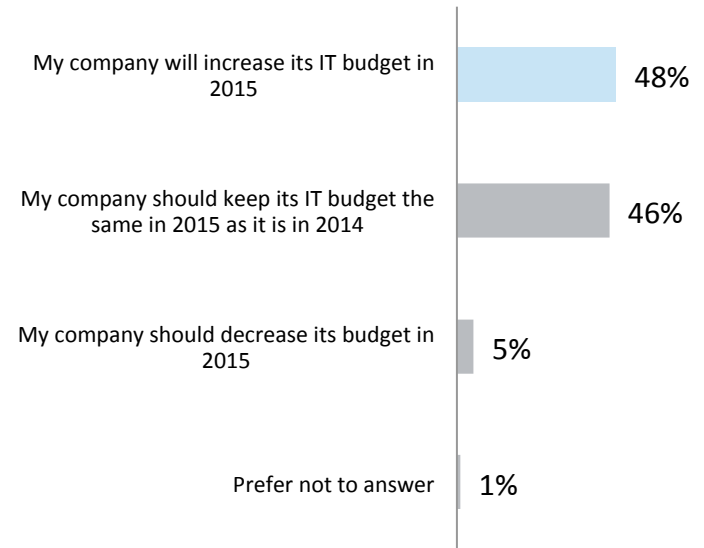
# CIOS ARE REWARDED WITH GREATER SHARE OF BUDGET

Senior leadership in IT continue to prove themselves a valuable asset to CEOs and business owners and in the process earn greater share of budget. In fact, nearly half (48 percent) plan to increase IT budgets in 2015.



Which of the following best describes how you believe your company should allocate its IT budget in 2015?

(among those with an IT department)



Do you believe your CIO/Director of IT hires the right IT talent for your business? (n=206)  
 Do you believe your company's IT department will play a critical role in the overall success of your business in 2015? (n=206)  
 Which of the following best describes how you believe your company should allocate its IT budget in 2015? (n=206)  
 Do you believe that your CIO/Director of IT adequately articulates the role IT plays at your company to other departments? (n=206)  
 Do you trust your CIO/Director of IT to appropriately invest in technology that will grow your business? (n=206)

# Salary Guide Survey 2014

September 2, 2014

