

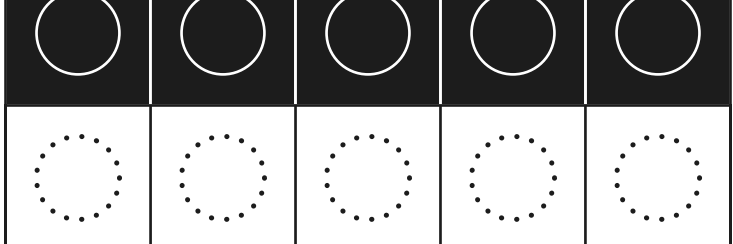
# Reframing IT as a driver of business value

Insights from the  
Celonis x CIO.com  
whitepaper

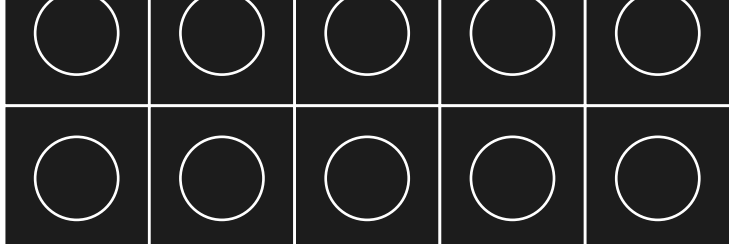


## CIOs know IT can do more than support day-to-day operations

### Tech investment drives revenue

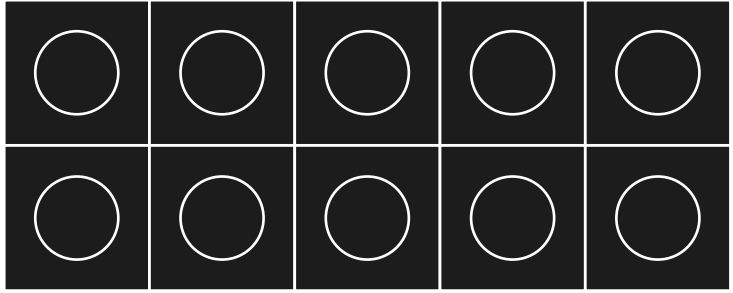


Organizations that make technology core to operations experience **52%** higher revenue growth. ([IBM](#))

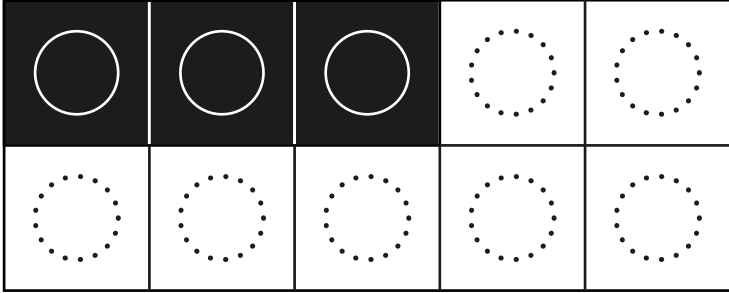


Organizations with strong technology and innovation cultures are **10x** more likely to rank in the top 10% for earnings and revenue growth. ([McKinsey](#))

### Tech transformation provides a competitive edge

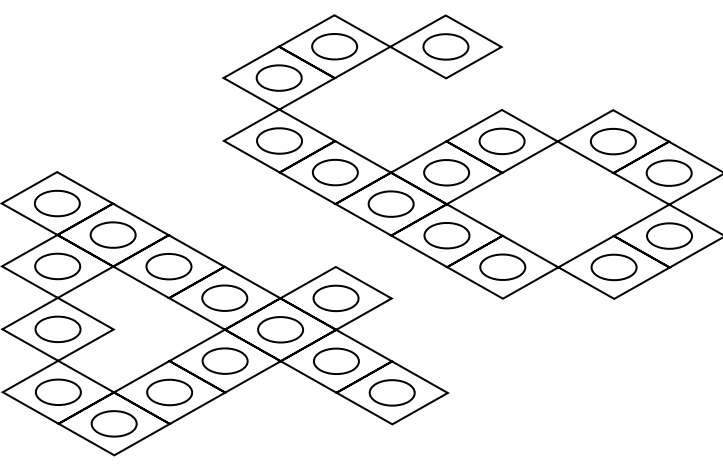


Businesses with a focus on digital transformation and innovation are up to **10x** faster at developing new products. ([McKinsey](#))

