



# **Digital Disconnect:** **A Study of Business and IT Alignment in 2019**

September 2019

# Executive Summary

Coordination between the business stakeholders who rely on corporate applications and the IT teams that deliver that technology is key to successful business outcomes. Great technology that allows businesses to meet customer needs, respond to competitive pressure, and enable employee productivity can be the difference between survival and failure in today's rapidly changing market landscape.

This research examines the current reality and perception of IT and business cooperation. Is IT effectively working with their business counterparts to deliver needed solutions? Are business stakeholders helping facilitate the creation of great business technology? What is the impact when businesses get more involved in technology delivery via "citizen development" or "shadow IT" activities? What is the perception of low-code platforms to manage potential risks?

This study, sponsored by Mendix, is based on a global survey of over 1,000 IT and business stakeholders with decision making responsibility for their corporate technology.

# Key Findings

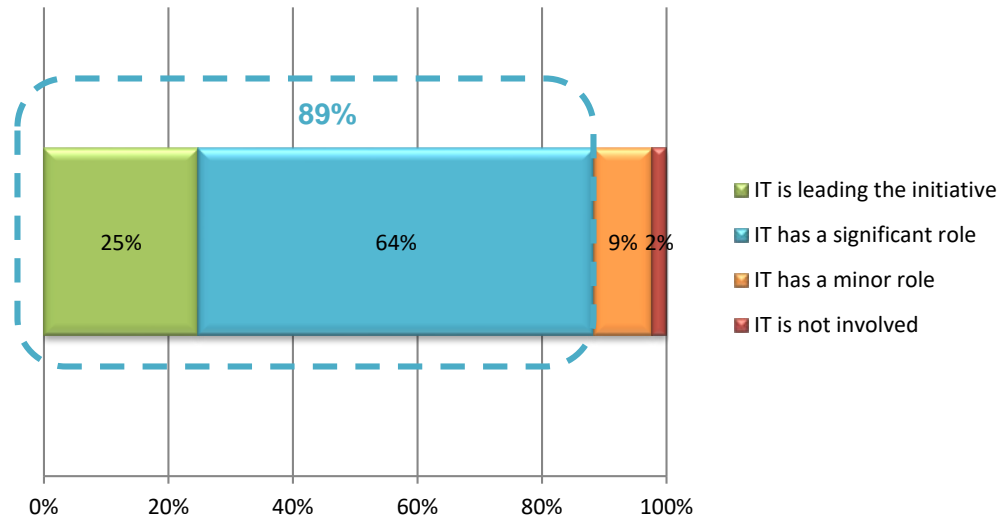
- **Clear agreement that IT delivers business value**
  - 95% say IT involvement in key strategic initiatives is adding value
  - 70% characterize their IT organization as a value-creator
  - IT value includes enabling the business to respond more quickly to market changes (68%), increase employee productivity (65%) and more
- **No alignment on the challenges faced**
  - 50% of IT reports their budgets are inadequate, only 32% of business stakeholders feel the same
  - Almost twice as many IT (59%) cite issues supporting legacy systems as business (31%)
  - 61% of business stakeholders say IT implements less than half of their ideas
- **Strong disagreement on the impact of “shadow IT”**
  - 70% of IT thinks it’s mostly bad when the business acts on their own
  - 69% of business stakeholders think it’s mostly good to act outside of IT’s control
  - 91% of IT says it’s dangerous to build applications without understanding impacts
- **Low-code capabilities perceived as valuable**
  - 99% say their organization would benefit from the capabilities offered by low-code platforms

DETAILED FINDINGS:

**Clear agreement that IT delivers business value**

# IT has a significant role in the majority (89%) of key strategic business initiatives

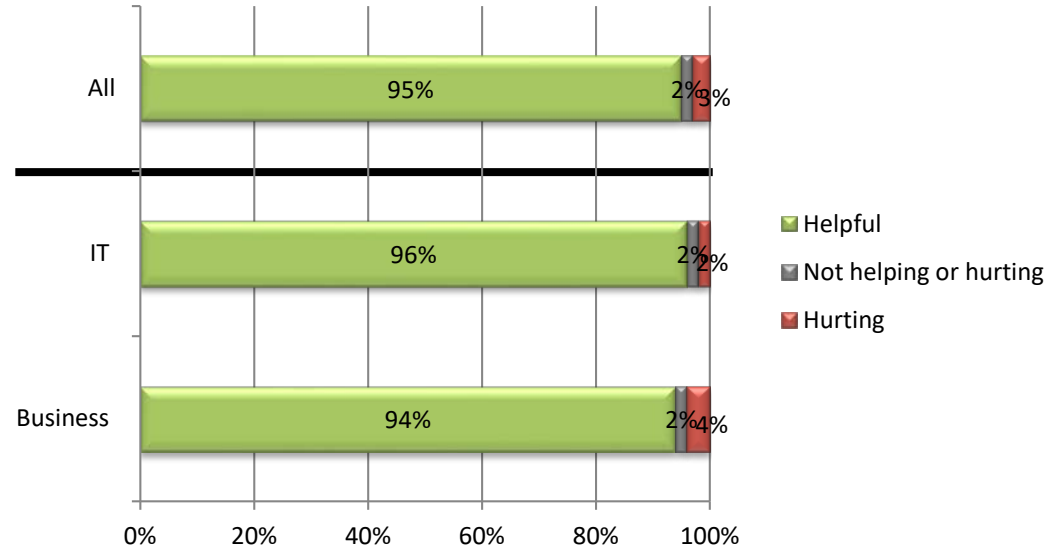
Take a moment to think of your company's most important strategic business initiative. What is IT's involvement in that initiative?



