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Tech set to 'rise and shine' as the crunch bites
Getronics study highlights considerable optimism among the UK's IT managers

IT managers across the UK see the current economic downturn as an opportunity to demonstrate their value and innovate, according to research.

A study published today by leading IT services company Getronics, has highlighted that only five per cent of the UK's IT managers are expecting their departments strategy to be less aggressive during the credit crunch.

200 IT managers across the UK were surveyed for their opinions of IT, its future and their current priorities. During a time when industry is tightening budgets and looking to cut costs, almost a quarter of IT managers across the UK are optimistic, expecting their strategy to be more aggressive. Optimism is most rife in the North of England and Scotland, with nearly a third of IT managers feeling positive.

Dave Baldwin, managing director at Getronics UK and Ireland, commented: "It's been an incredibly turbulent few weeks for British business. But there is a clear opportunity for our community to bring out new ideas. IT managers are quite right to be positive and forward-looking in their strategies, this is a time for them to rise up and shine. Technology will always evolve and companies who truly offer something original, which saves time and demonstrates instant savings, will prosper in a downturn."

“This downturn shouldn’t be doom and gloom for anyone associated with IT,” said Charles Ward, COO at Intellect. “The current economic situation is very different to the dot com bubble bursting in late 2000. Of course there will be short term pressures on costs and investment proposals, but it’s clear that the smart use of IT can support businesses in this uncomfortable economic climate.”

The research also highlighted the continued priority that IT managers are giving to security. Security is considered to be of critical importance to 92 per cent of respondents. This figure was higher among the publishing and professional services community and considerably lower (63 per cent) within the retail sector.

“A company’s data can be its biggest asset and protecting it has never been more important,” said Baldwin. “There is going to be a bigger fight to keep customers now that the effects of the credit crunch are making both people and business cut back. Both will reassess how secure and stable they are financially, physically and virtually, and security is vital for this re-assurance. Customers need to feel that their personal details are safe in the hands of every organisation. If they don’t feel it is, they consider moving elsewhere.”

About Getronics

With worldwide revenue of €2.5 billion and about 20,000 employees, Getronics is a leading ICT solutions and services provider. As expert in workspace management services, datacentre and hosting services and consultancy, Getronics enables people in large organisations to communicate and collaborate securely anytime, anywhere. Getronics has a complete portfolio of integrated ICT services for the enterprise market, partnering with vendors including Cisco, Microsoft and Dell. Getronics is part of KPN, the main provider of telecommunication services in The Netherlands.

Please visit www.getronics.co.uk for further information.

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