

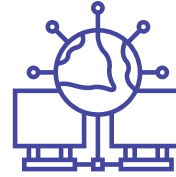


Enterprise IT Strategy Forum

16th, 17th & 18th September 2024

Interim Client Research Report

Total Delegate Group: **60**



This report is based on survey findings of the 60 delegates who have confirmed their attendance at the upcoming Enterprise IT Strategy Forum on the 16th, 17th and 18th September 2024, which will rise to over 120 CIOs, CTOs and other senior IT decision-makers from multinational organisations.

To deepen our insights, we interviewed the highest decision-makers via video and telephone interviews to discuss the trends and issues being tackled in their organisations.



23

C-level
& Director

18

Head of
Department

19

Senior
Management

MAIN FINDINGS OF THE REPORT



ARTIFICIAL INTELLIGENCE

AI is essential for driving innovation and efficiency within organisations. By offering deep data insights and predictive analytics, AI enhances decision-making and strategic planning. It automates routine tasks, freeing resources for higher-value activities and boosting productivity. AI also improves customer experiences with personalised interactions and rapid problem-solving. Additionally, AI strengthens cybersecurity by detecting threats in real-time and providing advanced protection, making it a critical investment for IT leaders aiming to optimise operations and maintain a competitive edge.



CYBER SECURITY

Cyber security is vital for protecting organisations from digital threats and ensuring operational integrity. It safeguards sensitive data, preventing breaches that can lead to significant financial and reputational damage. Cyber security measures include real-time threat detection and advanced protection mechanisms, which help in identifying and mitigating risks promptly. Investing in strong cyber security practices support business continuity and is crucial for safeguarding assets and maintaining customer trust.



DATA ANALYTICS

Data analytics is essential for empowering organisations with actionable insights and informed decision-making. By analysing vast amounts of data, it identifies trends, patterns, and correlations that drive strategic planning and innovation. Data analytics enhances operational efficiency by uncovering inefficiencies and optimising processes. It also improves customer experiences through personalised strategies and targeted marketing. Investing in advanced data analytics capabilities allows organisations to harness the full potential of their data, leading to improved performance and growth in a data-driven world.



AUTOMATION

Automation is essential for boosting efficiency and productivity within organisations. By taking over repetitive and time-consuming tasks, automation frees up resources for more strategic and innovative work. It enhances accuracy and consistency, reducing the risk of human errors and improving overall quality. Automation also enables scalability, allowing businesses to handle increased workloads without additional headcount. Overall, investing in automation streamlines operations, drives cost savings, and positions organisations to remain competitive in a fast-paced digital landscape.



**The challenges
being prioritised
by the Global Vice
President of Strategy
for IT and Digital
Transformation for
Bayer Pharmaceuticals:**

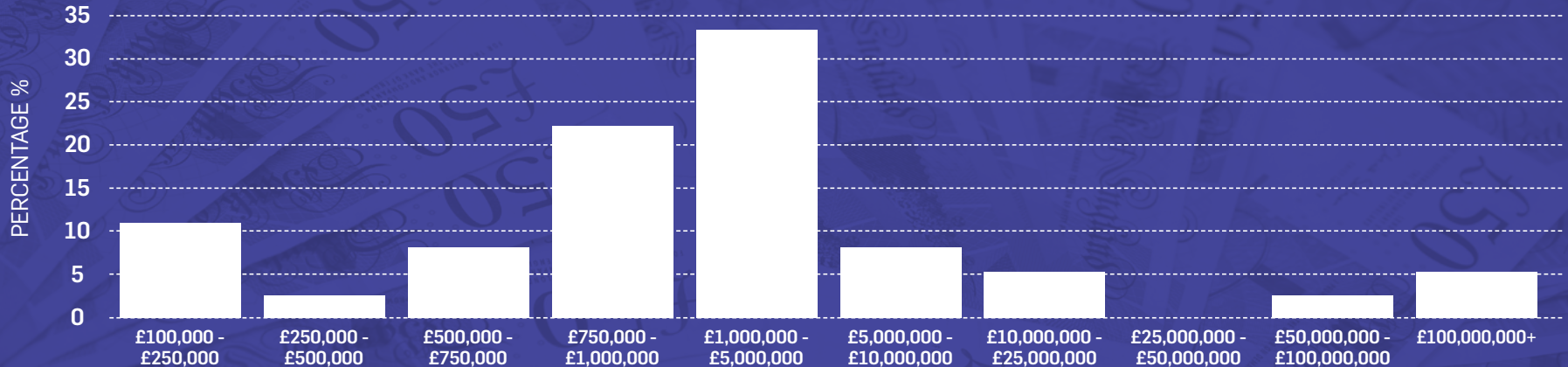
- Expedite innovation and adoption of AI
- Digital transformation
- Cybersecurity

