

# CIO TOP OF MIND FOR 2013

Asia Pacific CIOs Looking to Lead in Big Data and Cloud

Global trends, like Big Data, cloud computing, and advanced security threats, are challenging the relationship between IT and the business, forcing a new operating model for IT. CIOs today must act like independent service providers, competing for the end user's business in an open marketplace. Here's what over 600 CIOs in the Asia-Pacific region are saying about these changes in response to a global survey by EMC and IDG:

- CIOs are at the center of value creation
- Big Data and cloud are fueling the revolution
- Security must be re-evaluated
- These trends will change the profile and makeup of IT staff and skills

Explore the findings below to learn how your peers are approaching the transformation of IT.



## 1. The CIO as Broker of Value

Improving productivity is the top goal (44%) of major technology investments over the next year, far ahead of lowering costs.

In fact, lowering costs is not among the top five investment goals—rounding those out are a mix of tactical and strategic objectives:

- Protecting corporate data (39%)
- Better access to realtime information (36%)
- Improved backup and recovery (35%)
- Improved service levels (34%)

Enabling faster decision making (33%) and agility (32%) are also top priorities for Asia-Pacific IT leaders.

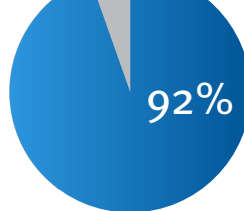
1. Improving productivity
2. Protecting corporate data
3. Better access to realtime info
4. Improved backup/recovery
5. Improved service levels

Lowering costs

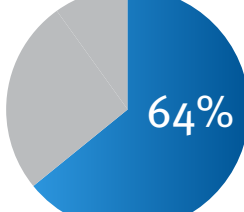


## 2. Big Data Takes Off

BIG DATA IS A KEY INVESTMENT PRIORITY:

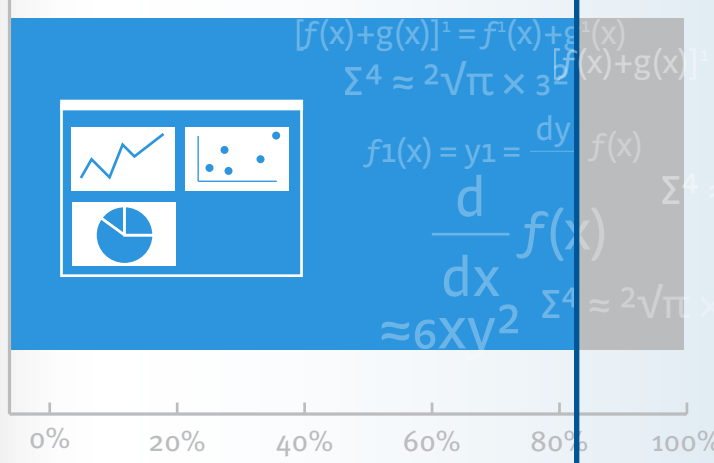


of companies plan heavy-to-moderate investments over the next year.



Just over two-thirds of organizations are devising Big Data strategies to generate more value from existing data.

ORGANIZATIONS ARE USING BIG DATA ANALYTICS TO REDUCE COSTS, MAKE FASTER, BETTER DECISIONS... A TOP BUSINESS GOAL OVER THE NEXT 12 MONTHS.

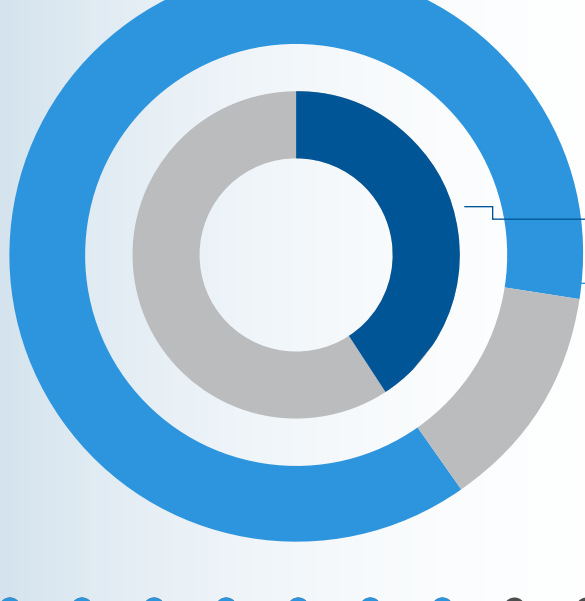


83% of respondents indicate their organizations have deployed or have begun to consider Big Data analytics tools.



