



Changing Roles of C-Level Executives

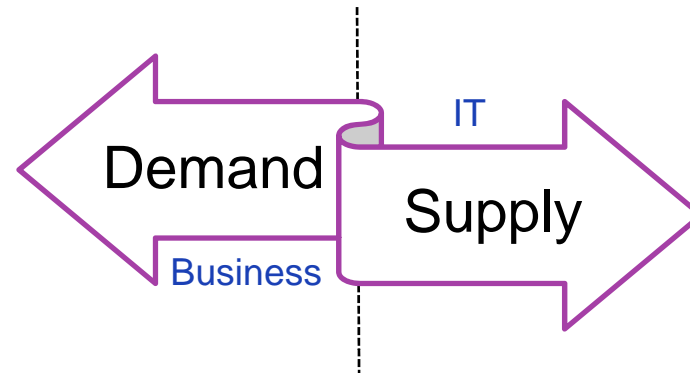
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Chief Information Officer's responsibility



- CIOs primary focus has been operations excellence for cost reduction including off-shoring
- Focus on adopting latest infrastructure technologies such as VoIP, SOA, Web 2.0 and collaboration
- Business has started reinvesting IT
- Few CIOs have transitioned into focusing on the Demand side



Role of the Chief Financial Officer

- Sarbanes-Oxley Regulation changes the role of CFO substantially
- CFO now responsible for overall Corporate Governance
- Increased exposure with the CEO and the Board
- Corporate Governance and Financial Accounting responsible provides insight into all the business units
- Insight enables CFO to define optimal IT investment for the Enterprise
- Enables President/COO to focus on the field operations and differ the IT investment strategy to the CFO



Thank You

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