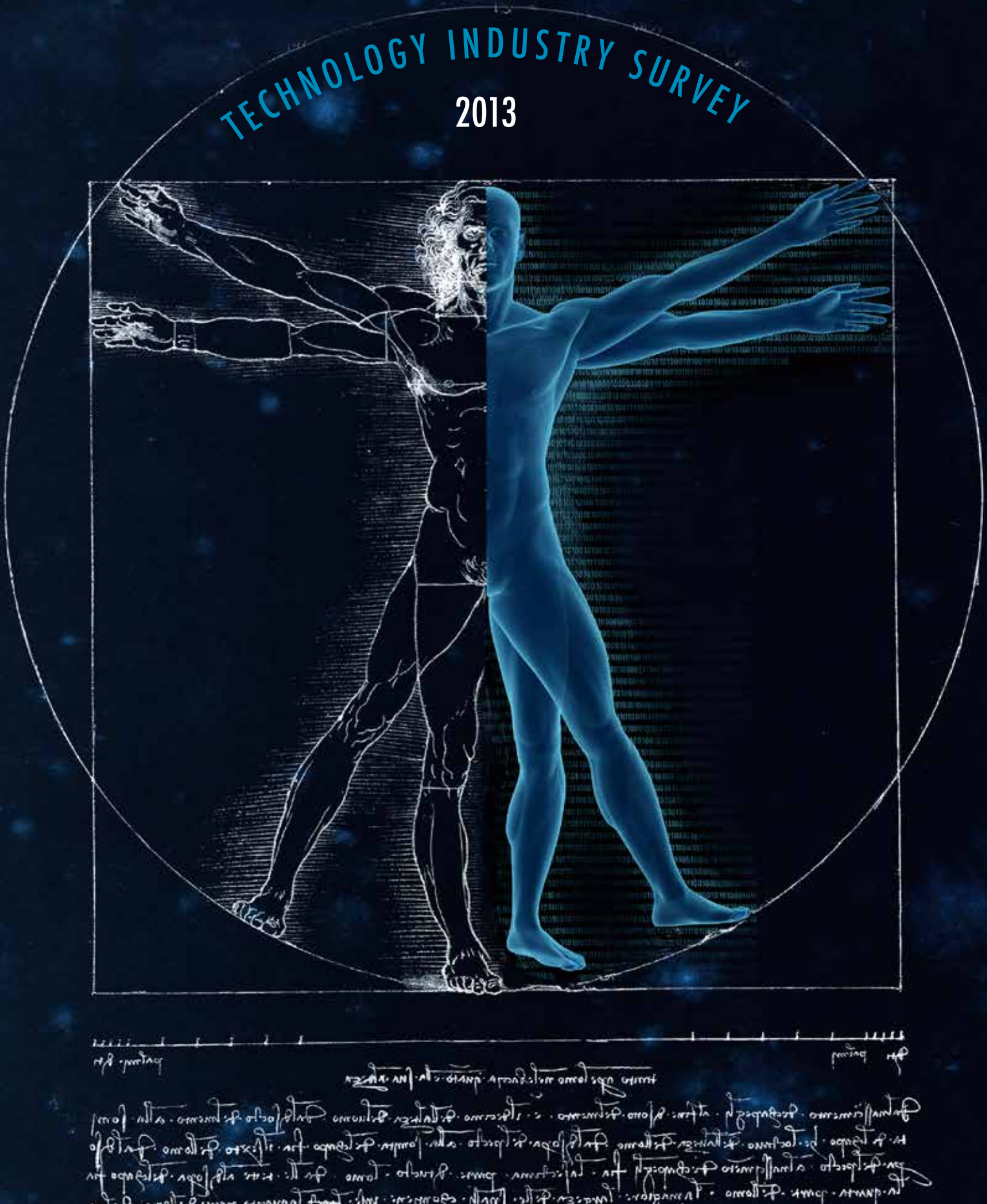
MORTIMER SPINKS
technology talent

ComputerWeekly.com

TECHNOLOGY INDUSTRY SURVEY 2013



CONTENTS

YOU

YOUR JOB

TECH

HELLO

WELCOME TO THE MORTIMER SPINKS AND COMPUTER WEEKLY TECHNOLOGY INDUSTRY SURVEY 2013.

Now in our second year, the survey reflects the views of over 1200 technology and digital experts across the UK. It gives a unique insight into the challenges and opportunities of the people who live and breathe technology. From CTOs to Software Developers, Enterprise Architects to digital entrepreneurs, this extensive report captures the opinions of people at the forefront of shaping what is next for our industry. Some of the trends include:

THE POWER OF THE SOFTWARE ENGINEER

The quality of software has become paramount to the success or failure of technology businesses and because of this the increase in the importance of the Software Engineer's role has been an important and notable trend over the last 12 months. A niche trend we've noticed in retail and 'pureplay dot com' businesses is that of the insourcing of the engineering and development functions, looking forward this is something to watch for in the coming 12 months.

THE GALAXY GAP

The phrase 'men are from Mars and women are from Venus' is all well and good but how do we address this 'galaxy gap' in our industry. From the three pieces of market research we've run in the last 18 months the figure continues to remain between ten and 15 per cent female. Solutions are generally viewed to lie in education; there is no doubt this is essential to changing the balance of the industry in the long term. There is, however a need for a major shift in perception across the industry. We need pioneers and champions to fly the 'women in tech' flag and act as ambassadors of the technology industry.

WE'RE ALL ENTREPRENEURS (OR WE NEED TO BE)

An entrepreneur is defined as someone who is willing to launch (or help launch) a new venture and accept full responsibility for the outcome. This 'spirit', accountability and willingness, has quickly become a 'normal' requirement for hands on technology professionals. Having a team of willing, responsible individuals can make the difference between success and failure.

One thing is for sure, technology has never been more about people and given how extensive our sample is, we wouldn't be surprised if our survey captured the views of one or two people who will go on to become the next Steve Jobs, Mike Lynch, Carly Fiorina or Mark Zuckerberg. Who knows?

I hope you find this report useful in both your career and business planning.

Best regards

James Hallahan
Managing Director
Mortimer Spinks

MORTIMER SPINKS

Mortimer Spinks are the leading innovators in technology recruitment. Our business consultants, organised into specialist technology teams are genuine experts in what they do.

Being part of the Harvey Nash Group, we offer the stability, infrastructure and quality of a major plc. Our clients benefit from access to our unique portfolio of services including technology skills in Vietnam, Contractor Management Services and Business Process Outsourcing.

