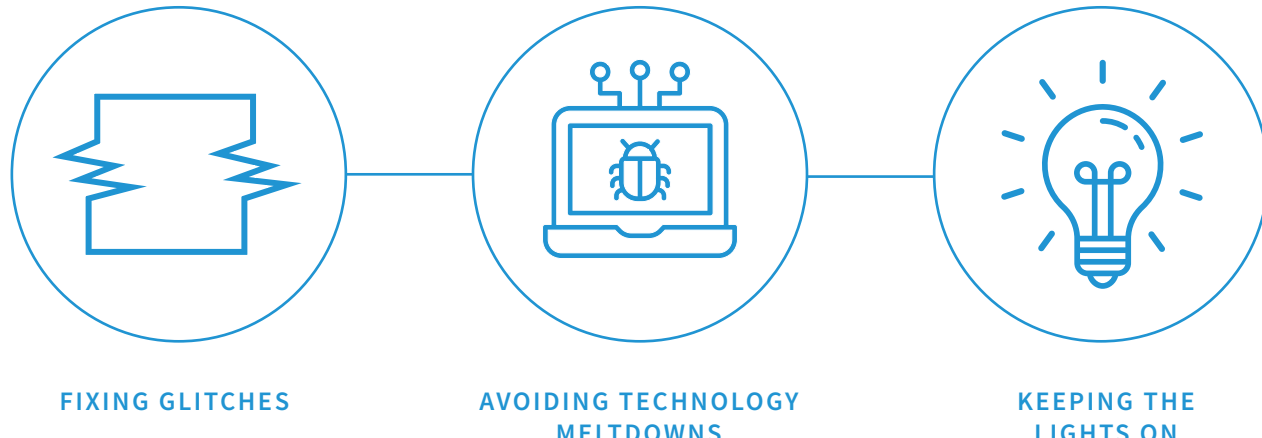


THE IT PARADOX:

IT teams struggle to balance reactivity and proactivity

IT

REACTIVITY

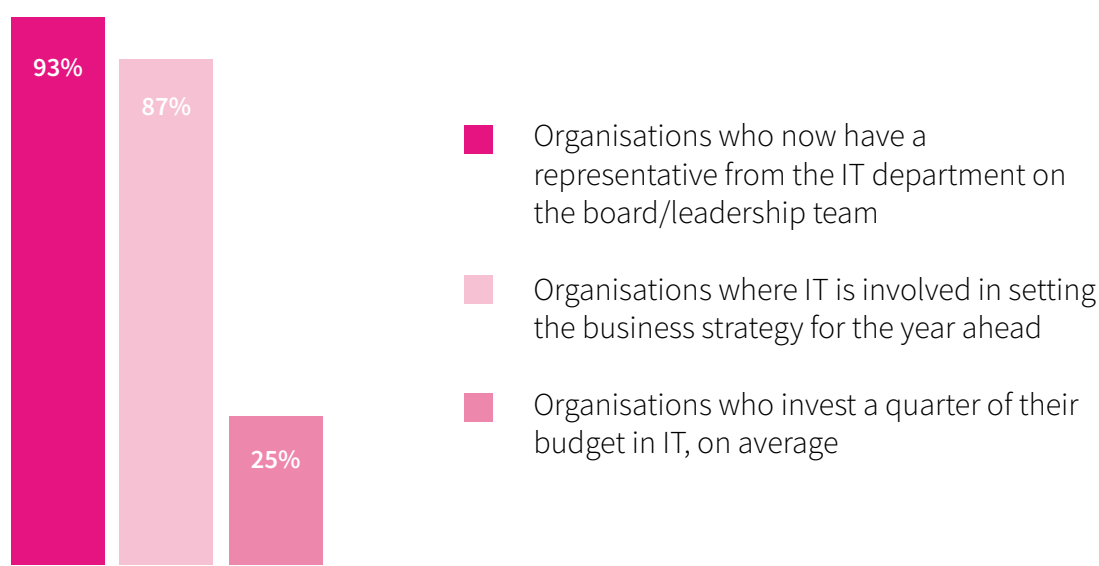


PROACTIVITY

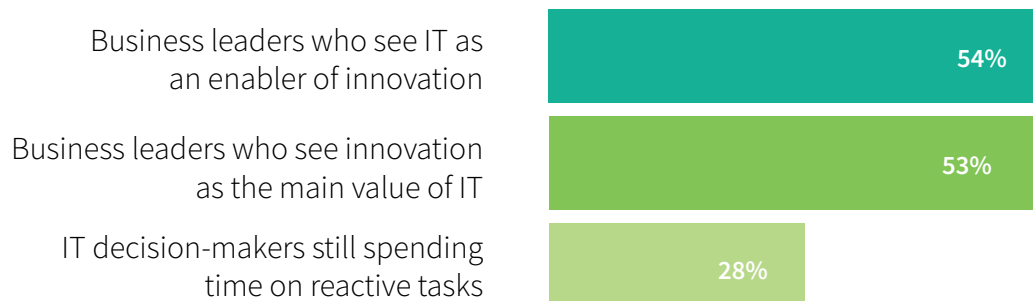


IT teams focused on reactivity have **very little time to drive innovation**. To counter this CIOs have been reconfiguring IT teams to **focus on both reactivity and proactivity**.

