

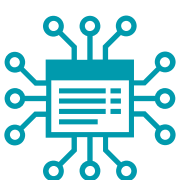
IT DECISION-MAKER:

# A HYBRID ROLE THAT'S OUT OF CONTROL


Changes in the technology landscape and the need for businesses to digitally transform and move to a cloud model has shaped a significant different hybrid IT role. If Australian IT decision-makers (ITDMs) want to survive the cloud evolution, they need to embrace this new hybrid role.




## Australian ITDMs' responsibilities keep expanding

**52%**  are responsible for **upskilling and recruiting to keep on top of new technologies**

 **41%** share responsibility for **innovation and business growth**


**42%**  **manage risk** for the business


 **35%** manage issues **arising from shadow IT projects**

 **28%** act as a consultant on **non-IT driven technology projects**

With over 40% of Australian businesses already using partners to accompany them in their cloud journey, IT leaders can become active drivers of the broader business growth.

## Top reasons why Australian ITDMs partner with MSPs

 **43%** because they provide a **high level of expertise** (i.e cloud, security)

 **29%** to get **shared knowledge around best practice**, process, automation and new technology

 **27%** to **achieve faster delivery times** and velocity for digital transformation projects

Let a Managed Services Provider (MSP) become an active stakeholder in your organisation's broader transformation journey, and help guide your innovation agenda.

For more insights, download the Rackspace report "How to Survive The Cloud Evolution" at [bit.ly/SurviveTheCloudEvolution](https://bit.ly/SurviveTheCloudEvolution).

### Working with Rackspace

At Rackspace, we look at the outcome you're trying to achieve rather than the problem you're trying to solve. Our Fanatical Experience for Google Cloud has been built around our results-obsessed customer service and deep technical expertise DNA. We're fanatical about your success, and we'll go above and beyond to support your business around-the-clock.

### Research Methodology

Rackspace partnered with research firm The Digital Edge and surveyed 113 Australian IT decision makers (ITDM) in August 2018. The ITDMs surveyed worked for medium and large organisations (from 100 employees to over 500 employees), and with an IT budget of over AUD \$10M.