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From an IT industry perspective, we will see more deals coming through due to vendor consolidation; we will also see CIO's demanding more value for the same money spent. Organizations will use technology not only to cut operational expenditure but to expand business and prepare

ground for future growth. Hence, they will align IT with business needs. The year 2012 will see CIOs focus on Business aligned IT (BAIT) and how IT can contribute in achieving larger business objectives.

Most CIOs will build their IT strategy around the three pillars of Business Aligned IT – Performance Improvement, Operations Transformation and Cost Optimization.

Performance Improvement can be achieved by developing an IT environment in a way that it helps in achieving business objectives like reduced time to market, lower inventory cost or increased customer satisfaction. CIOs looking to survive and flourish in 2012 will align these business objectives with their IT landscape so that they can deliver value to their organization.

Operations Transformation will be achieved by analyzing the value delivered by IT investment and how this can be increased without increasing the investment. CIOs would be looking to simplify their IT environment and partner with a vendor who can transform the way operations are run.

The change in 2012 will be that CIOs would look for strategic cost and performance management and not just cost optimization.

We will see adoption of flexible and advanced engagement models such as Pay as you go which will help them adapt better to economic realities and grow exponentially.