**The key issues being
tackled by the Chief
Technology Officer for
People Places Lives:**

- Automating payments
- Data protection
- Data analytics and providing on demand insights

COMBINED SPENDING POWER OF GROUP

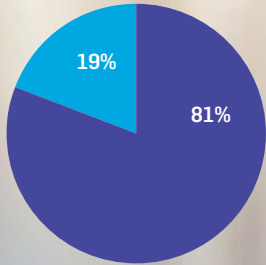
£552 Million



BUDGET RESPONSIBILITY PER PERSON

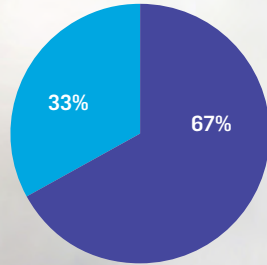
SPEND MAPPING

ARTIFICIAL INTELLIGENCE



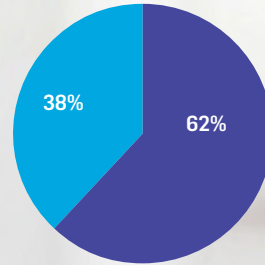
● Increase ● Stay the same
● Decrease

CYBER SECURITY



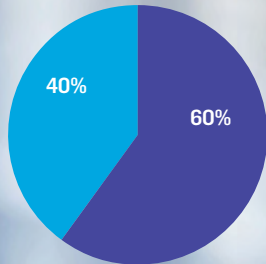
● Increase ● Stay the same
● Decrease

WORKFLOW AUTOMATION



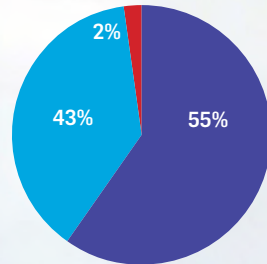
● Increase ● Stay the same
● Decrease

WORKSPACE INTELLIGENCE AND ANALYTICS



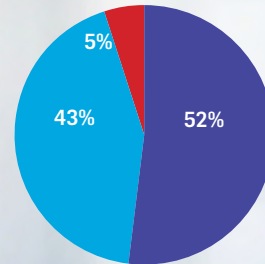
● Increase ● Stay the same
● Decrease

BIG DATA ANALYSIS AND VISUALISATION



● Increase ● Stay the same
● Decrease

INTEGRATION OF NEW APPLICATIONS INTO EXISTING TECHNOLOGIES



● Increase ● Stay the same
● Decrease

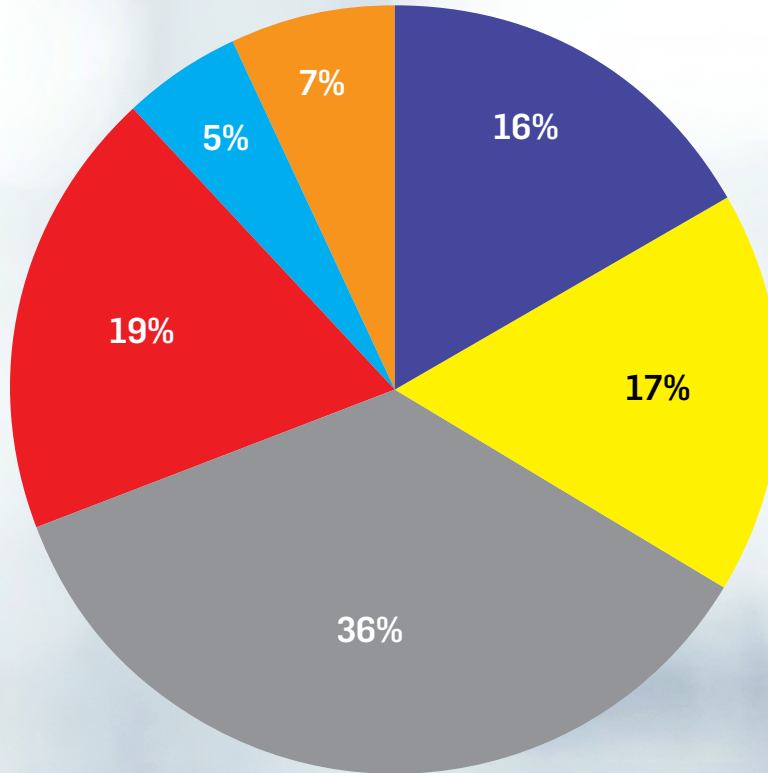
