



SIM IT Trends Study Organizations Represent \$232 Billion in IT Spending and 28% of US GDP!

SIM's IT Trends research team is working to understand and write up the findings from this year's record-breaking 36th Anniversary Study in which 1218 SIM members participated (up from 1002 last year), representing 785 unique organizations (up from 717), and 486 CIOs (up from 451). The overall response rate was 24.7%, a substantial increase over last year's 21.4%!

Although SIM member organizations come in all sizes, the average annual revenue of these 785 organizations is almost \$6.25 billion, representing a combined total revenue of more than 28% of 2014 US GDP. Their average annual IT budget is just shy of \$295 million, so more than \$231.5 billion in IT spending is represented by the 785 responding organizations.

Preliminary observations are that security is an even bigger priority this year, both for organizations and IT leaders. In 2013, security/cybersecurity ranked 14th on the list of largest/most significant IT Investments, moved up to the 7th in 2014, and this year security ranks 3rd on the list of largest IT investments.

The Personal Benchmarks Reports will go out by early October to those who participated in this year's Study. The full report will be presented at SIMposium 2015 in Charlotte, NC. We look forward to seeing you there! The "Comprehensive Report" will be available to all SIM members shortly after the conference.

A big thanks to all of you who participated in this year's Study. We know your time is quite valuable and we truly appreciate your sharing it! We would also like to extend a big thanks to this year's sponsors for their generous support of this important SIM program.



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