# Broad agreement that IT's involvement in strategic initiatives is adding value

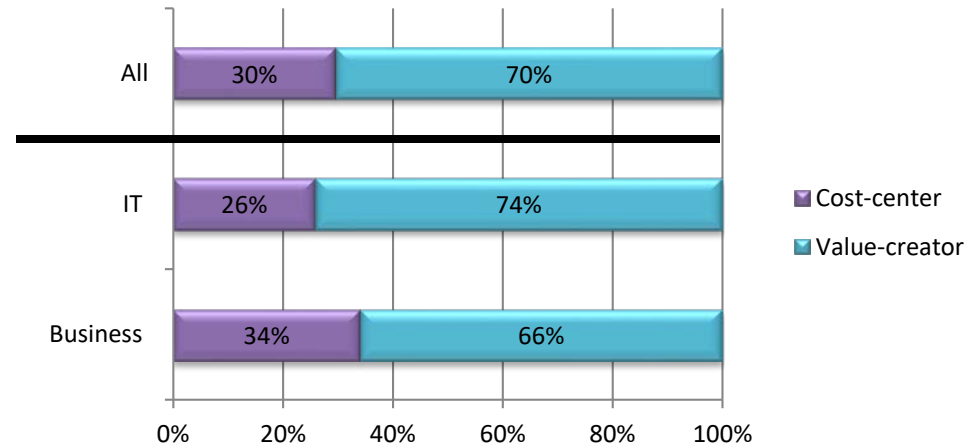
*n = IT has significant role in strategic initiative*

**To the best of your knowledge, how is IT's involvement in this strategic business initiative impacting the outcome?**



# Most IT (74%) and most business (66%) technology decision makers think of IT as a value-creator

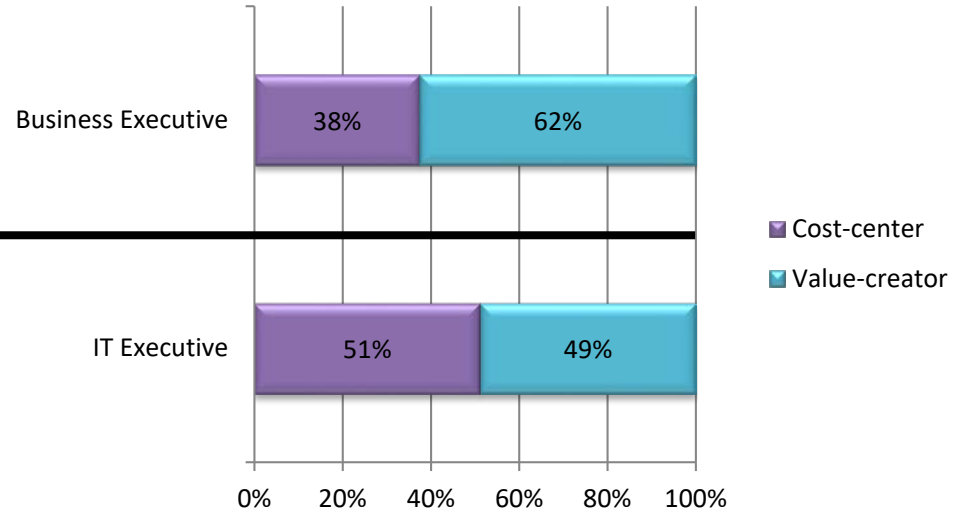
When you think of your company's IT organization, which of the following describes it best?



# Business executives more likely to characterize IT as a value creator than IT executives expect

**When you think of your company's IT organization, which of the following describes it best?**

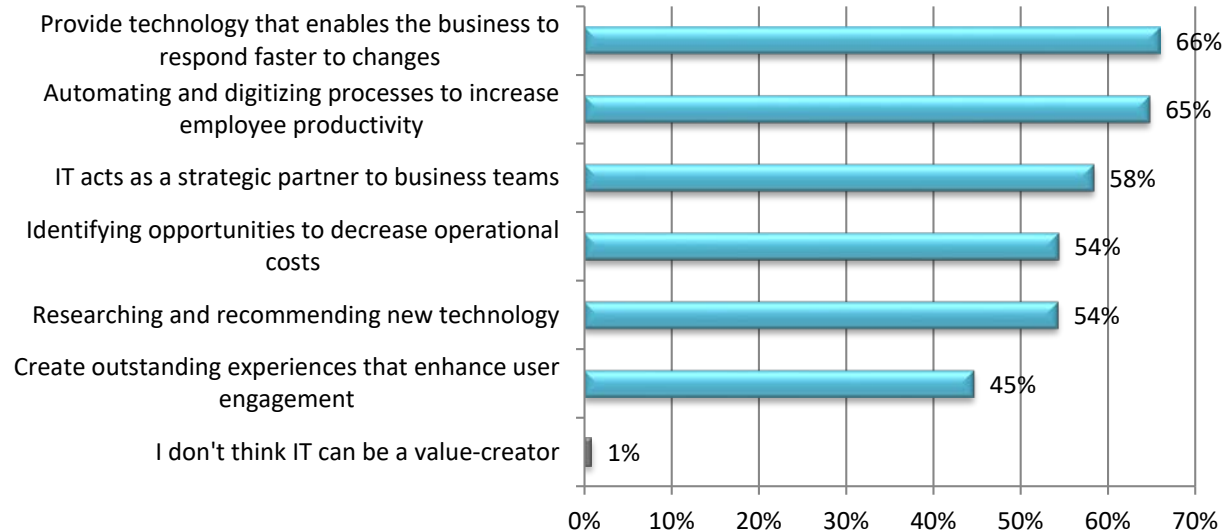
**How do you think your business stakeholders perceive your company's IT organization?**





