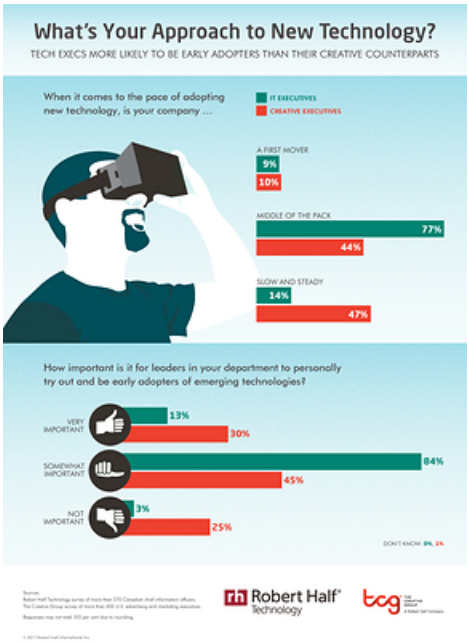
Robert Half Canada

Companies Cautious About New Technology, Research Shows



Tech Execs More Likely to be Early Adopters than Their Creative Counterparts

TORONTO, March 16, 2017 /CNW/ - While consumers are willing to wait in long lines to get their hands on the latest technologies, businesses are hanging back, according to new research from staffing specialists Robert Half Technology and The Creative Group. Only 9 per cent of CIOs and 10 per cent of advertising and marketing executives said their companies are early adopters of technology.

Personal expectations are a different story, however: Nearly all (97 per cent) technology executives and three-quarters of creative executives agreed it's important for leaders in their department to try out technical innovations.

CIOs and advertising and marketing executives were asked, "**Which of the following best describes the pace at which your company adopts new technology? Would you say you are…?**" Their responses*:

	IT Executives	Creative Executives
A first mover (always pursues the latest trends)	**9%**	**10%**
Middle of the pack (observes other companies' use before pursuing)	**77%**	**44%**
Slow and steady (very cautious about making major technology decisions)	14%	47%
	100%	101%*

CIOs and advertising and marketing executives were also asked, "**How important is it for leaders in your department to personally try out and be early adopters of emerging technologies?**" Their responses*:

	IT Executives	Creative Executives
Very important	**13%**	**30%**

Somewhat important	**84%**	**45%**
Not important	3%	25%
Don't know	0%	1%
	100%	101%*

**Responses do not total 100 per cent due to rounding.*

"Companies are often drawn to new technology to help find efficiencies and improve business processes," said Deborah Bottineau, senior regional manager of Robert Half Technology and The Creative Group. "But deciding which tools to invest in can be overwhelming given the wide variety of ever-evolving options."

"While organizations must keep up with emerging technology trends to stay competitive, they must also have the right people in place to capitalize on them," added Bottineau. "Hiring professionals who can help select and implement new systems, oversee employee training and ensure productivity stays on track is crucial in today's digitally-focused world."

About the Research
The surveys were developed by Robert Half Technology and The Creative Group, and conducted by an independent research firm. They include responses from more than 270 Canadian CIOs and 400 U.S. advertising and marketing executives.

About The Creative Group and Robert Half Technology
Both Robert Half Technology (roberthalf.ca/technology) and The Creative Group (roberthalf.ca/creativegroup) are divisions of Robert Half, the world's first and largest specialized staffing firm and a recognized leader in professional staffing services. For career and management advice, follow our blog at roberthalf.ca/blog. Follow Robert Half Canada on Twitter at @RobertHalf_CAN for additional workplace advice and hiring trends.

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