Over 80% of the client group have highlighted artificial intelligence as a key area for increased investment. The strategic adoption of AI can lead to improved business outcomes, enhanced customer experiences, and a robust framework for future growth and adaptability.

Cyber Security has also been flagged by the group as a key priority. It is essential for protecting organisations' assets, ensuring regulatory compliance, maintaining customer trust, and safeguarding against the ever-growing landscape of cyber threats.

Additional investment areas include workflow automation and workspace intelligence, both of which are essential to enhancing efficiencies, improving decision-making and optimising resources.

TOP STRATEGIC PRIORITY

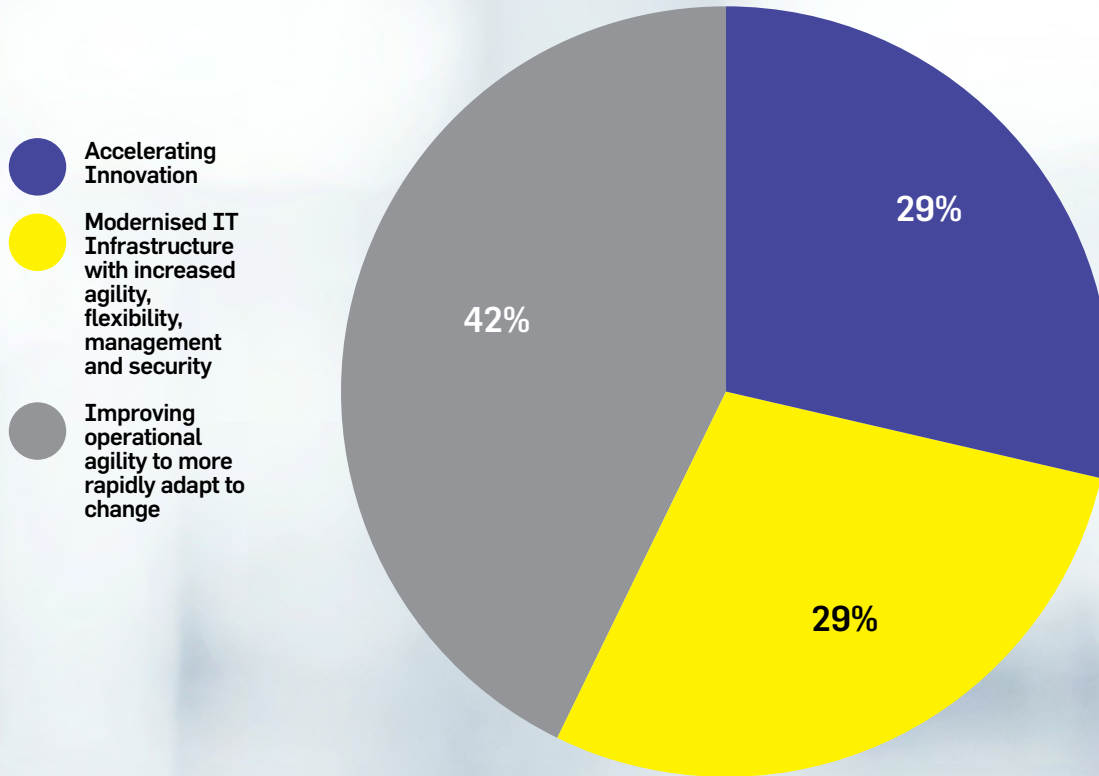
-  Achieving a singular vision for IT deployment across multiple geographies and departments
-  Getting top level buy in for radical technology adoption and change
-  Achieving harmonised processes and standards across the organisation
-  Adapting to the ever changing digital landscape
-  Restructuring the organisation in line with technology focused goals
-  Improving the digital skillset of the workforce