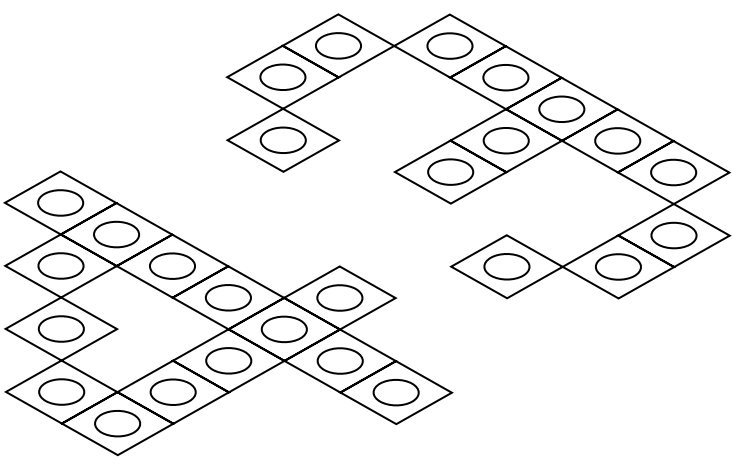


And their products are **3x** more likely to meet customer needs. ([McKinsey](#))

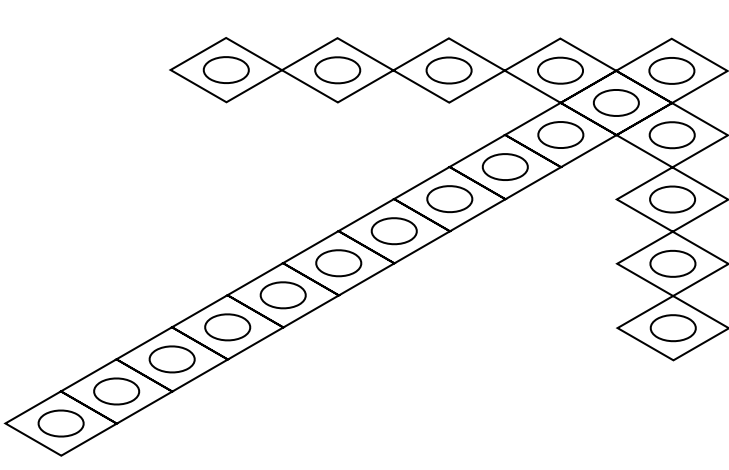
## But many struggle to make a case for IT investment



**46%** of IT leaders are dealing with flat YOY budgets. ([Foundry](#))

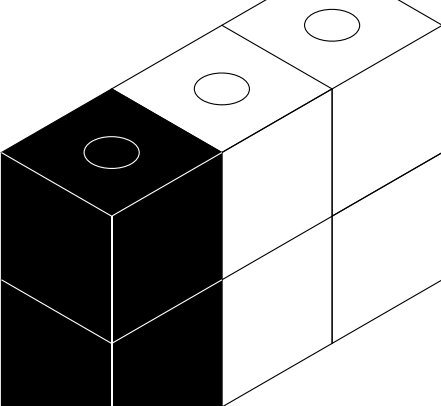


**43%** say lack of budget was the main obstacle to deploying new technology last year. ([Foundry](#))

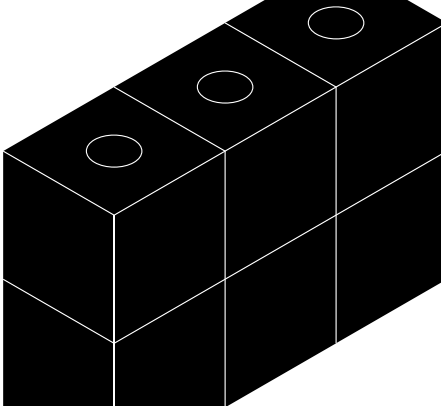


Faced with these investment constraints, and budgetary increases that Forrester anticipates will be outpaced by global inflation in 2025, **CIOs need to reframe IT as a value driver, rather than a cost drain.**

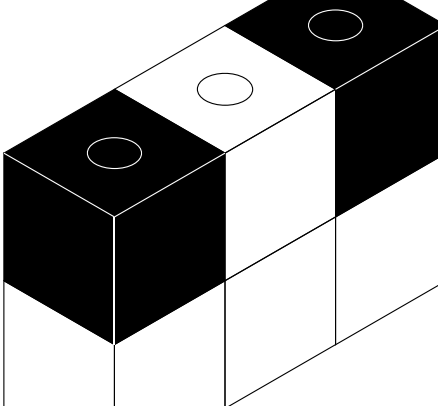
## CIOs must link technology to business value



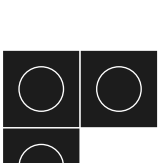
Approximately **one third** of CIOs would like their organization to view technology as the leading driver of innovation, resilience and growth. ([EY](#))



