

Table 1
Top 10 Business and Technology Priorities in 2010

Top 10 Business Priorities	Ranking	Top 10 Technology Priorities	Ranking
Business process improvement	1	Virtualisation	1
Reducing enterprise costs	2	Cloud computing	2
Increasing the use of information/analytics	3	Web 2.0	3
Improving enterprise workforce effectiveness	4	Networking, voice and data communications	4
Attracting and retaining new customers	5	Business Intelligence	5
Managing change initiatives	6	Mobile technologies	6
Creating new products or services (innovation)	7	Data/document management and storage	7
Targeting customers and markets more effectively	8	Service-oriented applications and architecture	8
Consolidating business operations	9	Security technologies	9
Expanding current customer relationships	10	IT management	10

Source: Gartner EXP (January 2010)