Top reasons for technology budget increase
- Need to upgrade outdated IT infrastructure
- Application modernization
- Need for security improvements
- New/emerging skills or talent
- Product innovation

90%
of organizations in the APAC region expect their overall IT budget to either increase or stay the same in 2023

Top reasons for technology budget decrease
- Economic instability or uncertainty
- Company finances or performance
- Reduced employee headcount
- Made a one-time technology investment in 2022, so no longer need that budget
- Regulatory changes

Who is the APAC CIO in today’s business environment?

- APAC business and technology initiatives in 2023
- Which business initiatives are driving IT investments?
  - Increasing cybersecurity protections
  - Increasing operational efficiency
  - Improving the customer experience
  - Transforming existing business processes
  - Improving profitability

- Which technology initiatives are driving IT investments?
  - Data/business analytics
  - Security/risk management
  - Customer experience technologies
  - Machine learning/artificial intelligence
  - IT/OT convergence

ESG standards have become increasingly more important in the APAC region

Budget expectations

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>58%</td>
<td>Increase</td>
</tr>
<tr>
<td>45%</td>
<td>Decrease</td>
</tr>
<tr>
<td>20%</td>
<td>Remain the same</td>
</tr>
</tbody>
</table>

Operations
- Finance/Accounting: 40% increase
- Sales: 30% increase
- Supply chain: 30% increase
- Marketing: 28% increase
- Engineering: 28% increase
- R&D: 15% increase
- Human resources: 13% increase
- Customer experience: 12% increase
- Customer service: 12% increase
- Marketing/Advertising: 11% increase
- Sales: 10% increase
- Engineering: 9% increase
- R&D: 9% increase
- Human resources: 8% increase
- Customer experience: 8% increase
- Customer service: 8% increase
- Marketing/Advertising: 7% increase
- Sales: 7% increase
- Engineering: 6% increase
- R&D: 6% increase
- Human resources: 5% increase
- Customer experience: 5% increase
- Customer service: 5% increase
- Marketing/Advertising: 4% increase
- Sales: 4% increase
- Engineering: 3% increase
- R&D: 3% increase
- Human resources: 3% increase
- Customer experience: 3% increase
- Customer service: 3% increase
- Marketing/Advertising: 2% increase
- Sales: 2% increase
- Engineering: 2% increase
- R&D: 2% increase
- Human resources: 2% increase
- Customer experience: 2% increase
- Customer service: 2% increase
- Marketing/Advertising: 1% increase
- Sales: 1% increase
- Engineering: 1% increase
- R&D: 1% increase
- Human resources: 1% increase
- Customer experience: 1% increase
- Customer service: 1% increase
- Marketing/Advertising: 0% increase
- Sales: 0% increase
- Engineering: 0% increase
- R&D: 0% increase
- Human resources: 0% increase
- Customer experience: 0% increase
- Customer service: 0% increase
- Marketing/Advertising: 0% increase
- Sales: 0% increase
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- Customer experience: 0% increase
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- Marketing/Advertising: 0% increase
- Sales: 0% increase
- Engineering: 0% increase
- R&D: 0% increase
- Human resources: 0% increase
- Customer experience: 0% increase
- Customer service: 0% increase

Top priorities for 2023
- Strengthen IT and business collaboration
- Help reach a specific goal for corporate revenue growth
- Lead digital business or digital transformation initiatives
- Upgrade IT and data security to reduce corporate risk
- Identify new data-driven business opportunities

The CIO is working more closely with these groups this year

- Operations
- Executive-level administration
- Risk management/compliance
- Engineering
- Research and development
- Marketing

The APAC CIOs view the line of business as strategic advisor:
- 58% of APAC CIOs say that the creation of new revenue-generating initiatives is among their job responsibilities

To learn more about the APAC CIO and how Foundry can help you identify content gaps and needs to help you better engage with your audience, contact your Foundry sales representative.

Source: Foundry State of the CIO, 2023