## 3. Create the Winning Team—Staffing and Skills

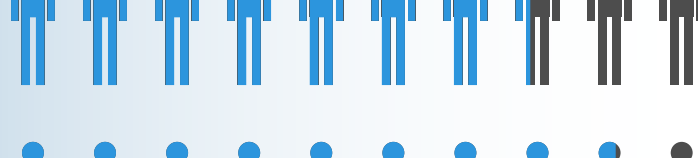
Organizations are most concerned with gaps in staffing and skill sets with regard to IT operations including Big Data and cloud computing. These concerns extend to business leadership, particularly for Big Data.



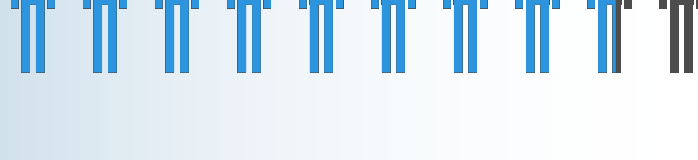
The most common Big Data concern is the difficulty in making information management a core part of the business and the staffing shifts made necessary by the strategy.

42% of companies have hired data scientists. And 42% are planning to hire a data scientist in the next 12-18 months.

87% agree that new technologies, such as cloud and mobile, are rapidly accelerating the pace of change within our IT security environment.



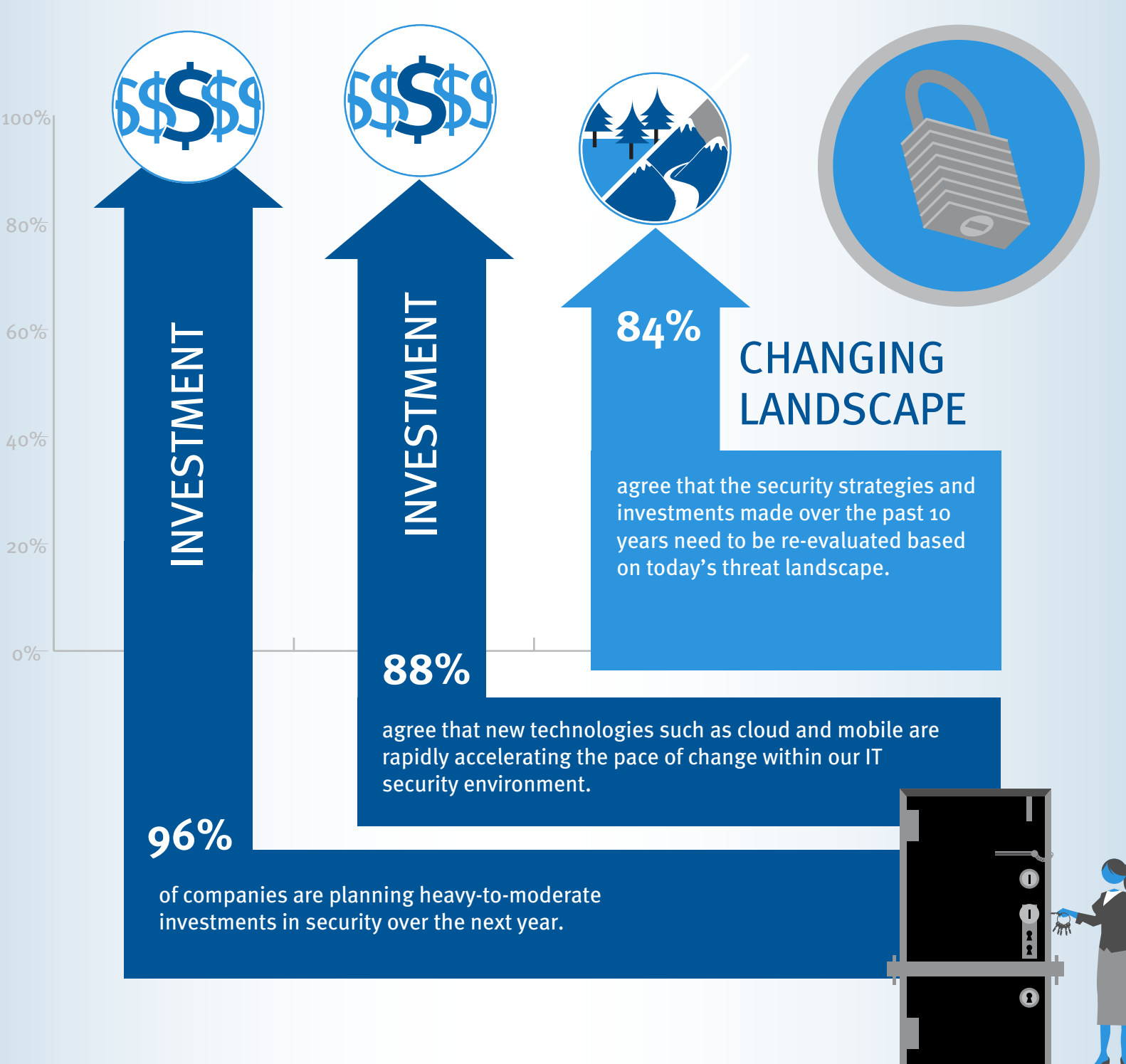
73% agree that IT security needs are changing at a faster rate than organizations can reasonably keep up with.



