

2022 IT Priorities Report

2nd annual study on the changing role
and expectations of today's IT leaders



Table of Contents

Introduction	3
Key Findings	4
2021 Look Back	5
Changing Role and Expectations of the CIO	5
Hybrid Work is Here to Stay	8
The Push to Modernize	10
Putting Technology to Work	14
2022 Priorities	19
Applying a Global Perspective	23
What is Technology Intelligence?	29
The Role of Technology Intelligence in Advancing 2022 Priorities	31
Appendix	33

Introduction

The pandemic brought tremendous change across all aspects of life, but IT leaders were particularly hard hit and challenged to pivot again and again. The sudden shift to fully remote work was followed by a push for increased digitalization so the enterprise could maintain productivity, boost efficiencies and meet the changing needs of customers.

At the beginning of 2021, much of the world expected a return to “normal,” but instead, a “new normal” has required more agility from IT. The organizations that quickly moved from simply keeping the lights on to investing in growth have fared the best.

Swift technological evolution is at least partially responsible for how organizations are better fortified today for whatever the future may bring. Technology was and continues to be how organizations weather the storm and c-suite leaders witnessed this first-hand.

Driving impact in 2022

Armed with plenty of newfound experiences and reshaped perspective, 2022 will be the year for IT to take all that has been learned, set new baselines and drive toward new levels of growth. It’s an opportunity to fortify strategy and execute on tactics that offer direct pathways to accelerated ROI.

For the companies that invested in growth through the pandemic, it will be about furthering momentum. Today, we have new clarity on how visibility and manageability of all technology resources, whether on-premises, in the cloud or hybrid, is critical. Without it, organizations are unable to effectively manage technology, optimize spend or reduce risk. (at Snow, this is called technology intelligence, but more on that later).

To better understand what IT leaders have learned and how they are building on these experiences going into next year, Snow Software surveyed 1,000 IT leaders from companies with at least 100 employees from the United States, United Kingdom, Germany, Australia and India.

Ultimately, we learned that complete visibility and understanding of your technology is critical to weather events like COVID-19 and to drive innovation and growth.

Key Findings

- 1. More IT leaders have an influential seat at the executive's table today.** More than ever, a growing number of IT leaders are now seen as business partners, in addition to technology leaders, and this trend of rising influence is something you are likely experiencing, too. 90% say they are a trusted advisor to the business instead of a one-stop shop for technology. While they have always served their organizations as an IT leader, 83% of IT leaders consider themselves more of a business leader. IT leaders have changed how they perceive themselves and the organization also recognizes it. With this heightened leadership role, IT has been handed increased responsibility and 92% have more financial accountability for their investments.
- 2. Hybrid work is here to stay and IT leaders are confident in their strategy.** After stepping up to the plate and delivering remote access, survey respondents overwhelmingly (90%) feel their organization is now able to deal with hybrid work efficiently. This confidence doesn't come without some worry, however. The new hybrid working style has meant IT leaders have had to change a great deal (90%). To ensure they can hire and maintain talented IT staff and adequately manage their organization's growing remote workforce, they predict hybrid work will become a burden for IT (78%).
- 3. The dual IT initiatives of driving digital transformation at an accelerated pace while managing an expanding technology estate to healthy ROI can seem daunting at times.** 93% of IT decision-makers said the pace of digital transformation dramatically increased at their organization in 2021. During that time, IT leaders' focus shifted from operational continuity to leading growth initiatives, such as improving customer experience. While 94% of leaders said their organization has become more innovative when it comes to IT and technology resources, IT leaders also say they are challenged to deliver innovation with 71% saying they spend too much time reacting to problems.
- 4. Organizations are putting their money where their mouth is, increasing technology budgets overall.** When it came to where organizations put their money, the biggest spend increases came in two fairly predictable areas over the past 12 months: security and cloud.
- 5. 2022 IT priorities are challenging, but leaders are optimistic.** Top priorities for IT leaders next year include adopting new technology to improve day-to-day operations (30%), reducing IT costs (28%) and improving customer service and satisfaction (28%). These areas of focus can often conflict, or at least compete, with one another which, so often, is an all-too-familiar pain felt by IT leaders. To balance these priorities moving forward, CIOs need a more advanced approach for managing their technology environment. Nearly all respondents say they are in the process of adopting the cloud in some form — only 10% say they have no plans to do so, and 61% increased their use of cloud services over the last year.
- 6. There is a global divide.** Unsurprisingly, the IT leader's region (Australia, Germany, India, U.K., U.S.) played a role in how they responded to this survey; however, digital transformation is something all IT leaders are working to manage no matter where they are. Germany tended to deviate the most, especially when it came to IT spending. The other regions consistently say they plan to spend more on various investments, while Germany is the one country most likely to say they plan to spend less on various technologies over the next year.

Chapter 1

Changing role and expectations of the CIO



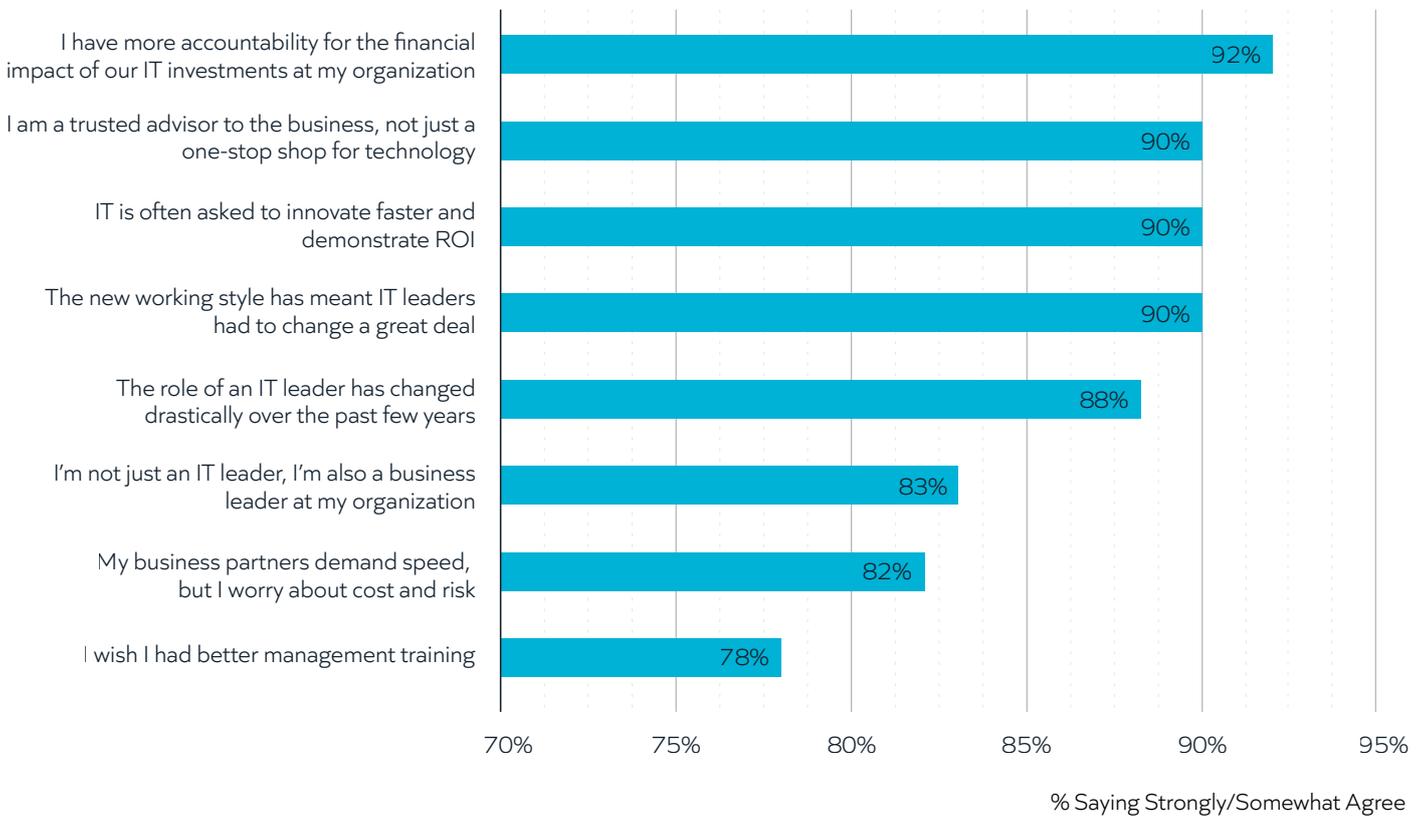
Unprecedented global change has taught everyone so much over the last couple of years. For IT leaders, their roles and influence within their organizations has grown, and their experiences have given way to new perspectives about what they truly need to ensure work gets down effectively and efficiently.

