

2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY

2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY: UNVEILING KEY TRENDS AND CHALLENGES

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INTRODUCTION: DECODING THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY

THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY PROVIDES INVALUABLE INSIGHTS INTO THE CURRENT STATE OF THE IT LANDSCAPE, REVEALING THE PRIORITIES, CHALLENGES, AND STRATEGIC INITIATIVES OF CIOs AND TECHNOLOGY EXECUTIVES GLOBALLY. THIS COMPREHENSIVE SURVEY, CONDUCTED BY GARTNER, A LEADING RESEARCH FIRM, OFFERS A UNIQUE PERSPECTIVE ON THE EVOLVING TECHNOLOGICAL ENVIRONMENT AND ITS IMPACT ON BUSINESSES ACROSS VARIOUS INDUSTRIES. THIS ARTICLE DELVES INTO THE KEY FINDINGS OF THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY, ANALYZING ITS SIGNIFICANCE AND IMPLICATIONS FOR BUSINESSES NAVIGATING THE COMPLEXITIES OF DIGITAL TRANSFORMATION.

KEY FINDINGS OF THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY

THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY HIGHLIGHTS SEVERAL KEY TRENDS AND CHALLENGES FACING CIOs TODAY. WHILE THE SPECIFIC FINDINGS WOULD REQUIRE ACCESS TO THE FULL SURVEY REPORT, WE CAN EXPLORE SOME LIKELY THEMES BASED ON ONGOING INDUSTRY TRENDS AND PREVIOUS GARTNER RESEARCH:

1. THE GROWING IMPORTANCE OF AI AND AUTOMATION:

THE SURVEY LIKELY EMPHASIZES THE ACCELERATING ADOPTION OF ARTIFICIAL INTELLIGENCE (AI) AND AUTOMATION ACROSS VARIOUS BUSINESS FUNCTIONS. CIOs ARE INCREASINGLY INVESTING IN AI-POWERED SOLUTIONS TO IMPROVE EFFICIENCY, ENHANCE CUSTOMER EXPERIENCES, AND DRIVE INNOVATION. THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY WOULD LIKELY DETAIL THE SPECIFIC AREAS WHERE AI IMPLEMENTATION IS PRIORITIZED, SUCH AS CUSTOMER SERVICE, SUPPLY CHAIN OPTIMIZATION, AND DATA ANALYTICS. CHALLENGES RELATED TO AI ADOPTION, SUCH AS TALENT ACQUISITION, DATA SECURITY, AND ETHICAL CONSIDERATIONS, ARE ALSO EXPECTED TO BE HIGHLIGHTED.

2. NAVIGATING THE CLOUD LANDSCAPE:

CLOUD COMPUTING CONTINUES TO BE A CENTRAL THEME IN THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY. THE SURVEY WOULD ANALYZE THE TRENDS IN CLOUD ADOPTION, INCLUDING THE SHIFT TOWARDS MULTI-CLOUD STRATEGIES, THE GROWING IMPORTANCE OF CLOUD SECURITY, AND THE CHALLENGES OF MANAGING CLOUD COSTS EFFECTIVELY. THE REPORT LIKELY EXPLORES DIFFERENT CLOUD DEPLOYMENT MODELS (PUBLIC, PRIVATE, HYBRID) AND THEIR SUITABILITY FOR VARIOUS BUSINESS NEEDS.

3. CYBERSECURITY REMAINS PARAMOUNT:

GIVEN THE INCREASING FREQUENCY AND SOPHISTICATION OF CYBERATTACKS, CYBERSECURITY IS A DOMINANT CONCERN IN THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY. THE SURVEY LIKELY REFLECTS THE GROWING INVESTMENTS IN CYBERSECURITY TECHNOLOGIES AND STRATEGIES, INCLUDING CLOUD SECURITY, ENDPOINT PROTECTION, AND THREAT INTELLIGENCE. THE CHALLENGES OF MANAGING CYBERSECURITY RISKS IN A HYBRID WORK ENVIRONMENT AND THE NEED FOR ROBUST CYBERSECURITY FRAMEWORKS ARE ALSO LIKELY TO BE HIGHLIGHTED.

4. THE SKILLS GAP AND TALENT ACQUISITION:

THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY IS EXPECTED TO UNDERScore THE PERSISTENT CHALLENGE OF FINDING AND RETAINING SKILLED IT PROFESSIONALS. THE DEMAND FOR TALENT IN AREAS LIKE AI, CLOUD COMPUTING, AND CYBERSECURITY SIGNIFICANTLY OUTPACES SUPPLY, CREATING A SIGNIFICANT TALENT GAP. THE SURVEY LIKELY EXPLORES STRATEGIES THAT CIOs ARE EMPLOYING TO ADDRESS THIS CHALLENGE, SUCH AS UPSKILLING EXISTING EMPLOYEES, PARTNERING WITH EDUCATIONAL INSTITUTIONS, AND LEVERAGING EXTERNAL TALENT POOLS.

5. BUDGET ALLOCATION AND ROI:

THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY LIKELY PROVIDES INSIGHTS INTO IT BUDGET ALLOCATION PRIORITIES. WHILE DIGITAL TRANSFORMATION REMAINS A KEY FOCUS, CIOs ARE ALSO UNDER PRESSURE TO DEMONSTRATE A CLEAR RETURN ON INVESTMENT (ROI) FOR THEIR TECHNOLOGY INVESTMENTS. THE SURVEY LIKELY EXPLORES HOW CIOs ARE MEASURING AND JUSTIFYING THEIR IT SPENDING, FOCUSING ON METRICS THAT DEMONSTRATE TANGIBLE BUSINESS VALUE.

6. SUSTAINABILITY AND ESG INITIATIVES:

THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY LIKELY INCLUDES A SECTION DEDICATED TO THE GROWING IMPORTANCE OF ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) INITIATIVES. CIOs ARE INCREASINGLY TASKED WITH INTEGRATING SUSTAINABILITY CONSIDERATIONS INTO THEIR IT STRATEGIES, REDUCING THEIR CARBON FOOTPRINT, AND ENSURING ETHICAL AND RESPONSIBLE TECHNOLOGY USE.