We work with some of the most innovative companies in the world; the majority of our customers are defined as entrepreneurial technology organisations and many feature prominently in the SuperBrands and CoolBrands league tables.

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COMPUTER WEEKLY

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- Make better IT strategy and technology purchasing decisions
- Improve their knowledge and skills, and develop their careers
- Connect with the people and information they need to be successful in their jobs

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THE MORTIMER SPINKS AND COMPUTER WEEKLY TECHNOLOGY INDUSTRY SURVEY

WHAT YOU NEED TO KNOW

Now in its second year, the Mortimer Spinks and Computer Weekly Technology Industry Survey has quickly become one of the most valued reports of its kind. It represents the views of more than one thousand UK based technology professionals from a broad range of age, seniority, job type and sector.

ABOUT THE PARTICIPANTS

1296 NUMBER OF PARTICIPANTS

42 AVERAGE AGE

89% ARE MALE

SOFTWARE ENGINEER MOST COMMON JOB TITLE

SOFTWARE ENGINEERS

Software Engineers have seen the biggest financial gains in the last 12 months

ONE QUARTER of people who work in tech see the role of the Software Engineer getting more important and more than **A THIRD** have noticed a significant increase in the number of them on site

TECH START-UPS

48% of technology professionals have been involved in a start-up

18% of technology professionals see a tech start-up as their ideal place to work

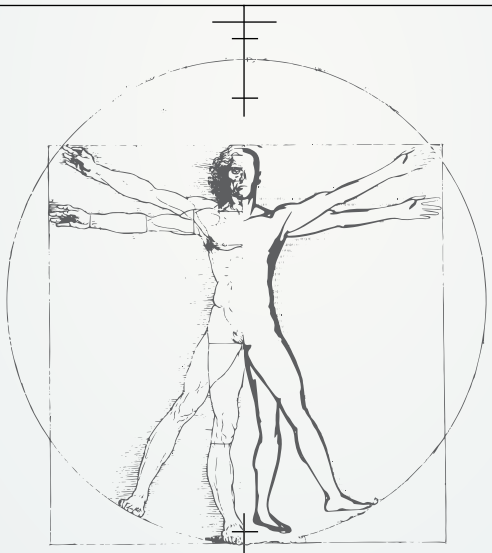
36% say that the most important factor in any start-up is the product

ONLINE HABITS

86% of you do most of your banking online

46% of you do most of your 'consumer product' shopping online

15% of you do most of your food shopping online



CAREERS AND PROGRESSION

81% of technology professionals feel that in order to progress they need to leave their current employer

MORE THAN HALF:

- of the permanent technology workforce have noticed an increase in their salary in the last 12 months
- of the technology workforce are planning on moving jobs in the next 12 months

WOMEN IN TECHNOLOGY

11% per cent of the participants were female

15.75% the average percentage of women on technology teams

DAY TO DAY, **47%** OF YOU PREDOMINANTLY USE **OPEN SOURCE TECHNOLOGY**

INNOVATION & ENTREPRENEURSHIP

47% of technology professionals feel their business encourages entrepreneurship

17% of businesses allow their technology professionals 20 per cent or more of their working week for innovation, one third of businesses don't allow them any

5 KEY FINDINGS FROM OUR SURVEY

1. Thirty nine per cent more people are planning to move jobs this year than last.

More than half (53 per cent) of technology professionals want to leave their current employer within 12 months up from 38 per cent last year (a 39 per cent rise) and a clear sign that there is buoyancy and confidence in the technology market. This is also an alarming finding for leaders in the Industry, how will your technology projects be affected if more than half of your technology team were to leave this year?

2. Just under half of you have worked at a tech start-up, but is it a young person's game?

Forty eight per cent of technology professionals have been involved in a tech start up but when asked where you'd most like to work only 18 per cent chose a tech start-up as a "destination of choice", however amongst the 18-24 year olds working for a "tech start-up" was the most popular choice.

3. Allowing time for innovation can change the DNA of your business

The more time for innovation you allow your tech staff, the longer they will stay with your business. This is an industry where 53 per cent of people plan to move on in 12 months; those that are allowed 20 per cent of their working day/week for innovation are much more likely to stay with only six per cent stating they plan to leave.

4. There's a problem with progression

To progress your career is your next job likely to be inside or outside your current employer? 81 per cent of you said 'Outside'. Does your business have clear plans for progression in place? Are those plans being communicated to the tech team?

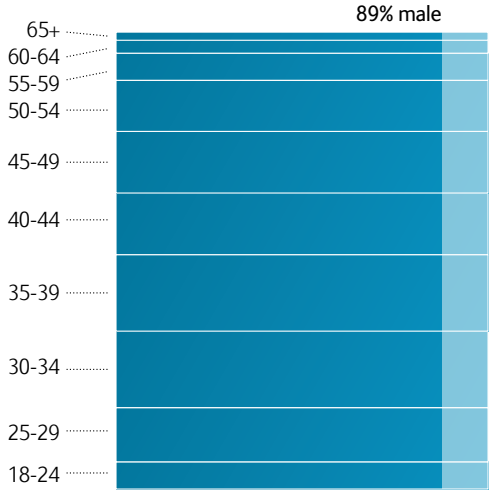
5. The least important factor in the success of tech start-ups? Technology.

When asked "what's the most important factor influencing the success or failure of a tech start up?" the least popular choice was "technology" with only seven per cent of people citing this as their answer with "product", "marketing" and "leadership" all coming ahead of it.

YOU

SO WHO ARE YOU?