# IT delivers value across a broad range of potential business outcomes

**When you think of IT as a "value-creator" what areas have the most potential to deliver business outcomes?**

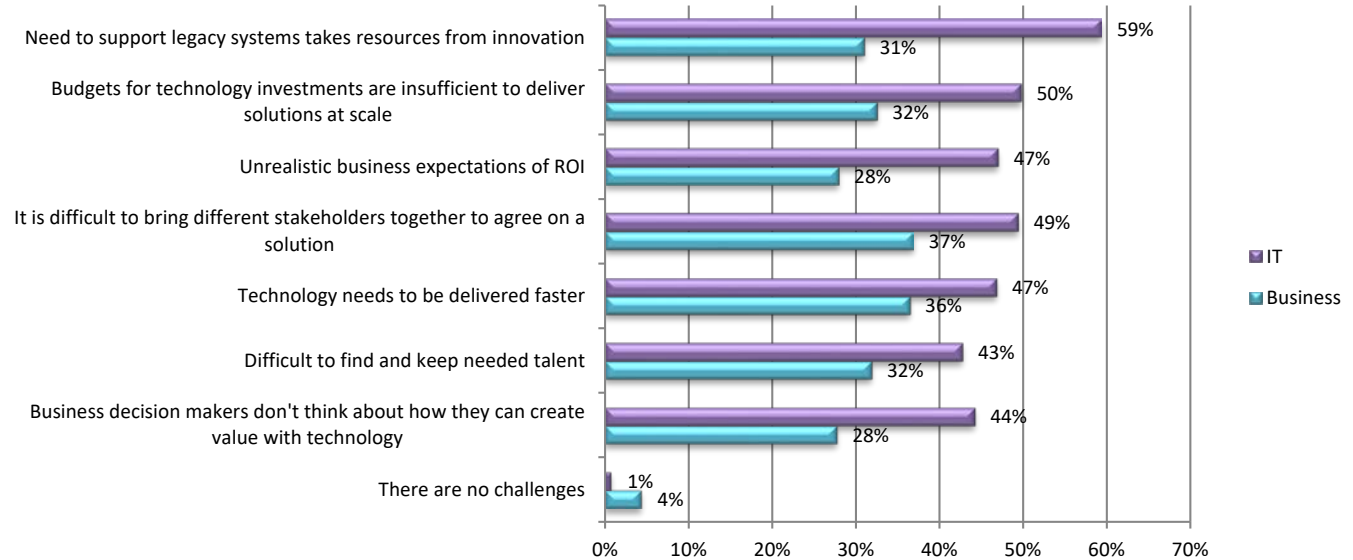


DETAILED FINDINGS:

**No agreement on the challenges in delivering  
IT business value**

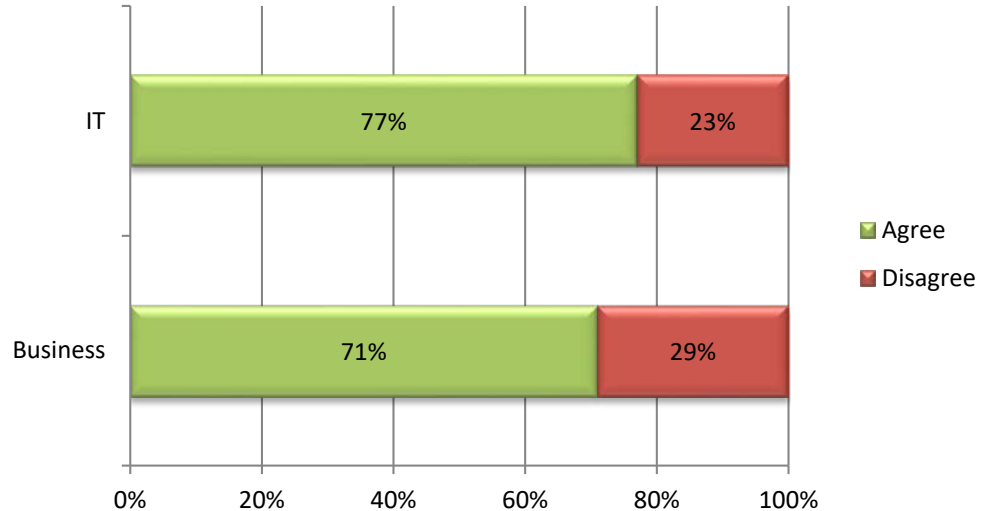
# IT and business stakeholders disagree on the challenges – particularly around budget, ROI, and legacy systems

**What challenges are faced transitioning IT into a value-creator?**



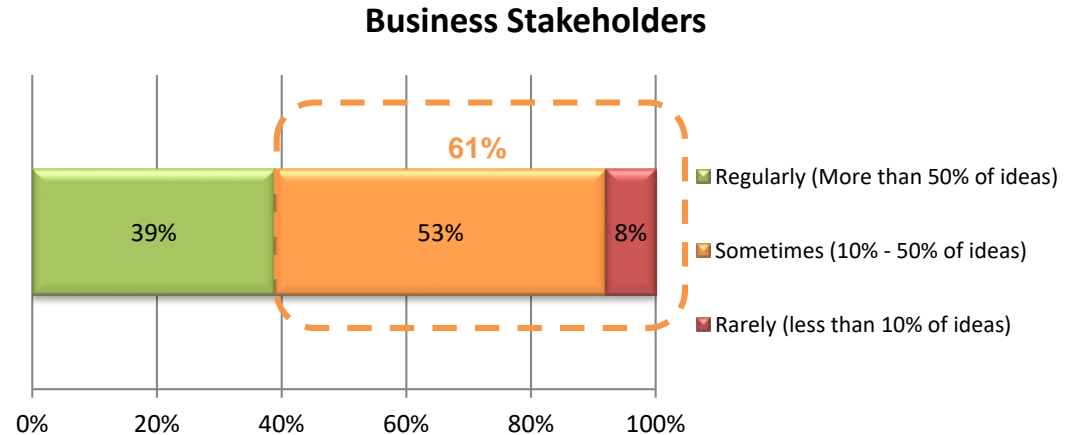
# IT and business both report huge pipelines of unmet requests for IT solutions

