



Anticipating Tech Advances and Disruptions

STRATEGIC GUIDANCE FOR
TECHNOLOGY LEADERS

PUBLISHED
January 2024

Navigating Market Dynamics



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Here are the key market trends that will impact organisations' tech investments and roadmap in 2024.

TREND

IMPACT ON TECH LEADERS

Continuing Economic Uncertainties

Focus on ongoing projects and consider expanding initiatives in the latter part of the year.

Popularity of Generative AI

Go beyond the novelty factor and assess practical business outcomes, allied costs, and change management.

Infrastructure Market Disruption

Keep an eye out for advancements and disruptions that are likely to originate from the semiconductor sector.

Need for New Tech Skills

Assess the influence of Generative AI on AIOps and IT Architecture; invest in upskilling and reskilling to retain talent.

Increased Focus on Governance

Seek guidance from tech vendors on implementing safeguards for data usage, sharing, and cybersecurity.



Ecosystem analysts outline 5 key considerations for leaders shaping their organisations' tech landscape in 2024.

1 Accelerate and Adapt: Streamline IT with a DevOps Culture

Over the next 12-18 months, advancements in AI, machine learning, automation, and cloud-native technologies will be vital in leveraging scalability and efficiency. Modernisation is imperative to boost responsiveness, efficiency, and competitiveness in today's dynamic business landscape.

The continued pace of disruption demands that organisations modernise their applications portfolios with agility and purpose. Legacy systems constrained by technical debt drag down velocity, impairing the ability to deliver new innovative offerings and experiences customers have grown to expect.

Prioritising modernisation initiatives that align with key value drivers is critical. Technology leaders should empower development teams to move beyond outdated constraints and swiftly deploy enhanced applications, microservices, and platforms.



Clay Miller

Principal Advisor

Embracing a DevOps culture is vital for IT organisations to streamline processes and speed up deployment cycles.

2 Empowering Tomorrow: Spring Clean Your Tech Legacy for New Leaders

Modernising legacy systems is a strategic and inter-generational shift that goes beyond simple technical upgrades. It requires transformation through the process of decomposing and replatforming systems – developed by previous generations – into contemporary services and signifies a fundamental realignment of your business with the evolving digital landscape of the 21st century.

The essence of this modernisation effort is multifaceted. It not only facilitates the integration of advanced technologies but also significantly enhances business agility and drives innovation. It is an approach that prepares your organisation for impending skill gaps, particularly as the older workforce begins to retire over the next decade. Additionally, it provides a valuable opportunity to thoroughly document, reevaluate, and improve business processes. This ensures that operations are not only efficient but also aligned with current market demands, contemporary regulatory standards, and the changing expectations of customers.



Peter Carr

VP, Ecosystem Consulting

Investing in modernisation by updating old systems tackles today's tech needs and bridges generational divides, forging a path for a future-proof enterprise.

3 Employee Retention: Consider the Strategic Role of Skills Acquisition

The agile, resilient organisation needs to be able to respond at pace to any threat or opportunity it faces. Some of this ability to respond will be related to technology platforms and architectures, but it will be the skills of employees that will dictate the pace of reform. While employee attrition rates will continue to decline in 2024 – but it will be driven by skills acquisition, not location of work.

Organisations who offer ongoing staff training – recognising that their business needs new skills to become a 21st century organisation – are the ones who will see increasing rates of employee retention and happier employees. They will also be the ones who offer better customer experiences, driven by motivated employees who are committed to their personal success, knowing that the organisation values their performance and achievements.



Tim Sheedy

VP Research

With AI tools starting to emerge across all applications, it is essential that IT teams are continually trained and upskilled, to take advantage of these incredible new capabilities. Adoption of AI enhances productivity, enabling teams to concentrate on meaningful work.

4 Next-Gen IT Operations: Explore Gen AI for Incident Avoidance and Predictive Analysis

The integration of Generative AI in IT Operations signifies a transformative shift from the automation of basic tasks, to advanced functions like incident avoidance and predictive analysis. Initially automating routine tasks, Generative AI has evolved to proactively avoiding incidents by analysing historical data and current metrics. This shift from proactive to reactive management will be crucial for maintaining uninterrupted business operations and enhancing application reliability.

Predictive analysis provides insight into system performance and user interaction patterns, empowering IT teams to optimise applications pre-emptively, enhancing efficiency and user experience. This also helps organisations meet sustainability goals through accurate capacity planning and resource allocation, also ensuring effective scaling of business applications to meet demands.



Richard Wilkins

Principal Advisor

This advancement not only elevates the role of IT in organisational success but also ensures a more resilient and efficient operation in supporting critical business applications.

5 Expanding Possibilities: Incorporate AI Startups into Your Portfolio

While many of the AI startups have been around for over five years, this will be the year they come into your consciousness and emerge as legitimate solutions providers to your organisation. And it comes at a difficult time for you!

Most tech leaders are looking to reduce technical debt – looking to consolidate their suppliers and simplify their tech architecture. Considering AI startups will mean a shift back to more rather than fewer tech suppliers; a different sourcing strategy; more focus on integration and ongoing management of the solutions; and a more complex tech architecture.

To meet business requirements will mean that business cases will need to be watertight – often the value will need to be delivered before a contract has been signed.



Tim Sheedy

VP Research

Request pilots, extended free trials and demos, and seek assistance with business case development if you plan to integrate these AI startups into your critical business and customer technology infrastructure.



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