

Figure 4

2013 Business Technology Priorities

With regard to your overall business technology priorities for 2013, please rank the following, with 1 as the highest priority and 9 the lowest.

| | Rank |
|---|------|
| Improve business results | 1 |
| Create better internal customer service | 2 |
| Maintenance, operations and/or continuous improvement of existing systems | 3 |
| Improve information security and/or regulatory compliance | 4 |
| Create better external customer service | 5 |
| Provide improved decision support and access to data for employees and partners | 6 |
| Generate new revenue | 7 |
| Reduce IT spending | 8 |
| Provide more choices for end users (e.g., devices, apps, other computing options) | 9 |

Data: InformationWeek 2013 IT Spending Priorities Survey of 513 business technology professionals, March 2013

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