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### Pikom: Top IT execs should play greater role

**CORPORATE** executives holding top information and communications technology (ICT) positions in an organisation should play a greater leadership role in driving the company to a greater overall business performance, said the National ICT Association of Malaysia (Pikom).

This, it added, is due to the increasing digitisation need and the growing role of ICT in today's complex business environment, Pikom said in a statement yesterday.

Chairman Chin Chee Seong said that regardless of the industry vertical or sector, the role of ICT and technology is undeniable in supporting the business.

"In fact, technology can be considered the single investment that can support the business in a holistic manner.

"Automation is pervasive at all functional levels of the organisation, and business analytics is heavily relied on

for strategic decision-making," he added.

He said rather than adopting the customary "reactive" approach with regard to ICT investment, top information technology (IT) management such as CIOs and chief technology officers should be more vocal at the boardroom level to drive for greater technology investments and deployment in the business.

"The rapid growth of new trends such as cloud computing, mobile devices, social media and 'Big Data' can no longer be ignored as these have propelled ICT to the forefront of business.

"In helping businesses better prepare for these developments, the niched expertise and experience of CIOs and CEOs should be tapped, so that ICT evolves from a business support role into a strategic business enabler," Chin added.

— Bernama