Times have changed

IT leaders agree much has changed in their line of work over the last 18 months. 85% say their role as an IT leader has changed drastically during that time and 89% note that many of the IT roles that were undervalued pre-COVID are now viewed as essential.

Nine out of ten now consider themselves to be a trusted advisor to their organization. This shift is not just in how the business perceives them but in how they see themselves; 83% now consider themselves to a leader, not just of their area, but of the organization.

IT leaders indicated they agree with the following statements



Functionally, the role of IT leaders has evolved significantly. 42% are responsible for more organizational finance matters today. 41% report having more responsibilities for human resource matters, and 33% say they moved from being an individual contributor to a manager. This is a positive shift overall, but the move brings added responsibilities and increased pressure to deliver.

There is a heightened expectation for IT leaders to propel the business forward during tumultuous times, and 92% say they have increased accountability for the financial impact of their IT investments. 90% say IT is increasingly asked to innovate faster and demonstrate ROI. 82% say their business partners demand speed, but leaders have concerns about cost and risk associated with moving too quickly to deliver.

With all this change, how have IT leaders adapted? Almost half (48%) say they were required to learn new skills for a new technology, while 42% said they learned new leadership and management skills. To help make these transitions, 31% say they needed to find a mentor/advisor, but unfortunately, 29% had to figure out their changing role on their own. More than three quarters (78%) say they still wish they had better management training. 92% of IT leaders wish that employees better understood the various aspects of IT.

How has your role as an IT leader changed over the past few years?



Region and company size play a part in how the role of IT leaders has changed. IT leaders in the U.S. and India are most likely to say the role of an IT leader has changed drastically over the past few years and that IT is often asked to innovate faster and demonstrate ROI. IT leaders in companies with fewer than a thousand employees are more likely than larger companies to say IT spends too much time reacting to problems and cannot, therefore, be innovative.

Chapter 2

Hybrid work is here to stay



While the pandemic didn't create the concept of remote work, it significantly accelerated its adoption. Snow conducted a separate [survey on hybrid work](#) in July 2021 and, at that time, more than 92% of IT leaders reported that they were moving or had already moved to a hybrid model.

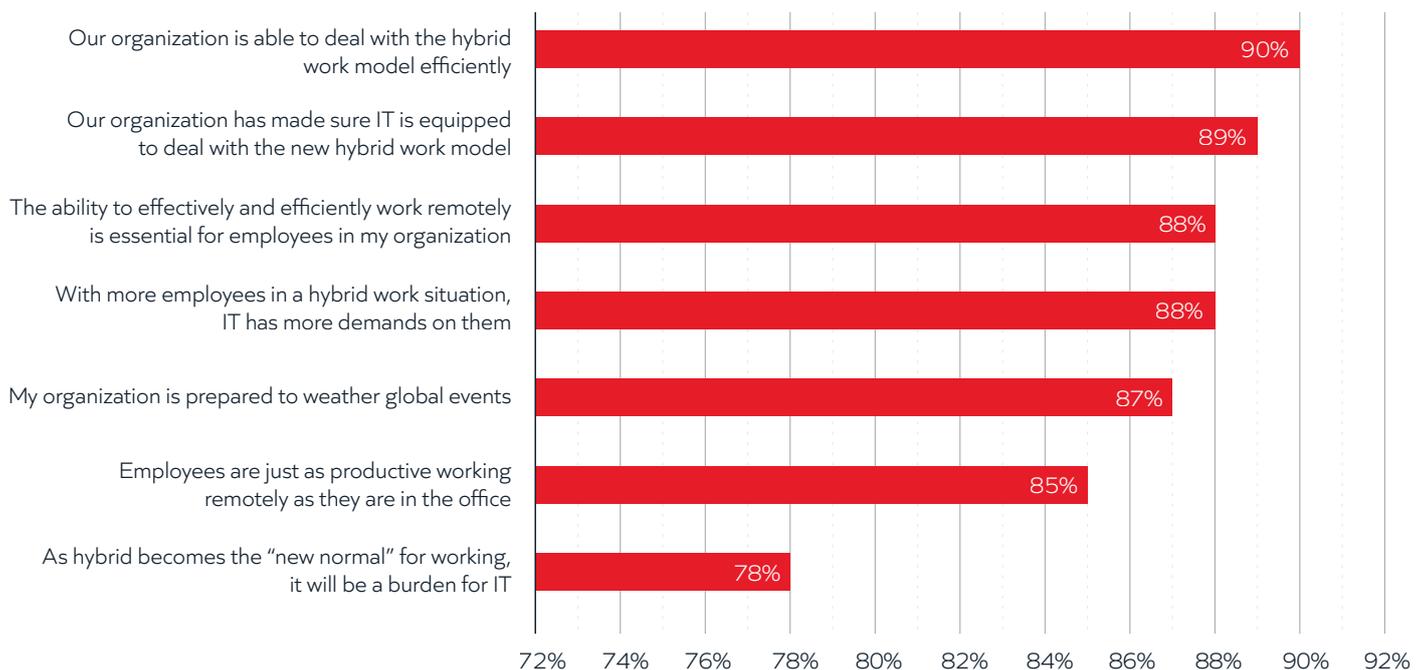
After stepping up to the plate at the onset of the pandemic and delivering widespread remote access, IT overwhelmingly (90%) feels their organization is now able to deal with hybrid work efficiently. Through that process, the organization also became more agile and today, IT leaders are confident their organization is now better prepared to weather global events (87%).