FIG 1. AGE AND GENDER



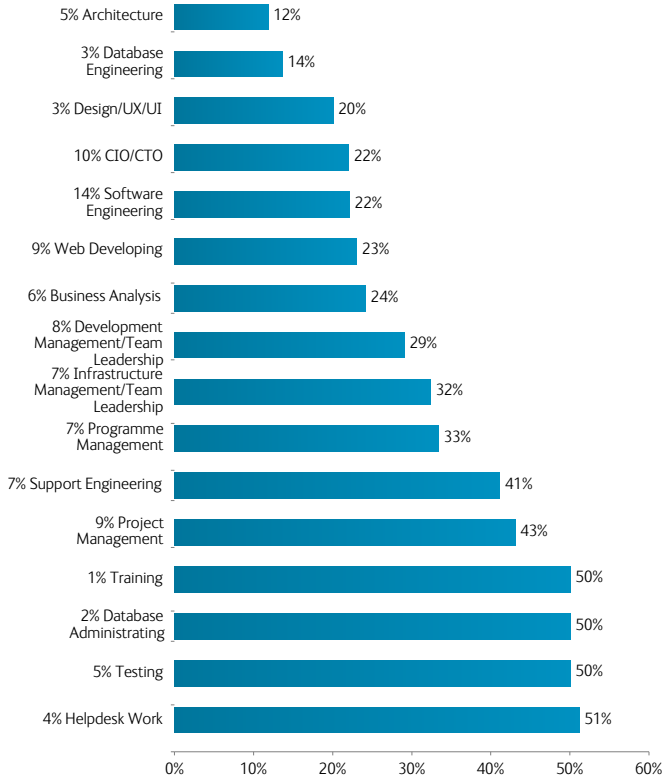
Eighty nine per cent of technology professionals are male. In terms of age there is a relatively even split across the brackets with the average age of participants falling into the 40-44 year old bracket.

WHAT DO YOU DO?

There is a relatively even split across job category. Thirteen per cent of participants categorise themselves as Software Engineers which is notably higher than any other category. It is worth noting that at Mortimer Spinks there has been a noticeable increase in the demand for Software Engineers, an increase in the importance of the role and now an increase in the number of them.

FIG 2. ACTIVELY SEEKING FOR JOBS

JOB TITLE (AND PERCENTAGE OF TOTAL)



DO YOU WANT TO BE DOING IT?

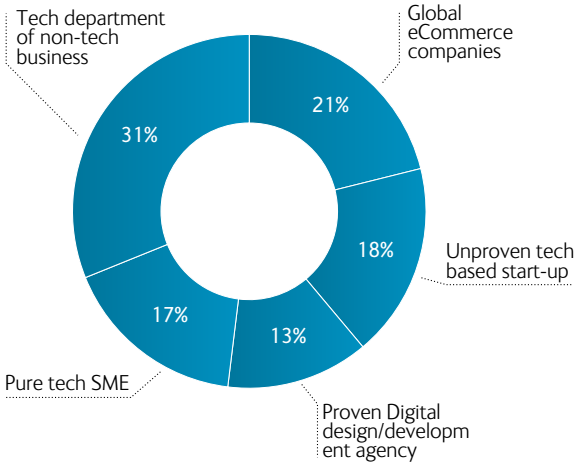
More than a quarter (27 per cent) of you are looking for a new role, just less than a quarter (21 per cent) of you really aren't and more than half (52 per cent) of you are somewhere in between.

Helpdesk workers, Support Engineers and Testers are the most active in the job market with more than half of helpdesk workers and Testers looking for a new role. A noticeable trend in the market is that highly technical individuals (Architects, Software Engineers) and C-level technology leaders are more likely to be approached about new opportunities rather than actively searching for a new role.

YOU

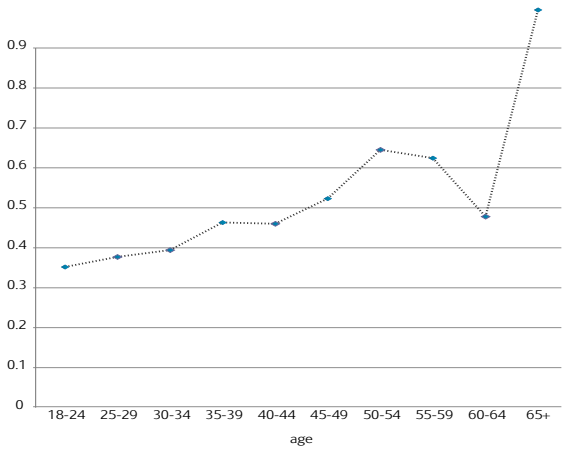
WHERE DO YOU MOST WANT TO WORK?

FIG 3. WHERE DO YOU WANT TO WORK?



Just under a third (31 per cent) of you want to work for a non-tech business, about a fifth (21 per cent) of you want to be in a global eCommerce business and then there is a relatively even split between start-ups (18 per cent), digital design/development agencies (13 per cent) and 'pure tech' SMEs (17 per cent). A reading of the findings could be linked to the global economic uncertainty. Online businesses are still relatively new to the global markets and there are still question marks over the financial stability and security that these businesses offer.

FIG 4. TECH DEPARTMENT OF NON-TECH BUSINESS

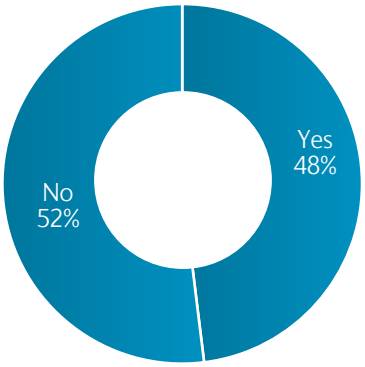


You can see that as people get older and in general their financial obligations and pressures increase they are more likely to want to work for a non-tech business, again this could be put down to needing financial security and not having the confidence in online businesses to provide this.

There is also a strong argument to suggest that technology professionals working for a non-tech business have more opportunities to work on different projects using a variety of technologies.

HAVE YOU EVER WORKED AT A TECH START-UP?

FIG 5. HAVE YOU EVER BEEN INVOLVED IN A TECH START-UP?

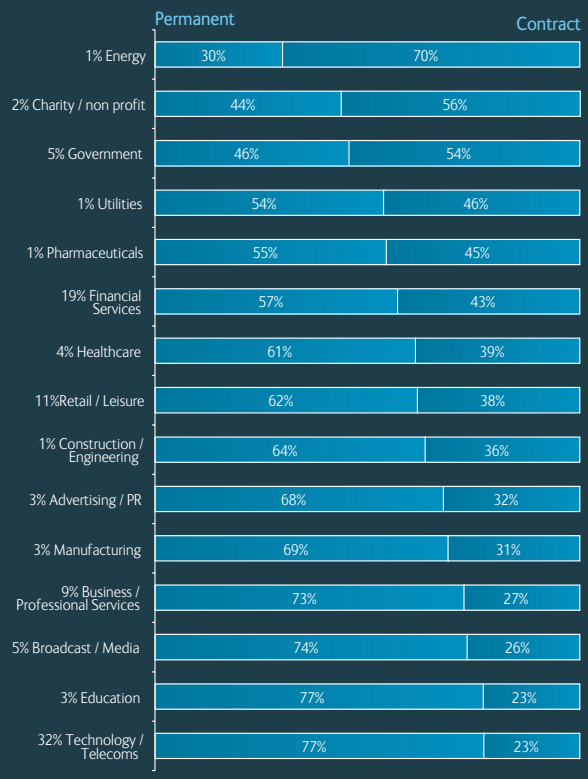


Just under half of people who work in the technology industry have been involved in a start-up, a higher proportion than might be expected. Those of you that have, are also the ones that would most like to be involved in one again – only ten per cent of people that have never been involved in a start-up would be interested in working for one.