Achieving harmonised processes and standards across the organisation is the top strategic priority for senior IT decision-makers attending the forum in September. Standardised processes reduce complexity, enabling seamless integration of new technologies and systems, which is crucial in the rapidly evolving digital landscape. Ultimately, these benefits contribute to a more agile, responsive, and competitive enterprise, positioning it to better meet customer needs and drive sustainable growth.

Additionally, adapting to the ever changing digital landscape is crucial for organisations for a variety of reasons. In a world where technology advancements are constant, companies that fail to adapt risk obsolescence, as they may struggle with outdated systems and processes. Embracing digital transformation allows for the adoption of innovative tools and platforms that can enhance productivity, improve decision-making through real-time data analytics, and enable the development of new business models.

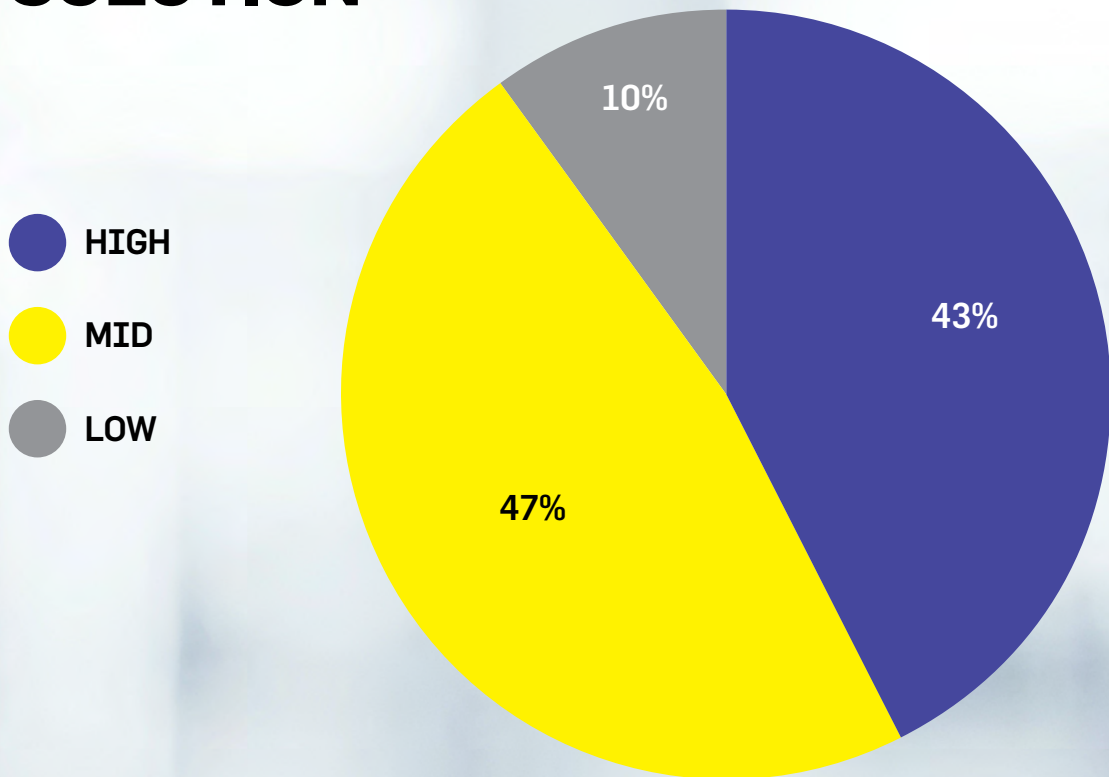
TOP TRANSFORMATION INITIATIVE



