



The CIO Group In 2013

Dedicated To Your Success In 2013

Membership in the Forrester Leadership Boards The CIO Group recognizes your responsibility as a thought leader and is designed to help you save time, make research-based decisions, and drive innovation through:

- **Facilitated problem-solving with your peers.** As a member of The CIO Group, you're part of a trusted global community of CIOs. Forrester proactively organizes and facilitates ongoing in-person and virtual member meetings as well as one-on-one member connections designed to tackle your most pressing business challenges.
- **Individual maturity assessments.** Forrester will work with you to assess your leadership, strategy and planning, service design, and service delivery against our BT leadership maturity model and to understand your desired future state. We will review your assessment results with you, and your advisor for The CIO Group will use those results to help you maximize your membership.
- **Exclusive research and case studies.** The CIO Group members select the business problems to examine, and Forrester's expert advisors for The CIO Group use our proven methodologies to facilitate solutions. These deliverables — including tools and templates — are exclusive to The CIO Group.
- **A dedicated advisor for personalized support.** Each member of The CIO Group works with a dedicated advisor to solve his/her key business problems and maximize his/her success.

The CIO Group's 2013 curriculum is designed to position you — and your company — to solve business problems that matter the most to you using both peer *and* Forrester insight.

Top Challenges For 2013

Members' challenges drive The CIO Group's agenda throughout the year. The challenges that CIOs are facing in 2013 are:

- How can we, as an organization, justify the investment (or not) in big data, business intelligence, and data analytics?
- What are the implications of my cloud strategy for roles, skills, and organizational structures?
- What emerging technologies will disrupt our business and industry, and how do we choose the ones to focus on?
- What are best practices for optimizing IT spend while creating transparency?
- How can we link the impact of IT to business value and improve IT's ability to market and communicate?
- What is the best approach to balancing the cost of additional security controls (reduction in productivity, capital investment, ongoing O&M costs) with the risk mitigated?
- How do we ensure that we align and fund business innovation efforts based on real business needs?
- What are the best practices for the strategic consolidation and simplification of my application landscape?
- How can I effect and lead a culture of customer experience within BT?
- How do you define a successful mobile strategy that separates hype from true business needs while ensuring a secure environment?



2013 CIO Group Focus Areas

The CIO Group dives deeper into major challenges that members face through member-driven focus areas. These focus areas will accelerate successful outcomes or solutions to key business problems through member activities. Focus areas for The CIO Group in 2013 include:

- Cloud strategy.
- Data strategy.
- Business innovation.
- Customer experience.



2013 Events Calendar

SUMMER

July

Jul 9 Conference Call: *Business Innovation*

Ongoing Advisor & Analyst Calls

August

Aug 7 Conference Call: *Customer Experience*

Ongoing Advisor & Analyst Calls

September

Sept 12 Conference Call: *Smart Computing*

Ongoing Advisor & Analyst Calls

AUTUMN

October

Oct 8 Conference Call: *Cloud Strategy*

27-28 (Napa) Member Meeting: *Business Innovation, Customer Experience, And Building CIO Partnerships For Success*

29-30 CIO Forum NA (Napa)

TBD Member Meeting EMEA

Ongoing Advisor & Analyst Calls

November

Nov 6 Conference Call: *Data Strategy*

Ongoing Advisor & Analyst Calls

December

Dec 12 Conference Call: *Security*

Ongoing Advisor & Analyst Calls