

Nearly half of consumer products companies lack full confidence in their company's IT skills

Thirty-seven percent believe IT is only somewhat prepared to handle a future business crisis

Nearly half of consumer products executives report they are either not confident at all (15 percent) or only somewhat confident (32 percent) that their companies' existing IT skills, systems and capabilities are well designed to support their current and near future business priorities. Another 37 percent are very confident in their IT department's capabilities. The remaining 16 percent of respondents are either not certain or chose not to report this information.

In view of the current economic recession, two percent of executives surveyed will be making new outsourcing arrangements for the IT function as a way to cut costs or improve performance. Twenty-four percent already outsource a part of their IT function and 46 percent have no plans to make new outsourcing arrangements. Twenty-eight percent were either unsure or chose not to report their plans for IT outsourcing.

Overall, when asked about the preparedness of their organization's IT function to deal with potential business crises and to prevent present and future occurrences such as identity theft or data loss, the group surveyed was split. Thirty-seven percent of those surveyed believe their organization's IT function is only somewhat prepared to deal with these potential business crises and another 37 percent believe IT is very well prepared. Only two percent rated their organization as unprepared.

PricewaterhouseCoopers' Consumer Products Barometer is a quarterly panel of top executives in 54 large, consumer products businesses in the United States. Interviews were conducted between November 12, 2008 and February 10, 2009.

Profile of Consumer Product Barometer demographics:

- Average number of employees 10,468
- Average revenues \$6.47 billion
- Average enterprise revenues \$14.51 billion
- Average market capitalization \$10.21 billion

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