

2014 Business Tech Trends Study: Sparklers & Quotations

Attribution, if cited:

"Raising the game: The IBM Business Tech Trends Report," IBM Center for Applied Insights, www.ibm.com/ibmcai/biztechtrends

Other study assets and internal enablement:

<https://ibm.biz/IBMBTtenablement>

Sample size:

1,447 decision makers spanning 15 industries and 13 countries – 21 percent of respondents are C-level executives. Of the remainder, 40 percent represent IT management and 39 percent business management, comprising vice presidents, directors, and managers.

Study abstract:

The future has arrived. Big data and analytics, cloud, mobile, and social are now mainstream, driving strategic opportunities for the enterprise. So, how are leading companies staying out ahead when everybody is jumping into the fray? It turns out – according to an IBM Center for Applied Insights study involving more than 1,400 decision makers – Pacesetters exhibit three key characteristics that give them an edge. Partnering is in their DNA. Analytics is their fuel. And combining these four technologies is their breakaway move.

About the IBM Center for Applied Insights:

ibm.com/ibmcai | ibmcai.com | [#IBMCAI](https://twitter.com/IBMCAI)

The IBM Center for Applied Insights introduces new ways of thinking, working and leading. Through evidence-based research, the Center arms leaders with pragmatic guidance and the case for change.

Study Hashtags:

[#IBMBTT](https://twitter.com/IBMBTT)

Study BITLY:

ibm.biz/IBMBTT14

The majority of enterprises now use big data and analytics, cloud, mobile, and social technologies – and investment shows no signs of slowing.

General findings across study population:

- Big data and analytics, cloud, mobile and social technologies have now been deployed by at least 70% of enterprises.
 - Big data and analytics have now been deployed by 75% - was 54% in 2012
 - Cloud computing has now been deployed by 75% - was 39% in 2012
 - Mobile computing has been deployed by 78% - was 49% in 2012
 - Social technologies have been deployed by 70% - was 34% in 2012
- Significant deployments of cloud and social have almost tripled in just the past two years.
- Three-fourths of enterprises report that big data and analytics, cloud, mobile and social technologies are strategically important to their organizations, up from two-thirds in 2012

IBM Center for Applied Insights

Note: Data (not file) can be shared externally **SAMPLE OF FIRST THREE PAGES**

- Three-fourths of enterprises plan to increase investment in mobile, business analytics, and cloud computing over the next two years, while 66% intend to spend more on social business.
- Skills shortages are shrinking, but roughly 40% of companies still have major- to- moderate skills gaps across big data and analytics, cloud, mobile and social technologies.

A segment of leading companies¹ are achieving better business outcomes from their use of the big four technologies. Findings on these leading companies include:

- 9 out of 10 leading companies are gaining major competitive advantage from big data and analytics, cloud, mobile and social, compared to 4 in 10 lagging companies
 - 65% of leading companies are achieving their objective of enhanced communication and collaboration through big data and analytics – 7 times more than lagging companies
 - 63% of leading companies are achieving their objective of improved customer experience through big data and analytics – nearly 6 times more than lagging companies
 - 57% of leading companies are achieving their objective of accelerated product and service innovation through big data and analytics – nearly 6 times more than lagging companies
 - 68% of leading companies are achieving their objective of improved customer experience through cloud – nearly 4 times more than lagging companies
 - 65% of leading companies are achieving their objective of enhanced communication and collaboration through cloud – 5 times more than lagging companies
 - 61% of leading companies are achieving their objective of increased workforce efficiency through cloud – 10 times more than lagging companies
 - 63% of leading companies are achieving their objective of accelerated product and service innovation through mobile – nearly 6 times more than lagging companies
 - 59% of leading companies are achieving their objective of improved customer experience through mobile – nearly 5 times more than lagging companies
 - 58% of leading companies are achieving their objective of improved decision-making through mobile – 3 times more than lagging companies

¹ Leading organizations (called Pacesetters in the Business Tech Trends study) view the four transformational technologies as critical to their business success, and they're outpacing competitors on adoption. Lagging companies (called Dabblers) are behind or on par with competitors in terms of adoption, and their use of these technologies tends to be less strategic.

- 72% of leading companies are achieving their objective of enhanced communication and collaboration through social technologies – 5.5 times more than lagging companies
- 67% of leading companies are achieving their objective of accelerated product and service innovation through social technologies – 6 times more than lagging companies
- 64% of leading companies are achieving their objective of expansion into new customer segments or markets using social technologies – 3 times more than lagging companies
- **Leading companies are more likely to exhibit three traits that help them get more out of these four transformative technologies.** They're:
 - Partnering broadly and creatively
 - Using analytics to drive their decision making
 - Combining the four technologies to better achieve business objectives
- **Leading companies partner more and engage less-conventional partners – not only to fill skills gaps, but also to innovate.**
 - To address skills shortages, 96% of leading companies use the traditional solution – professional developers. But nearly 80% also use citizen developers.
 - Leading companies are twice as likely to enlist citizen developers for skills transfer and training.
 - Leading companies are 70% more likely to use start-ups for project execution.
 - Leading companies are twice as likely to enlist academia to help with product development.
 - Leading companies are more than twice as likely to turn to start-ups, academia, clients and even citizen developers for help with IT decisions.
- **Leading companies are more analytics driven.**
 - Nearly 70% of leading companies say analytics are integral to how their organizations make decisions, compared to fewer than 20% of lagging organizations
 - 89% of leading companies have mature big data and analytics capabilities – 2 times more than lagging companies.
 - 74% of leading companies have most of the big data and analytics skills they need – 2 times more than lagging companies
 - 57% of leading companies have deployed a significant range of big data and analytics solutions and capabilities – 4 times more than lagging companies
 - 33% of leading companies have an enterprise-wide analytics strategy – nearly 7 times more than lagging companies
 - 60% of leading companies – compared to just 29% of lagging organizations – are increasing big data and analytics investment by double digits over the next two years.