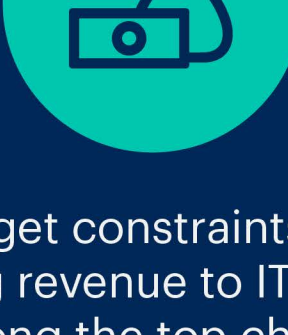


IT's Evolving Role in Revenue Generation

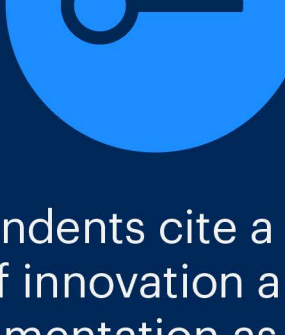
What are the obstacles and key drivers behind revenue initiatives driven by IT, and will these efforts gain priority in the coming year?



Among those with IT-led revenue-producing projects, nearly half expect these efforts to gain higher priority in the next 18 months



Budget constraints and linking revenue to IT efforts are among the top challenges facing those pursuing IT-led revenue initiatives



Respondents cite a culture of innovation and experimentation as well as cross-departmental collaboration as key success factors

Data collection: Jan 23 - Feb 1, 2024

Respondents: 121 IT leaders (Director, Senior Director, VP, or CxO)

About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

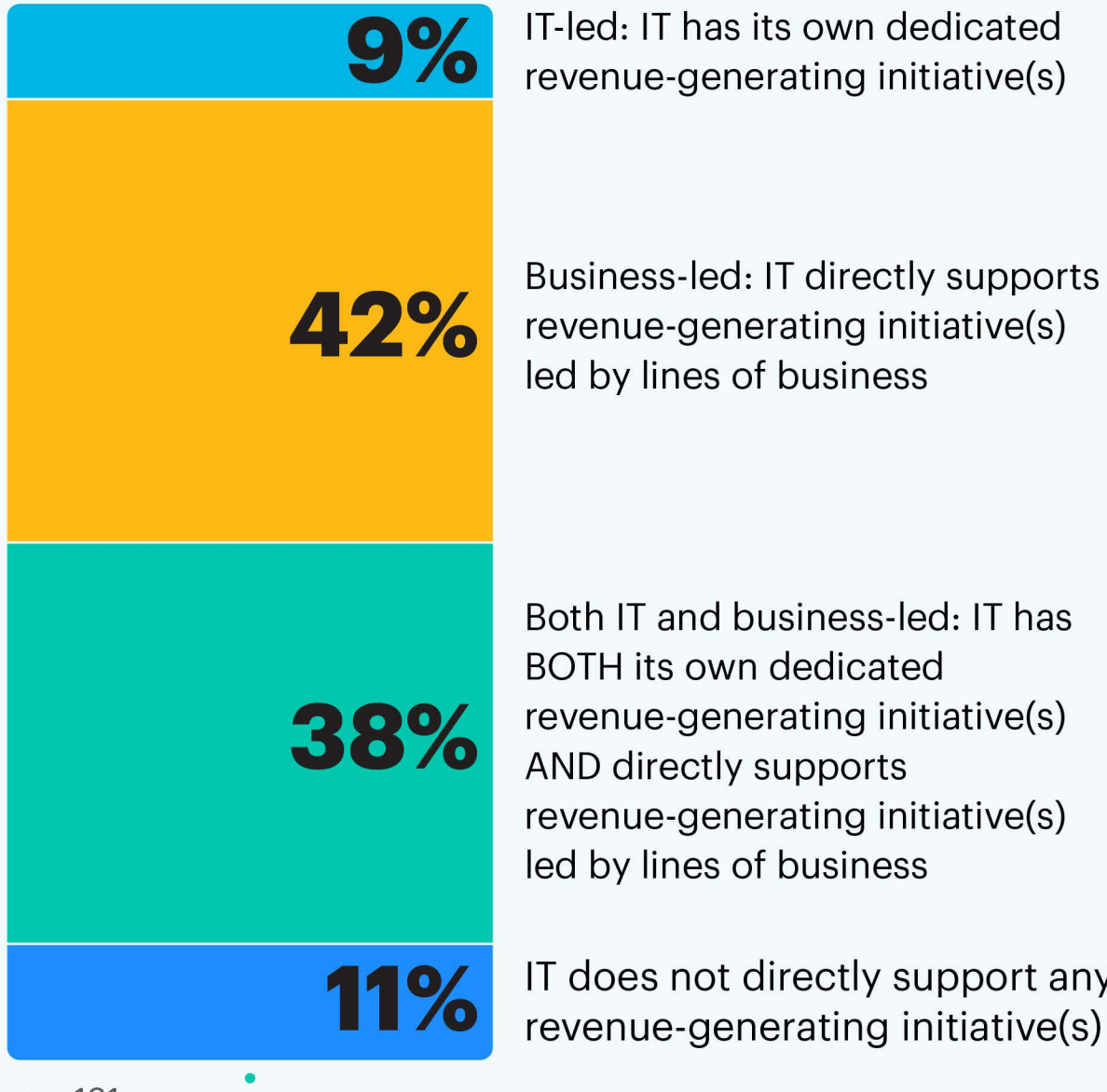
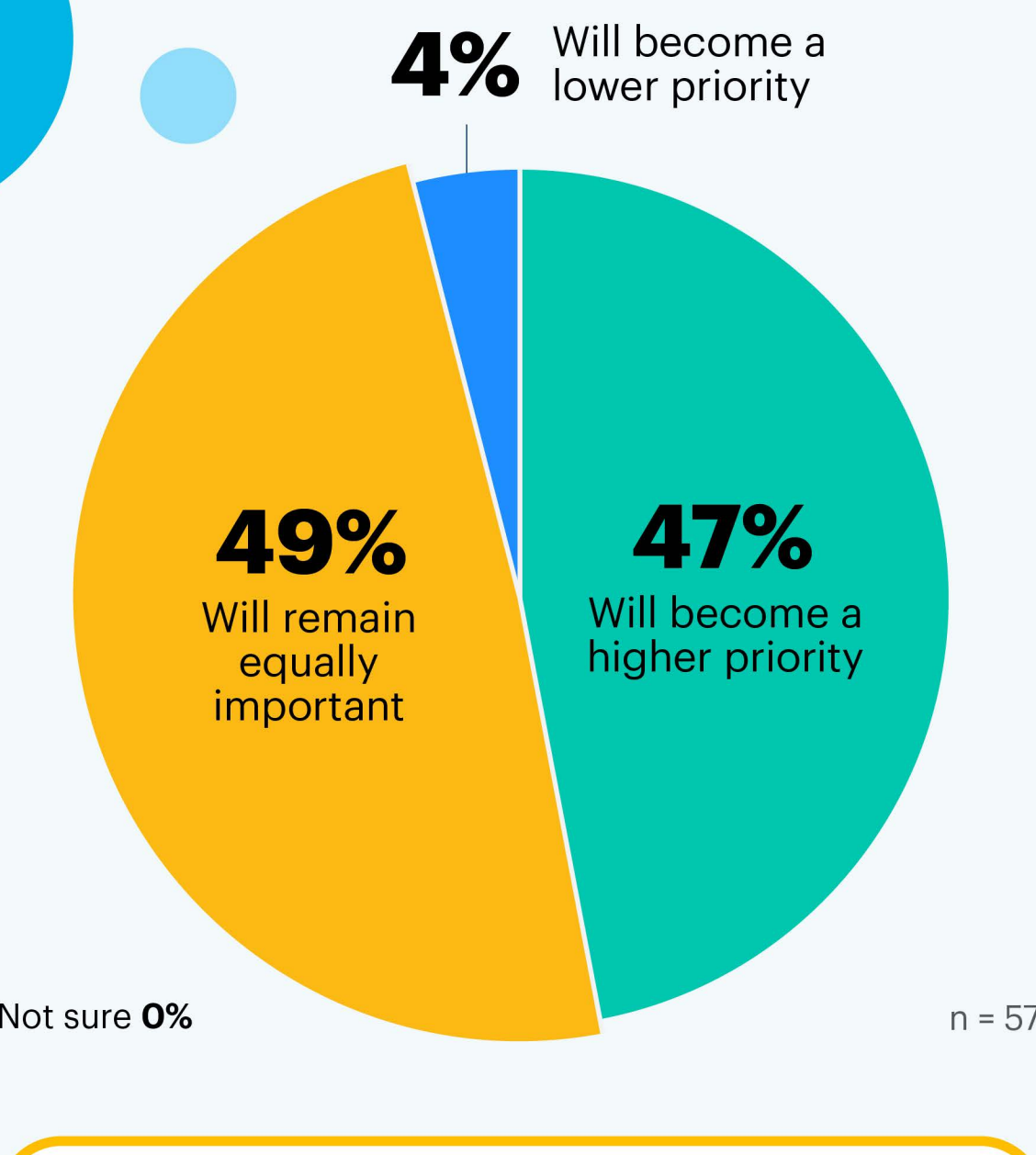
The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