YOUR JOB

WHAT SECTOR ARE YOU IN?

FIG 6. PERMANENT AND CONTRACT EMPLOYMENT BY SECTOR

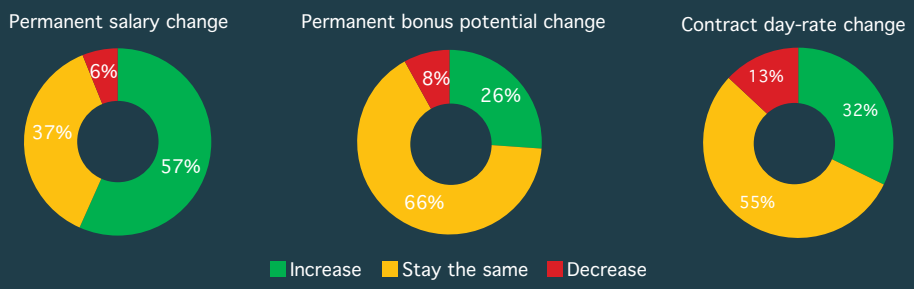


Only one per cent of participants classify themselves as working in Energy, Pharmaceuticals, Construction and Utilities. In general, technology is viewed in these industries as more of a support function than a business driver; this increases the chances that the tech is outsourced to external suppliers or consultancies rather than kept in house, which explains the low numbers.

When you look at the numbers of permanent and contract staff across industries there is an argument to suggest that where there is significant visibility on the figures of permanent head count, where an increase or decrease can have implications on how a business is perceived by the market then there will be a higher proportion of flexible labour. It is for this reason that you can explain the high numbers in Financial Services and Pharmaceuticals. Whereas in sectors where technology is viewed as a business enabler, a route to market or the product itself, the numbers of permanent technical staff are far higher as the cost to the business of losing a technology professional would be more directly impactful.

WHAT ABOUT MONEY?

FIG 7. SALARY CHANGE OVER THE LAST 12 MONTHS



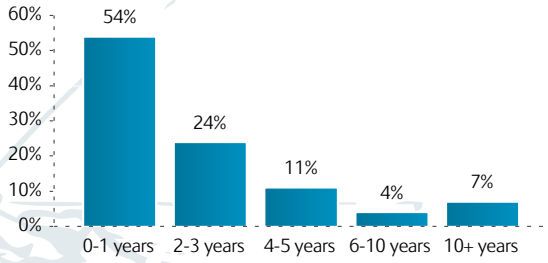
In a time of economic uncertainty it could seem surprising that by all accounts the technology industry is continuing to invest in its staff. More than half of permanent technology professionals have seen an increase on their basic salary in the last 12 months and only six per cent have seen a decrease. It is a similar story in the contract market with just under a third of contractors citing an increase in the daily rate and half of these citing a ten per cent or greater increase. In the contract market there has been an increase in more than just remuneration, more than half of tech contractors have reported an increase in the responsibilities of the role they perform, again a signal that points to growth in the market. Contract Programme and Project Managers have seen the biggest increase in responsibilities, with 66 per cent of them citing an increase.

YOUR JOB

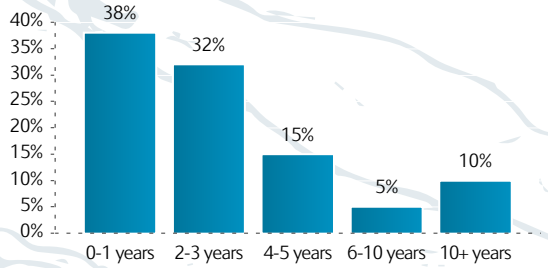
HOW LONG HAVE YOU WORKED THERE AND HOW LONG DO YOU PLAN ON STAYING?

FIG 8. LENGTH OF TENURE

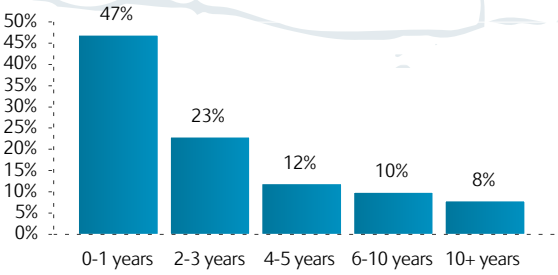
How long do you plan on staying at your current employer? 2013



How long do you plan on staying at your current employer? 2012

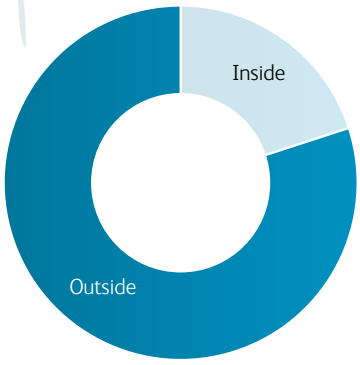


How long have you worked at your current employer? 2013



Just under half (48 per cent) of the technology workforce has been at their current company for 12 months or less. Just over half (53 per cent) of the technology workforce is planning on staying at their current company for 12 months or less. One of the most alarming facts about this is when you look at the results from the same questions last year. In 2012 25 per cent of people had been at their current company for 12 months or less compared with 47 per cent this year and 38 per cent planned on leaving within 12 months compared with 53 per cent this year, that's a 39 per cent increase on last year.

FIG 9. TO PROGRESS YOUR CAREER IS YOUR NEXT JOB LIKELY TO BE INSIDE OR OUTSIDE YOUR CURRENT COMPANY? 2013



WHY ARE HALF OF YOU PLANNING ON GOING?