While offices reopened their doors for in-office work in 2021, many employees maintain a preference for remote work.

To keep their existing employees and attract new talent, companies are accommodating them and this includes the IT function. CIOs understand the importance of maintaining remote and hybrid work capabilities for the sake of building out their own teams — and that of the organization. 88% of IT leaders consider the ability to effectively and efficiently work remotely is essential for employees in their organization and four in five IT leaders say employees are just as productive working remotely as they are in the office.

The confidence they feel today doesn't come without some struggle, however. The new hybrid working style has meant IT leaders have had to change a great deal (90%) and they predict the shift will become a burden for IT (78%).

IT leaders indicated they agree with the following statements.



Chapter 3

The Push to Modernize



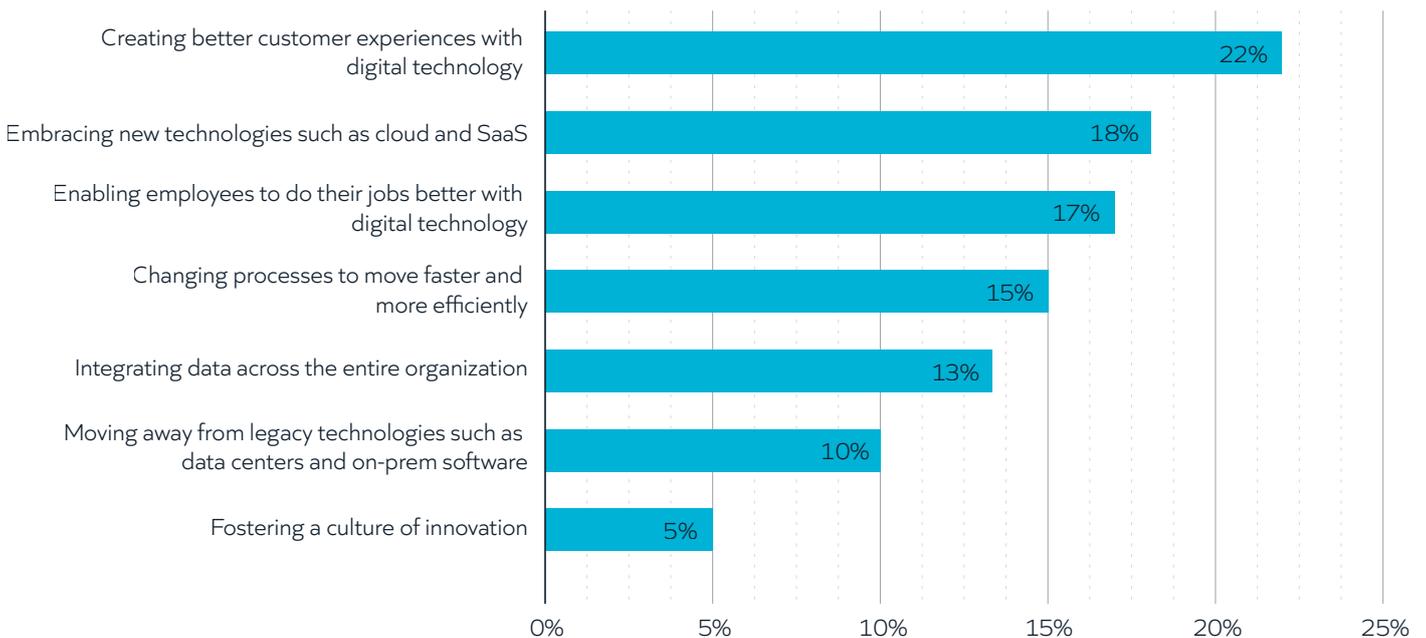
Over the last two years, the pandemic accelerated digital transformation for most organizations as IT worked to safeguard the business and maintain operational continuity. As 2021 comes to a close, IT struggles to maintain the quick pace of digital transformation as well as efficiently manage innovation and the breadth of technology found across their organization. This is true across the geographies studied.

In fact, 93% of IT decision-makers said the pace of digital transformation has dramatically increased at their organization over the past year, but 83% say emerging technologies no longer fit neatly into on-premises or cloud — they need new processes and teams to manage them.

Business drivers determine IT leaders' focus

When done right, digital transformations are not siloed within one particular function of the business; rather, they touch every aspect of an organization. IT leaders fully embrace this notion. Knowing you cannot drive digital transformation into every aspect of the business all at once, they prioritized the technology initiatives that are key business drivers, including those enabling better customer experiences with digital technology (22%).

What do you believe is the most important component of digital transformation for your organization?



A focus on customer experience is a change from 2020 and is indicative of how the pandemic has changed business focus and the broader accountability of IT leaders within the business. In 2020, IT leaders believed the most crucial component of their digital transformation was enabling their employees to do their jobs better with digital technology.

2020 vs. 2021: What do you believe is the most important component of digital transformation for your organization?

	2020	2021
Enabling employees to do their jobs better with digital technology.	18%	17%
Embracing new technologies such as cloud and SaaS.	17%	18%
Creating better customer experiences with digital technology.	17%	22%
Changing processes to move faster and more efficiently.	16%	15%
Integrating data across the entire organization.	13%	13%
Moving away from legacy technologies such as data centers and on-prem software.	12%	10%
Fostering a culture of innovation.	6%	5%

Innovation is top of mind but challenging to execute

Because the role of IT leaders, and specifically CIOs, has shifted to include a greater focus on driving positive business outcomes (whether that is saving money or improving customer experiences), it is no surprise to see that innovation is a key priority. More than nine in ten IT leaders now cite it as a top priority for their organization, and over the past year, 94% of leaders said their organization has become more innovative when it comes to IT and technology resources.

At the same time, IT leaders are challenged to deliver on this priority, with 71% saying they spend too much time reacting to problems, which in turn stifles innovation.

IT leaders are expected to do more with less despite challenges stacking up for them both inside and outside their organization. Additionally, four in five IT leaders (83%) say emerging technologies no longer fit neatly into on-premises or cloud, and they need new processes and teams to manage them, adding to the long list of responsibilities on the CIO's plate.

More modernization is in the works, but IT needs support from other business units

In 2022, this reshaping will continue but with much more forethought and strategy. There will be less reaction and more focus on driving business outcomes with technology. IT leaders will go from asking, “How do we keep working going?” to “What does our business need to truly excel?”

Despite the digital transformation momentum spurred by the pandemic — or maybe because of it — IT leaders need more support. Meeting this demand and accelerating modernization initiatives requires a holistic approach, and 89% say more help from business leaders is needed.

This perspective varies across regions. Leaders in the U.S., U.K., Australia and India are more likely than Germany to say they need more support from business leaders in order to achieve digital transformation faster.