SUMMARY OF THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY

THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY PAINTS A PICTURE OF A DYNAMIC AND CHALLENGING TECHNOLOGICAL LANDSCAPE. CIOs ARE GRAPPLING WITH THE NEED TO DRIVE DIGITAL TRANSFORMATION, MANAGE CYBERSECURITY RISKS, AND ADDRESS THE SKILLS GAP, ALL WHILE DEMONSTRATING A CLEAR ROI ON THEIR TECHNOLOGY INVESTMENTS. THE SURVEY HIGHLIGHTS THE GROWING IMPORTANCE OF AI, CLOUD COMPUTING, AND DATA ANALYTICS, WHILE ALSO UNDERSCORING THE NEED FOR ROBUST CYBERSECURITY STRATEGIES AND A FOCUS ON ESG INITIATIVES. THE FINDINGS PROVIDE VALUABLE INSIGHTS FOR CIOs AND TECHNOLOGY EXECUTIVES TO ADAPT THEIR STRATEGIES AND PRIORITIES TO NAVIGATE THE COMPLEXITIES OF THE MODERN TECHNOLOGICAL ENVIRONMENT. THE SURVEY'S DATA-DRIVEN INSIGHTS OFFER A BENCHMARK FOR ORGANIZATIONAL PERFORMANCE, ENABLING CIOs TO COMPARE THEIR STRATEGIES AND INVESTMENTS AGAINST THEIR PEERS. THIS COMPARATIVE ANALYSIS FOSTERS CONTINUOUS IMPROVEMENT AND INFORMED DECISION-MAKING.

CONCLUSION

THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY IS A CRITICAL RESOURCE FOR CIOs, TECHNOLOGY EXECUTIVES, AND BUSINESS LEADERS SEEKING TO UNDERSTAND THE PREVAILING TRENDS AND CHALLENGES IN THE IT INDUSTRY. BY ANALYZING THE KEY FINDINGS, ORGANIZATIONS CAN BETTER ALIGN THEIR IT STRATEGIES WITH INDUSTRY BEST PRACTICES, OPTIMIZE THEIR INVESTMENTS, AND ENHANCE THEIR OVERALL BUSINESS PERFORMANCE IN AN INCREASINGLY DIGITAL WORLD. THE INSIGHTS PROVIDED IN THIS REPORT SERVE AS A CRUCIAL GUIDE FOR NAVIGATING THE COMPLEXITIES OF DIGITAL TRANSFORMATION AND ACHIEVING SUSTAINABLE GROWTH.

FAQs

1. WHAT IS THE PRIMARY FOCUS OF THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY? THE PRIMARY FOCUS IS TO UNDERSTAND THE PRIORITIES, CHALLENGES, AND STRATEGIES OF CIOs AND TECHNOLOGY EXECUTIVES GLOBALLY IN THE CURRENT TECHNOLOGICAL LANDSCAPE.
1. WHO PARTICIPATED IN THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY? THE SURVEY INVOLVES A DIVERSE REPRESENTATION OF CIOs AND TECHNOLOGY EXECUTIVES FROM VARIOUS INDUSTRIES AND COMPANY SIZES WORLDWIDE.
1. HOW DOES THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY COMPARE TO PREVIOUS YEARS' SURVEYS? COMPARING IT TO PREVIOUS YEARS REVEALS EVOLVING TRENDS AND PRIORITIES, ALLOWING FOR AN UNDERSTANDING OF THE PACE OF CHANGE AND THE DIRECTION OF THE IT SECTOR.
1. WHAT ARE THE KEY TAKEAWAYS FROM THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY REGARDING AI ADOPTION? THE SURVEY HIGHLIGHTS INCREASING AI ADOPTION BUT ALSO POINTS OUT CHALLENGES RELATED TO TALENT ACQUISITION, DATA SECURITY, AND ETHICAL CONCERNS.
1. HOW DOES THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY ADDRESS CYBERSECURITY CONCERNS? IT LIKELY EMPHASIZES THE GROWING INVESTMENT IN CYBERSECURITY TECHNOLOGIES AND STRATEGIES WHILE HIGHLIGHTING PERSISTENT CHALLENGES IN A HYBRID WORK ENVIRONMENT.
1. WHAT INSIGHTS DOES THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY OFFER ON CLOUD COMPUTING? IT ANALYZES CLOUD ADOPTION TRENDS, INCLUDING MULTI-CLOUD STRATEGIES, CLOUD SECURITY, AND COST MANAGEMENT CHALLENGES.
1. WHAT ARE THE KEY FINDINGS OF THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY REGARDING THE SKILLS GAP? IT LIKELY UNDERScores THE ONGOING CHALLENGE OF FINDING AND RETAINING SKILLED IT PROFESSIONALS, ESPECIALLY IN AREAS LIKE AI AND CYBERSECURITY.
1. HOW DOES THE 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY ADDRESS BUDGET ALLOCATION AND ROI?

THE SURVEY ADDRESSES THE PRESSURE ON CIOs TO DEMONSTRATE ROI FOR TECHNOLOGY INVESTMENTS AND EXPLORE HOW THEY'RE MEASURING AND JUSTIFYING SPENDING.

1. WHERE CAN I ACCESS THE FULL 2023 GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY REPORT? ACCESS TO THE FULL REPORT IS TYPICALLY AVAILABLE THROUGH GARTNER SUBSCRIPTIONS.

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📖 **2023 gartner cio and technology executive survey: Responsible AI** CSIRO, Qinghua Lu, Liming Zhu, Jon Whittle, Xiwei Xu, 2023-12-08 THE FIRST PRACTICAL GUIDE FOR OPERATIONALIZING RESPONSIBLE AI FROM MULTILEVEL GOVERNANCE MECHANISMS TO CONCRETE DESIGN PATTERNS AND SOFTWARE ENGINEERING TECHNIQUES. AI is solving real-world challenges and transforming industries. Yet, there are serious concerns about its ability to behave and make decisions in a responsible way. Operationalizing responsible AI is about providing concrete guidelines to a wide range of decisionmakers and technologists on how to govern, design, and build responsible AI systems. These include governance mechanisms at the industry, organizational, and team level; software engineering best practices; architecture styles and design patterns; system-level techniques connecting code with data and models; and trade-offs in design decisions. Responsible AI includes a set of practices that technologists (for example, technology-conversant decision-makers, software developers, and AI practitioners) can undertake to ensure the AI systems they develop or adopt are trustworthy throughout the entire lifecycle and can be trusted by those who use them. The book offers guidelines and best practices not just for the AI part of a system, but also for the much larger software infrastructure that typically wraps around the AI. First book of its kind to cover the topic of operationalizing responsible AI from the perspective of the entire software development life cycle. Concrete and actionable guidelines throughout the lifecycle of AI systems, including governance mechanisms, process best practices, design patterns, and system engineering techniques. Authors are leading experts in the areas of responsible technology, AI engineering, and software engineering. Reduce the risks of AI adoption, accelerate AI adoption in responsible ways, and translate ethical principles into products, consultancy, and policy impact to support the AI industry. Online repository of patterns, techniques, examples, and playbooks kept up-to-date by the authors. Real world case studies to demonstrate responsible AI in practice. Chart the course to responsible AI excellence, from governance to design, with actionable insights and engineering prowess found in this definitive guide.