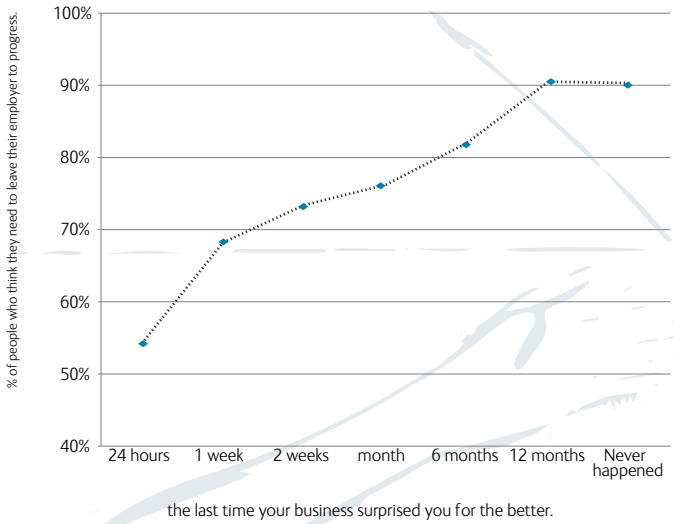
More than half of you are planning on leaving your current job in 12 months or less. The question is 'Why?' We asked you "to progress your career is your next job likely to be inside or outside your current company?" 80 per cent of you said outside.

In our experience career progression encompasses two main areas; one is responsibilities and the other rewards. In order to keep your staff happy, productive, or most importantly just to keep them at work, the business needs to think about progression in two ways. Is there a clear route for progression in the business and if not why? If yes, how well has it been communicated?

YOUR JOB

WHAT CAN WE ACTUALLY DO TO IMPROVE THIS?

FIG 10. WHAT HAPPENS WHEN YOU SURPRISE YOUR STAFF?



We asked "When was the last time you heard of something in your business that surprised you for the better, an innovative idea, a new, creative way of approaching a project?" almost half of those that said "within the last 24 hours" believe that to progress their career they will stay inside their current employer, that means that we've gone from 80 per cent to just above 50 per cent believing they have to leave to progress by making a change with no implicit costs. Whilst it is potentially an impossible task to commit to surprising every member of your tech team every 24 hours, you can see there is a direct relationship between being positively surprised at work and feeling like you can progress in the business.

SO ARE PEOPLE WHO WORK IN TECH A DIFFERENT BREED?

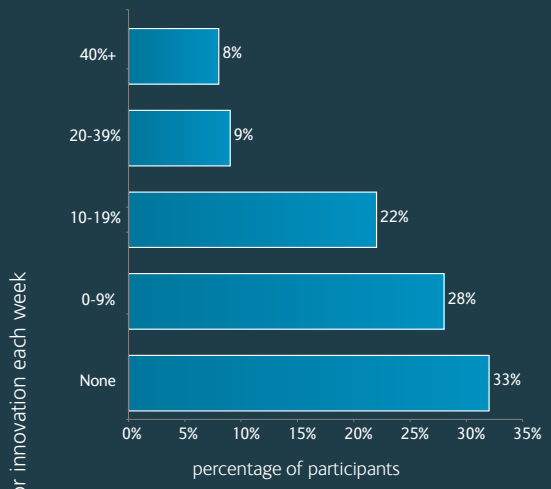
FIG 11. WHAT KEEPS YOU HAPPY AND PRODUCTIVE AT WORK?

	Important
Interesting/challenging projects	74%
Being surrounded by good people	72%
Open, honest and regular internal communications	65%
Up to date software and hardware	52%
Excellent pay and rewards	51%
Career development programme with good prospects	49%
Strong role models to learn from	47%
Fun environment	43%
Being part of a company that has an interesting product or services	42%
Flexible working	41%
Inspirational CIO with a strong personal brand	34%
Ability to work from home	30%
Strong emphasis on formal training	27%
No need to wear a suit	19%
Having time set aside on a regular basis to pursue personal technology projects	16%
Regular team building activities/away days	15%
Physically interesting work environment	11%

It's actually all about quality for people working in the technology industry. Technology professionals want to be working on interesting, challenging projects with good people and have open and honest communication across the department. There is an argument to suggest that giving technology professionals the chance to up-skill is a real factor in them choosing a job. Interesting and challenging projects has, in our experience, always meant working in areas outside of your comfort zone both in terms of product and technology, projects that will provide you with an opportunity to learn new skills. Being surrounded by good people at the top of their game is beneficial because it will allow you to learn new skills from them.

YOUR JOB

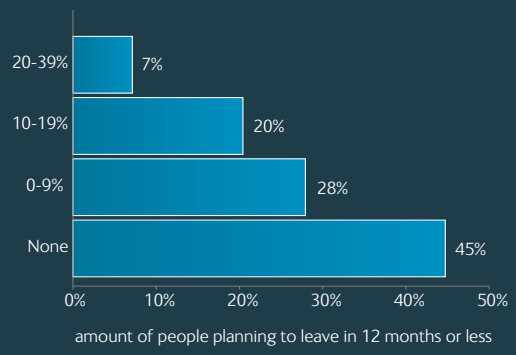
FIG 12. HOW MUCH TIME DOES YOUR BUSINESS ALLOW FOR INNOVATION IN THE WORKING WEEK?



The culture of allowing business time for innovation is a relatively new one, just over two thirds of tech professionals are allowed some time during the working week. Just over a third are allowed more than 20 per cent which is a rate that could, in theory, become costly to the business.

However…

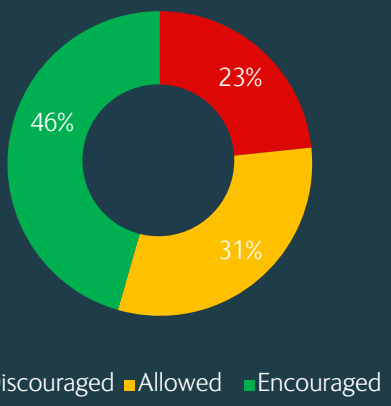
FIG 13. THE INFLUENCE OF INNOVATION ON RETENTION



…this is time (and possible cost) well spent. There is a clear correlation when you look at how long they are planning to stay with how much time the business allows for innovation. The influence that innovation has on retention is undeniable, it is a simple case of, the more time you allow for innovation the longer an employee will stay with the business.

FIG 14. TO WHAT EXTENT DOES YOUR BUSINESS ENCOURAGE ENTREPRENEURSHIP?

