



ECOSYSTEM PREDICTS

5 Trends Impacting Tech Investments in 2023

TEAM ECOSYSTEM

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2023 – A Year of Hope

2023 has started amidst concerns. Economists are talking about slowdowns, recessions, and downsizing. In the past, every time the economy has been uncertain, we have seen a downtrend in tech spend by companies.

2023 will be different!

Today, all organisations know of the power of digital transformation and will continue to invest in technology to counter the market uncertainties. They will respond to the emerging forces of innovation, deploy automation to counter skills gaps, and focus on being nimble and agile businesses – all with the help of technology.

Here are the 5 trends that will impact tech spending in 2023.



#1

Organisations Will Aim for "Big Ticket Innovations"

Ecosystem research has shown that in 2022 innovation emerged as a key business priority. In 2023, innovation will take centre stage with more than 40% of organisations making it their key business priority. For some organisations, innovation will mean continued improvement of their business processes and experiences. For others, it will be more drastic!



Ecosystem Advisor [Tim Sheedy](#) says, “We will see ‘big ticket innovation’ back on the agenda – think invention, entirely new products and services, businesses moving into new or adjacent markets, acquisitions, new brand positioning, and new go-to-market activities.”

We will see:

- Innovation becoming integral to strategic discussions on culture, people, process, and technology
- The resurgence of emerging technologies – for example, Web3.0 capabilities will move beyond experimentation and niche services into the mainstream
- Disruptions in existing brand positions – as customers view brands not through the lens of loyalty, but of innovation



#2

AI Will Replace Cloud as Organisations' Transformation Goal

In 2023 organisations will prioritise data and AI over cloud strategy when it comes to tech modernisation. Don't get us wrong – cloud will still be core to all transformational goals; it will not be considered as an end-state of transformation. The data function will evolve, and tech teams will focus on understanding, governing, and analysing ALL organisational data. Cloud platforms and services will finally be seen as what they are – key enablers of AI.

We will see:

- Organisations evolve their AI roadmaps and strategies – focusing on both short-term wins and long-term success factors
- An effort to identify digital debt and weed out applications and services that are sub-optimal for AI
- Organisations opt for a cloud to build a secured environment, focused on interoperable, hybrid and open architecture – to empower AI and intelligence



Ecosystem Advisor [Peter Carr](#) says, “In future decades, we will reflect on the rise of cloud computing as simply being transition states on the roadmap to AI and 21st century service delivery.”



#3

Building the Right Data Platform Architecture Will Gain Importance

With AI at the core of organisations' transformation goals, data will continue to proliferate and be viewed as the means to deliver business value. Organisations want to leverage the enormous volume of data being generated, to feed their AI and machine learning models. But a significant constraint on using data is the difficulty of extracting it from existing data stores. Migrating or integrating existing data is often the most difficult and time-consuming activity.



Ecosystem Advisor [Alan Hesketh](#) says, “Establishing a single, holistic version of the truth – independent from the demands of a specific technology – will increase the opportunities for using data across AI models, improve the quality of the data, and reduce bias by increasing visibility.”

We will see:

- Organisations develop data platforms that free them from the constraints of operational technologies
- A reduction of dependence on centralised data repositories; and an uptick in adoption of data fabric architecture to manage distributed data



#4

Organisations Will Invest in Proactive Cyber Protection Amidst Escalating Threats

With organisations facing an infrastructure, application, and end-point sprawl, the attack surface continues to grow; as do the number of malicious attacks. Cyber breaches are also becoming exceedingly real for consumers, as they see breaches and leaks in brands and services they interact with regularly. 2023 will see CISOs take charge of their cyber environment – going beyond a checklist.

We will see:

- Organisations strengthening their defences with immutable backups to prevent ransomware attacks from interrupting or ceasing business operations
- Greater investments in data masking techniques to make any stolen data useless for attackers
- CISOs choosing a single pane of glass view of all cyber tools and applications, over investing in more cyber tools



Ecosystem Advisor [Andrew Milroy](#) says, “In 2023, organisations will assume that breaches will occur and focus on controls that allow them to detect and respond to incidents as quickly as possible.”



#5

Sustainability Will Drive Tech Investments

Sustainability has emerged from being a buzz word to a real business priority. Increasingly, organisations are setting sustainability goals to realise several benefits – from achieving better financial outcomes to creating competitive differentiation. This places tech teams at the core of sustainability programs – both to reduce internal energy consumption as well as to leverage data to achieve the overall sustainability goals of the organisation.



Ecosystem Advisor [Darlan Bird](#) says, “Enterprises will need to consider rising prices and supply constraints as they conduct their technology capacity planning for the next few years.”

We will see:

- Collaborations between CIOs and Chief Sustainability Officers to set and action on sustainability goals
- An evaluation of all infrastructure (whether cloud or on-premises) with a focus on cost and sustainability
- Investments in ESG measurement tools for reporting, risk assessment, and target setting/tracking
- An urgent need to integrate all organisational data – across digital, IT, and operational technology systems



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