Nearly half of leaders with IT-led initiatives foresee higher prioritization

About half (47%) of surveyed IT leaders indicate their IT department leads its own revenue-generating initiatives, with 38% noting IT plays a dual role by assisting business-led initiatives as well.

Which of the following best describes your IT organization's current role in revenue-generating initiatives (e.g., the development of new products or services)?¹



Among respondents at organizations with revenue-generating initiatives led by IT (n = 57), leaders are split on whether these projects will **grow in priority** (47%) or **stay consistent** (49%) over the next 18 months.

In the next 18 months, how do you anticipate that the priority of IT-led revenue-generating initiatives will change within your IT organization?²

“CIOs need to be engaged in the organization to understand the needs of each revenue-generating department and come to the table with solutions.”

Director, healthcare industry, 10,000+ employees

“The future of IT [is], ‘Earn your Keep.’”

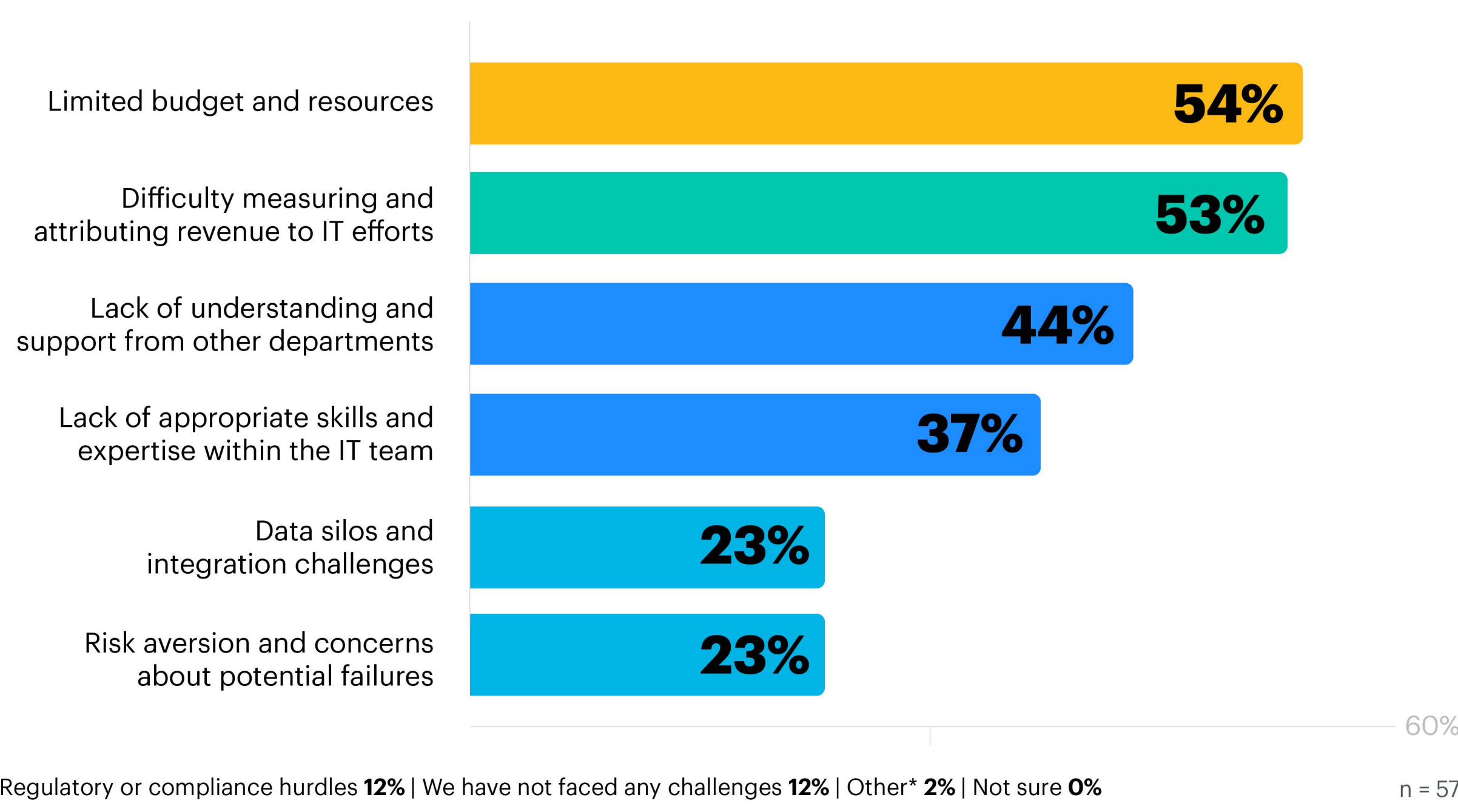
C-suite, software industry, 10,000+ employees