By region: IT leaders indicated they agree with the following statements

	Across all regions	U.S.	U.K.	Germany	Australia	India
Innovation is a top strategic priority for my organization.	94%	96%	95%	91%	90%	97%
Over the past year, my organization has become innovative when it comes to IT and technology resources.	94%	97%	93%	89%	93%	98%
The pace of digital transformation has dramatically increased at my organization over the past year.	93%	95%	95%	88%	88%	98%
We need more help from business leaders to move digital transformation forward faster.	89%	94%	93%	77%	88%	94%
IT spends too much time reacting to problems so we cannot be innovative.	71%	77%	72%	66%	74%	64%

Chapter 4

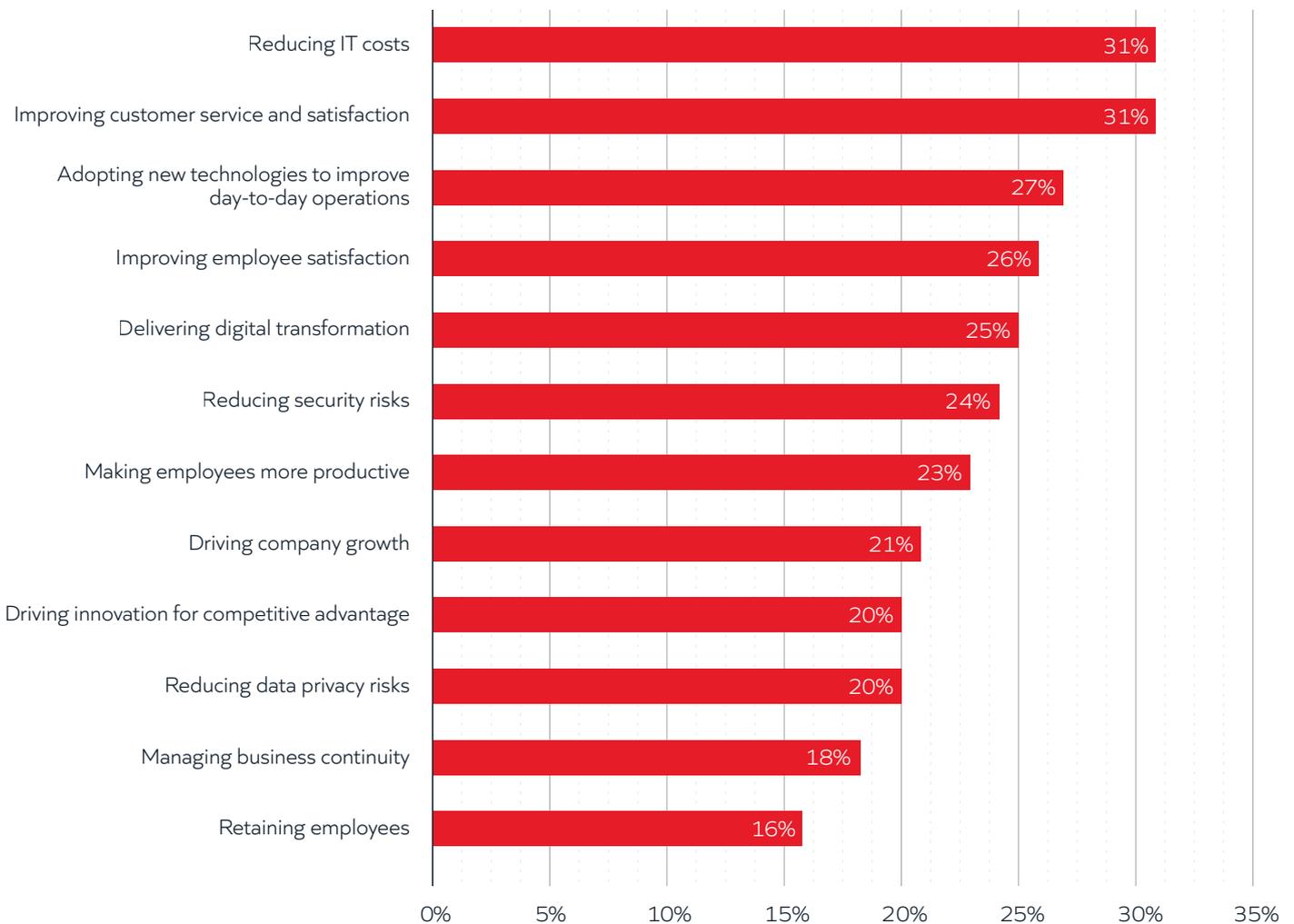
Putting budget and technology to work



Organizations are putting their money where their mouth is. Recognizing that technology is not just a business enabler but a powerful driver of business agility and innovation, organizations have prioritized strategic IT initiatives and made money available for them. This, however, has resulted in an increasingly complex landscape, as companies employ various solution types to address their key goals, growth strategies and culture.

In 2021, companies had to adjust to a pandemic economy. That meant curbing expenses while still finding a way to advance modernization. Technology priorities in the last 12 months were widespread and even competitive when considered collectively. While 31% say reducing IT costs was top priority, another 27% say it was adopting new technologies to improve day-to-day operations. 25% prioritized the delivery of digital transformation and 24% placed priority on reducing security risks. 26% said priority was given to improving employee satisfaction.

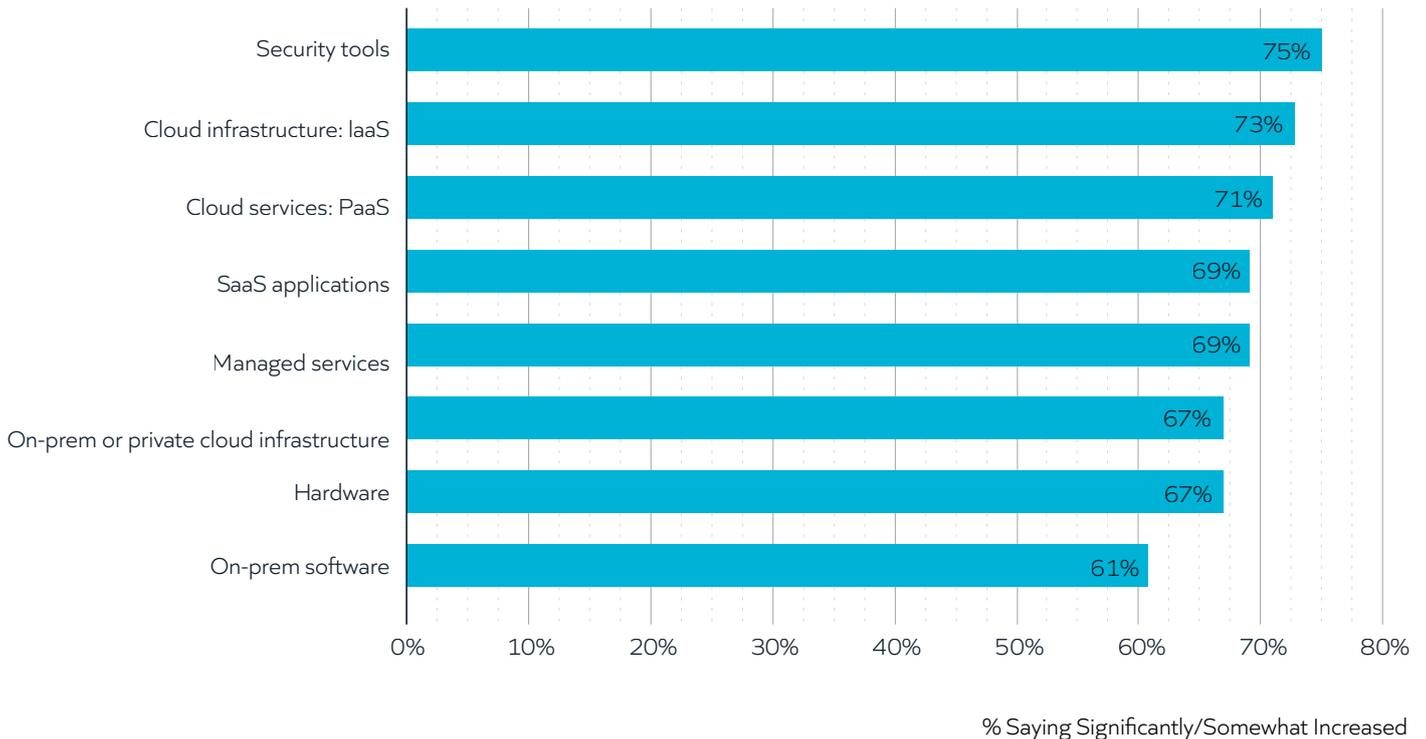
Which of the following were your organization's top IT priorities over the past 12 months?