88% agree that cloud computing is and will continue to create new roles, responsibilities, and opportunities for IT to create value for the organization.



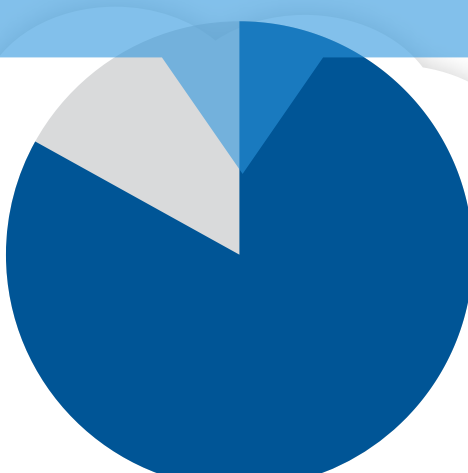
## 4. Leaving Nothing to Chance—Re-evaluating Security



## 5. Laying the Groundwork—Cloud Infrastructure

MORE THAN 86%

OF RESPONDENTS AGREE CLOUD COMPUTING WILL CONTINUE TO CREATE VALUE FOR THE ENTIRE ORGANIZATION AND SPUR EFFECTIVE COLLABORATIVE RELATIONSHIPS BETWEEN IT AND BUSINESS STAKEHOLDERS.



CLOUD COMPUTING INITIATIVES HAVE ALREADY IMPACTED ORGANIZATIONS IN SEVERAL KEY AREAS

- 58% IT's interface with the business has increased
- 53% New processes have been implemented
- 51% Processes have been streamlined
- 49% New workgroups or teams are forming/collaborating
- 44% New roles have been created
- 42% Service catalog has been or is being created

## Cloud: Private or Public?

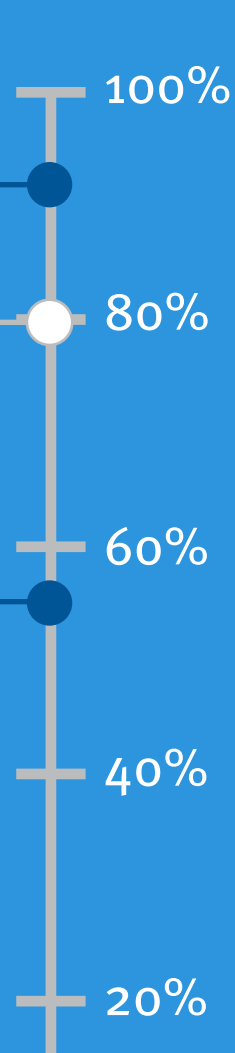
ASIA-PACIFIC COMPANIES ARE SOMEWHAT RELUCTANT TO DEPLOY MISSION-CRITICAL APPLICATIONS IN THE CLOUD.

57% of mission-critical applications will be entrusted to non-cloud deployment models over the next year.

Shadow IT: "A significant majority of respondents—80%—associate a high risk to public cloud usage without first consulting IT."

92% percent report they are confident or very confident the IT department is informed on public cloud initiatives.

5% are unsure, indicating strong confidence about the level of information IT is privy to.



SOURCE: IDG/EMC STUDIES: "PEER2PEER: THE CHANGING IT LANDSCAPE GLOBAL RESEARCH" (US) MAY 2012 "PEER2PEER: THE CHANGING IT LANDSCAPE GLOBAL RESEARCH" (GLOBAL) SEPT.-OCT. 2012

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