**“Our IT team has a huge pipeline of requests for new IT solutions that are not being built.”**



# 61% of business stakeholders say less than half of their IT ideas are implemented

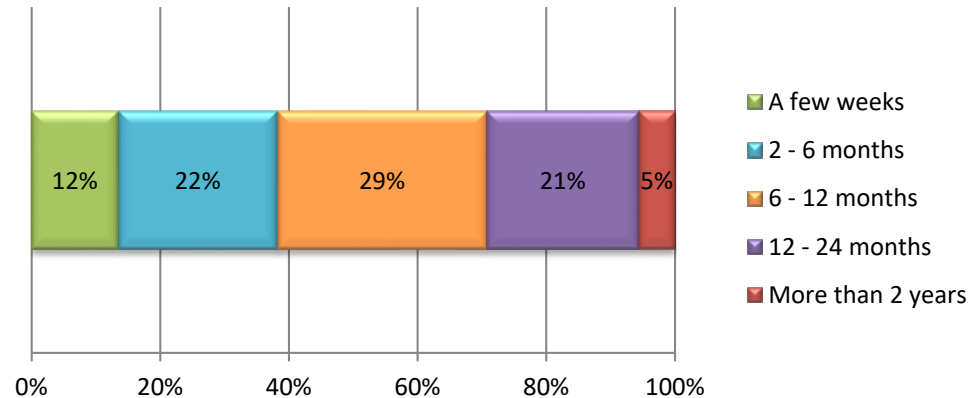
When a business stakeholder has an idea for a new IT solution (purchased application, custom application, data analytics, etc.) how likely is it to be implemented?



# When business ideas are implemented, it takes months or years

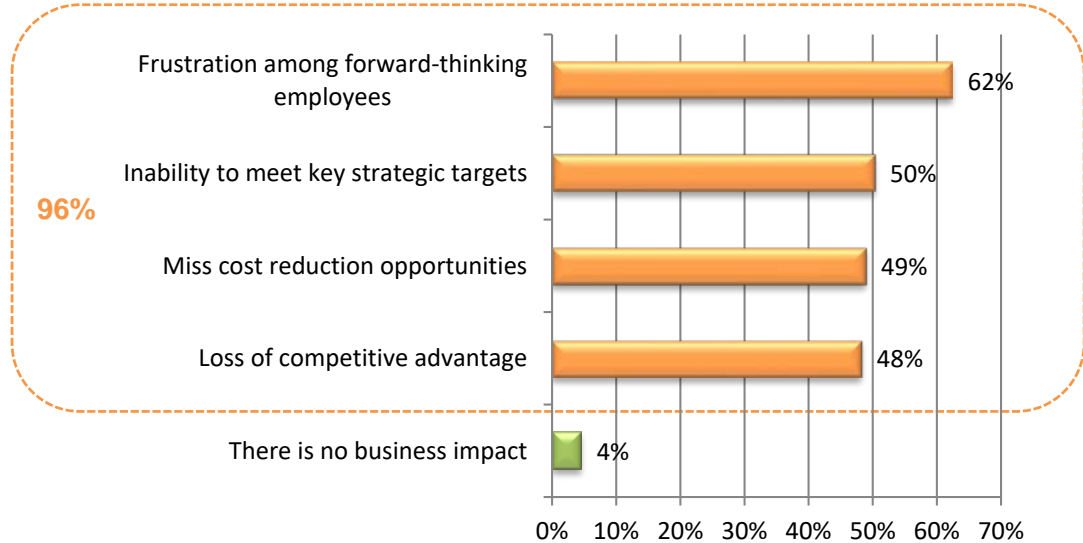
When an idea for a new IT solution from a business stakeholder is implemented, how long does it typically take?

## Business Stakeholders



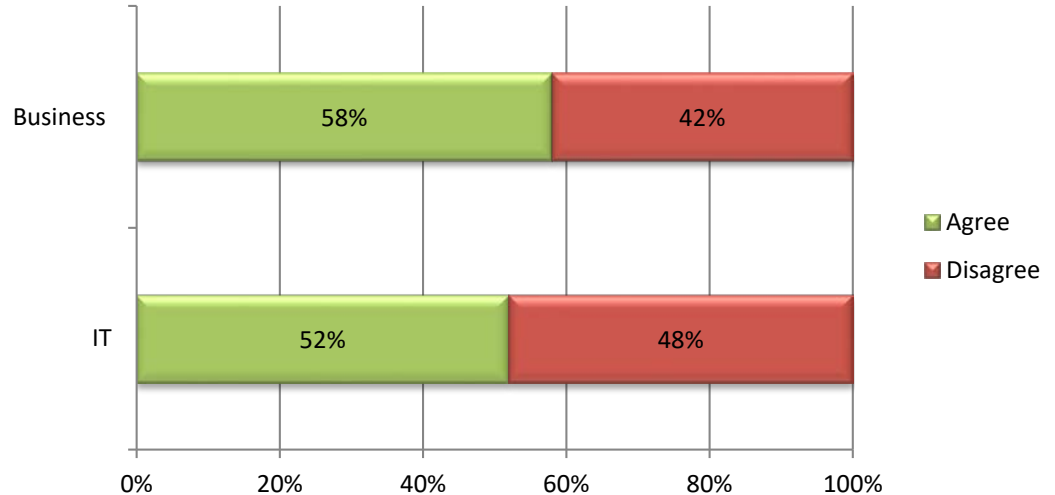
# 96% agree that the business is impacted when IT doesn't deliver new solutions in a timely way