Improving operational agility is critical for enterprises to rapidly adapt to change, especially in the current economic climate characterised by uncertainty and volatility. Agile operations enable organisations to swiftly respond to market shifts, customer demands, and competitive pressures. This adaptability is essential for maintaining continuity and seizing new opportunities in an environment where economic conditions can change abruptly.

Additionally, modernising IT infrastructure with enhanced agility, flexibility, management, and security is essential for enterprises to remain competitive and resilient. Agile and flexible infrastructure allows quick adaptation to market changes and technological advancements, ensuring efficient scaling and real-time responsiveness. These enhancements foster innovation, informed decision-making, and robust asset protection, enabling enterprises to thrive in a dynamic business environment.

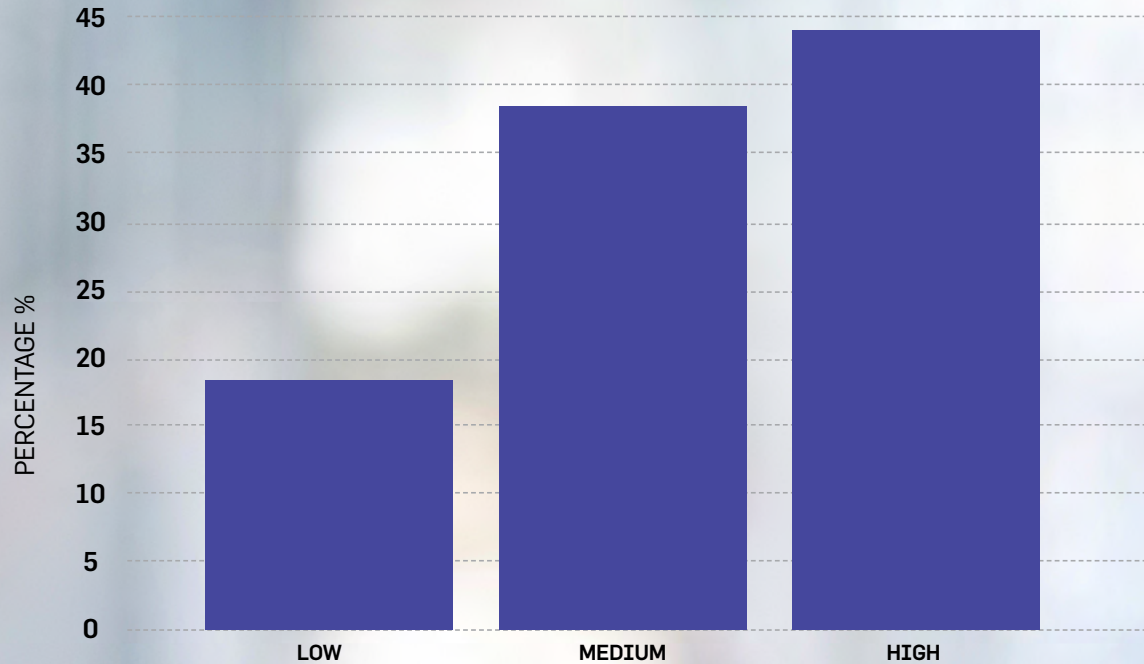
IMPORTANCE OF IMPLEMENTING AN EFFECTIVE CYBER SECURITY SOLUTION



Of the attending group, a combined 90% of CIOs and CTOs have ranked the importance of implementing an effective cyber security solution as either high or mid priority. Cyber threats pose significant risks to sensitive data, financial assets, and brand reputation, with a breach in security resulting in potential financial losses, legal liabilities, and damage to customer trust.