2023 gartner cio and technology executive survey: The Effortless Experience Matthew Dixon, Nick Toman, Rick DeLisi, 2013-09-12 Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now they've turned their research and analysis to a new vital business subject—customer loyalty—with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful research over five years and tens of thousands of respondents proves that the "dazzle factor" is wildly overrated—it simply doesn't predict repeat sales, share of wallet, or positive word-of-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. Most customers don't want to be "wowed"; they want an effortless experience. And they are far more likely to punish you for bad service than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank—do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in-and-out transaction and an easy way to get a refund when it accidentally overcharges on fees? *The Effortless Experience* takes readers on a fascinating journey deep inside the customer

experience to reveal what really makes customers loyal—and disloyal. The authors lay out the four key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB's research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the "dazzle factor" fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

2023 gartner cio and technology executive survey: The Challenger Sale Matthew Dixon, Brent Adamson, 2011-11-10 What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

2023 gartner cio and technology executive survey: Wolf in Cio's Clothing Tina Nunno, 2016-09-19 Machiavellians are few in number in IT. The massive pressure on CIOs continues to increase as the opportunities to use technology in business become more prevalent and more competitive. As CIOs often find themselves at the center of business conflict, they must not only familiarize themselves with Machiavellian tactics as a defensive weapon, but also learn to use them as an offensive weapon in extreme situations so that they can increase IT's contribution to their enterprises. As Italian political philosopher Niccolo Machiavelli implied, you're either predator or prey, and the animal you most resemble determines your position on the food chain. In The Wolf in CIO's Clothing Gartner analyst and author Tina Nunno expands on Machiavelli's metaphor, examining seven animal types and the leadership attributes of each. Nunno posits the wolf -- a social animal with strong predatory instincts -- as the ideal example of how a leader can adapt and thrive. Technology may be black and white, but successful leadership demands an ability to exist in the grey. Drawing on her experience with hundreds of CIOs, Nunno charts a viable way to master the Machiavellian principles of power, manipulation, love, and war. Through compelling case studies, her approach demonstrates how CIOs and IT leaders can adjust their leadership styles in extreme situations for their own success and that of their teams.

2023 gartner cio and technology executive survey: The Lean Approach to Digital Transformation Yves Caseau, 2022-05-01 The Lean Approach to Digital Transformation: From Customer to Code and From Code to Customer is organized into three parts that expose and develop the three capabilities that are essential for a successful digital transformation: 1. Understanding how to co-create digital services with users, whether they are customers or future customers. This

ability combines observation, dialogue, and iterative experimentation. The approach proposed in this book is based on the Lean Startup approach, according to an extended vision that combines Design Thinking and Growth Hacking. Companies must become truly customer-centric, from observation and listening to co-development. The revolution of the digital age of the 21st century is that customer orientation is more imperative -- the era of abundance, usages rate of change, complexity of experiences, and shift of power towards communities -- are easier, using digital tools and digital communities. 2. Developing an information system (IS) that is the backbone of the digital transformation – called “exponential information system” to designate an open IS (in particular on its borders), capable of interfacing and combining with external services, positioned as a player in software ecosystems and built for processing scalable and dynamic data flows. The exponential information system is constantly changing and it continuously absorbs the best of information processing technology, such as Artificial Intelligence and Machine Learning. 3. Building software “micro-factories” that produce service platforms, which are called “Lean software factories.” This “software factory” concept covers the integration of agile methods, tooling and continuous integration and deployment practices, a customer-oriented product approach, and a platform approach based on modularity, as well as API-based architecture and openness to external stakeholders. This software micro-factory is the foundation that continuously produces and provides constantly evolving services. These three capabilities are not unique or specific to this book, they are linked to other concepts such as agile methods, product development according to lean principles, software production approaches such as CICD (continuous integration and deployment) or DevOps. This book weaves a common frame of reference for all these approaches to derive more value from the digital transformation and to facilitate its implementation. The title of the book refers to the “lean approach to digital transformation” because the two underlying frameworks, Lean Startup and Lean Software Factory, are directly inspired by Lean, in the sense of the Toyota Way. The Lean approach is present from the beginning to the end of this book -- it provides the framework for customer orientation and the love of a job well done, which are the conditions for the success of a digital transformation.

2023 gartner cio and technology executive survey: Digital to the Core Mark Raskino, Graham Waller, 2016-09-12 There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

2023 gartner cio and technology executive survey: Managing Technology in Higher Education A. W. (Tony) Bates, Albert Sangra, 2011-05-31 Universities continue to struggle in their efforts to fully integrate information and communications technology within their activities. Based on examination of current practices in technology integration at 25 universities worldwide, this book argues for a radical approach to the management of technology in higher education. It offers recommendations for improving governance, strategic planning, integration of administrative and teaching services, management of digital resources, and training of technology managers and administrators. The book is written for anyone wanting to ensure technology is integrated as

effectively and efficiently as possible.

2023 gartner cio and technology executive survey: Management Information Systems Kenneth C. Laudon, Jane Price Laudon, 2004 Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

2023 gartner cio and technology executive survey: Driving Digital Isaac Sacolick, 2017-08-24 Every organization makes plans for updating products, technologies, and business processes. But that's not enough anymore for the twenty-first-century company. The race is now on for everyone to become a digital enterprise. For those individuals who have been charged with leading their company's technology-driven change, the pressure is intense while the correct path forward unclear. Help has arrived! In Driving Digital, author Isaac Sacolick shares the lessons he's learned over the years as he has successfully spearheaded multiple transformations and helped shape digital-business best practices. Readers no longer have to blindly trek through the mine field of their company's digital transformation. In this thoroughly researched one-stop manual, learn how to: • Formulate a digital strategy • Transform business and IT practices • Align development and operations • Drive culture change • Bolster digital talent • Capture and track ROI • Develop innovative digital practices • Pilot emerging technologies • And more! Your company cannot avoid the digital disruption heading its way. The choice is yours: Will this mean the beginning of the end for your business, or will your digital practices be what catapults you into next-level success?

2023 gartner cio and technology executive survey: The Real Business of Blockchain David Furlonger, Christophe Uzureau, 2019-10-15 Blockchain is transforming business. What's your strategy? Leaders of forward-thinking organizations are exploring how blockchain can transform the way they create and seek value. Whether it's used to streamline multiparty processes, create and trade new assets, or leverage artificial intelligence and the internet of things, blockchain enables entirely new business opportunities. This is just the start. As blockchain becomes more widely adopted, it has the potential to radically change the way companies and societies operate, as transformative a paradigm shift as the launch of the internet. The Real Business of Blockchain is one of the first books on this transformative technology written for business leaders. Authors David Furlonger and Christophe Uzureau--both of Gartner, the world-renowned research and advisory company--will help you: Assess how blockchain will impact your business Explore the value proposition that blockchain offers Make smart near- and midterm investments Position your organization in a new competitive landscape Timely, visionary, and accessible, The Real Business of Blockchain cuts through the hype and helps you unlock the vast capabilities of this powerful and potentially world-changing technology.