Question: Do you have any final thoughts to share on IT as a revenue generator?

Limited budgets among key obstacles facing revenue-generating IT-led initiatives

Common challenges for IT-led revenue-generating initiatives include **constrained budgets and resources** (54%), challenges in linking revenue to IT efforts (53%) and a lack of cross-departmental support (44%).

What challenges is your IT organization facing in implementing IT-led revenue-generating initiatives? Select all that apply.²



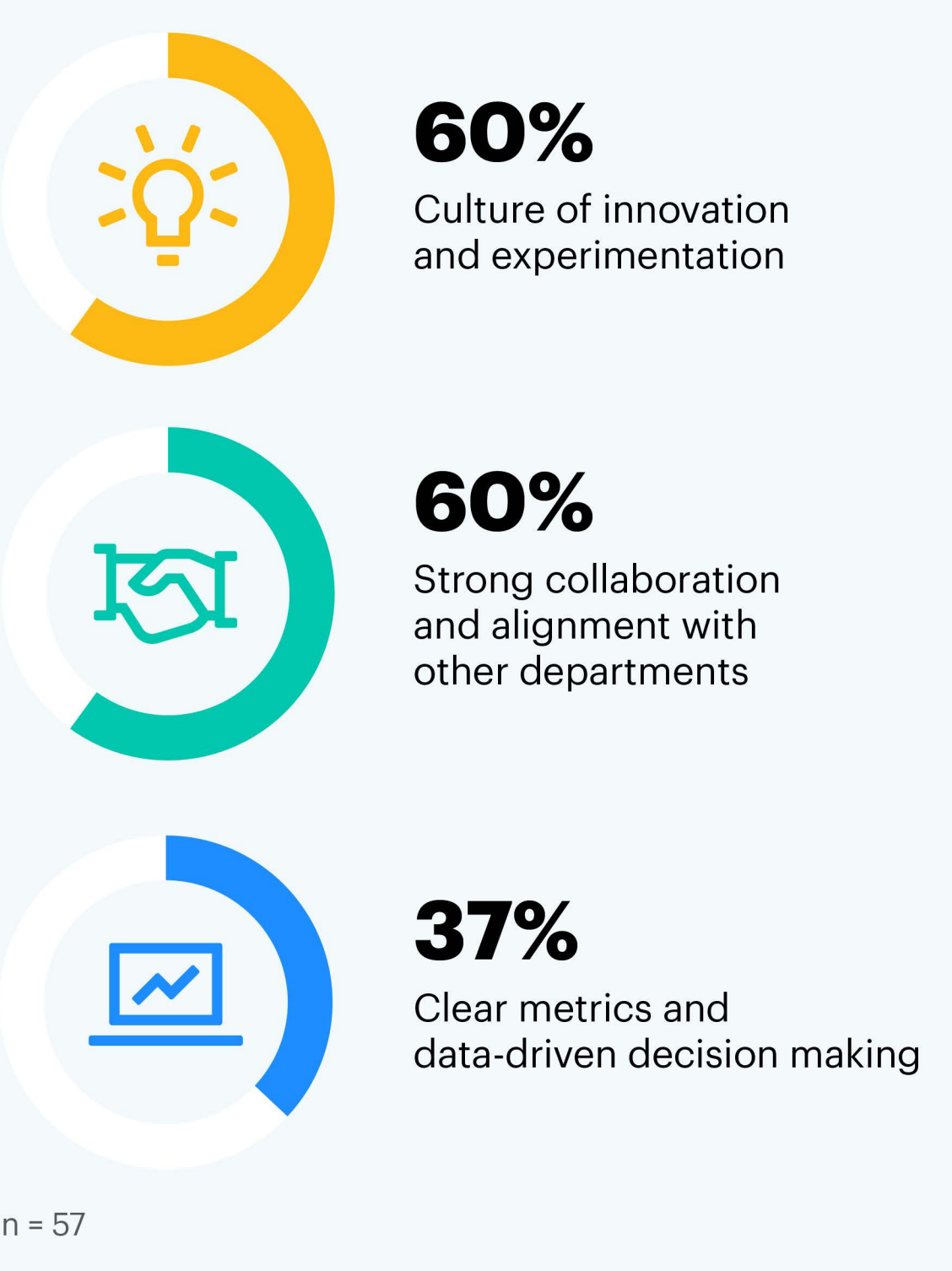
“Turning IT into a key driver of revenue generation requires converging business and technology strategy, [which is] something traditional, long-standing organizations may struggle with.”

VP, retail industry, 10,000+ employees

Question: Do you have any final thoughts to share on IT as a revenue generator?

IT-led revenue progress relies on innovation and cross-functional collaboration

Having a **culture of innovation and experimentation** (60%) as well as **strong cross-department collaboration** (60%) are key to success for IT-led revenue-generating initiatives, according to respondents.



Access to specialized skills and expertise (e.g., data analytics, product development) 35% | Leadership support and commitment 33% | Flexible and agile IT infrastructure 32% | Effective communication and stakeholder engagement 30% | Investment in training and development for IT staff 11% | We have not experienced success 7% | Other 0% | Not sure 0%

What are the key factors that have contributed to the success of your organization's IT-led revenue-generating initiatives? Select all that apply.²

“Breaking down silos and fostering collaboration between IT, business teams, and stakeholders is essential for identifying revenue opportunities and ensuring successful implementation.”

Director, natural resource extraction industry, 5,000 - 10,000 employees

Question: Do you have any final thoughts to share on IT as a revenue generator?

Respondent Breakdown



Want more insights like this from leaders like yourself?