As organisations increasingly rely on digital technologies for operations and customer interactions, the surface area for potential attacks expands, making robust cyber security measures indispensable for safeguarding against evolving threats.

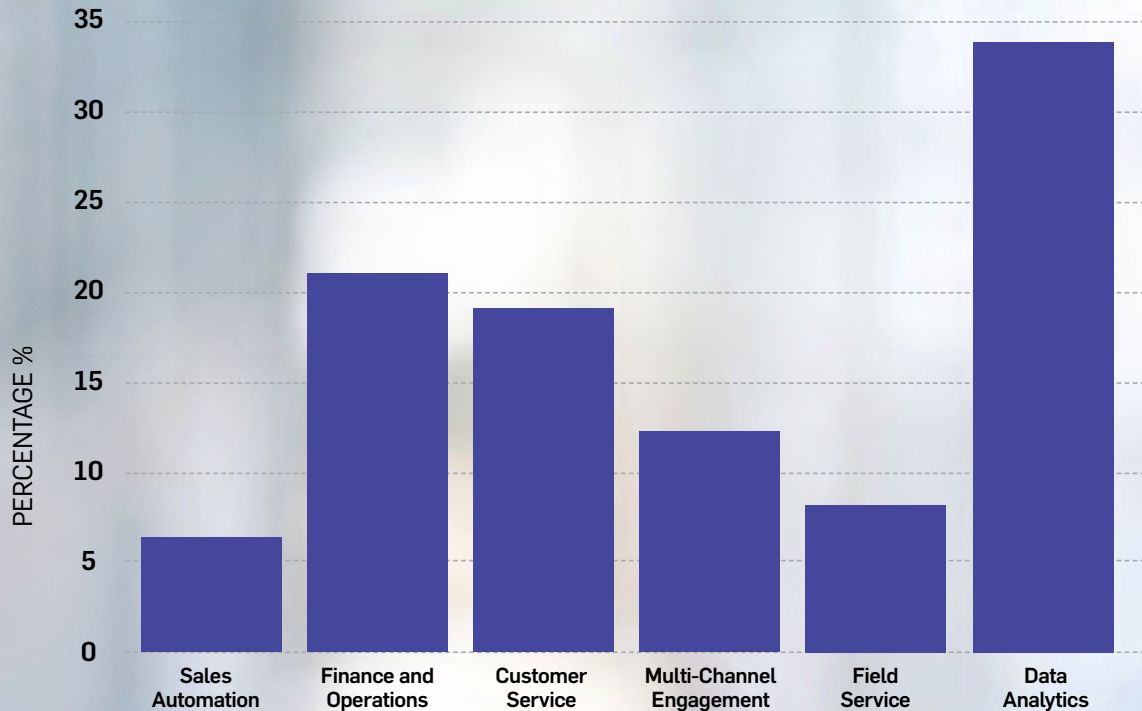
IMPORTANCE OF UTILISING MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE



IT leaders can derive significant benefits from utilising machine learning and artificial intelligence within their role, with 44% highlighting ML and AI as a high priority. Firstly, machine learning and artificial intelligence offer opportunities for automation, streamlining repetitive tasks, and freeing up valuable time for strategic planning and innovation. They enable data-driven decision-making by analysing vast amounts of data to extract valuable insights and trends, thereby enhancing strategic planning and resource allocation.

With the ability to enhance customer experience through personalised recommendations, predictive analytics, and chatbots, these technologies can increase satisfaction and loyalty. Overall, the utilisation of ML and AI empowers IT leaders to drive efficiency, make informed decisions, and deliver superior experiences for customers.