**How is the business impacted when IT is not able to deliver new IT solutions in a timely way?**



# Well over half would say business users would prefer to build applications themselves

**“Business stakeholders would rather build applications themselves than to explain their ideas to IT.”**



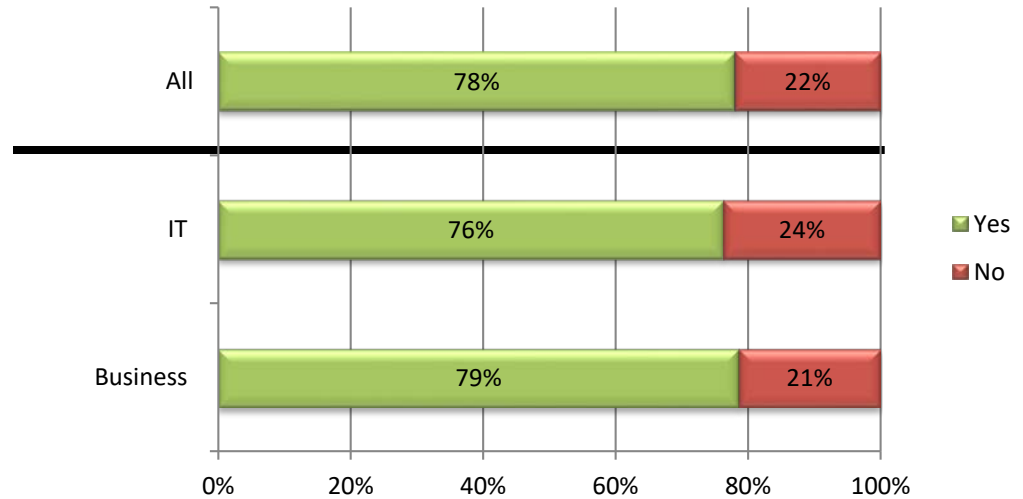


DETAILED FINDINGS:

**Strong disagreement that “shadow IT” is good for the business**

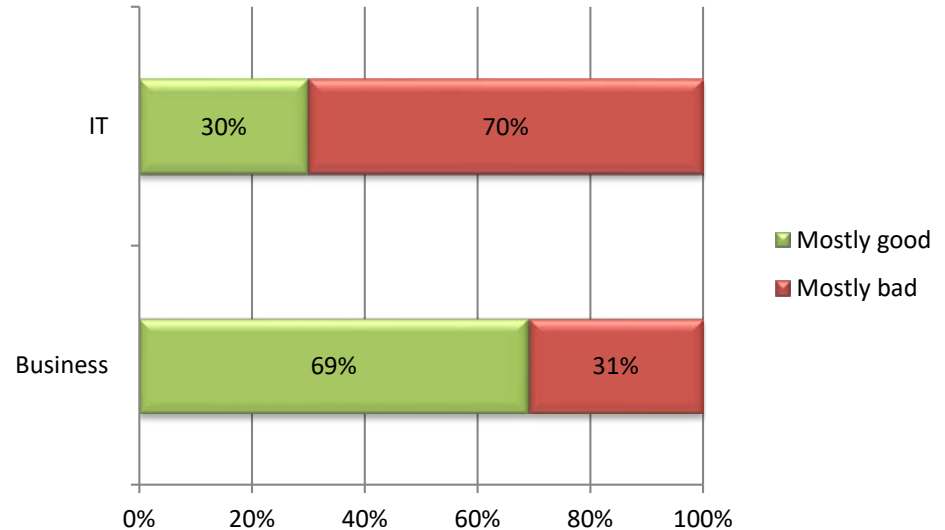
# 78% report “shadow IT” activities are increasing

**In the past five years, has your organization experienced any increase in business teams researching, selecting, and purchasing technology with little or no input from the IT organization?**



# IT thinks growth of “shadow IT” is bad; Business stakeholders sees it as good

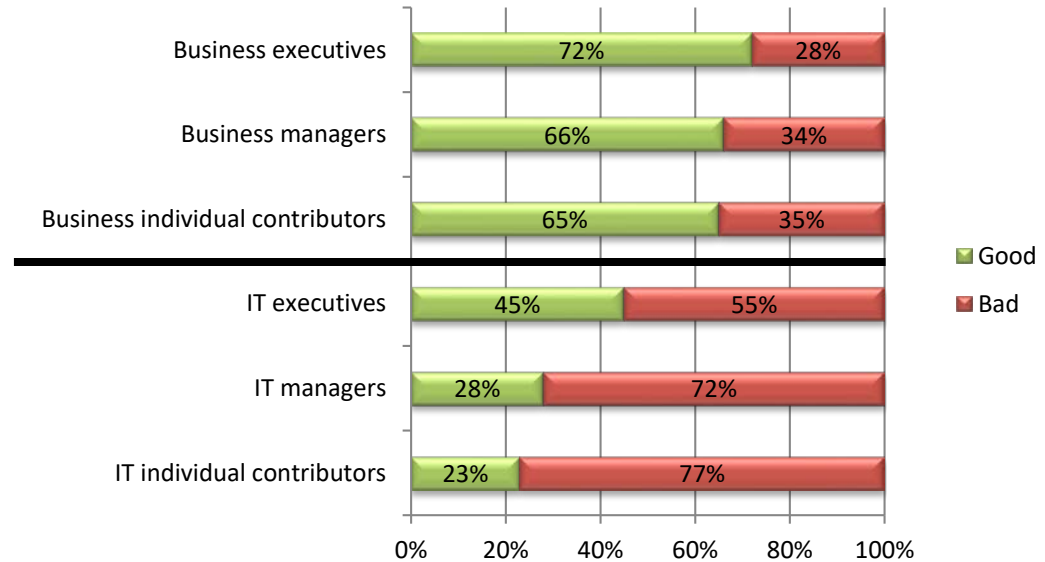
**In your opinion, what is the overall impact when business teams take responsibility for creating applications outside of IT's control?**



# Senior roles consistently more positive about “shadow IT” among both business and IT stakeholders

**In your opinion, what is the overall impact when business teams take responsibility for creating applications outside of IT's control?**