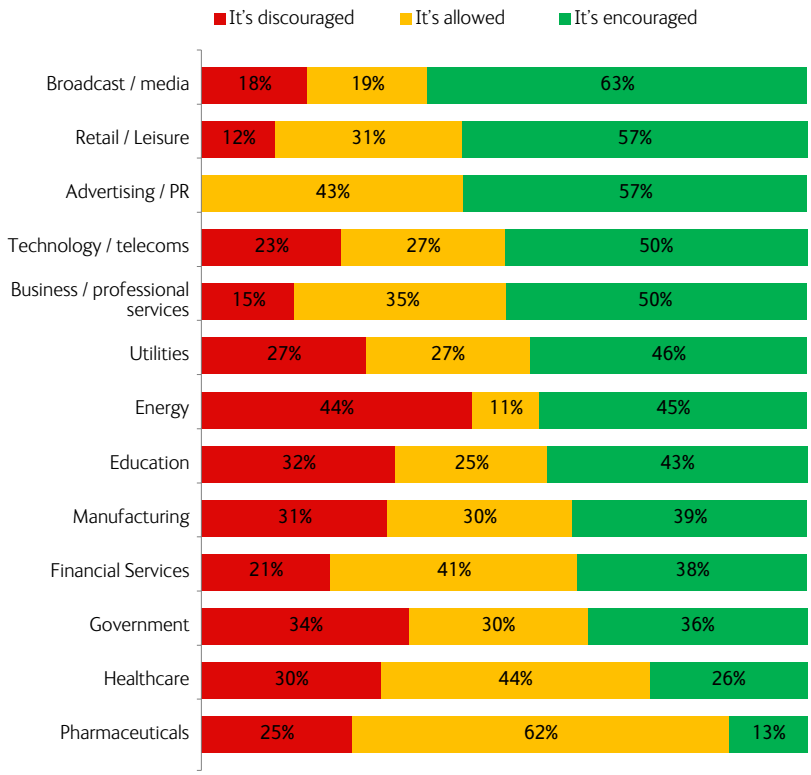
Perhaps the most significant finding here is that almost a quarter of tech professionals feel that their employer actively discourages entrepreneurship. In an industry where innovation and entrepreneurship are absolutely key not just to a business's success but to its survival, the fact that this proportion of the industry feel positively discouraged could be a concern.



YOUR JOB

Fig 15 shows the extent to which technology professionals feel their business encourages entrepreneurship by sector, half of the technology professionals working in the technology sector feel that their business encourages entrepreneurship to some degree and 15 per cent say they are formally encouraged to be entrepreneurial. People who classify themselves as working for the Government feel the least encouraged to be entrepreneurial with more than 34 per cent of people saying they are actively discouraged.

FIG 15. ENTREPRENEURSHIP BY SECTOR



SOFTWARE ENGINEERS

FIG 16. SOFTWARE ENGINEERS, GETTING MORE IMPORTANT?

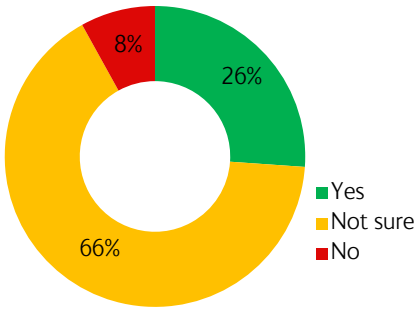
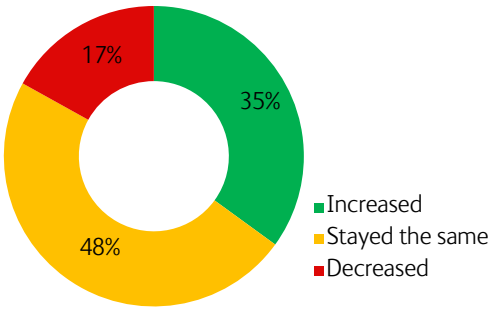


FIG 17. SOFTWARE ENGINEERS, CHANGES IN NUMBER EMPLOYED ON SITE IN THE LAST 12 MONTHS

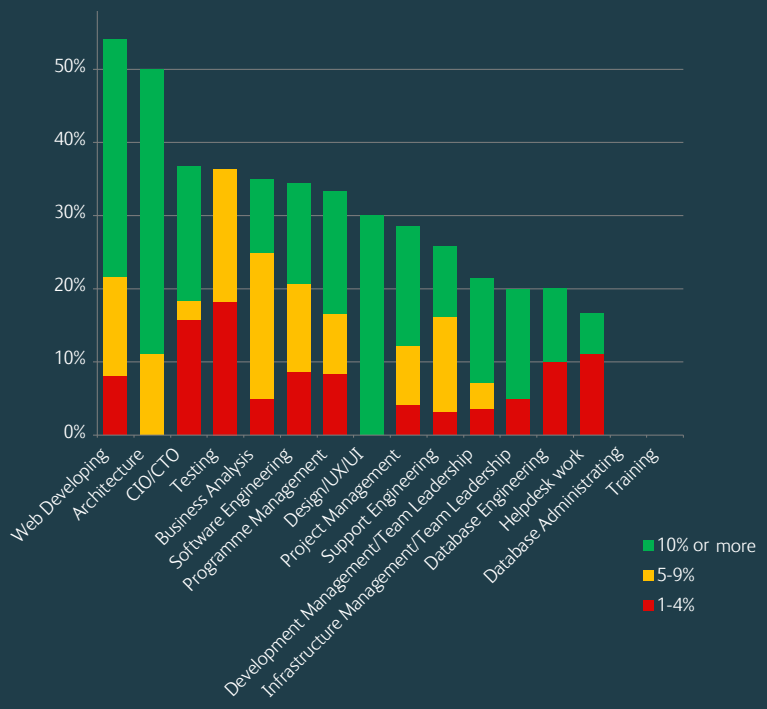


Twenty six per cent of technology professionals see the role of the Software Engineer as having increased in importance and 35 per cent of you have noticed the number of Software Engineers on site increase.

The value of Software Engineers, individuals who are in a position to give a business the edge over the competition by delivering a better quality product, is undeniable. Sixty one per cent of permanent Software Engineers have had an increase on their base salary and 25 per cent of them have noticed an increase of more than ten per cent on their base salary. When you look at the contract market it is the same story, 34 per cent of contract Software Engineers have seen an increase in their day rate and 14 per cent have seen more than a ten per cent increase.

