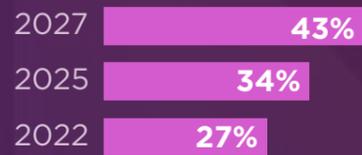# CIO Technology Playbook 2023

CIO Business Priorities

1. Accelerating revenue & profit growth
2. Higher customer experience & satisfaction
3. Cost optimization & savings

Revenue mix from Digital Business*

- 2027: 43%
- 2025: 34%
- 2022: 27%

*Digital products, services and customer experiences.

Economic malaise and stubbornly highly inflation remain the CIO's biggest challenges in 2023. Digital disruptors and innovators will continue to invest in new IT capabilities for greater resiliency, agility and scalability to accelerate their organization's DX for sustainable competitive advantage in the next 3 to 5 years.

CIO's Key Business Challenges for 2023

- High inflation
- High energy prices
- Escalating raw material prices

85% of the CIOs indicated that digital infrastructure is mission critical or important to achieve their business goals.

CIO's Strategic IT Imperatives for 2023
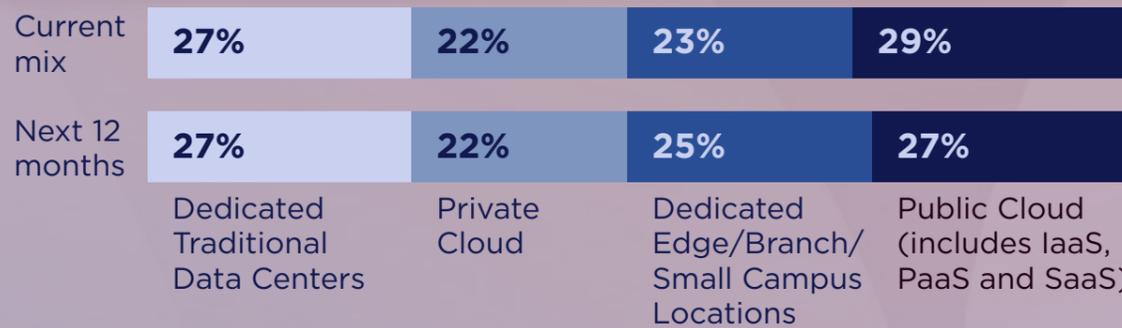
- Simplify IT operations
- Respond faster to changing business needs
- Standardize infrastructure provisioning & management

Private Cloud Adoption Accelerates Shift to Hybrid / Multi-Cloud

Asia/Pacific organizations are investing in hybrid / multi-cloud with workload placement decisions, across myriad clouds, driven by application performance, speed, data sovereignty and business value metrics. Cost optimization is an important consideration for workload placement but not the only decision criteria.

	Dedicated Traditional Data Centers	Private Cloud	Dedicated Edge/Branch/ Small Campus Locations	Public Cloud (includes IaaS, PaaS and SaaS)
Current mix	27%	22%	23%	29%
Next 12 months	27%	22%	25%	27%

Organizations are currently running 54% of their **mission-critical** workloads on traditional DC and private cloud infrastructure. Although the total mix for traditional DC and private cloud will remain unchanged in the next 12 months, private cloud will witness the biggest increase from 24% to 26%, while the share of public cloud will actually decline.

63% of organizations have repatriated some workloads back from public cloud to private cloud and/or traditional DC infrastructure

Majority of organizations have either invested in or are planning to invest in As-a-Service infrastructure consumption model for cost optimization with the flexibility of meeting business needs

Adoption of As-a-Service

- 19%
- 81%
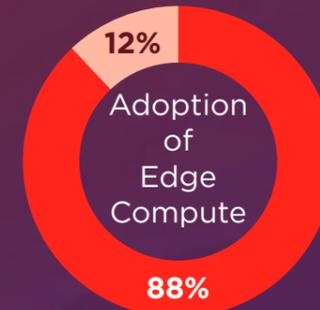- Using / Planning to use in the next 12 months
- No Plans / Not Aware

Modern Data Management

8% of Asia/Pacific organizations have adopted single data management platform to manage data mobility across different clouds, integrating data in containers, for real-time seamless data mobility and provisioning to meet the most demanding business SLAs.

Edge: The Next Frontier in the DX Journey

There is significant interest amongst Asia/Pacific organizations to adopt Edge compute to improve customer experience through analytics and to better manage / automate processes.
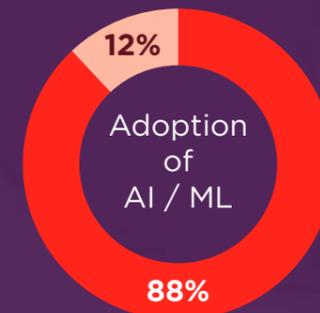
Adoption of Edge Compute

- 12%
- 88%

Edge Driving Exciting Business Outcomes

1. Real-time customer analytics for omni experience
2. Automated quality control & remediation
3. Asset tracking, geo fencing & management

AI Applications will Become Mainstream in 2023

Strong interest in adopting AI to help CIOs to analyze data for customer engagement, manage complex infrastructure for resiliency and agility, and secure operations.

Adoption of AI / ML

- 12%
- 88%
- Using / Planning to use in the next 12 months
- No Plans / Not Aware

AI/ML Powered Business Processes

1. IT operations
2. Security
3. Customer service & support

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