INFLUENCE AND INVESTMENT

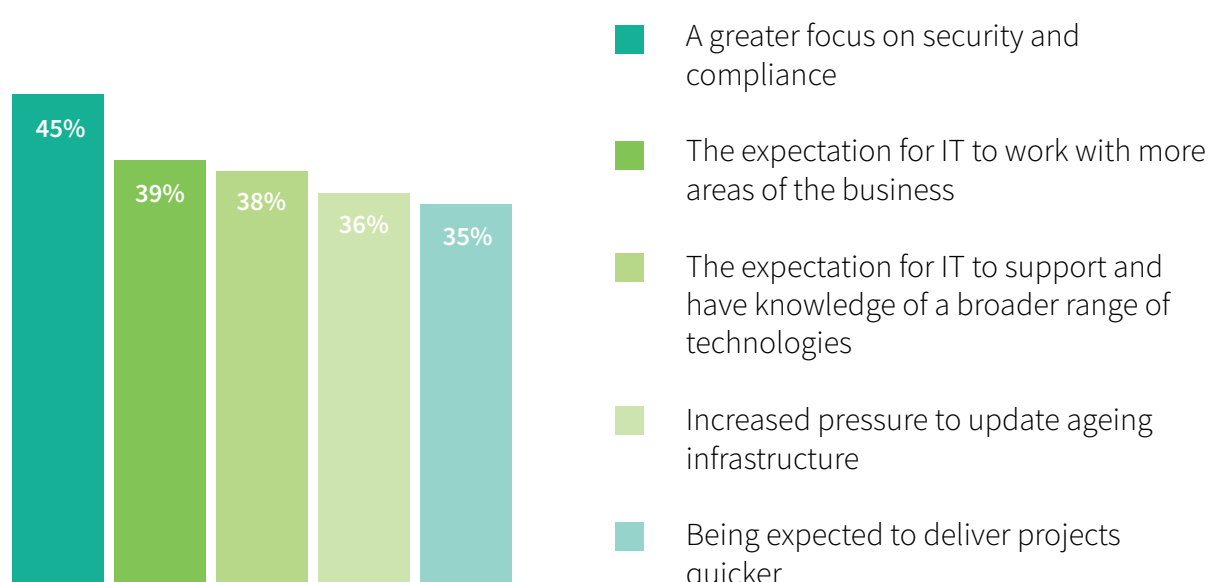


DRIVING INNOVATION

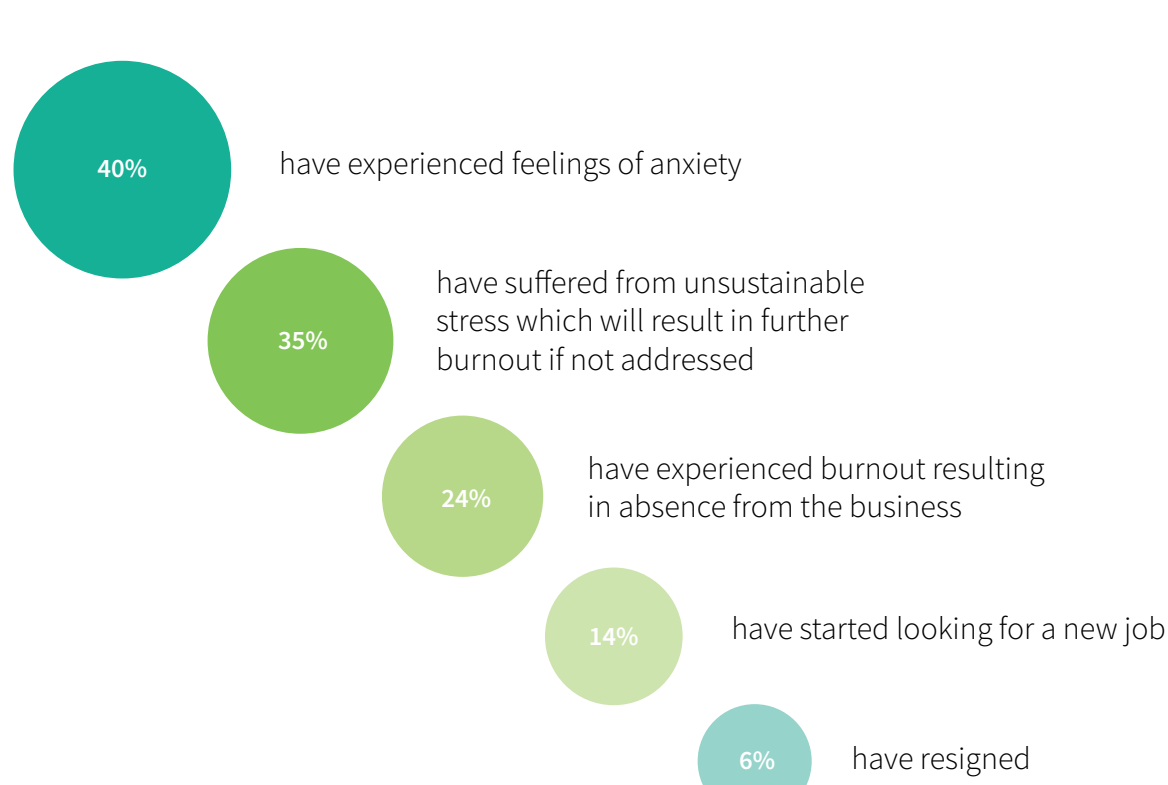


AS A RESULT, IT TEAMS ARE BEING PULLED IN DIFFERENT DIRECTIONS

77% say expectations of IT have risen within their organisation in the past 12 months. The biggest reasons for this are:



THIS IS PUSHING IT TEAMS TO BREAKING POINT



INNOVATION IS BEING IMPACTED

IT decision-makers are put off from driving new ideas forward by challenges including:



65% of IT decision-makers say the team is under pressure to **be more innovative** but there is **not enough investment in IT** for this to be possible.