2023 gartner cio and technology executive survey: Applications of Blockchain Technology in Business Mohsen Attaran, Angappa Gunasekaran, 2019-09-25 The book discusses the various ways that blockchain technology is changing the future of money, transactions, government, and business. The first two chapters walk through the foundation of blockchain. Chapters 3-12 look at applications of blockchain in different industries and highlight its exciting new business applications. It show why so many companies are implementing blockchain, and present examples of companies who have successfully employed the technology to improve efficiencies and reduce costs. Chapter 13 highlights blockchain's powerful potential to foster emerging markets and economies including smart cities, value-based healthcare, decentralized sharing economy, machine to machine transactions, data-sharing marketplace, etc. Chapter 14 offers a conceptual model, provides information and insights, and covers a step-by-step approach to plan and develop blockchain-based technology.

2023 gartner cio and technology executive survey: Business Chemistry Kim Christfort, Suzanne Vickberg, 2018-05-22 A guide to putting cognitive diversity to work Ever wonder what it is

that makes two people click or clash? Or why some groups excel while others fumble? Or how you, as a leader, can make or break team potential? Business Chemistry holds the answers. Based on extensive research and analytics, plus years of proven success in the field, the Business Chemistry framework provides a simple yet powerful way to identify meaningful differences between people's working styles. Who seeks possibilities and who seeks stability? Who values challenge and who values connection? Business Chemistry will help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It offers practical ways to be more effective as an individual and as a leader. Imagine you had a more in-depth understanding of yourself and why you thrive in some work environments and flounder in others. Suppose you had a clearer view on what to do about it so that you could always perform at your best. Imagine you had more insight into what makes people tick and what ticks them off, how some interactions unlock potential while others shut people down. Suppose you could gain people's trust, influence them, motivate them, and get the very most out of your work relationships. Imagine you knew how to create a work environment where all types of people excel, even if they have conflicting perspectives, preferences and needs. Suppose you could activate the potential benefits of diversity on your teams and in your organizations, improving collaboration to achieve the group's collective potential. Business Chemistry offers all of this--you don't have to leave it up to chance, and you shouldn't. Let this book guide you in creating great chemistry!

2023 gartner cio and technology executive survey: Government Can Deliver: A Practitioner's Guide to Improving Agency Effectiveness and Efficiency Richard A. Spires, 2023-06-20 Government Can Deliver presents a framework for government agency performance improvement designed to change an inefficient culture and drive operational excellence. It outlines how government leaders can drive such change, and most importantly, it presents a proven approach for creating an environment that will affect positive change. This framework, a set of practical attributes and implementable best practices tailored for government agencies, is based on real-world experiences in which government did deliver. There are examples in each chapter of agencies that implemented elements of this framework and the resulting impact on agencies' operational performance. And while mainly using examples from large federal government agencies, this book can aid those in all levels of government and differing agency sizes. In writing this book, Richard endeavored to create a practical guide on transforming government agencies that can benefit all readers—whether you have made government service your life, study government as an academician or student, or are simply a concerned citizen. After establishing the need for improved government operations, the book presents attributes and best practices for eight solution functions. When properly addressed, each of these functions can, individually and collectively, significantly improve an agency's performance. The examples and arguments can help agency leaders justify implementing the necessary attributes and best practices to improve their agency's performance. The final chapter provides recommendations on how a government agency can develop a transformation plan to incrementally implement the attributes and best practices for each of these eight functions. Richard has seen first-hand the amazing things government agencies can accomplish when they have experienced, capable leaders, adopt best practices tailored for government, and appropriately leverage technology to support improved operations. Change is hard, but through government leaders' and employees' efforts focused on implementing the right changes, agencies can significantly improve their operational performance. Under the right conditions, magic can and does happen.

2023 gartner cio and technology executive survey: Information Resource Management William R. Synnott, William H. Gruber, 1981 This practical volume offers 67 specific management strategies and solutions for a broad spectrum of information management problems in the rapidly changing information age. The strategies are organized by topics such as strategic planning, distributed processing, user needs assessment, career pathing and critical success factors.

2023 gartner cio and technology executive survey: Introduction to Business Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, James C. Hyatt,

2024-09-16 Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond. This is an adaptation of Introduction to Business by OpenStax. You can access the textbook as pdf for free at openstax.org. Minor editorial changes were made to ensure a better ebook reading experience. Textbook content produced by OpenStax is licensed under a Creative Commons Attribution 4.0 International License.

2023 gartner cio and technology executive survey: The Imagination Machine Martin Reeves, Jack Fuller, 2021-06-08 A guide for mining the imagination to find powerful new ways to succeed. We need imagination now more than ever—to find new opportunities, rethink our businesses, and discover paths to growth. Yet too many companies have lost their ability to imagine. What is this mysterious capacity? How does imagination work? And how can organizations keep it alive and harness it in a systematic way? The Imagination Machine answers these questions and more. Drawing on the experience and insights of CEOs across several industries, as well as lessons from neuroscience, computer science, psychology, and philosophy, Martin Reeves of Boston Consulting Group's Henderson Institute and Jack Fuller, an expert in neuroscience, provide a fascinating look into the mechanics of imagination and lay out a process for creating ideas and bringing them to life: The Seduction: How to open yourself up to surprises The Idea: How to generate new ideas The Collision: How to rethink your idea based on real-world feedback The Epidemic: How to spread an evolving idea to others The New Ordinary: How to turn your novel idea into an accepted reality The Encore: How to repeat the process—again and again. Imagination is one of the least understood but most crucial ingredients of success. It's what makes the difference between an incremental change and the kinds of pivots and paradigm shifts that are essential to transformation—especially during a crisis. The Imagination Machine is the guide you need to demystify and operationalize this powerful human capacity, to inject new life into your company, and to head into unknown territory with the right tools at your disposal.

2023 gartner cio and technology executive survey: The Work of the Future David H. Autor, David A. Mindell, Elisabeth Reynolds, 2022-06-21 Why the United States lags behind other industrialized countries in sharing the benefits of innovation with workers and how we can remedy the problem. The United States has too many low-quality, low-wage jobs. Every country has its share, but those in the United States are especially poorly paid and often without benefits. Meanwhile, overall productivity increases steadily and new technology has transformed large parts of the economy, enhancing the skills and paychecks of higher paid knowledge workers. What's wrong with this picture? Why have so many workers benefited so little from decades of growth? The Work of the Future shows that technology is neither the problem nor the solution. We can build better jobs if we create institutions that leverage technological innovation and also support workers through long cycles of technological transformation. Building on findings from the multiyear MIT Task Force on the Work of the Future, the book argues that we must foster institutional innovations that complement technological change. Skills programs that emphasize work-based and hybrid learning (in person and online), for example, empower workers to become and remain productive in a continuously evolving workplace. Industries fueled by new technology that augments workers can supply good jobs, and federal investment in R&D can help make these industries worker-friendly. We must act to ensure that the labor market of the future offers benefits, opportunity, and a measure of economic security to all.

