



## Collaboration Pays Off for Businesses

— True Collaborators Raise the Strategic Value of IT in the Organization —

Toronto, September 1, 2015. CIOs who collaborate more effectively with other leaders and deploy more collaboration technologies are better able to demonstrate the value of IT, be viewed as a strategic part of the business, and respond more effectively to changing business priorities. This is according to the findings of the CIO survey: “Canadian**CIO** Census 2015: The Collaboration Imperative”, published by ITWC, in partnership with Rogers Communications and supported by the CIO Association of Canada.

The survey delves into key issues affecting IT leadership: which technologies are being adopted, day-to-day concerns, future plans and the evolving role of both the CIO and IT department. “The survey clearly shows that those CIOs who focus on collaboration are more successful at gaining funding and support for the transformational projects”, said Jim Love, CIO and Chief Digital Officer of ITWC.

The Canadian**CIO** Census is an online survey conducted in January through March of each year. In 2015, 147 CIOs and senior IT leaders from across Canada participated.

“Based on the findings from this year’s Canadian**CIO** Census, CIOs and IT decision makers are looking for more time and resources to innovate in their business,” said Tom Turner, SVP, Medium Enterprise, Rogers Communications. “Every day, we work with Canadian businesses to help solve their business challenges with the right technology, while coming up with solutions that will save them time and money.”

The report illustrates a large number of observations about the role, the function and concerns facing CIOs in Canada. Among them:

1. IT leaders who always attend executive meetings saw their IT budgets grow by twice as much as others, 6.2 per cent versus 3.2 per cent for those who do not always attend.
2. 75 per cent of respondents strongly agree that line-of-business leaders are better at selling technology to the organization.
3. The top three priorities over the next twelve months are Security (73 per cent), Risk and Compliance (49 per cent) and Disaster Recovery (48 per cent).

To get the full results and learn more about the CanadianCIO Census, download the study at <http://myi.tw/1MXMJkc>

### About ITWC

CanadianCIO Census is produced by ITWC, a privately-owned digital media and content services company. Building on more than three decades of solid relationships with Canada's technology decision-makers through award-winning excellence in journalism, ITWC delivers incisive, relevant information to executive and managerial audiences. It also provides leading, integrated marketing content strategies to clients, including more than 200 global Fortune 1000 companies.

ITWC, formerly IT World Canada, is the exclusive Canadian affiliate of International Data Group (IDG) which publishes more than 300 publications worldwide.

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