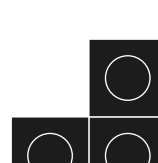
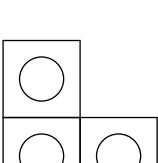
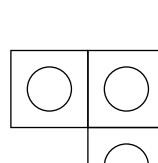
**The biggest barrier** CIOs face in executing against IT priorities is measuring, communicating and demonstrating the value of technology to the business. ([Deloitte](#))



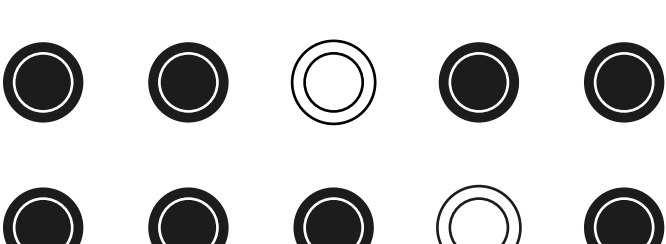
CIOs who communicate the value of IT by tying costs to business outcomes are **30%** more likely to secure funding through to 2027. ([CIO Dive](#))



**To tell a compelling IT business value story in a way that resonates with leadership and supports enterprise decision-making, CIOs must focus on communicating outcomes delivered. It is essential to present a case that clearly links investment priorities to business goals. (CIO Dive)**

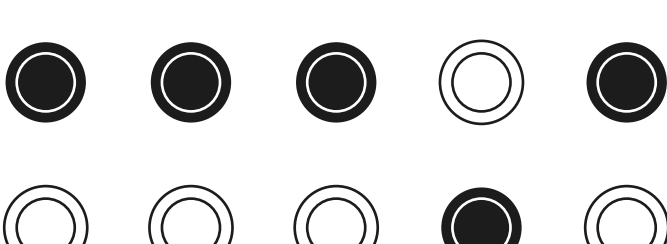


## Process visibility can support this new focus

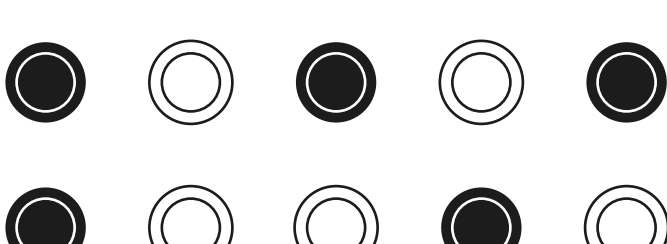


**84%** of IT leaders describe processes as their greatest lever for value and fastest lever for change.

([2023 Celonis IT process report](#))

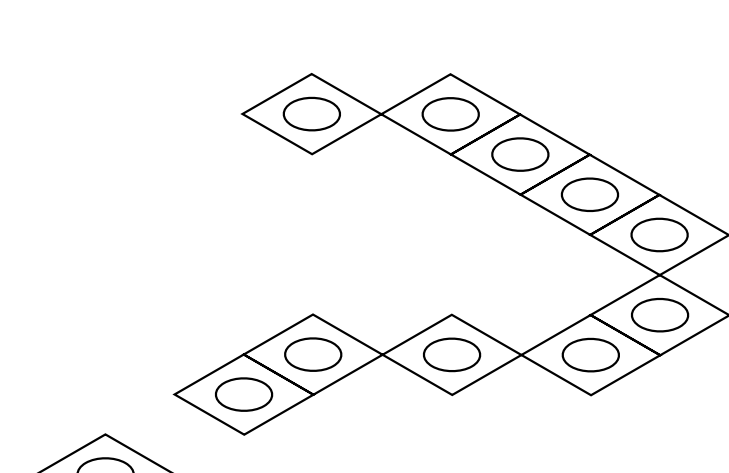


**46%** think improving processes will result in cost reductions.



**51%** believe process improvement can enable revenue growth.

## How can Process Intelligence help CIOs reframe IT as a driver of business value?



Putting Process Intelligence at the heart of everyday operations helps CIOs optimize IT and empower the business, so IT teams can:

- ⌚ Break through departmental silos and get projects done quicker and cheaper
- ⌚ Streamline software portfolios
- ⌚ Make ITSM processes more efficient, improving customer experience
- ⌚ Enable new products and services, both for IT and for the rest of the business
- ⌚ Discover where automation and AI will yield fast ROI
- ⌚ Cut operational costs and unlock additional revenue streams

## Find out how you can drive real business value from IT

Our free whitepaper — written in partnership with CIO.com — is full of strategies for cementing IT's position as a force for business value, and includes answers to common questions about Process Intelligence for IT from Celonis' Director of IT Product Marketing.

[Click to get the whitepaper](#)