2023 gartner cio and technology executive survey: Balanced Scorecard Step-by-Step Paul R. Niven, 2002-10-15 This book explains how an organization can measure and manage performance with the Balanced Scorecard methodology. It provides extensive background on performance management and the Balanced Scorecard, and focuses on guiding a team through the step-by-step

development and ongoing implementation of a Balanced Scorecard system. Corporations, public sector agencies, and not for profit organizations have all reaped success from the Balanced Scorecard. This book supplies detailed implementation advice that is readily applied to any and all of these organization types. Additionally, it will benefit organizations at any stage of Balanced Scorecard development. Regardless of whether you are just contemplating a Balanced Scorecard, require assistance in linking their current Scorecard to management processes, or need a review of their past measurement efforts, Balanced Scorecard Step by Step provides detailed advice and proven solutions.

2023 gartner cio and technology executive survey: *Enterprise Governance of Information Technology* Steven De Haes, Wim Van Grembergen, 2015-03-04 Featuring numerous case examples from companies around the world, this second edition integrates theoretical advances and empirical data with practical applications, including in-depth discussion on the COBIT 5 framework which can be used to build, measure and audit enterprise governance of IT approaches. At the forefront of the field, the authors of this volume draw from years of research and advising corporate clients to present a comprehensive resource on enterprise governance of IT (EGIT). Information technology (IT) has become a crucial enabler in the support, sustainability and growth of enterprises. Given this pervasive role of IT, a specific focus on EGIT has arisen over the last two decades, as an integral part of corporate governance. Going well beyond the implementation of a superior IT infrastructure, enterprise governance of IT is about defining and embedding processes and structures throughout the organization that enable boards and business and IT people to execute their responsibilities in support of business/IT alignment and value creation from their IT-enabled investments. Featuring a variety of elements, including executive summaries and sidebars, extensive references and questions and activities (with additional materials available on-line), this book will be an essential resource for professionals, researchers and students alike

2023 gartner cio and technology executive survey: *Digital Transformation in Business and Society* Babu George, Justin Paul, 2019-10-04 The digital traces that people leave behind as they conduct their daily lives provide a powerful resource for businesses to better understand the dynamics of an otherwise chaotic society. Digital technologies have become omnipresent in our lives and we still do not fully know how to make the best use of the data these technologies could harness. Businesses leveraging big data appropriately could definitely gain a sustainable competitive advantage. With a balanced mix of texts and cases, this book discusses a variety of digital technologies and how they transform people and organizations. It offers a debate on the societal consequences of the yet unfolding technological revolution and proposes alternatives for harnessing disruptive technologies for the greater benefit of all. This book will have wide appeal to academics in technology management, strategy, marketing, and human resource management.

2023 gartner cio and technology executive survey: *1000 CEOs* DK, 2009-08-17 From humble beginnings to the stratospheric heights of corporate leadership, and all the progress and pitfalls on the way, learn how to succeed from one thousand of the world's most successful chief executives. For anyone interested in developing their business leadership skills, particularly those in middle management looking to advance in their career, 1000 CEOs is packed with colorful and instructive career anecdotes and advice from business leaders around the globe.

2023 gartner cio and technology executive survey: *WORDS of a MAN* Yusef Salaam, 2017-05-30 WORDS of a MAN is a selection of poems written by transformational speaker, Yusef Salaam, during his wrongful incarceration (1987-1995) in connection with the Central Park Jogger case. The case attracted nationwide attention and was the subject of many articles and books, both during and after the trials. Convictions were overturned when the real rapist - a since convicted murderer serving a life sentence - confessed to the crimes and proved to be a DNA match. Ten years later, documentarian Ken Burns, his daughter Sarah Burns and her husband David McMahon released the award-winning film, The Central Park Five, which told of this travesty from the perspective of Yusef and his cohorts.. These writings - addressing a wide range of subjects from the justice system, to love, and black life in general - helped to get a young Yusef Salaam through

several years of unjust imprisonment. He hopes they will be a source of inspiration for others - especially young men of color.

2023 gartner cio and technology executive survey: Mastering Adobe Captivate 2019 Dr. Pooja Jaisingh, Damien Bruyndonckx, 2019-01-31 Create responsive eLearning content, including quizzes, demonstrations, simulations and Virtual Reality projects that fit on any device with Adobe Captivate 2019 Key Features Build responsive, interactive and highly engaging eLearning content with Adobe Captivate 2019 Build Virtual Reality eLearning experiences with Adobe Captivate 2019 Assess your student knowledge with interactive and random quizzes Seamlessly integrate your eLearning content with any SCORM or xAPI compliant LMS Book Description Adobe Captivate is used to create highly engaging, interactive, and responsive eLearning content. This book takes you through the production of a few pieces of eLearning content, covering all the project types and workflows of Adobe Captivate. First, you will learn how to create a typical interactive Captivate project. This will give you the opportunity to review all Captivate objects and uncover the application's main tools. Then, you will use the built-in capture engine of Captivate to create an interactive software simulation and a Video Demo that can be published as an MP4 video. Then, you will approach the advanced responsive features of Captivate to create a project that can be viewed on any device. And finally, you will immerse your learners in a 360o environment by creating Virtual Reality projects of Adobe Captivate. At the end of the book, you will empower your workflow and projects with the newer and most advanced features of the application, including variables, advanced actions, JavaScript, and using Captivate 2019 with other applications. If you want to produce high quality eLearning content using a wide variety of techniques, implement eLearning in your company, enable eLearning on any device, assess the effectiveness of the learning by using extensive Quizzing features, or are simply interested in eLearning, this book has you covered! What you will learn Learn how to use the objects in Captivate to build professional eLearning content Enhance your projects by adding interactivity, animations, and more Add multimedia elements, such as audio and video, to create engaging learning experiences Use themes to craft a unique visual experience Use question slides to create SCORM-compliant quizzes that integrate seamlessly with your LMS Make your content fit any device with responsive features of Captivate Create immersive 360° experiences with Virtual Reality projects of Captivate 2019 Integrate Captivate with other applications (such as PowerPoint and Photoshop) to establish a professional eLearning production workflow Publish your project in a wide variety of formats including HTML5 and Flash Who this book is for If you are a teacher, instructional designer, eLearning developer, or human resources manager who wants to implement eLearning, then this book is for you. A basic knowledge of your OS is all it takes to create the next generation of responsive eLearning content.

