

# ACT NOW THE WORLD IS CHANGING AROUND YOU



Findings from IDC's 2015 C-Suite Barometer show how rapid digital transformation will pose both opportunities and challenges to businesses in the Asia Pacific region. Business leaders must modernize legacy systems and harness new digital capabilities to succeed in this shifting landscape.



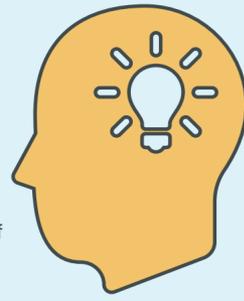
## TECHNOLOGY AT THE EPI-CENTER OF EVERY BUSINESS ECOSYSTEM

The role of IT continues to expand, but businesses can and must do more to harness digital capabilities and technological innovation.



Most Asia Pacific\* organizations (**33%**) still leverage IT primarily for productivity and efficiency gains.

Only **16%** harness IT to create new market spaces, and **12%** to disrupt the competition. Organizations are looking to develop innovation cells to harness IT for a competitive edge.

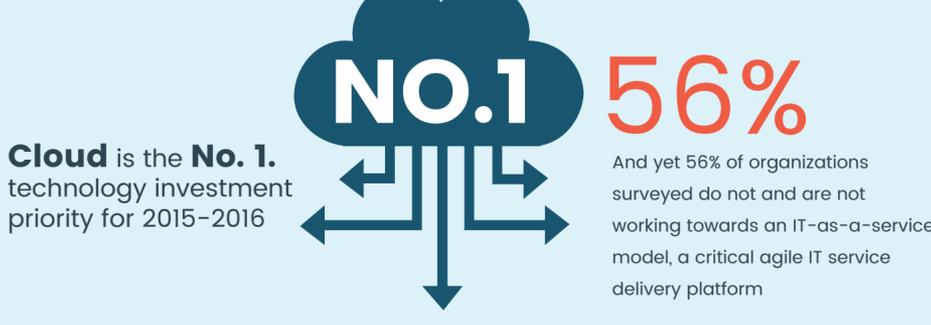


CIOs spend the largest portion of their time and money running and maintaining their IT ops.

Innovation only represents **23%** of their wallet, and only **30%** of the organizations surveyed have transformed the business' budgets.

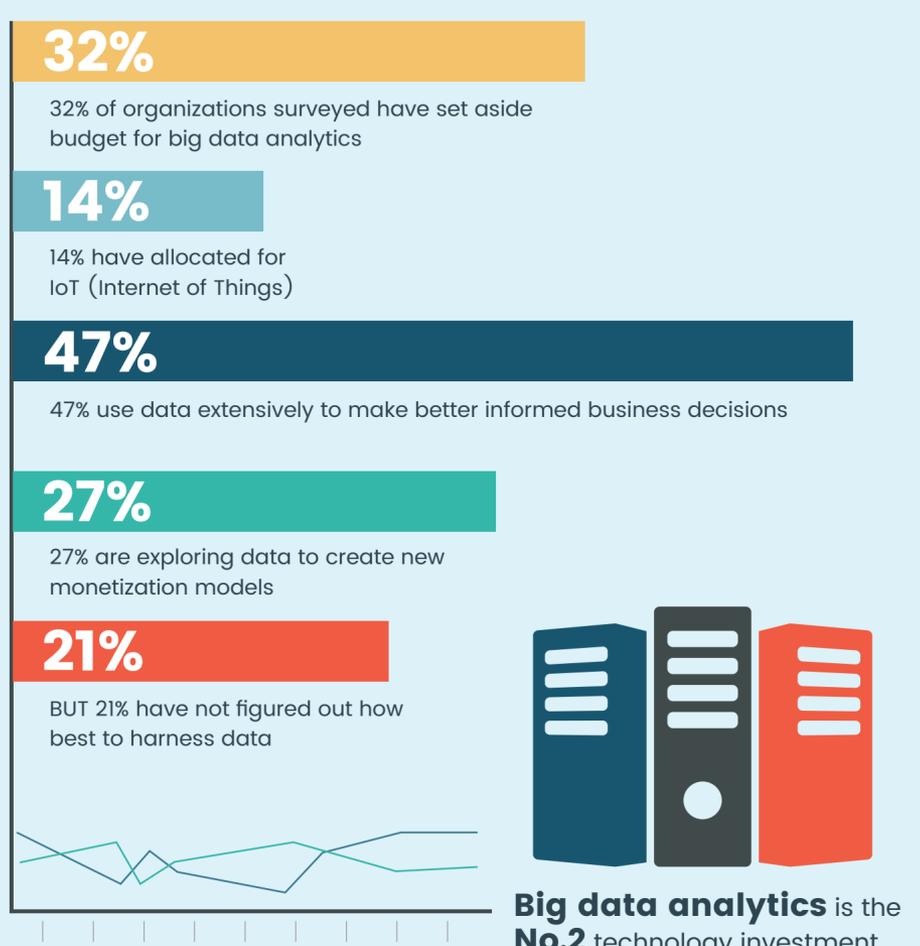
## AGILITY AND SCALABILITY – THE NEW BUSINESS MANTRAS

As IT reduces barriers of entry and accelerates competitive disruption, agility represents the biggest opportunity for organizations. Cloud computing gives businesses the agility to scale compute and storage needs in response to market forces.



## DATA: THE BUILDING BLOCKS OF SUCCESSFUL BUSINESSES

The new digital era also represents the arrival of data as a strategic asset.



## SECURITY WILL REDEFINE BUSINESSES

Security and risk management expertise are **one of the Top 5 IT supplier selection criteria** among Asia Pacific\* organizations.



**Security** is the **No.3** technology investment priority for 2015-2016

**NO.3**

Cloud security, data quality and protection and mobile security are the areas of top priority

## HARNESSING NEW DIGITAL CAPABILITIES

Agility and security co-existing in harmony. A modern IT that delivers a cloud-enabled platform, enables a data- and analytics-centric enterprise, and thrives on secure customer experience. This is the recipe that the CIO office needs to follow in order to ensure success in today's rapidly changing landscape.

**The time to act is NOW.**

\*Asia Pacific excluding Japan  
Source: IDC Asia/Pacific C-Suite Barometer 2015

