

## EVENT SUMMARY

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Mövenpick Hotel, Zürich

### The Future Shape of IT - featuring Gartner. 9th March 2011.

On Mar 9th almost 100 CIOs and IT executives gathered at the Mövenpick Hotel, Zürich to discuss and debate the Future Shape of IT. The event agenda, which featured a key note speech by John Mahoney, Gartner covered:

**Presentation: IT Trends 2011** - Albert Ellis, CEO Harvey Nash

**Presentation: The Changing Shape of IT** - John Mahoney - VP Distinguished Analyst, Gartner

**Panel discussion:** The above presenters were joined by: Dr Herbert Wanner, Director, CISCO and Edward Johnson, Executive Director, Falcon Bank

**Drinks and canapés**

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Paul King, MD Harvey Nash Switzerland opens the event. He explains how the world is undergoing a series of 'game changing' events....the Great Recession, revolutions in North Africa and the revolution in digital / mobile technology are all examples. What unites them all in one way or another is the important role technology is playing. There has never been a more important, and exciting time to be in IT.

Albert Ellis, CEO of Harvey Nash then presents his views on IT trends:

The recession effect

- During the recession IT budgets have been squeezed significantly and one in ten IT professionals lost their jobs

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- Steve Ballmer Microsoft believes that even when the recession is over, this ‘new norm’ of low spend will stay with us
- But this ‘new norm’ is not necessarily a bad thing...for instance - despite budget cuts - almost three-quarters of IT leaders thought their departments were equally or better positioned to support the business
- As the economic recovery continues - albeit it at a subdued pace - the skills that we are seeing in demand are the ones that are making a real difference to the bottom line of the company...the ones that reflect the increasingly business focussed / innovation led agenda. For instance: technical experts who can’t be outsourced; business liaison / PM skills; skills to enter new markets / territories / channels.

### Retention

- Retention is back on the agenda - 86% CIOs concerned with this
- By far the most important retention factor a CIO can have in place is to get IT staff involved in “interesting” projects.
- The next most important retention factors are ones centred on the culture, values and leadership of the department. Open, honest communication from a leadership team who people look up to and learn from is hugely important.
- Perhaps surprisingly, the least important retention factors seem to be centred around aspects you might typically find in a ‘formal’ retention strategy such as a career development programme, pay, training, away days etc.
- This represents a challenge for CIOs; these least important factors tend to be the ones that a CIO has most control over. Paradoxically, the most important factors, such creating a positive culture are rather in that rather difficult, nebulous and often immeasurable category of ‘soft’ factors to management.
- In short, retention is about culture, not about process.

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### New world order

- The trend toward mobile, social networking and open communication (some might consider too open communication - for instance WikiLeaks) has created a completely new environment to be successful in (or fail in). It puts CIOs and IT leaders absolutely at the centre.

### John Mahoney, Distinguished Analyst and VP, Gartner presents his views on the Changing Shape of IT

- As IT becomes an established element of most business processes and many individual activities (work and leisure), the way it relates to other business functions will change, and the nature of the decisions to be made also will change. New value areas are evolving that build on assets from business processes, information and relationships
- The need to move fast enough so that you are not marginalized by new business models is a critical issue in virtually all commercial industries, as it is for equivalent reasons in the public sector. IT is one of the main drivers of this disruption. The newspaper industry, for example, is reeling from the effects of Web-based content delivery.
- IT always has been associated with change. However, it's increasingly a driver of the transformation of businesses, markets and societies, and the ability to create and accomplish this transformation is becoming a critical enterprise capability
- The key change for CIOs is that their role moves from leading the IT delivery organization to leading the systematic, coordinated exploitation of the business assets of processes, information and relationships across all technologies in the enterprise – IT or OT, and whether owned and managed by the formal IT organization or elsewhere.
- John then talks about the four types of IT organisation, ranging from ones where IT is tactically deployed (Type 1) through to the Type 4 Pervasive organisation where IT is totally dispersed in the business. Most leading companies have yet to reach Type 4 but a new organization type is emerging that will take the lead on information and process.

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- Although it will grow from an IT base, its primary focus will be business transformation and strategic assets of information, process and relationships
- CIOs and IT leaders have a choice: grow in present role as a CIO or grow beyond a CIO role

Albert Ellis' blog can be found here

<http://journal.harveynash.com/ceo/>

*Thank you to all of those who continue to make Harvey Nash events such an effective forum for knowledge sharing and debate. If you would like to find out more about Harvey Nash's recruitment, executive search or IT outsourcing services please contact [swissprojects@harveynash.com](mailto:swissprojects@harveynash.com).*