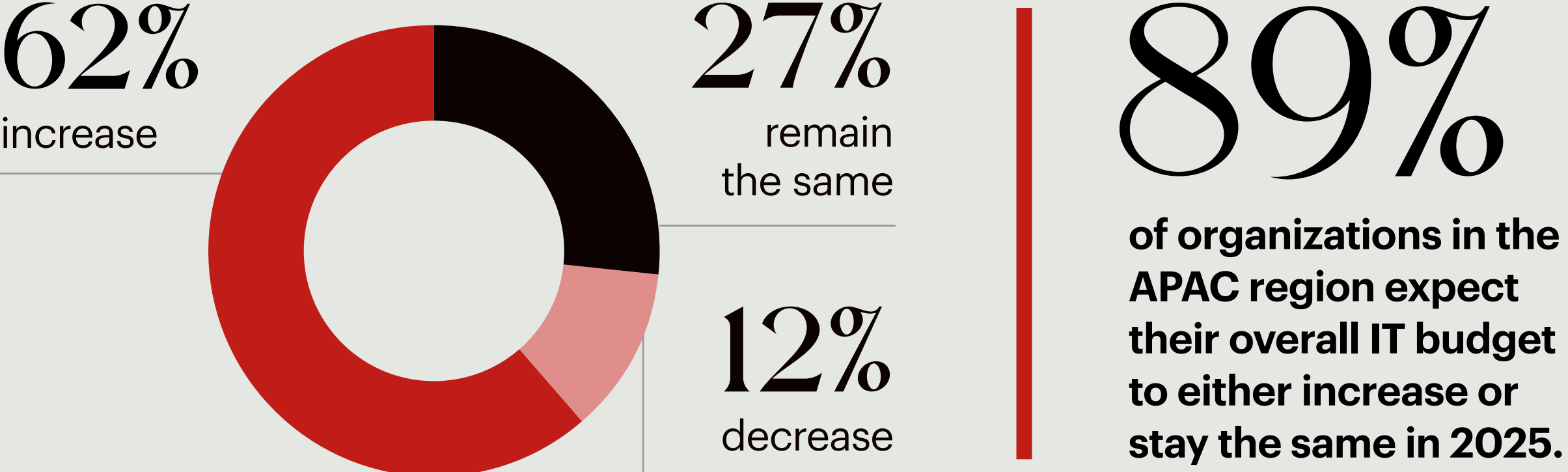


State of the CIO 2025

Technology budgets on the incline

Budget expectations



Note: Percentages do not total 100% due to rounding

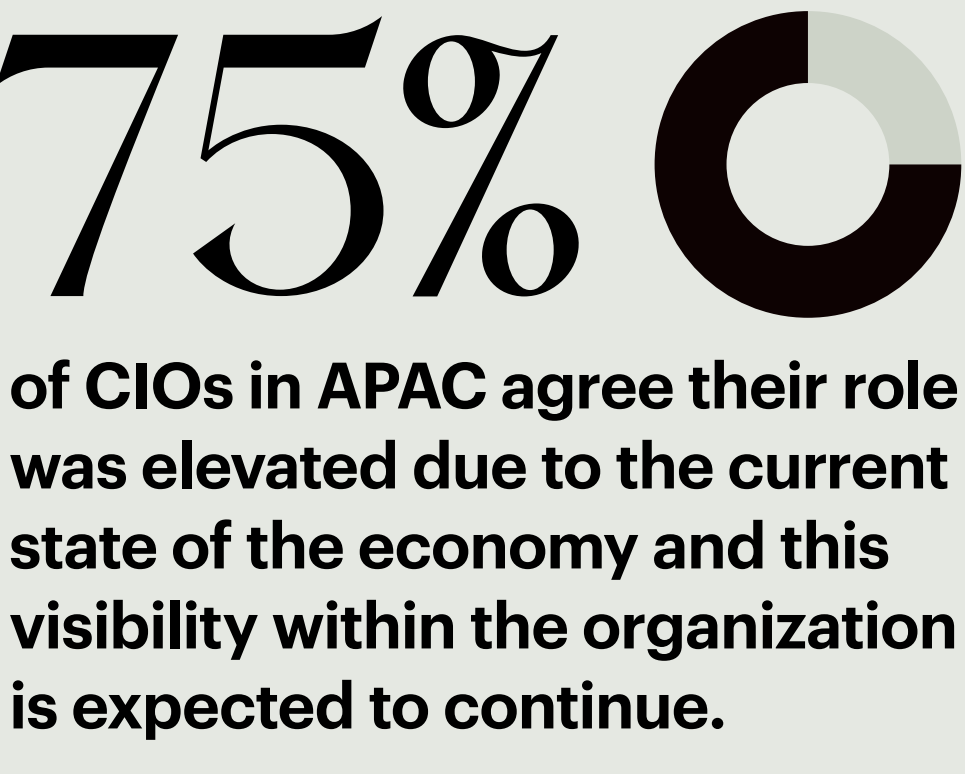
Top reasons for technology budget increase

