



Fact Sheet

New Technology Business Research Shows that Results Trump Costs for IT

Overview

Dell commissioned a survey with Technology Business Research (TBR) to understand the role that IT plays within organizations and how businesses are making technology decisions. How do organizations view the relationship between IT and senior management? How are organizations using technologies to impact business, and how do organizations prefer to collaborate with technology vendors?

Key Findings

- **Technology decision making is NOT just about costs.** In an era of trim budgets, more than 60 percent of respondents reported that achieving the business' strategic mission was most important when evaluating technology decisions. In addition, the speed to deliver business results was noted as the top instrument in measuring success of technology as well as the top metric preferred to measure the future success of technology. Cost was secondary to all of these goals.
- **There has been a shift in the role that IT plays in organizations.** The results show that IT is more aligned with business objectives than ever before, with 2/3 of participants saying that IT's purpose is to support business objectives. Over 85 percent of IT decision-makers discuss with top business management how the IT department could support business objectives with their organizations' executives.
- **Organizations value having one strategic IT partner that allows organizations to capitalize on changing business conditions quickly.** The survey found that IT organizations place great emphasis on demonstrable knowledge in both end-user computing and the datacenter, with 79 percent of respondents placing increasing degrees of importance on vendors who have understanding of end-user computing and the datacenter.
- **X86-based servers shoulder today's business-critical workloads.** The survey found that more organizations are deemphasizing technologies like mainframes and wireline communications in their planning in favor of technologies such as virtualization and cloud computing. In fact, the majority of respondents (60 percent) have *already* moved most of their mission-critical workloads to x86 servers. In addition, many respondents are using their more robust x86-based infrastructure to power essential workloads, such as high performance computing.

Survey Methodology

In January 2012, TBR 105 IT professionals from mid-large companies in North America who have influenced an IT purchase decision at their organization in the last 12 months. The majority of the respondents held executive titles. The survey targeted a broad range of organizations of different sizes across various vertical industries, which helped establish a more realistic view of the overall IT landscape. For more information on TBR, please visit: <http://www.tbri.com/>

About TBR

Technology Business Research is a leading independent technology market research and consulting firm specializing in the business and financial analyses of hardware, software, networking equipment, wireless, portal and professional services vendors.

Serving a global clientele, TBR provides timely and accurate market research and business intelligence in formats that are tailored to clients' needs. Our analysts are available to further address client-specific issues or information needs on an inquiry or proprietary consulting basis. TBR has been empowering corporate decision makers since 1996.