Largest 2021 spend increases are in security and the cloud

When it comes to where organizations put their money, overall technology investments increased. The biggest spend increases came in two fairly predictable areas over the past 12 months: security and cloud.

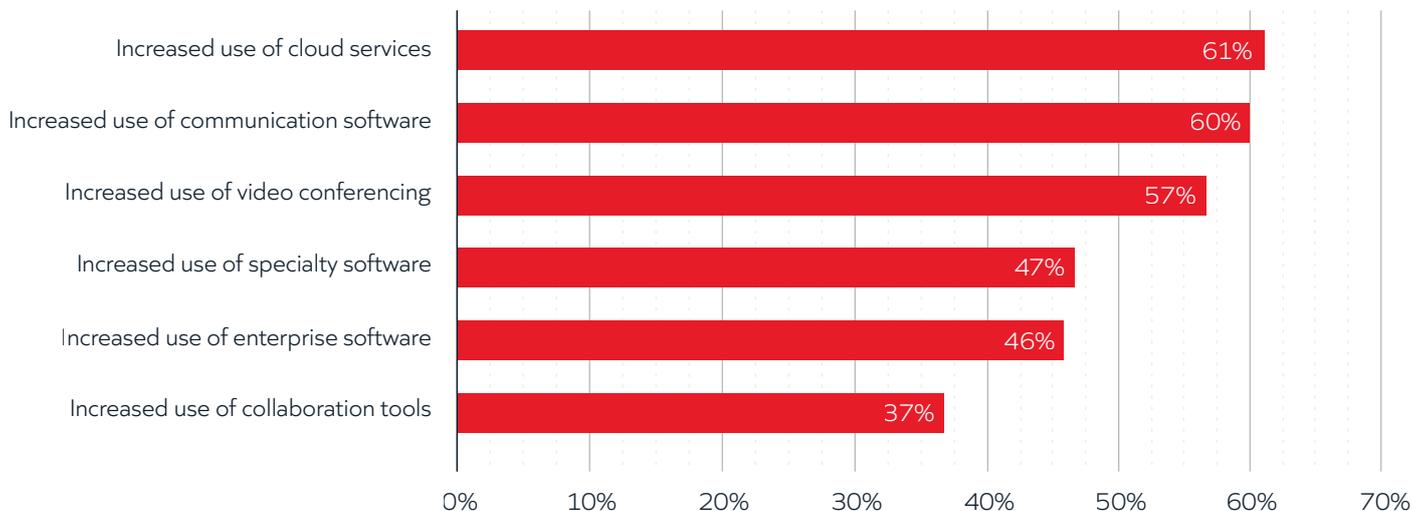
How has your organization's investment in the following technologies changed over the past 12 months?



Technology use changed

2021 technology use closely mirrored that of 2020 as companies continued to navigate an ongoing pandemic and relied on tools to connect teams outside of the office environment. In the past 12 months, three in five IT leaders saw an increase in cloud services (61%), communication software (60%), video conferencing (57%), specialty software (47%), enterprise software (46%) and collaboration tools (37%).

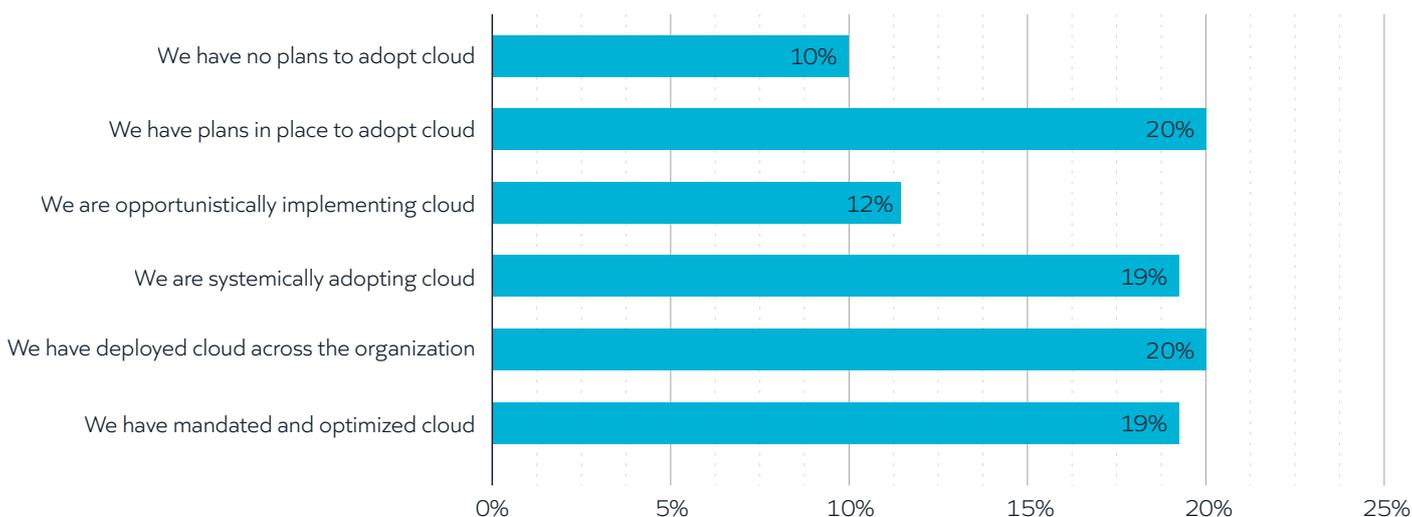
How has your organization's technology use changed over the past 12 months?