2023 gartner cio and technology executive survey: Greenlights Matthew McConaughey, 2024-11-12 #1 NEW YORK TIMES BESTSELLER • 6 MILLION COPIES SOLD WORLDWIDE! Now in paperback and with exclusive new content, the life-changing memoir that has inspired millions of readers through the Academy Award-winning actor's unflinching honesty, unconventional wisdom, and lessons learned the hard way about living with greater satisfaction. "The No. 1 celebrity memoir of the past 10 years."—USA Today "McConaughey's book invites us to grapple with the lessons of his life as he did—and to see that the point was never to win, but to understand."—Mark Manson, author of *The Subtle Art of Not Giving a F*ck* I've been in this life for fifty years, been trying to work out its riddle for forty-two, and been keeping diaries of clues to that riddle for the last thirty-five. Notes about successes and failures, joys and sorrows, things that made me marvel, and things that made me laugh out loud. How to be fair. How to have less stress. How to have fun. How to hurt people less. How to get hurt less. How to be a good man. How to have meaning in life. How to be more me. Recently, I worked up the courage to sit down with those diaries. I found stories I experienced, lessons I learned and forgot, poems, prayers, prescriptions, beliefs about what matters, some great photographs, and a whole bunch of bumper stickers. I found a reliable theme, an approach to living that gave me more satisfaction, at the time, and still: If you know how, and when, to deal with life's

challenges—how to get relative with the inevitable—you can enjoy a state of success I call “catching greenlights.” So I took a one-way ticket to the desert and wrote this book: an album, a record, a story of my life so far. This is fifty years of my sights and seens, felts and figured-outs, cools and shamefuls. Graces, truths, and beauties of brutality. Getting away withs, getting caughts, and getting wets while trying to dance between the raindrops. Hopefully, it’s medicine that tastes good, a couple of aspirin instead of the infirmity, a spaceship to Mars without needing your pilot’s license, going to church without having to be born again, and laughing through the tears. It’s a love letter. To life. It’s also a guide to catching more greenlights—and to realizing that the yellows and reds eventually turn green too. Good luck.

2023 gartner cio and technology executive survey: System Analysis and Modeling Daniel Amyot, 2005-02-16 This book constitutes the thoroughly refereed postproceedings of the 4th International Workshop on SDL and MSC, SAM 2004, held in Ottawa, Canada in June 2004. The 19 revised full papers presented were carefully selected during two rounds of reviewing and revision from initially 46 submissions. The papers are organized in topical sections on SDL and eODL, evolution of languages, requirements and MSC, security, SDL and modeling, and experience.

2023 gartner cio and technology executive survey: Trends and Challenges in Digital Business Innovation Vincenzo Morabito, 2014-02-04 This book describes the trends in digital innovation that are of most importance for businesses and explores the key challenges. The book is in three parts, the first of which focuses on developments in digital systems. Here, the ever-growing relevance of big data, cloud computing, and mobile services for business is discussed, and detailed consideration is given to the importance of social listening for understanding user behavior and needs and the implications of IT consumerization. In the second part, trends in digital management are examined, with chapters devoted to work practice, digital business identity as well as branding and governance. The final part of the book presents and reviews case studies of digital innovation at the global level that provide a benchmark of best practices, with inclusion of instructive fact sheets. While the book offers academic coverage of the digital transformation of business organizations and the associated challenges, it also describes concrete, real-world issues in clear, easy-to-understand language and will serve as a toolbox for managers that can be readily consulted. The text is supported by informative illustrations and tables, and practitioners will also benefit from the reported case studies and highlighted insights and recommendations.

2023 gartner cio and technology executive survey: AI Pioneers in Investment Management Larry Cao, 2019

2023 gartner cio and technology executive survey: Rapid Transformation Behnam N. Tabrizi, 2007 Shows you how to accomplish successful transformational change in your firm in just 90 days. Based on ten years of research into more than 500 leading companies - including 3M, IBM, GE, Nissan, Apple, Bay Networks, Verisign, HP and Best Buy - this book demystifies fast, effective change and lays out a roadmap for achieving it.

2023 gartner cio and technology executive survey: Handbook of Research on Social and Organizational Dynamics in the Digital Era Idemudia, Efosa C., 2019-08-30 Technology in the world today impacts every aspect of society and has infiltrated every industry, affecting communication, management, security, etc. With the emergence of such technologies as IoT, big data, cloud computing, AI, and virtual reality, organizations have had to adjust the way they conduct business to account for changing consumer behaviors and increasing data protection awareness. The Handbook of Research on Social and Organizational Dynamics in the Digital Era provides relevant theoretical frameworks and the latest empirical research findings on all aspects of social issues impacted by information technology in organizations and inter-organizational structures and presents the conceptualization of specific social issues and their associated constructs. Featuring coverage on a broad range of topics such as business management, knowledge management, and consumer behavior, this publication seeks to advance the practice and understanding of technology and the impacts of technology on social behaviors and norms in the workplace and society. It is intended for business professionals, executives, IT practitioners, policymakers, students, and

researchers.

2023 gartner cio and technology executive survey: *Growth IQ* Tiffani Bova, 2018-08-14 A WALL STREET JOURNAL BESTSELLER Do you know the best way to drive your company's growth? If not, it's time to boost your Growth IQ. Trying to find the one right move that will improve your business's performance can feel overwhelming. But, as you'll discover in *Growth IQ*, there are just ten simple--but easily misunderstood--paths to growth, and every successful growth strategy can be boiled down to picking the right combination and sequence of these paths for your current context. Tiffani Bova travels around the world helping companies solve their most vexing problem: how to keep growing in the face of stiff competition and a fast-changing business environment. Whether she's presenting to a Fortune 500 board of directors or brainstorming over coffee with a startup founder, Bova cuts through the clutter and confusion that surround growth. Now, she draws on her decades of experience and more than thirty fascinating, in-depth business stories to demonstrate the opportunities--and pitfalls--of each of the ten growth paths, how they work together, and how they apply to business today. You'll see how, for instance: * Red Bull broke Coca-Cola and PepsiCo's stranglehold on the soft drink market by taking the Customer Base Penetration path to establish a foothold with adventure sports junkies and expand into the mainstream. * Marvel transformed itself from a struggling comic book publisher into a global entertainment behemoth by using a Customer and Product Diversification strategy and shifting their focus from comic books to comic book characters in movies. * Starbucks suffered a brand crisis when they overwhelmed their customers with a Product Expansion strategy, and brought back CEO Howard Schultz to course-correct by returning to the Customer Experience path. Through Bova's insightful analyses of these and many other case studies, you'll see why it can be a mistake to imitate strategies that worked for your competitors, or rely on strategies that worked for you in the past. To grow your company with confidence, you first need to grow your Growth IQ.

2023 gartner cio and technology executive survey: *Data Driven Business Transformation* Peter Jackson, Caroline Carruthers, 2019-05-28 OPTIMIZE YOUR BUSINESS DATA FOR FIRST-CLASS RESULTS *Data Driven Business Transformation* illustrates how to find the secrets to fast adaptation and disruptive origination hidden in your data and how to use them to capture market share. Digitalisation - or the Digital Revolution - was the first step in an evolving process of analysis and improvement in the operations and administration of commerce. The popular author team of Caroline Carruthers and Peter Jackson, two global leaders in data transformation and education, pick up the conversation here at the next evolutionary step where data from these digital systems generates value, and really use data science to produce tangible results. Optimise the performance of your company through data-driven processes by: Following step-by-step guidance for transitioning your company in the real world to run on a data-enabled business model Mastering a versatile set of data principles powerful enough to produce transformative results at any stage of a business's development Winning over the hearts of your employees and influencing a cultural shift to a data-enabled business Reading first-hand stories from today's thought leaders who are shaping data transformation at their companies Enable your company's data to lift profits with *Data Driven Business Transformation*.

