



Opening Speech

2011/06/16
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Information Management, IBM Korea

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똑똑한 정보, 똑똑한 비즈니스

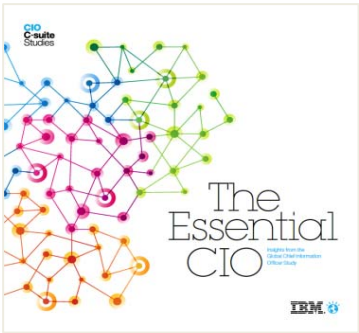
Our ongoing CIO research focuses on activities deployed by the CIO as part of their ongoing efforts to grow authority and impact



WHAT are CIOs doing?
2009 CIO Study: The new voice of the CIO



WHY are CIOs doing this?
2010: Connecting across the C-suite

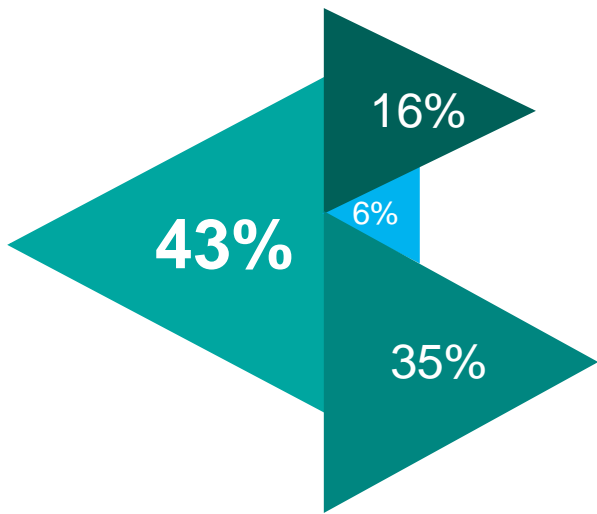


HOW are CIOs doing it?
2011 CIO Study: The Essential CIO



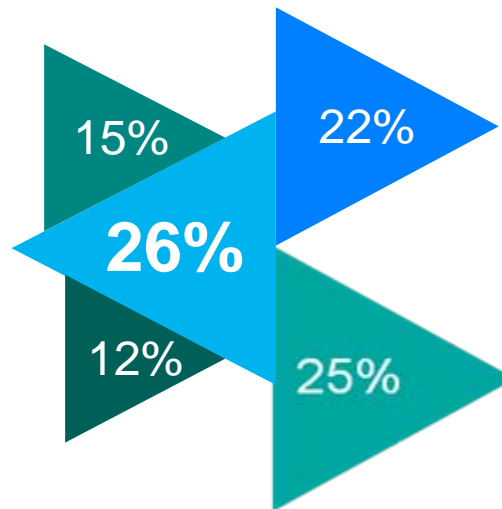
Results from more than 3,000 face-to-face CIO interviews were compiled using state-of-the-art statistical and textual analysis

71 countries



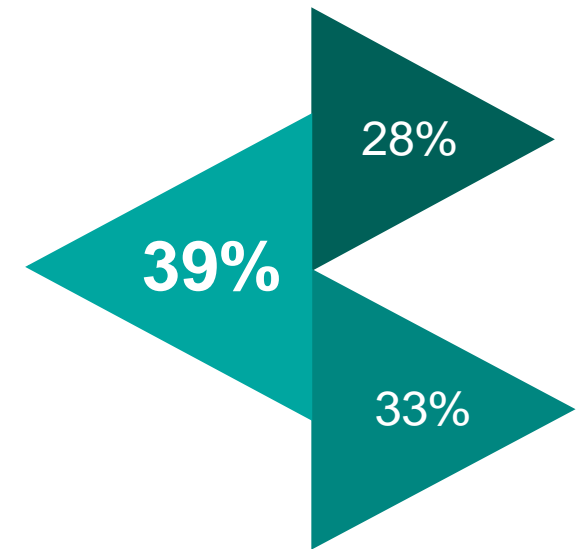
- ▲ 6% Japan
- ▲ 16% North America
- ▲ 35% Europe
- ▲ 43% Growth markets