The cloud explosion continues

Nearly all respondents say they are in the process of adopting cloud software in some form — only 10% say they have no plans to do so, and 61% increased their use of cloud services over the last year. 51% report having plans in place for adopting cloud software or either opportunistically implementing or systematically adopting cloud software. 39% say they have already deployed cloud technology across the organization or they have mandated/optimized it.

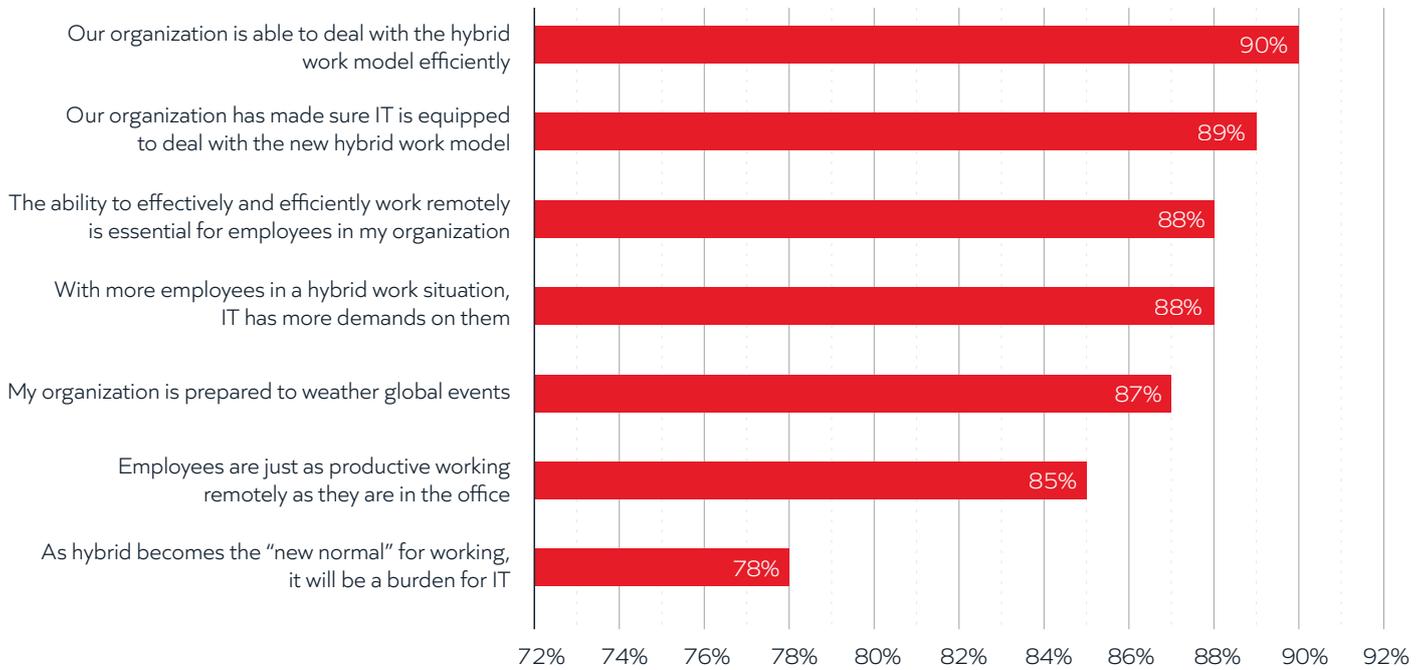
How is your organization currently using cloud software?



In Germany, just 5% of IT leaders have mandated and optimized for cloud, lagging behind the U.K., U.S., Australia and India, where the number rises to over 16% of leaders.

Business-led technology procurement is here to stay

Just as IT leaders are increasingly considered a business leader over a technology gatekeeper, individual business units are no longer looking to IT to procure their technologies. According to IT leaders (86%), most business units are procuring far more cloud and SaaS than IT knows about and this is a distinct stressor. Yet, despite an increase in cloud and SaaS adoption by business units, 69% of IT leaders say their organization is slow to adopt new technologies.