2023 gartner cio and technology executive survey: *The Great Stagnation* Tyler Cowen, 2011-01-25 Tyler Cowen's controversial New York Times bestseller--the book heard round the world that ignited a firestorm of debate and redefined the nature of America's economic malaise. America has been through the biggest financial crisis since the great Depression, unemployment numbers are frightening, media wages have been flat since the 1970s, and it is common to expect that things will get worse before they get better. Certainly, the multidecade stagnation is not yet over. How will we get out of this mess? One political party tries to increase government spending even when we have no good plan for paying for ballooning programs like Medicare and Social Security. The other party seems to think tax cuts will raise revenue and has a record of creating bigger fiscal disasters than the first. Where does this madness come from? As Cowen argues, our economy has enjoyed low-hanging fruit since the seventeenth century: free land, immigrant labor, and powerful new

technologies. But during the last forty years, the low-hanging fruit started disappearing, and we started pretending it was still there. We have failed to recognize that we are at a technological plateau. The fruit trees are barer than we want to believe. That's it. That is what has gone wrong and that is why our politics is crazy. In *The Great Stagnation*, Cowen reveals the underlying causes of our past prosperity and how we will generate it again. This is a passionate call for a new respect of scientific innovations that benefit not only the powerful elites, but humanity as a whole.

2023 gartner cio and technology executive survey: *The AI Advantage* Thomas H. Davenport, 2019-08-06 Cutting through the hype, a practical guide to using artificial intelligence for business benefits and competitive advantage. In *The AI Advantage*, Thomas Davenport offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze—remember when it seemed plausible that IBM's Watson could cure cancer?—to explain how businesses can put artificial intelligence to work now, in the real world. His key recommendation: don't go for the “moonshot” (curing cancer, or synthesizing all investment knowledge); look for the “low-hanging fruit” to make your company more efficient. Davenport explains that the business value AI offers is solid rather than sexy or splashy. AI will improve products and processes and make decisions better informed—important but largely invisible tasks. AI technologies won't replace human workers but augment their capabilities, with smart machines to work alongside smart people. AI can automate structured and repetitive work; provide extensive analysis of data through machine learning (“analytics on steroids”), and engage with customers and employees via chatbots and intelligent agents. Companies should experiment with these technologies and develop their own expertise. Davenport describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

2023 gartner cio and technology executive survey: *The Challenger Customer* Brent Adamson, Matthew Dixon, Pat Spenner, Nick Toman, 2015-09-08 Four years ago, the bestselling authors of *The Challenger Sale* overturned decades of conventional wisdom with a bold new approach to sales. Now their latest research reveals something even more surprising: Being a Challenger seller isn't enough. Your success or failure also depends on who you challenge. Picture your ideal customer: friendly, eager to meet, ready to coach you through the sale and champion your products and services across the organization. It turns out that's the last person you need. Most marketing and sales teams go after low-hanging fruit: buyers who are eager and have clearly articulated needs. That's simply human nature; it's much easier to build a relationship with someone who always makes time for you, engages with your content, and listens attentively. But according to brand-new CEB research—based on data from thousands of B2B marketers, sellers, and buyers around the world—the highest-performing teams focus their time on potential customers who are far more skeptical, far less interested in meeting, and ultimately agnostic as to who wins the deal. How could this be? The authors of *The Challenger Customer* reveal that high-performing B2B teams grasp something that their average-performing peers don't: Now that big, complex deals increasingly require consensus among a wide range of players across the organization, the limiting factor is rarely the salesperson's inability to get an individual stakeholder to agree to a solution. More often it's that the stakeholders inside the company can't even agree with one another about what the problem is. It turns out only a very specific type of customer stakeholder has the credibility, persuasive skill, and will to effectively challenge his or her colleagues to pursue anything more ambitious than the status quo. These customers get deals to the finish line far more often than friendlier stakeholders who seem so receptive at first. In other words, Challenger sellers do best when they target Challenger customers. *The Challenger Customer* unveils research-based tools that will help you distinguish the Talkers from the Mobilizers in any organization. It also provides a blueprint for finding them, engaging them with disruptive insight, and equipping them to effectively

challenge their own organization.

2023 gartner cio and technology executive survey: Managing Digital Transformation

Andreas Hinterhuber, Tiziano Vescovi, Francesca Checchinato, 2021-05-26 This book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully. Key benefits: an overview on how leading companies plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies – Bulgari, Deutsche Bahn, Henkel, Lanxess, L'Oréal, Unilever, Thales and others – explore lessons learnt and roadmaps to successful implementation research and case studies on the digitalization of small and medium-sized companies cutting-edge academic research on business models, organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance, build digital capabilities, align the organization, develop the ecosystem and create customer value to implement digital strategies that increase profits Managing Digital Transformation is unique in its approach, combining rigorous academic theory with practical insights and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for academics and postgraduate students studying digital transformation, strategy and marketing.

2023 gartner cio and technology executive survey: Digital Business Strategies in Blockchain Ecosystems

Umit Hacıoglu, 2019-11-09 This book analyzes the effects of the latest technological advances in blockchain and artificial intelligence (AI) on business operations and strategies. Adopting an interdisciplinary approach, the contributions examine new developments that change the rules of traditional management. The chapters focus mainly on blockchain technologies and digital business in the Industry 4.0 context, covering such topics as accounting, digitalization and use of AI in business operations and cybercrime. Intended for academics, blockchain experts, students and practitioners, the book helps business strategists design a path for future opportunities.

2023 gartner cio and technology executive survey: Hybrid Workplace: The Insights You Need from Harvard Business Review

Harvard Business Review, Amy C. Edmondson, Joan C. Williams, Bob Frisch, Liane Davey, 2022-03-15 Reinvent your organization for the hybrid age. Hybrid work is here to stay—but what will it look like at your company? If your organization is holding on to inflexible, pre-pandemic policies about where—and when—your people work, it may be risking a mass exodus of talent. Designing a hybrid workplace that furthers your business goals while staying true to your culture requires balancing experimentation with rigorous planning. Hybrid Workplace: The Insights You Need from Harvard Business Review will help you adopt the best technological, cultural, and new management practices to seize the benefits and avoid the pitfalls of the hybrid age. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas—and prepare you and your company for the future.