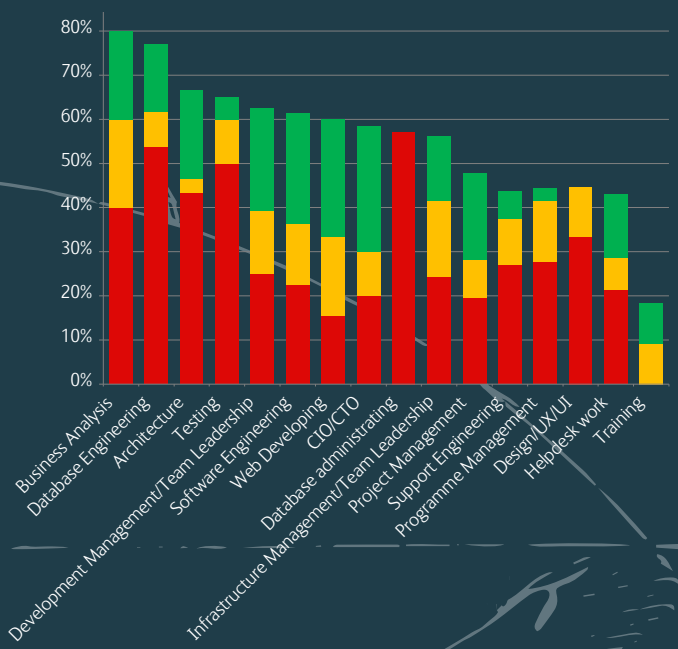
FIG 18

CHANGE OF CONTRACT DAY RATE BY JOB CATEGORY



YOUR JOB

CHANGE OF PERMANENT BASIC SALARY BY JOB CATEGORY



TECH

WHICH TECH BUSINESS DO YOU EVANGELISE?

FIG 19. WHICH TECH BUSINESS DO YOU EVANGELISE?

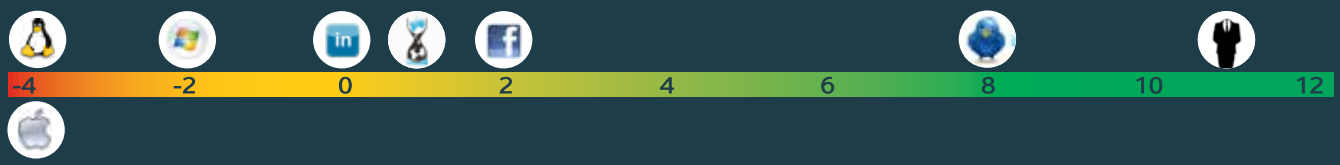
ARE THESE ORGANISATIONS/MOVEMENTS GOOD FOR THE WORLD?

FIG 20 ARE THESE GOOD FOR THE WORLD?

	2013	2012
Google	88%	93%
Linux	88%	92%
LinkedIn	85%	85%
Microsoft	78%	80%
Apple	73%	77%
Twitter	67%	59%
WikiLeaks	61%	59%
Facebook	55%	53%
Hacking organisations like "Anonymous"	41%	30%

Over the last 12 months, technology professional's views on consumer tech brands has changed, Google and Linux remain at the top of the table with 88 per cent of technology professionals saying that they are "good for the world". Google's dominance is by no means a sure thing, having lost five per cent of the technology workforce's faith over the last 12 months. This is a trend across the 'big three' technology businesses with Microsoft and Apple both decreasing over the last 12 months.

FIG 21. % CHANGE IN TWELVE MONTHS



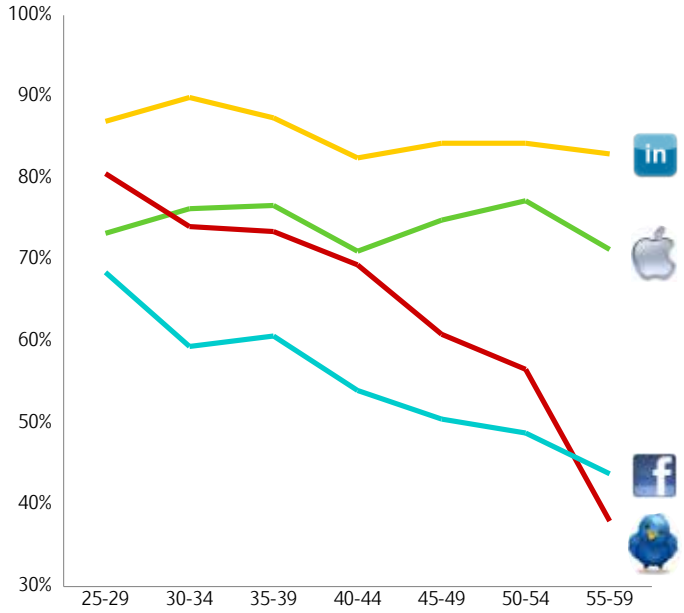
The organisation or movement that has gained the most over the last 12 months is "Hacking organisations like Anonymous" which had 36 per cent growth in technology professionals saying that they are "good for the world". Twitter followed closely after moving from 59 to 67 per cent in the last 12 months.

Overall, it could be argued that the technology workforce has, by and large, started to lose faith in the big consumer tech brands, perhaps due to their total dominance in the market. Organisations or movements that could be described as anti-establishment have grown in recognition with both Wikileaks and "Hacking organisations like Anonymous" seeing growth over the last 12 months.

TECH

As people get older their views on organisations are liable to change, most notably Twitter which is viewed as "good for the world" by 80 per cent of the 25-29 year olds but there is a steady decrease in its popularity as age increases shown by 38 per cent of 55-59 year olds saying the same. Facebook also shows a steady decrease as people get older, however the third social network shows a very different perception. LinkedIn maintains a steady level of recognition across the age brackets with an average of 85 per cent of technology professionals of all ages saying the social network is "good for the world".

FIG 22. PEOPLE'S VIEWS CHANGE WITH AGE



STARTING UP?

FIG 23. WHAT IS THE MOST IMPORTANT FACTOR INFLUENCING THE SUCCESS OF A TECH START-UP?

Thirty six per cent of technology professionals say having the right product offering when it comes to starting a business is the most important factor influencing the success or failure of that business. Thirty one per cent said the most important factor is Leadership, and 27 per cent said Marketing. Perhaps the most important finding is that seven per cent answered the same question with Technology as most important.

SO YOU'RE SHOPPING ONLINE, BUT NOT FOR EVERYTHING?

Four out of five technology professionals do more than half of their banking online, just under half of technology professionals do more than 50 per cent of their consumer product shopping online and a similar proportion do their Christmas shopping online. However, when it comes to food shopping the statistics are reversed with half of technology professionals saying they do none of their food shopping online.

FIG 24. WHAT % OF YOUR FOOD SHOPPING IS DONE ONLINE

FIG 25. WHAT % OF YOUR BANKING IS DONE ONLINE?

