

# Strategy Before Solutions

A journey to outcomes-based IT investment

To deliver on any strategic IT project you need the right technology investment.

But you also need that investment to support longer-term plans for your business. And you can only choose a viable solution once you're clear on what you want it to solve.

This hasn't been easy recently. While 2020 was survival of the fittest, this came at the expense of long-term strategic planning.

86%

of IT decision-makers say their organisation prioritised quick fixes and short-term solutions for their immediate IT needs in 2020

Now

82%

of IT decision-makers say the focus needs to shift from short-term solutions to strategic technology investment

It's time to move on and think strategically. To focus on outcomes, not solutions.

72%

of IT decision-makers think the best IT leaders are those who lead conversations with outcomes, not technology

90%

of IT leaders recognise that conversations about technology should lead with experience and outcomes – not technology – to have more strategic impact

There will be challenges to overcome. Perceptions and priorities to change, red tape to cut and experiences that need a renewed focus.

Only

4%

of IT decision-makers believe they have zero challenges to overcome in moving to an outcomes-based approach

54%

of IT decision-makers say they must navigate internal red tape and processes to drive change and...

44%

say technology projects have too many stakeholders with competing priorities

But you can overcome those challenges through...

## The right mindset

Embracing strategic IT leadership, with human experiences, outcomes and gradual investments at the forefront

89%

of IT decision-makers are keen to make a positive impact and have a lasting legacy at work

## Maintaining experience momentum

Adapting and enhancing experiences to match rising expectations

53%

of IT decision-makers say there's a need for increased agility to future-proof and adapt to changing situations

## Sustainable transformation

Making every IT investment add up to a longer-term, action-oriented future

78%

of IT decision-makers say that consistently focusing on improving everyday experiences is the key to sustainable transformation

## And the right partner

of IT decision-makers say technology partners could do more to help them define and deliver against outcomes

74%

At XMA, we define your strategic success from the outset.

Learn more about how IT leaders are approaching investment in our report. [outcomes.xma.co.uk/guide](https://outcomes.xma.co.uk/guide)

For more details about how XMA can work with you, 0115 846 4000 | [outcomes.xma.co.uk](https://outcomes.xma.co.uk) | [info@xma.co.uk](mailto:info@xma.co.uk)