

# THE FUTURE ROLE OF THE CIO: DECISION MAKERS AT THE TABLE



Back when the PC settled into organizations, with a permanent spot atop desks around the world, the CIOs managed backroom operations and hands-on fixing. They got the network working, the servers running, the emails going and that was their job.

Over the years, the role has taken a 180-degree shift — evolving into much more — requiring these leaders to align technology with business strategy and to make decisions with other senior leadership executives to create a path forward — for their employees and their customers. Some may be called on to lead training, security, compliance as well as tech planning and information management.

**80%** of IT decision-makers believe that not modernizing IT systems will negatively impact the long-term growth of their organization.

*Avanade, 2017*

## Raising the Bar

No doubt, the expectations are higher — with the [CIO role shifting](#) from bottom to top, focusing on outward activities that create business value and streamline IT operations. And the pressure is on — there's nothing more frustrating for senior management and colleagues than lack of business drive and business understanding. If CIOs are unable to develop an in-depth knowledge of their industry and their clients and customers, they'll fail. Today, businesses are struggling to keep up with innovative companies like Airbnb and Uber.

Despite knowing they need new technology to remain competitive, one of the biggest issues facing organizations is the fear of change and disruption, unsure of what technology they should adopt and when. No one wants to risk falling behind yet many IT leaders are unsure of what to do. There are so many options to choose from — AI, SaaS, Internet of Things (IoT) — it's overwhelming to know where to get started.

The best tactic is to move forward in small steps. Focus on one task and then link more tasks together. Many organizations start out too large and sabotage themselves. CIOs can't let perfection stamp out progress. Moving ahead in increments is the answer.

## Empowering Employees

A CIO's success often depends on how well people interact with technology. For example, many leaders are tasked with deciding on the technology they need to take a human-centric approach for their employees, customizing IT to the needs of their organization and ensuring everybody is empowered to work as best they can.

“ A modern CIO is one who has aligned their technology with their organization's values.”

An example? The growing mobile workforce. Although technology allows us to be more flexible, whether employees are sitting in a cubicle, a coffee house or the comforts of their home, it can bring challenges. How does a CIO make sure 1,000 employees have the best tools at their disposal as they collaborate in teams across the globe — all in service of their customers?

One answer for many of our clients is [Microsoft 365](#), which empowers people to work faster, better and safer. The solution will vary, depending on each organization's individual needs and goals. In the modern workplace, digital tools are one of their key technologies because they connect and support employees — from all locations — and boost

productivity, engagement and collaboration. But overall, all technology should be used to benefit people, not replace us or take over. [With AI forecasted to increasingly handle more labor by 2025](#), it gives us the opportunity to focus on human skills like innovation, creativity and problem-solving.

CIOs need to always ask themselves what problem they're trying to solve. At Synoptek, we understand the frustration our clients feel as they struggle to keep up with technology. Many are overwhelmed and unsure of what to do. They come to us because they have old, broken systems that tangle processes and thwart business efficiency both internally and externally.

We work to get them out of the weeds so they can see the big picture. Our goal is to help them keep up with the pace of technology so they can always perform at their fullest potential. We listen to their frustrations and show them how to leverage IT so they can change the way they operate and more quickly and easily reach their goals.

A modern CIO is one who has aligned their technology and metrics with their organization's values. More importantly, they're dedicated to empowering their people to be productive, unified, and efficient in their use of technology. At Synoptek, we know we're doing our job when we can equip IT leaders with the tools and support they need to sit confidently at the strategy table and contribute real value. With growing pressure on IT leaders everywhere, they should feel enabled by technology, not frustrated by it.

Contact a Synoptek expert today to learn about the modern CIO options your business has.





## About the Author

### Tim Britt, CEO

Tim Britt is founder and CEO of Synoptek, a Global Systems Integrator (SI) and Managed IT Services Provider (MSP) offering Comprehensive IT Management and Consultancy Services to organizations worldwide. An entrepreneur at heart — Tim leverages technology to squash the status quo and create solutions for his clients — a mission he's been on for more than 20 years.

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## About Synoptek




Synoptek is a global systems integrator and managed IT services provider offering comprehensive IT management and consultancy services to organizations worldwide. Founded in 2001; headquartered in Irvine, CA, we have offices and resources across North America and delivery centers in Asia.

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