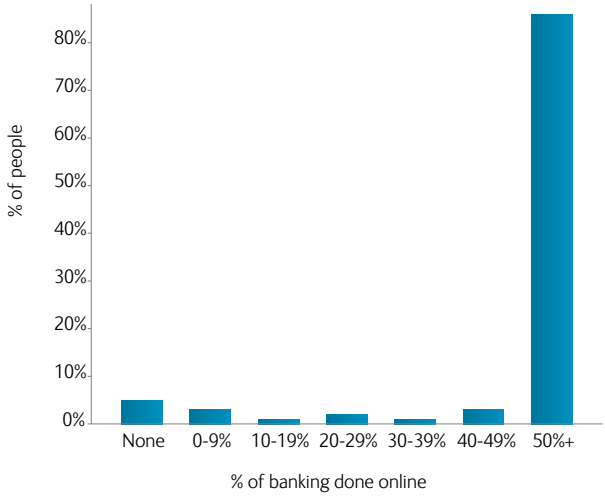
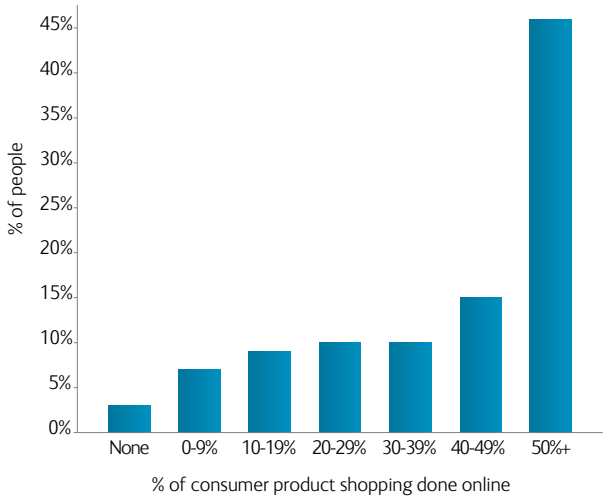


FIG 26. WHAT PERCENTAGE OF YOUR 'CONSUMER PRODUCT' SHOPPING IS DONE ONLINE?



SO WHAT NEXT THIN

TOTALLY USABLE OWN DEVICE NETWORK CONNECTIVITY WITHOUT INTERVENTION

AUGMENTED REALITY (THINK GOOGLE GLASSES) AND AUTONOMOUS VEHICLES

COMPLETE MOBILE TECHNOLOGY

SOMETHING WHICH CONNECTS EVERYTHING TO THE CLOUD

PERSONAL CLOUD

HOPEFULLY A REAL EMBRACING OF HTML5 AND STREAMLINING OF A LOT OF OBTUSE WEB APPLICATIONS

CYBERNETICS

ARM COMPUTING

WEARABLE COMPUTING

HARD TO SAY JUST ONE THING BUT CERTAINLY OPEN HYBRID CLOUD INFRASTRUCTURE SUCH AS OPENSTACK IS GOING TO BE HIGH ON THE AGENDA.ALSO I THINK YOU'LL SEE LESS FOCUS ON FREEMIUM BUSINESS MODELS AND MORE FOCUS ON CHARGING CUSTOMERS FOR THE VALUE THEY RECEIVE FROM THE PRODUCT/SERVICE

BIG DATA

JOINED-UP DATA. INCLUDING SINGLE SIGN-ON AND STANDARDISED DATA FORMATS

SIMPLIFICATION AND EFFICIENCY

ISOLATING AND STORING HYDROGEN

CLOUD COMPUTING

SPEECH/DICTATION - SIRI IS JUST THE BEGINNING, USING SPEECH TO CONTROL OUR DEVICES IN EVERYDAY LIFE

FLEXIBLE SCREENS

CONNECTED INTELLIGENT DEVICES

IDENTITY CONSOLIDATION

BIOLOGICAL CORE MEMORY

MOBILE WALLETS, AND INTEGRATION OF PAYMENT INTO APPS AND COMMERCE - EVERYWHERE

HOPEFULLY A REAL EMBRACING OF HTML5

BIG DATA, MOBILE PLATFORMS, SAAS

THE ARRIVAL OF THE RASPBERRY PI COULD OPEN THE DOOR TO UBIQUITOUS COMPUTING FROM THE BOTTOM UP

CONNECTED TV

SINGLE PAGE APPS WITH APIS AND PUSH DATA CROSS PLATFORM

VIRTUAL MACHINES FOR MOBILE DEVICES

T'S THE
XT BIG
ING
TECH?

3D COMPUTERS

AUGMENTED REALITY

CONNECTED TV

SOFTWARE AS A SERVICE

LOCATION DEPENDANT APPLICATIONS AND DATA

RELIABLE STANDARDS FOR DECENTRALISED SERVICES.
HOPEFULLY SOMEONE WILL COME UP WITH A MODEL FOR MAKING DECENTRALISED OPEN SERVICES A GENUINELY ATTRACTIVE THING TO PRODUCE.

VOICE CONTROL

MIGRATE ALL LEGACY APPLICATION TO IOS AND ANDROID

RAPID PROTOTYPING OF SMALL EMBEDDED HARDWARE/SOFTWARE PRODUCTS WITH THE RISE OF THINGS LIKE MAKERBOT, RASPBERRY PI AND ARDUINO

NODE.JS

NEURO-CHIPS

ROBOTICS

MOBILE PAYMENTS, ONLINE IDENTITY

4G...FASTER DOWNLOAD / CONNECTIVITY SPEEDS FOR ICT MOBILITY

THE PERSONAL CLOUD

BIO TECH

BIG DATA

WIRELESS ELECTRICITY / POWER SUPPLY

MACHINE LEARNING

I WOULD LIKE TO SAY CLOUD COMPUTING, HOWEVER THE LEGALITIES OF DATA PROTECTION AND ISSUES SURROUNDING OWNERSHIP OF CONTENT WILL SOON BE THE DEMISE OF THIS ERA. SO FOR THAT REASON I FEEL MOBILE APPLICATIONS AND SOLUTIONS WILL FILL THAT VOID.

FULL DESKTOP VIRTUALISATION, SO YOUR COMPANY DESKTOP IS EVERYWHERE YOU NEED IT WITHOUT RISKING SECURITY

DATA MINING

MAKING MOBILE ADVERTISING WORK TO PAY FOR ALL THE FUNCTIONALITY PEOPLE ARE ENJOYING

HTML5