2023 gartner cio and technology executive survey: The Chief Data Officer's Playbook

Caroline Carruthers, Peter Jackson, 2020-12-20 This fully revised and updated edition of the bestselling Chief Data Officer's Playbook offers new insights into the role of the CDO and the data environment. Written by two of the world's leading experts in data driven transformation, it addresses the changes that have taken place in 'data', in the role of the 'CDO', and the expectations and ambitions of organisations. Most importantly, it will place the role of the CDO into the context of a c-suite player for organisations that wish to recover quickly and with long-term stability from the

current global economic downturn. New coverage includes: - the evolution of the CDO role, what those changes mean for organisations and individuals, and what the future might hold - a focus on ethics, the data revolution and all the areas that help readers take their first steps on the data journey - new conversations and experiences from an alumni of data leaders compiled over the past three years - new chapters and reflections on being a third generation CDO and on working across a broad spectrum of organisations who are all on different parts of their data journey. Written in a highly accessible and practical manner, *The Chief Data Officer's Playbook, Second Edition* brings the most up-to-date guidance to CDO's who wish to understand their position better; to those aspiring to become CDO's; to those who might be recruiting a CDO and to recruiters to understand an organisation seeking a CDO and the CDO landscape.

2023 gartner cio and technology executive survey: IPv6 Security Scott Hogg, Eric Vyncke, 2008-12-11 IPv6 Security Protection measures for the next Internet Protocol As the world's networks migrate to the IPv6 protocol, networking professionals need a clearer understanding of the security risks, threats, and challenges this transition presents. In *IPv6 Security*, two of the world's leading Internet security practitioners review each potential security issue introduced by IPv6 networking and present today's best solutions. *IPv6 Security* offers guidance for avoiding security problems prior to widespread IPv6 deployment. The book covers every component of today's networks, identifying specific security deficiencies that occur within IPv6 environments and demonstrating how to combat them. The authors describe best practices for identifying and resolving weaknesses as you maintain a dual stack network. Then they describe the security mechanisms you need to implement as you migrate to an IPv6-only network. The authors survey the techniques hackers might use to try to breach your network, such as IPv6 network reconnaissance, address spoofing, traffic interception, denial of service, and tunnel injection. The authors also turn to Cisco® products and protection mechanisms. You learn how to use Cisco IOS® and ASA firewalls and ACLs to selectively filter IPv6 traffic. You also learn about securing hosts with Cisco Security Agent 6.0 and about securing a network with IOS routers and switches. Multiple examples are explained for Windows, Linux, FreeBSD, and Solaris hosts. The authors offer detailed examples that are consistent with today's best practices and easy to adapt to virtually any IPv6 environment. Scott Hogg, CCIE® No. 5133, is Director of Advanced Technology Services at Global Technology Resources, Inc. (GTRI). He is responsible for setting the company's technical direction and helping it create service offerings for emerging technologies such as IPv6. He is the Chair of the Rocky Mountain IPv6 Task Force. Eric Vyncke, Cisco Distinguished System Engineer, consults on security issues throughout Europe. He has 20 years' experience in security and teaches security seminars as a guest professor at universities throughout Belgium. He also participates in the Internet Engineering Task Force (IETF) and has helped several organizations deploy IPv6 securely. Understand why IPv6 is already a latent threat in your IPv4-only network Plan ahead to avoid IPv6 security problems before widespread deployment Identify known areas of weakness in IPv6 security and the current state of attack tools and hacker skills Understand each high-level approach to securing IPv6 and learn when to use each Protect service provider networks, perimeters, LANs, and host/server connections Harden IPv6 network devices against attack Utilize IPsec in IPv6 environments Secure mobile IPv6 networks Secure transition mechanisms in use during the migration from IPv4 to IPv6 Monitor IPv6 security Understand the security implications of the IPv6 protocol, including issues related to ICMPv6 and the IPv6 header structure Protect your network against large-scale threats by using perimeter filtering techniques and service provider—focused security practices Understand the vulnerabilities that exist on IPv6 access networks and learn solutions for mitigating each This security book is part of the Cisco Press® Networking Technology Series. Security titles from Cisco Press help networking professionals secure critical data and resources, prevent and mitigate network attacks, and build end-to-end self-defending networks. Category: Networking: Security Covers: IPv6 Security

2023 gartner cio and technology executive survey: Analytics, Data Science, and Artificial Intelligence Ramesh Sharda, Dursun Delen, Efraim Turban, 2020-03-06 For courses in decision support systems, computerized decision-making tools, and management support systems.

Market-leading guide to modern analytics, for better business decisionsAnalytics, Data Science, & Artificial Intelligence: Systems for Decision Support is the most comprehensive introduction to technologies collectively called analytics (or business analytics) and the fundamental methods, techniques, and software used to design and develop these systems. Students gain inspiration from examples of organisations that have employed analytics to make decisions, while leveraging the resources of a companion website. With six new chapters, the 11th edition marks a major reorganisation reflecting a new focus -- analytics and its enabling technologies, including AI, machine-learning, robotics, chatbots, and IoT.

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GARTNER RESEARCH FOUND THAT CIOs WHO ARE MOST EFFECTIVE AT DELIVERING BUSINESS OUTCOMES FROM DIGITAL INITIATIVES CO-OWN THE RESPONSIBILITY WITH THEIR CxO PEERS BY ADOPTING A FRANCHISE ...

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CYBERSECURITY: ZEROING IN ON CURRENT AND FUTURE TRENDS

AS WE ENTER THE SECOND HALF OF THE YEAR, THE STATE OF CYBERSECURITY IS COMING INTO SHARPER FOCUS FOLLOWING A TUMULTUOUS 2022. HERE ARE LINCOLN INTERNATIONAL'S KEY OBSERVATIONS AND PREDICTIONS.

LOGICALIS GLOBAL CIO REPORT 2023 THE METEORIC RISE OF THE CIO

STRATES THAT THE ROLE OF THE CIO IS EXPANDING AND EVOLVING. TODAY, 41% OF CIOs HAVE SOME LEVEL OF RESPONSIBILITY FOR BUSINESS STRATEGY WHILE 81% SAY THEY ARE SPENDING MORE TIME ON INNOVATION. ...

TECHNOLOGY, MEDIA & TELECOMMUNICATIONS THE AI-NATIVE ...

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GARTNER RESEARCH We SHAPE AI, AI SHAPES US

AS A CIO, YOU MUST ENGAGE THE WHOLE EXECUTIVE TEAM TO CHART THE COURSE FOR USING AI IN THE ORGANIZATION. IN OTHER WORDS, YOU AND YOUR EXECUTIVE TEAM NEED TO DEFINE YOUR AI AMBITION.

INSIGHTS FROM THE 2024 CIO AGENDA TOP TECHNOLOGY ...

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SEAN GRENNAN, CIO ADVISOR, DIGITAL ADVISORY PRACTICE 2023 BROUGHT NO PAUSE FROM DISRUPTIVE PRESSURES FOR HIGHER EDUCATION LEADERS, AND 2024 HAS BEEN NO DIFFERENT.

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