Top reasons for technology budget increase

- Need to secure new technologies or improvements 45%
- Responding to the rise of IT infrastructure 35%
- Increases in IT-related new skills or talent 35%
- Application modernization 33%
- Production innovation 24%

Top reasons for technology budget decrease

- PCs, servers, or performance 60%
- Company size or scale 57%
- Reluctant employees or workforce 40%
- Realize employees no longer need technology
- Understand that hybrid or remote work is here to stay
- Decreased or lost physical office 17%

84% of CIOs in North America agree that the CIO is becoming more executive role, due to increased visibility within the organization, and this visibility is expected to continue.

83% of CIOs say that their role is becoming more digital and innovation-focused, and 82% of CIOs are more involved in leading digital transformation initiatives compared to their business counterparts.

What North America CIOs focus on in their roles

1. Security management
2. Improving IT operations or systems performance
3. Aligning IT initiatives with business goals
4. Modernizing IT infrastructure and applications
5. Cost control or expense management

Which business initiatives are driving IT investments?

1. Upgrade IT and data security to reduce corporate risk
2. Strengthen IT and business collaboration
3. Improve the customer experience
4. Lead digital business or digital transformation initiatives
5. Help reach a specific goal for corporate revenue growth

82% of North America CIOs say that the creation of new revenue-generating initiatives is one of their job responsibilities, and 34% of CIOs are involved in leading digital transformation initiatives compared to their business counterparts.

North America business and technology initiatives in 2023

- Executive-level administration: 61%
- Operations: 54%
- Finance/accounting: 38%
- Risk management/compliance: 34%
- Engineering: 27%
- Human resources: 25%
- Research and development: 23%
- Marketing: 24%
- Sales: 21%
- Supply chain: 20%
- Engineering: 27%

The CIO is working more closely with these groups this year:

- 61%: Executive-level administration
- 54%: Operations
- 38%: Finance/accounting
- 34%: Risk management/compliance
- 27%: Engineering
- 25%: Human resources
- 23%: Research and development
- 24%: Marketing
- 21%: Sales
- 20%: Supply chain

Which technology initiatives are driving IT investments?

1. Datacenters/ networks/ servers: 43%
2. Application/software: 38%
3. Application/legacy system modernization: 29%
4. Cloud infrastructure (private or hybrid): 25%
5. Machine learning/ artificial intelligence (AI): 22%

Which business initiatives are driving IT investments?

1. Increasing operational efficiency: 52%
2. Expanding customer engagement: 46%
3. Transforming existing business processes: 39%
4. Improving the customer experience: 38%
5. Improving profitability: 28%

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- 21%: Sales
- 20%: Supply chain

North America CIOs say that the creation of new revenue-generating initiatives is among their job responsibilities, and 51% of CIOs agree that CIOs with ESG standards are influencing technology buying plans for 2023.

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