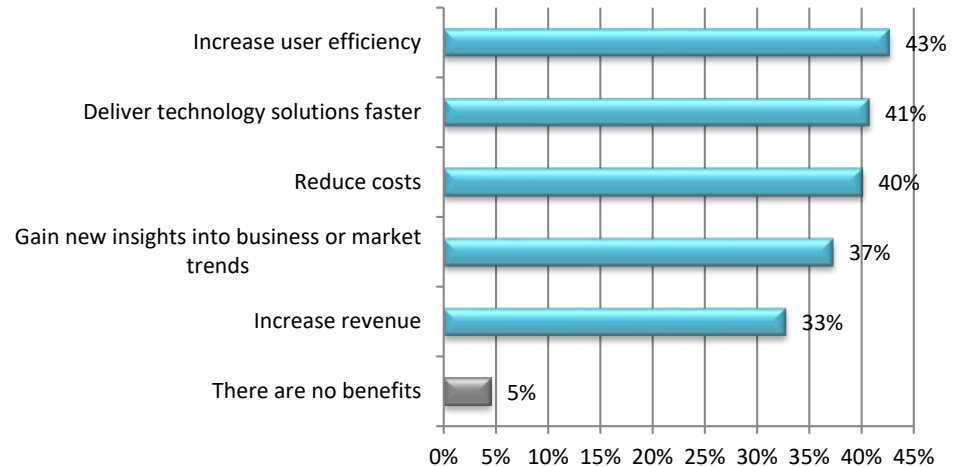
*(By job level and role)*



# Business stakeholders excited by a wide range of benefits from “shadow IT” activities

**In your opinion, what BENEFITS come from business teams taking responsibility for creating applications outside of IT's control?**

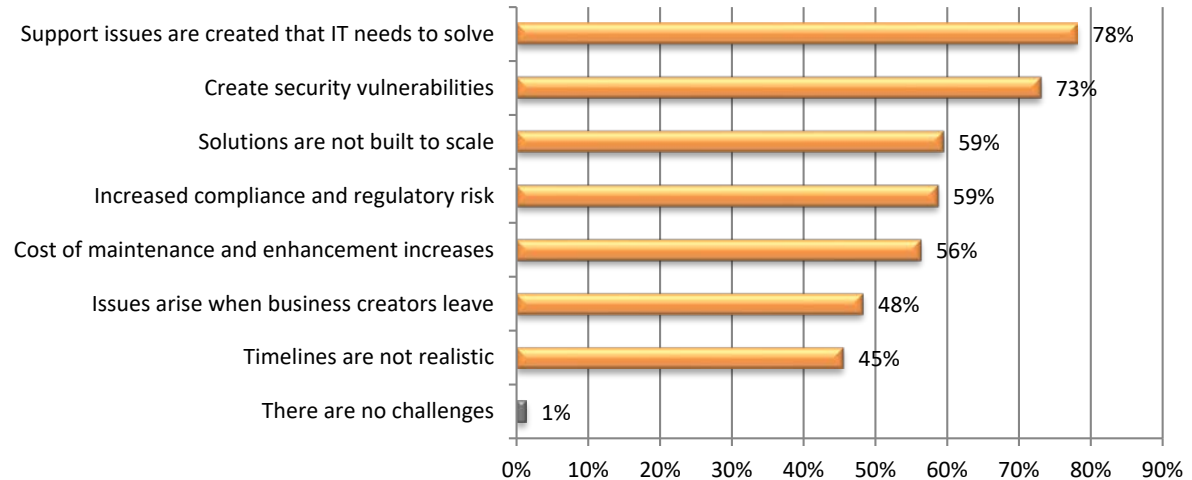
**Business Stakeholders**



# IT particularly concerned about support and security issues related to “shadow IT”

In your opinion, what **CHALLENGES** are created when business teams take responsibility for creating applications outside of IT's control?

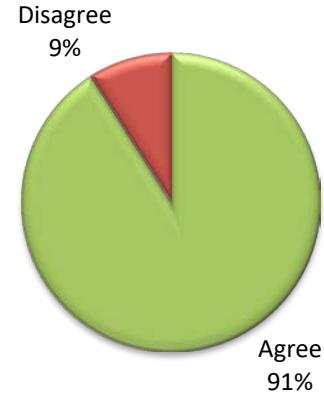
IT Decision Makers



# 91% of IT decision makers say it is dangerous to build applications without understanding potential issues

**“Building applications without understanding data, security, and infrastructure is dangerous.”**

IT Decision Makers



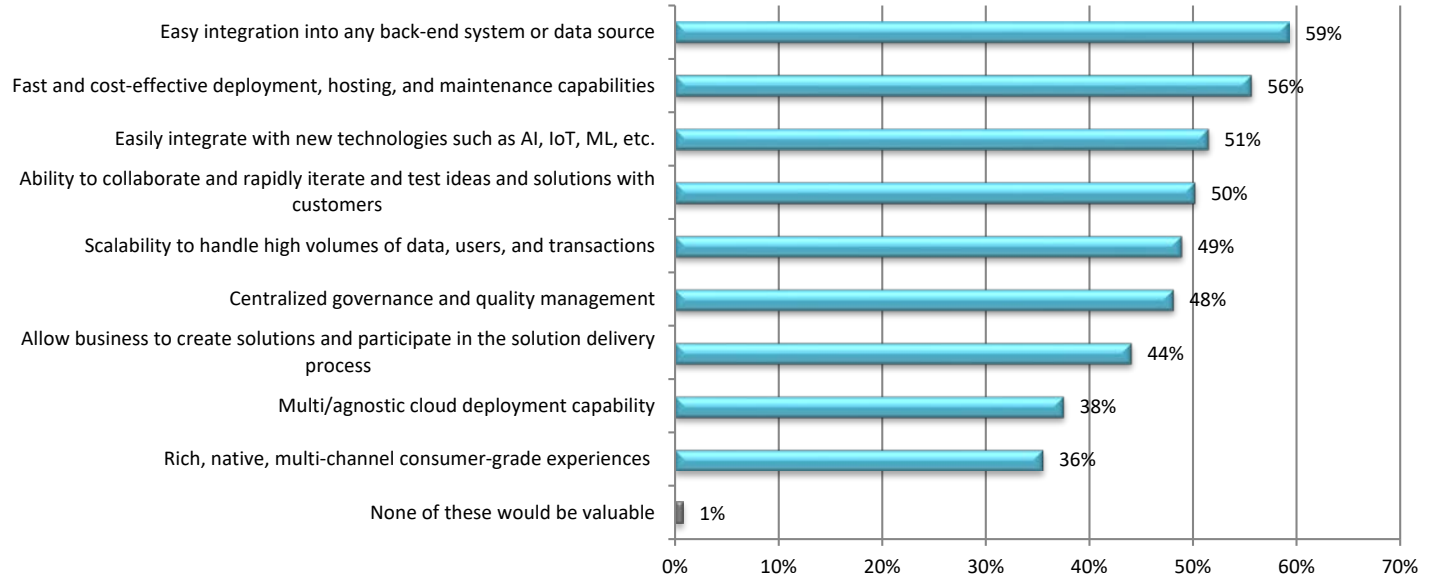
DETAILED FINDINGS:

**Low-code capabilities perceived as valuable**



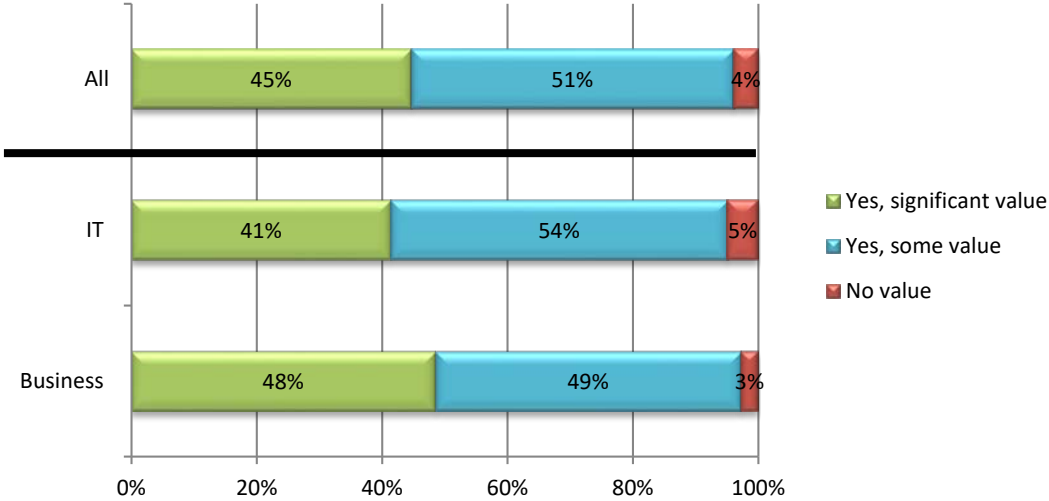
# 99% say their organization would benefit from the types of capabilities offered by low-code platforms

**Which of the following technology capabilities would your organization find valuable?**



# IT and business stakeholders both see value in the capabilities offered by low-code platforms

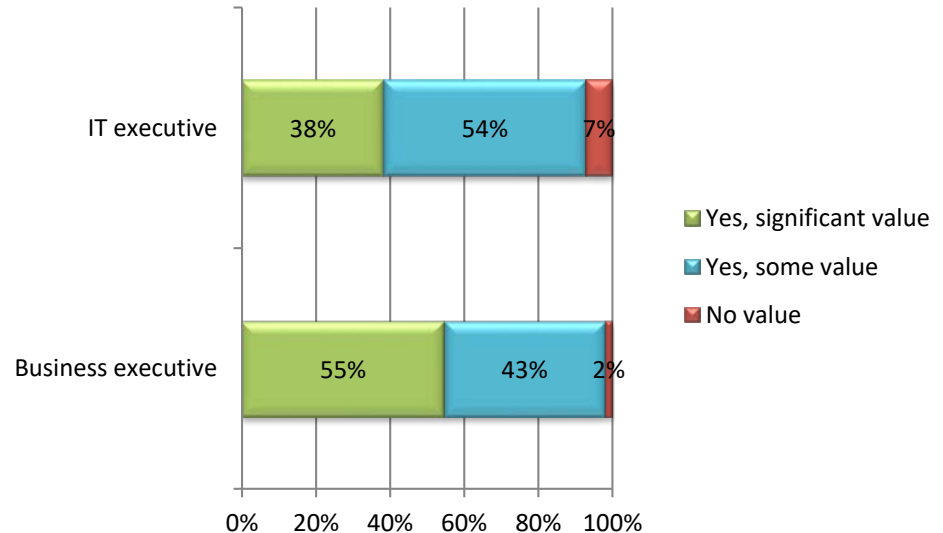
**Would it create value if your IT organization provided a framework that allowed select business users to build solutions that followed corporate management, governance and security policies?**



# Business executives see even more value in low-code frameworks than their IT counterparts

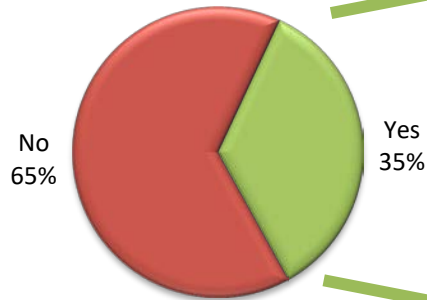
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*(By Job Level and Role)*

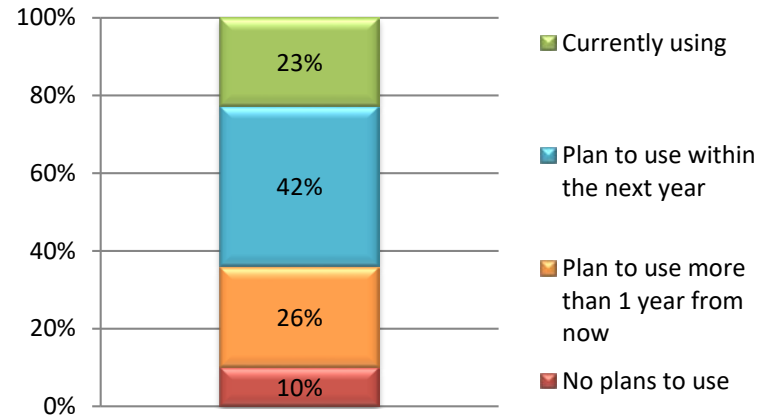


# A third of business stakeholders are familiar with the term low-code, but most (90%) of those have plans to use

**Business Stakeholders:  
Aware of Low-code**



**Use of Low-code among Aware  
Business Stakeholders**



# Research Methodology and Participant Profile

# Goals and Methodology

## Research Goal

The goal of this survey was to capture hard data on current attitudes, experiences, and trends on business technology and digital readiness among IT and business stakeholders.