18 industries



- ▲ 12% Communications
- ▲ 15% Public
- ▲ 22% Financial Services
- ▲ 25% Industrial
- ▲ 26% Distribution

All organization sizes



- ▲ 28% <1,000 employees
- ▲ 33% >10,000 employees
- ▲ 39% 1,000 to 10,000 employees

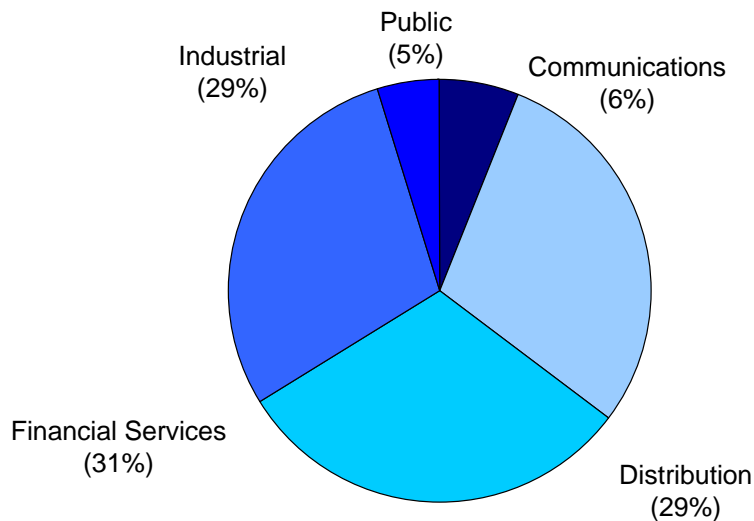
Note: Growth Markets include Latin America, Asia Pacific (excluding Japan), Central and Eastern Europe, Middle East and Africa



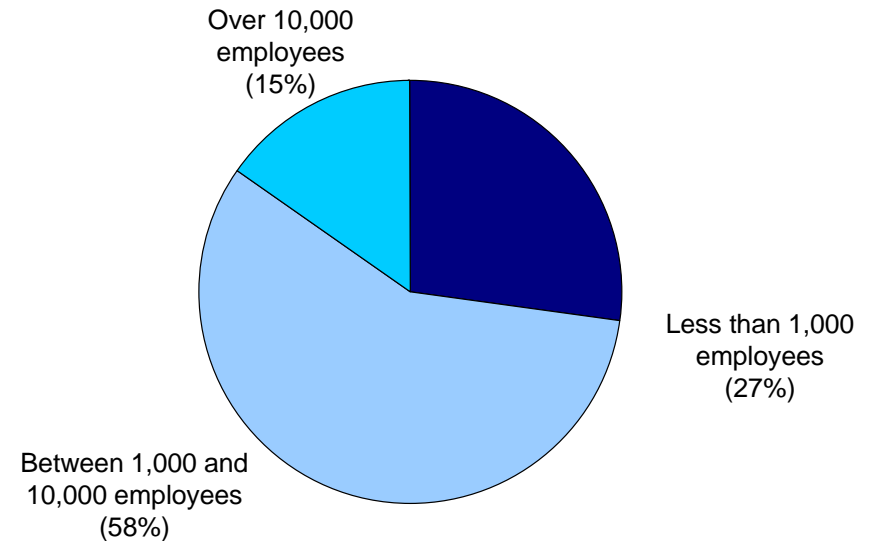
67 Korea CIOs have participated in our interview and the results were compiled using state-of-the-art statistical and textual analysis

