

# The Pulse of IT

What our latest stats reveal around **Cloud**



## Q.1

Do you believe that your digital customer interface (website, mobile app, etc.) has become more valuable to your client relationships than your personal interface (visits, calls, etc.)?

- 41%** Yes
- 31%** Not yet, but it is trending that way
- 23%** Not yet, and I don't see it trending that way
- 2%** No, and I don't ever expect it will be

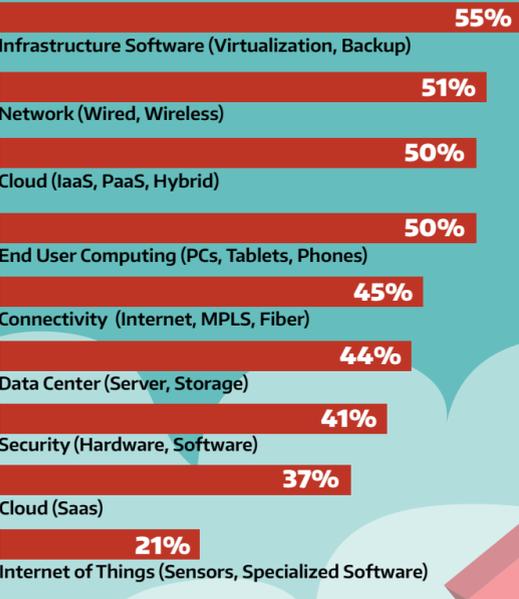


"Not yet" say more than 50%

Over 70% of IT decision makers believe that the digital interface of their organization is becoming more important to customers than face-to-face interaction.

## Q.2

Which of the following IT investments are powering your organization to improve its servicing of your customers?



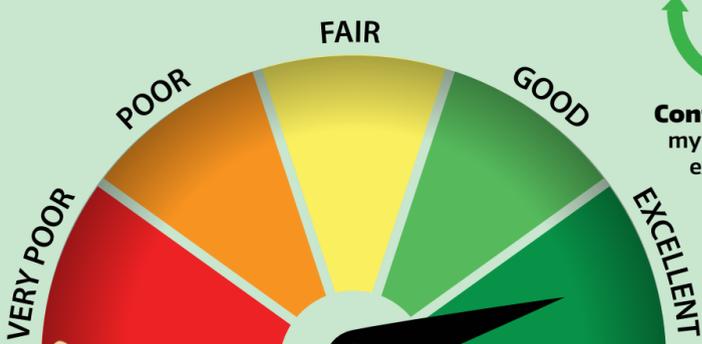
Over half of IT decision makers report infrastructure software, network, and cloud as IT investments used to improve service to customers.



Larger companies with 1,000+ employees are most likely to report the Internet of Things (IoT) is driving customer servicing improvements.

## Q.3

Which of the following most closely describes how your investment in technology impacts the customer experience your organization provides?



**58%**  
Contributes to my customers' experience

**37%**  
Powers my customers' experience

**4%**  
Disconnected from my customers' experience

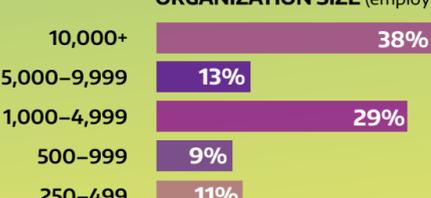
Most IT decision makers agree tech is a key contributor to a positive customer experience.

## Respondent Profile

### JOB TITLE



### ORGANIZATION SIZE (employees)



Average number of workers = 21,750

### INDUSTRY



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IDG December 22, 2015 TechPulse poll. Base = 105 IT decision makers.

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