

## '50% of Indian corporates — ready to work with start-ups'

CIOs often rapped for not leveraging start-ups, says EY India study

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Indian corporate houses are increasingly open to working with start-ups to reduce their operating costs, according to a survey.

"Fifty per cent of the CIOs (chief information officers) are open to working with start-ups while the other half is still sceptical. Embracing a start-up attitude can help CIOs as organisations are heavily relying on upcoming technologies to reduce their operating costs," said a survey conducted by EY India.

The survey, titled *The start-up gene: a way forward*, studies the changing attitudes of technology officers and organisations as a whole.

"CIOs have almost always been questioned when they recommend engaging with start-ups to acquire specialised expertise. However, this is rapidly changing.

"We are now seeing CIOs being questioned by their executive leadership when they do not leverage the start-up ecosystem for enhancing product capability, reducing cost, and furthering competitive advantage," said Nitin Bhatt, National Leader for Risk Advisory Services at EY India.

### Adopting values

About a half of the 294 CIOs who responded have shown faith in implementing start-up practices to get their work done, the survey said.

Partnering with start-ups ensures saving costs and adopting the latest in technology. However, the report claims that to be more effective, CIOs should also promote these values in their own firms.