Additional investments in AI/ML projects and/or products/services	37%
Investment in new skills/talent	29%
Application modernization	26%
To scale IT operations in support of business growth	26%
Infrastructure modernization/migration	26%
Need for security improvements	25%

Top reasons for technology budget decrease

Economic instability/uncertainty	64%
Company finances/performance	44%
Reduced employee headcount	31%
Made a one-time technology investment in 2024 so no longer need that budget	23%
Reduced support from investors	18%
Tech budget is moving to a different line of business	15%

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



Compared to last year, APAC CIOs are spending ...

More time on ...

- Security management
- Improving IT operations/systems performance
- Modernizing infrastructure and applications

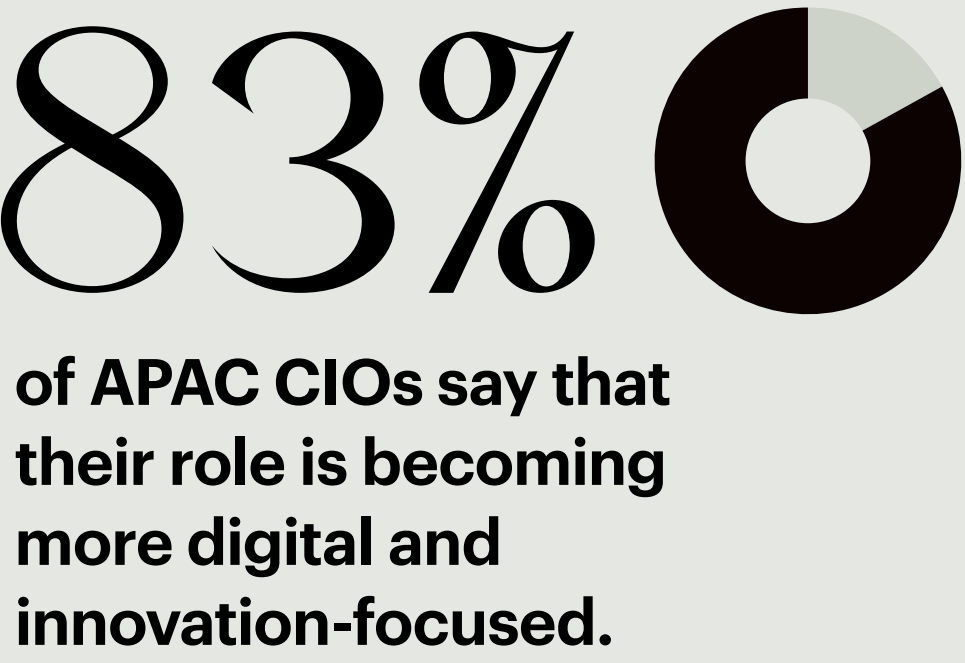
Less time on ...

- Negotiating with IT vendors
- Managing IT crises
- Cost control/expense management

Which tech budgets are shifting ownership to IT?

Executive-level administration (planning, budgeting, organizing)	34%	Human resources	21%
Engineering	30%	Risk management/compliance	20%
Finance/accounting	30%	Marketing	18%
Operations	27%	Research and development	18%
Manufacturing/OT	23%	Supply chain	15%

APAC business and technology initiatives in 2025



Which technology initiatives are driving IT investments?

Machine learning/artificial intelligence	46%
Data/business analytics	37%
Security/risk management	35%
Business process automation/IT automation	30%
Customer experience technologies (chatbots, mobile apps etc.)	27%
Cloud management (including cost management, optimization, and governance)	25%

Which business initiatives are driving IT investments?

Monetizing company data	40%
Improving the customer experience	40%
Meeting compliance requirements (GDPR, etc.)	34%
Increasing operational efficiency	32%
Developing new digital revenue streams	31%
Improving talent acquisition/retention	26%

Increasing involvement in AI in the APAC region