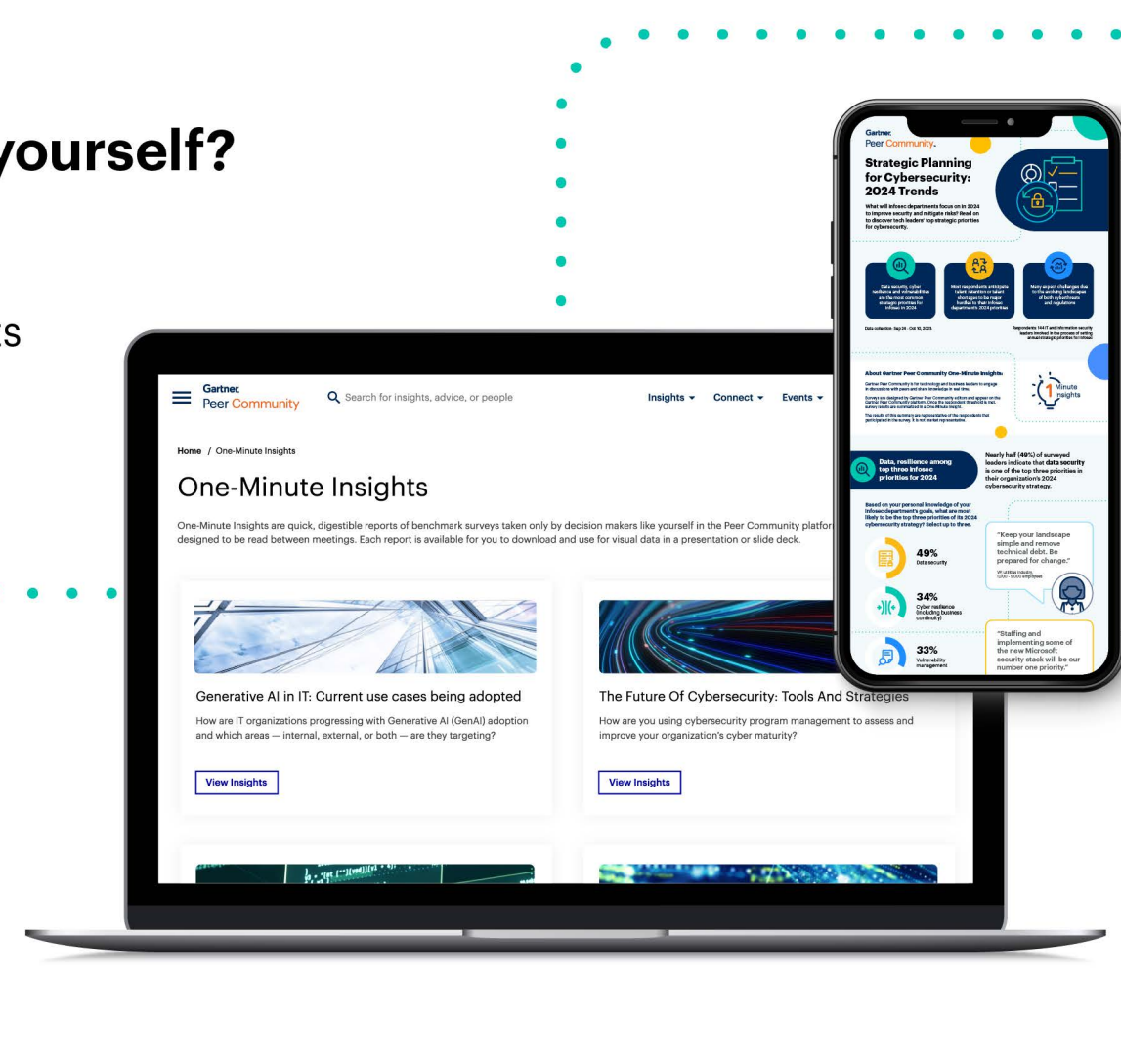
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Source: Gartner Peer Community, Is Your IT Organization a Revenue Generator? survey

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¹ Respondents who answered "Not sure" were eliminated from the survey.
² Question shown only to respondents who answered "IT-led: IT has its own dedicated revenue-generating initiative(s)" or "Both IT and business-led: IT has BOTH its own dedicated revenue-generating initiative(s) AND directly supports revenue-generating initiative(s) led by lines of business" to "Which of the following best describes your IT organization's current role in revenue-generating initiatives (e.g., the development of new products or services)?"