

Technology investment in SMEs set to escalate in 2015, according to Robert Half

Sydney, 8 April 2015 – The latest research from leading recruiter Robert Half reveals that 92% of Chief Information Officers (CIOs) find it challenging to source IT staff.

To recruit and retain top technology talent, 54% of management will increase salaries and 92% of CIOs agree that IT plays a critical role in their organisation's growth, according to the recently released 2015 Robert Half Salary Guide.

Robert Half Director Andrew Brushfield, said almost two thirds of CIOs identified new projects as the top driver of technology recruitment this year.

"The majority of Australian businesses are small to medium in size, and this is currently the most active sector for new projects.

"SMEs are nimble and flexible, and can adapt more readily to the economy," Mr Brushfield added.

Technical skills are most highly-sought after as businesses are investing in enabling technologies, such as a customer relationship management (CRM) system.

"CRM software is generally adopted by a company where the ability to communicate with customers and track customer interactions is crucial, or in a firm where that flow of information is complex and relational," Mr Brushfield said.

One of the most significant changes noted in recent years is the transition of the IT function within a business.

"Technology is no longer perceived as a cost centre, but rather a vehicle to improve productivity and drive revenue gains. Externally this may be to improve a customer's experience, and internally for employee facing technologies such as eLearning, collaboration tools and content development.

"In a larger organisation, it is also now increasingly common for the CIO and CFO to sit on the same level," Mr Brushfield added.

"Companies are dependent on strong IT staff and are therefore offering better salaries. Quite simply, hiring the best people matters and firms are seeing the invaluable skills and insight that technology talent brings to their organisation," Mr Brushfield concluded.

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**For more information or an interview with Andrew Brushfield, please contact:
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Notes to Editors:

Results were developed by Robert Half in conjunction with an independent research organisation, which surveyed 100 Australian Chief Information Officers (CIOs) in December 2014.

The Robert Half Salary Guide provides comprehensive analysis of current and future hiring trends including salary benchmarks. A full copy can be downloaded from the [Robert Half website](#).

About Robert Half:

Robert Half is a global recruitment firm with more than 340 locations around the world. The firm has seven offices in Australia and New Zealand, with a highly-specialised team solely focused on the financial and accounting, technology and administration sectors.

[Robert Half's work life blog](#) hosts further news, trends and expert commentary which impact the Australian employment market.