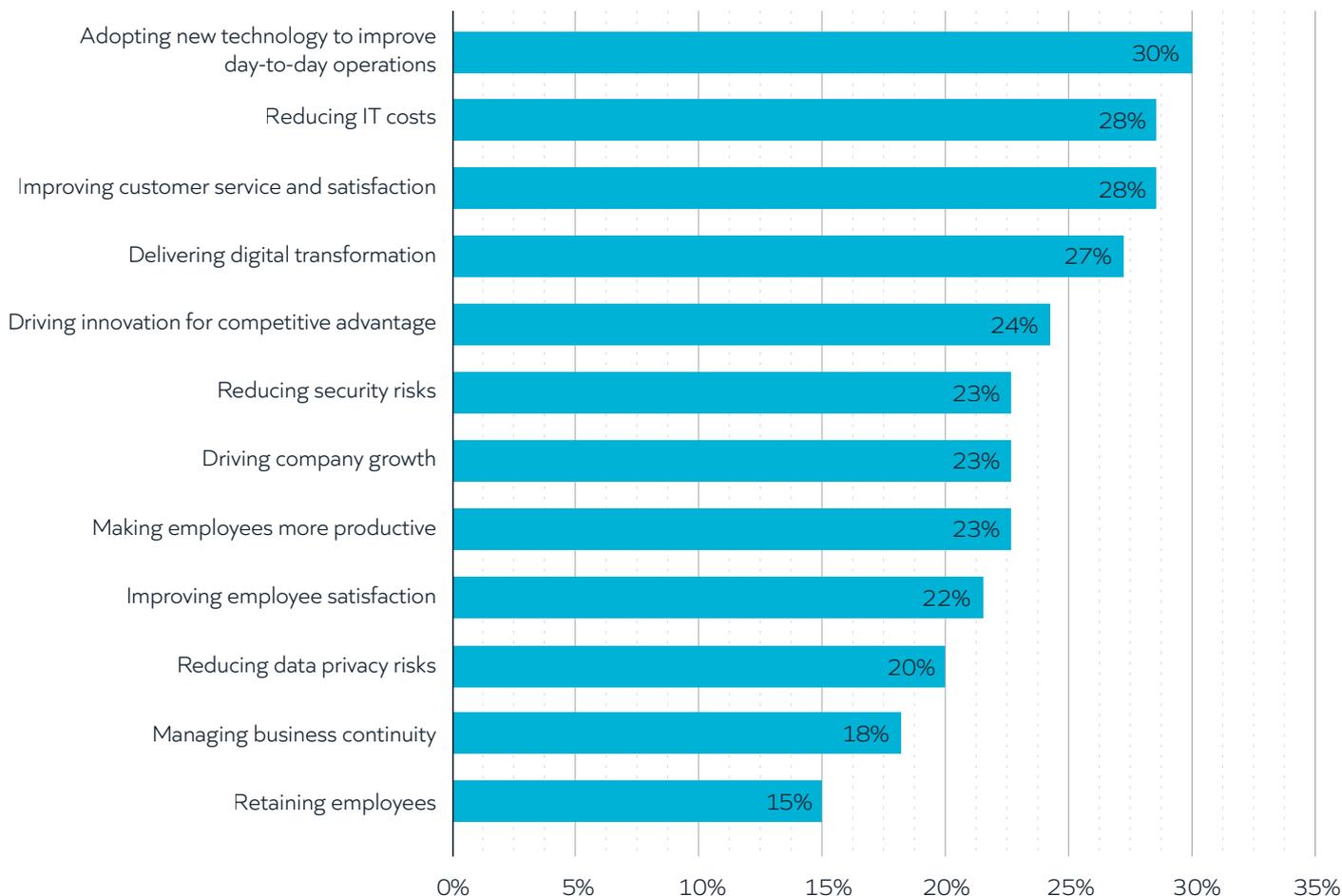
Chapter 5

2022 IT Priorities



When looking at the next 12 months, IT leaders have a very busy year ahead. With the accelerated pace of modernization in-plan, the challenge will be how to strategically manage their vast technology landscape for growth. As previously noted, innovation is a top strategic priority in 2022 for 94% of responding IT leaders. How they get there will depend on their ability to balance competing priorities.

Which of the following will be your organization's top IT priorities in 2022?



Unlike 2021 when reducing IT costs was the top priority (31%) followed by adopting new technologies to improve day-to-day operations (27%), the Top 5 priorities for 2022 is the reverse, in part thanks to deepening economic recovery.

- 1. Adopting new technology to improve operations.** Today, 30% of IT leaders say adopting new technology to improve day-to-day operations is a top priority in 2022, an 11% increase from 2021. As leaders implement new technologies in the new year, visibility and governance into usage/impact will be imperative.
- 2. Reducing IT costs.** This priority dropped just slightly as a top priority from 2021 to 2022 (31% to 28%). To make progress on this and other priorities, a clear line of sight into the technology landscape while it continues to expand and evolve will enable IT to keep costs low and reduce risk.
- 3. Improving customer service and satisfaction.** This became a new top priority for 2022 (28%), compared to 2021. When reflecting on the last two years, IT was put through the ringer to meet the needs of their organizations and keep business operational. Today, the demands are not decreasing, rather they are evolving. IT is at a pivotal point and, in many ways, is moving from a cost center to a growth enabler. IT's primary role remains — to serve the organization's IT needs, especially in supporting ongoing remote work servicing their internal audiences of business units and employees. The focus on improving customer service and satisfaction is an indicator that CIOs are making sure IT is meeting this primary role while taking on the myriad of other responsibilities.
- 4. Delivering digital transformation and driving innovation (revenue) for competitive advantage.** As seen throughout this report, the influence that IT has on a company's bottom line cannot be understated. IT leaders indicated that delivering digital transformation (27%) and driving innovation for competitive advantage (24%) are top priorities.
- 5. Reducing security risks.** While not in the top three, IT leaders simply cannot ignore security as a top priority. Managing vulnerabilities and training employees (especially when the skills gap is an issue many organizations are tackling) will be key, but IT leaders will need to maintain a balanced approach to risk so as not to detract from their innovation investments.

Budgets will increase in 2022

To move the needle on these lofty goals, IT budgets are expected to increase in 2022. Over three-quarters (77%) say their budget for IT services is due to expand next year, while 76% say their budget for emerging technologies will also grow. When it comes to staffing, 69% say their budget for IT practitioners will increase and two-thirds (66%) say their budget for IT leadership will increase.

Despite the trending "Great Resignation," respondents aren't overly concerned about the IT skills shortage. 89% report they have the ability to appropriately staff specialized roles, and 88% say they can acquire more IT generalists. 93% say the skill sets of most of their employees need to evolve in order to best leverage new technologies such as AI, IoT and hybrid cloud. At the same time, 93% also say, considering the fast pace of technology advancements, they feel their employees already have the baseline knowledge to master emerging technology.

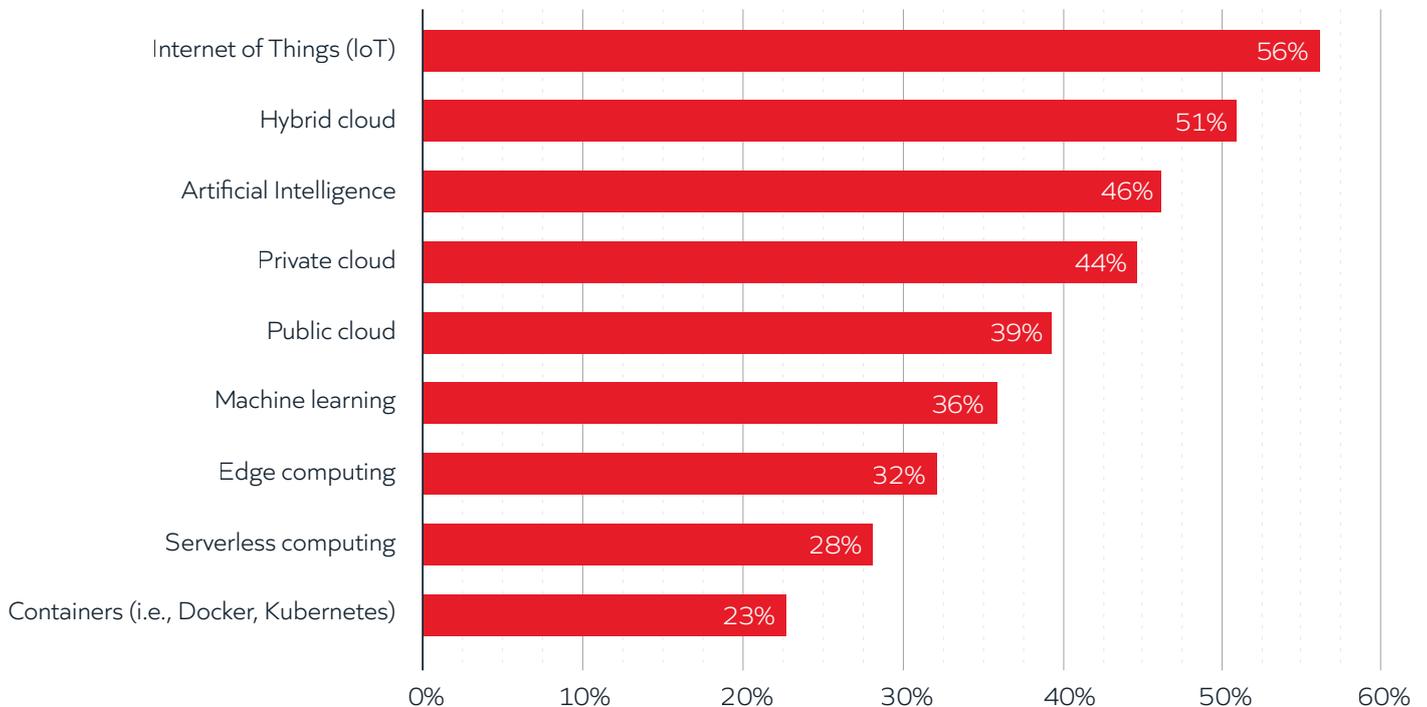
Sustainability grows in importance

Green computing continues to grow in importance as new regulations arrive on legislative agendas around the world, and as CIOs are increasingly held accountable for their financial investments. 92% say sustainability is a rising organizational IT priority while 88% of leaders say their company needs to do a better job at IT sustainability.