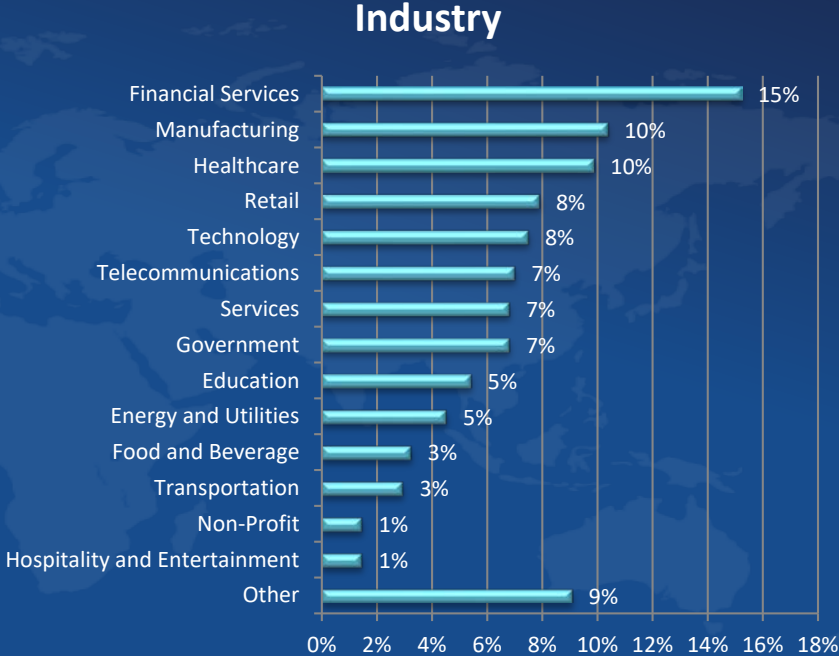
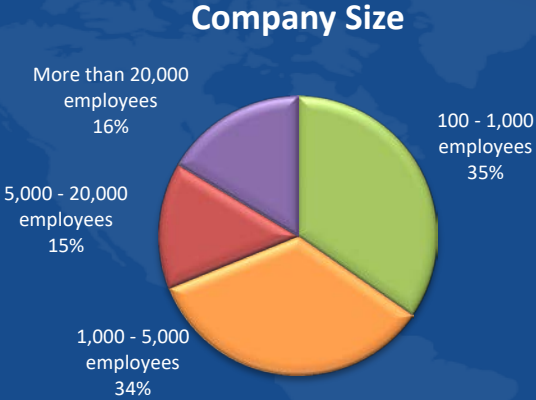
## Methodology

An online survey was sent to independent databases of business and technology professionals responsible for business technology.

## Participants

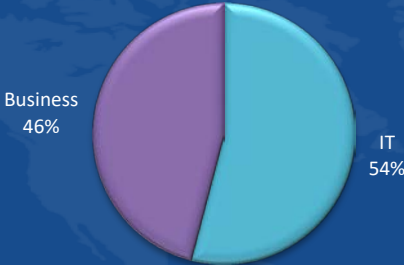
A total of 1010 qualified individuals completed the survey. This included a mix of IT and business stakeholders. All had direct decision making responsibility for corporate technology at companies with more than 100 employees.

# Companies Represented

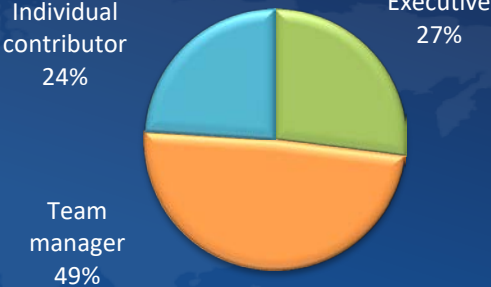


# Individuals Represented

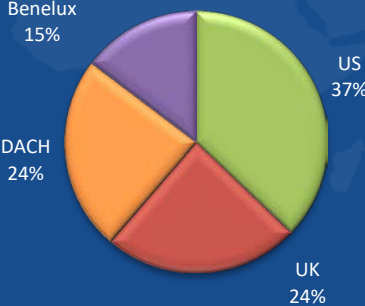
### Role



### Job Level



### Region





# For more information...

## About Dimensional Research

Dimensional Research provides practical marketing research to help technology companies make smarter business decisions. Our researchers are experts in technology and understand how corporate IT organizations operate. Our quantitative and qualitative research services deliver a clear understanding of customer and market dynamics. For more information, visit [www.dimensionalsearch.com](http://www.dimensionalsearch.com).

## About Mendix

Mendix, a Siemens business and the global leader in low-code and no-code application development for the enterprise, is fundamentally reinventing the way applications are built in the digital enterprise. With the Mendix platform, enterprises can 'Make with More,' by broadening an enterprise's development capability to conquer the software development bottleneck; 'Make it Smart,' by making apps with rich native experiences that are intelligent, proactive, and contextual; and 'Make at Scale,' to modernize core systems and build large app portfolios to keep pace with business growth. The Mendix platform is built to promote intense collaboration between business and IT teams, and dramatically accelerate application development cycles, while maintaining the highest standards of security, quality, and governance — in short, to help enterprises confidently leap into their digital futures. Mendix's 'Go Make It' platform has been adopted by more than 4,000 leading companies around the world.