Korea comparative deck represents a group of organizations in 5 sectors

Sector

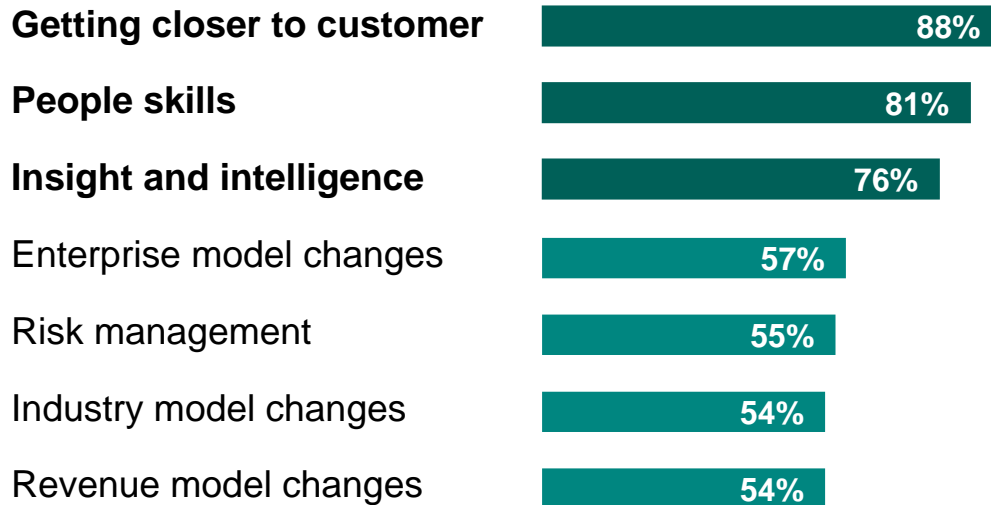


Organization Size

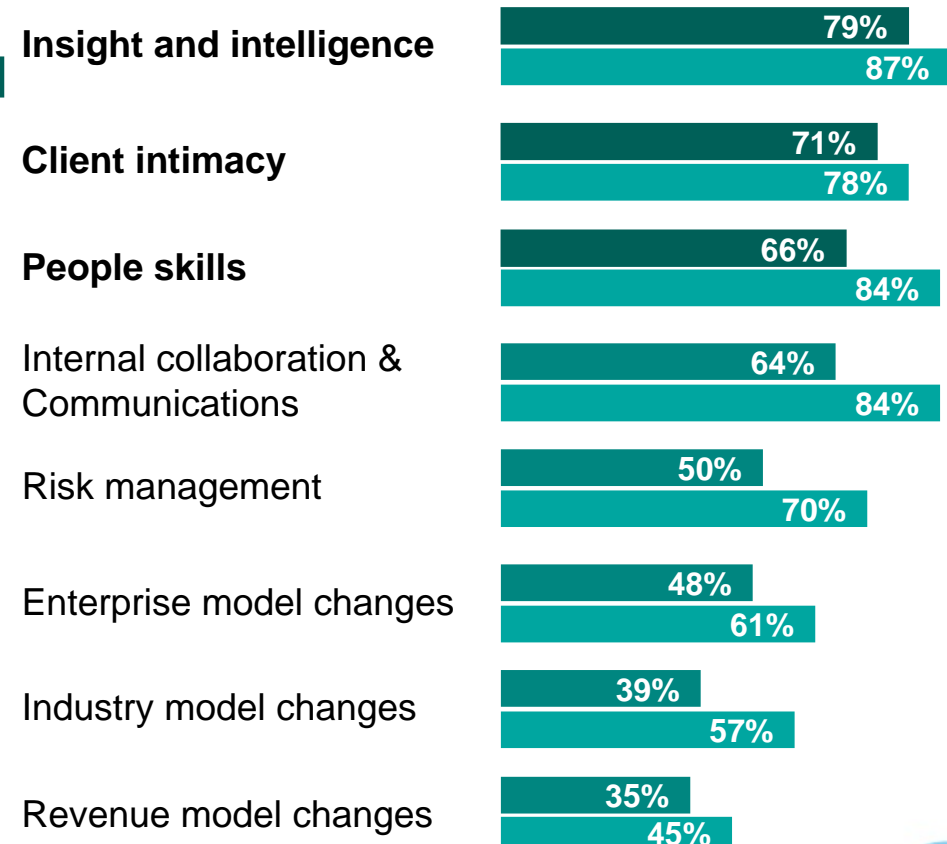


Korea CIOs consider insight and intelligence are the most important thing

CEO focus over the next 5 years

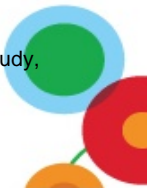


CIO focus over the next 5 years



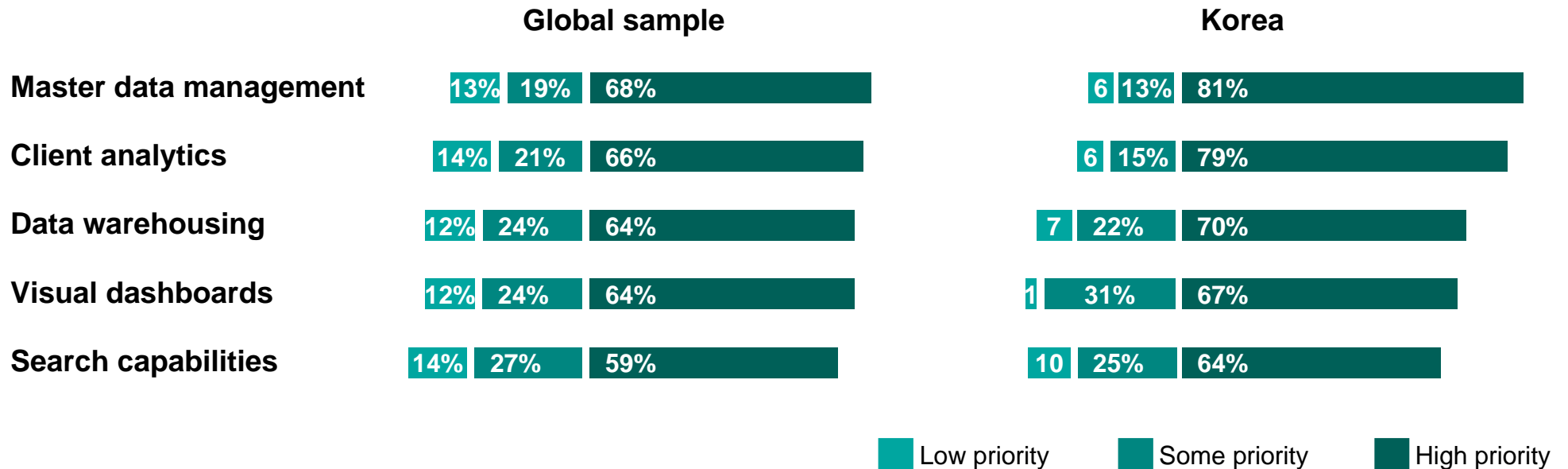
Global sample
 Korea

Source: 2010 CEO Study Q13: "Which of the following dimensions will you focus on more to realize your strategy in the new economic environment over the next 5 years?"; n=1,523; 2011 CIO Study, Q13: "Where will you focus IT to help your organization's strategy over the next 3 to 5 years?"; Global sample, n=3,018; Korea n=67



A wide array of innovative tools and methods are actively deployed to turn data into real intelligence

Activities to turn data into intelligence



“(We will) enhance role of IT organization to lead data standardization and process innovation”

Travel & Transportation CIO, Korea

Source: 2011 CIO Study, Q17: “What activities will you prioritize over the next 3 to 5 years to turn data into actionable information for your organization?”; Global sample, n=3,018; Korea n=67; some responses may add to over 100% due to rounding up





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