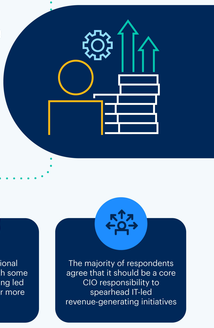
Gartner
Peer Community

Should IT-led Revenue Generation be a Core Duty for CIOs?

Are more IT departments becoming pivotal players in revenue generation strategies? What role do IT leaders envision for the CIO amid this shift?



Most say their IT organization is involved in revenue initiatives, with some supporting both business-led and IT-led endeavors

Levels of organizational engagement vary, with some IT organizations having led revenue initiatives for more than 5 years

The majority of respondents agree that it should be a core CIO responsibility to spearhead IT-led revenue-generating initiatives

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.

1 Minute Insights

Most IT organizations engage in business-led revenue initiatives

Only 11% indicate their IT organization does not directly support any revenue-generating initiative. The **majority support business-led IT efforts** (42%) and many support both business-led and IT-led efforts (38%).

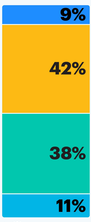
> "IT should be innovative and develop services that can generate revenue."
>
> Director, educational services industry, 5,000 - 10,000 employees

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

> "We develop proprietary software for special health field sectors."
>
> Director, healthcare industry, 5,000 - 10,000 employees

Question: Could you share an example of an IT-led revenue-generating project your organization has undertaken?[1]

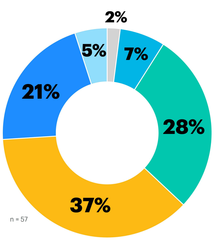
Which of the following best describes your IT organization's current role in revenue-generating initiatives (e.g., the development of new products or services)?[1]



- 9% — **IT-led:** IT has its own dedicated revenue-generating initiative(s)
- 42% — **Business-led:** IT directly supports revenue-generating initiative(s) led by lines of business
- 38% — **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
- 11% — IT **does not** directly support any revenue-generating initiative(s)

n = 121

Experience with IT leadership in revenue initiatives varies



n = 57

Among respondent IT organizations leading revenue-generating initiatives (n = 57), 28% have been doing so **for more than 5 years**. Only 5% have done this **for less than a year**, while 7% indicate it's **always been a focus.**

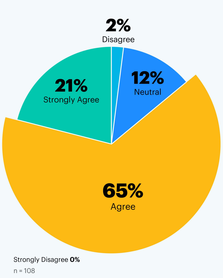
How long has your IT organization been leading revenue-generating initiatives?[2]



> "IT can serve as a crucial revenue generator by enhancing operational efficiency, fostering innovation, and enabling the business to adapt and compete in the digital landscape."
>
> C-suite, manufacturing industry, <1,000 employees

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

Overwhelming support for CIOs leading revenue strategies



Strongly Disagree **0%**

n = 108

The majority (86%) of respondents at IT organizations supporting revenue initiatives (n = 108) agree that in today's business environment, it's imperative for CIOs to take charge of IT-led revenue-generating endeavors.

Do you believe that in today's business landscape, it should be a core responsibility for CIOs to actively spearhead IT-led revenue-generating initiatives?[2]

> "The potential impact of IT on revenue must be propagated and driven by the CIO."
>
> C-suite, arts and entertainment industry, 1,000 - 5,000 employees

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

Respondent Breakdown

Region



Job Level



Company Size

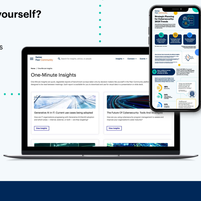


Note: May not add up to 100% due to rounding

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

Want more insights like this from leaders like yourself?

Click here to explore the revamped, retooled and reimagined Gartner Peer Community. You'll get access to synthesized insights and engaging discussions from a community of your peers.



Gartner

This content, which provides opinions and points of view expressed by users, does not represent the views of Gartner; Gartner neither endorses it nor makes any warranties about its accuracy or completeness.

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

© 2024 Gartner, Inc. and/or its affiliates. All rights reserved.

[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)?"

[3]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" or "Business-led: IT 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)?"