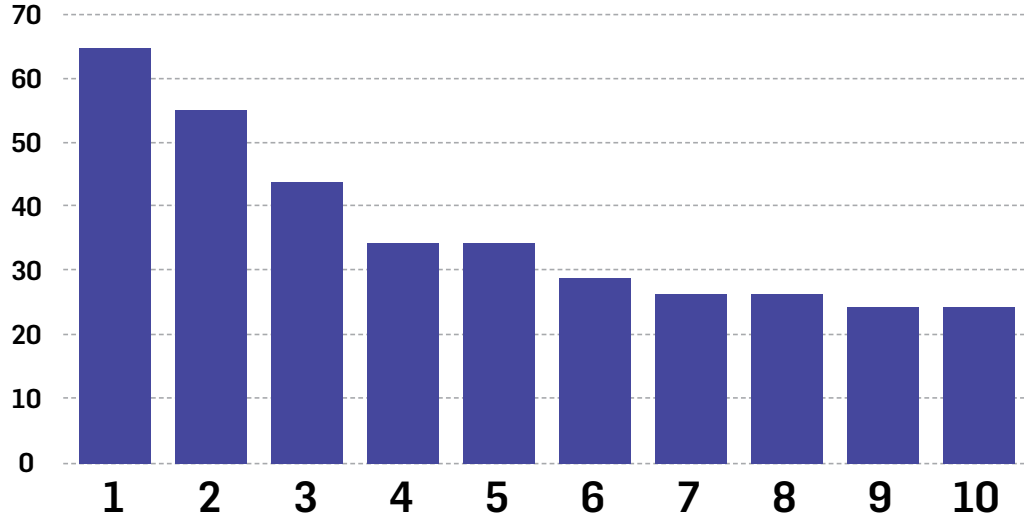
AREAS OF IMPROVEMENT FOR IT SYSTEMS AND SOFTWARE



Data analytics stands out as the primary software area for replacement or upgrades due to its critical role in informing strategic decisions and fuelling business growth. Outdated analytics tools hinder organisations' ability to extract actionable insights from data, leading to missed opportunities. Upgrading analytics software offers advanced capabilities like real-time processing and interactive visualisation, enhancing decision-making speed and accuracy. Moreover, modern platforms integrate with emerging technologies like AI and machine learning, ensuring organisations remain competitive.

Finance and operations emerge as the second replacement priority, reflecting the critical need for efficient financial management and streamlined processes. Upgrading these systems and software allows for improved accuracy and scalability, reducing manual workload and minimising risks.

DELEGATE INVESTMENT AREAS



Top delegate investment areas	%	Top delegate investment areas	%
1 Artificial Intelligence (AI)	64.44	6 Digital Transformation	28.89
2 IT Leadership	53.33	7 System Integration	26.67
3 Automation	42.22	8 Machine Learning	26.67
4 Data Analytics	33.33	9 Enterprise Architecture Roadmaps	24.44
5 Cyber Security	33.33	10 Big Data	24.44

Alongside artificial intelligence, IT leadership is a top investment priority for senior IT professionals. Prioritising IT development of teams and departments ensures that employees' skills and capabilities align effectively to the organisation's strategic goals. Developing teams' talents enables the creation of a robust talent pipeline for future leadership roles, ensuring continuity and succession planning within the organisation. In a rapidly evolving technological landscape, developing staff expertise ensures agility and adaptability to change, positioning the organisation for long-term success and competitiveness.

Automation has also been highlighted as a top investment area by the group due to its ability to enhance efficiency by handling repetitive tasks, allowing teams to focus on strategic projects. It improves accuracy, reduces errors, and ensures consistency. Automation also enables scalability, managing increased workloads without additional headcount, and boosts agility, allowing faster adaptation to market changes. Overall, it drives productivity, improves service delivery, and maintains a competitive edge in the digital landscape.



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