



THE FUTURE OF THE  
DIGITAL ENTERPRISE

# India

Key Findings of the Ecosystem  
Digital Enterprise Study, 2022

SEPTEMBER 2022





# The Need to Innovate Will Remain – The Drivers Will Change

Organisations in India are going beyond tech-led transformation to targeted innovation to remain competitive.

The drivers of innovation will shift – organisations will find themselves aligning with global trends such as sustainable action and mixed reality, to stay ahead of the curve.



*We are pushing to innovate our products, services, and business models. For example, we had been considering a subscription-based sales model – as we found many of our customers facing financial trouble, we used the opportunity to test out the new business model.*

CIO OF LARGE MANUFACTURER, INDIA

## TOP BUSINESS PRIORITIES, 2022-23





# Organisations are Leading with AI & Automation

Organisations in India have learned the value of being data-driven and digital – their biggest challenge in deploying data solutions is in identification of the right data for the right insights.

They will benefit from an emphasis on building a data architecture that can leverage all legacy data across the organisation – not just from the digital solutions.



*Data helps us define our strategic direction.*

HEAD OF OPERATIONS OF A TELECOM PROVIDER, INDIA



**52%**

Organisations that have Data & AI as key tech priority



**59%**

Organisations that will increase spending on process automation in 2023



# Data & AI Investments Focus on Experience

The importance of providing hyper-personalised experiences to customers is not lost on enterprises in a competitive market like India. However, organisations have realised that employee experience is almost equally important.



*Is customer focus the only frontier? Or should we look elsewhere?*

CDIO OF A CONGLOMERATE, INDIA

## ORGANISATIONS BELIEVE IN CREATING BETTER EXPERIENCES

68%

Feel better employee experience increases productivity

51%

Think employee experience impacts customer experience

43%

Data investments are focused on improving customer experience

42%

Data investments focused on improving employee productivity



# Cloud Will Continue to Empower the Distributed Enterprise

Cloud has been a true enabler of distributed enterprises – and this has seen a sharp uptick in adoption of SaaS and cloud development platforms and infrastructure. But a lot more needs to be streamlined.

Organisations will need to continue to evolve their cloud strategies – right-size their cloud architecture; integrate security and resiliency; deploy newer cloud management models; determine which workloads to migrate to public cloud and which to retain on-prem; and find ways to better manage workloads across disparate environments.

## TECH AREAS THAT WILL SEE INCREASED INVESTMENT IN 2023



**59%**

Hybrid cloud management



**59%**

Data centres



**53%**

Infrastructure-as-code



**50%**

Serverless computing



# The Need for Newer Cyber Approaches

73% of tech leaders in India feel a data breach is inevitable – yet only 6% of organisations are looking to increase cyber investments in 2023. There is a misalignment between their awareness of growing threats and risks and their responses to them.

A new cyber approach is needed – including constant and automated monitoring, to build a zero-trust environment and a robust incidence response strategy when a breach actually does happen.

## CHALLENGES OF RUNNING AN EFFECTIVE CYBERSECURITY PROGRAM

38%

34%

21%

7%

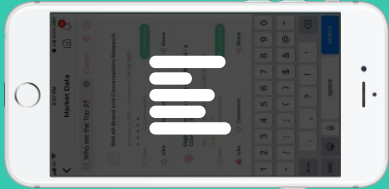


Lack of governance  
& internal policy

Limited understanding of  
the risks

Lack of adequate  
funding

Not a management  
priority



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