Fold in emerging technologies

For those who plan to increase their budgets for emerging technologies, the planned technology stack is diverse, with thoughtful consideration given to the tools that IT leaders believe will best drive growth. Leading the list of plan-to-use technology is IoT at 56%, while 51% say they believe they will use more hybrid cloud and 46% say AI.

Over the next five years, which of the following technologies and services do you believe your organization will be using more of compared to this year?



Adopt new processes and teams

Managing these emerging technologies is a callout of concern for most IT leaders. 83% say emerging technologies no longer fit neatly into two checkboxes of on-premises or cloud and IT leaders say they need new processes and teams to manage them as a result.

As the technology landscape grows increasingly complex at their organization, so too does the volume of data each system, application and user produces. What remains unclear, however, is how IT leaders will interpret that data into actionable insights.

- 72% say they are overwhelmed by data
- 93% say IT must invest in tools and technologies to extract value from their data and turn it into actionable intelligence

As we'll explore in the final chapter of the 2022 IT Priorities Report, comprehensive insight and understanding of the usage and spend across an organization's technology environment plays a significant role in determining how to prioritize, and ultimately solve for, competing business challenges.

Chapter 6

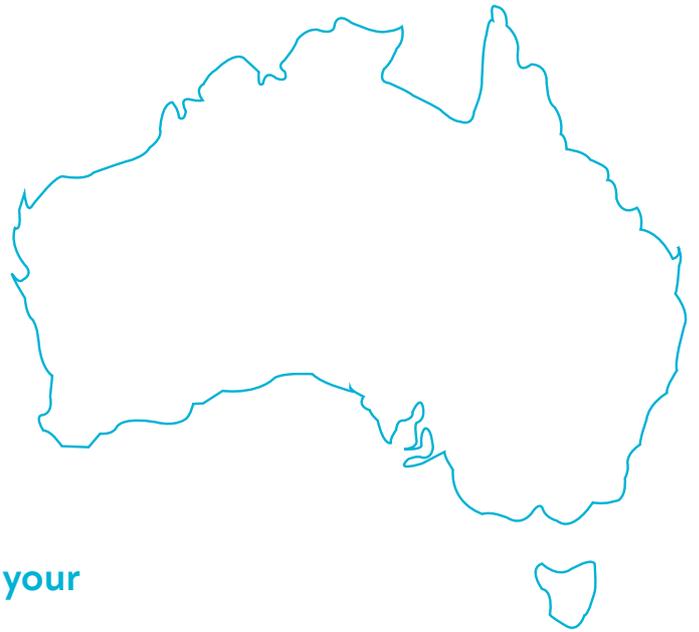
Applying a Global Perspective



While geographic region played a factor in how people responded to this survey, digital transformation is the one topic everyone is pushing forward. Below is a county-by-country snapshot.

AUSTRALIA

Throughout the survey, Australian IT leaders rarely deviated from their U.S. and U.K. counterparts though they were the least likely to consider making employees more productive a priority.



By Region: Which of the following will be your organization's top IT priorities in 2022?

	Total	U.S.	U.K.	Germany	Australia	India
Adopting new technologies to improve day-to-day operations	30%	25%	24%	31%	31%	37%
Reducing IT costs	28%	32%	32%	23%	30%	23%
Improving customer service and satisfaction	28%	33%	25%	22%	28%	30%
Delivering digital transformation	27%	27%	24%	29%	26%	30%
Driving innovation for competitive advantage	24%	20%	21%	23%	26%	31%
Reducing security risks	23%	23%	25%	19%	27%	22%
Driving company growth	23%	25%	24%	18%	23%	27%
Making employees more productive	23%	22%	26%	28%	14%	25%
Improving employee satisfaction	22%	25%	25%	15%	22%	25%
Reducing data privacy risks	20%	18%	23%	23%	16%	22%
Managing business continuity	18%	21%	21%	15%	18%	15%
Retaining employees	15%	14%	15%	22%	14%	11%

Top Priorities

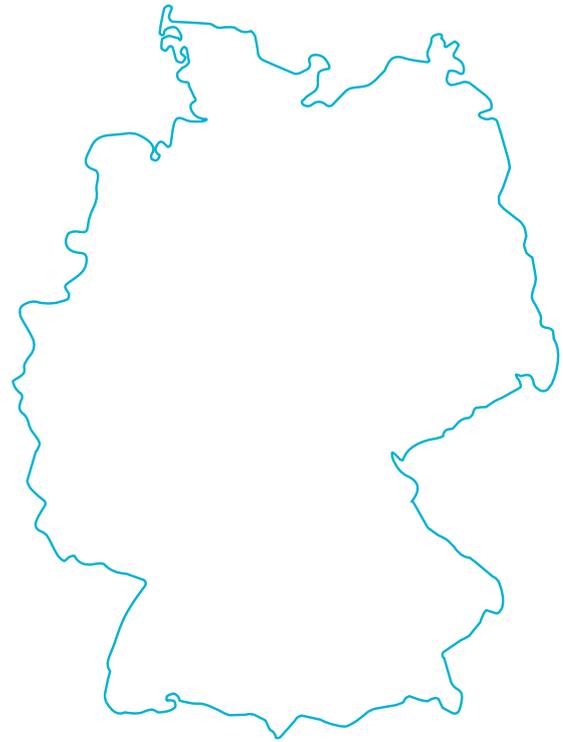
Following suit with other countries in the study, Australian leaders' top 2022 priorities include adopting new technology to improve day-to-day operations, reducing IT costs and improving customer service and satisfaction.

Spending

Looking at IT services and technologies, compared to 2021, almost half of Australian IT leaders say their organization will make a larger investment in hybrid cloud (47%) next year. 43% plan to invest more in public cloud, and 41% will increase spend in IoT, private cloud (40%), edge computing (40%) and AI (39%).

GERMANY

Compared to the other regions surveyed, German IT leaders' responses deviated most significantly, particularly when it comes to spending. Germany is the only country most likely to say they will spend less on technologies over the next year. Despite forecasting to spend less, German IT leaders are more likely than leaders from the other regions to say their organization will be hybrid in 2022 (62%).



Looking to 2022, how will your organization mostly work?

	Total	U.S.	U.K.	Germany	Australia	India
In the office	45%	57%	41%	34%	50%	45%
Hybrid: In office and remote	49%	37%	51%	62%	46%	50%
Full remote	5%	7%	8%	4%	4%	5%

Top Priorities

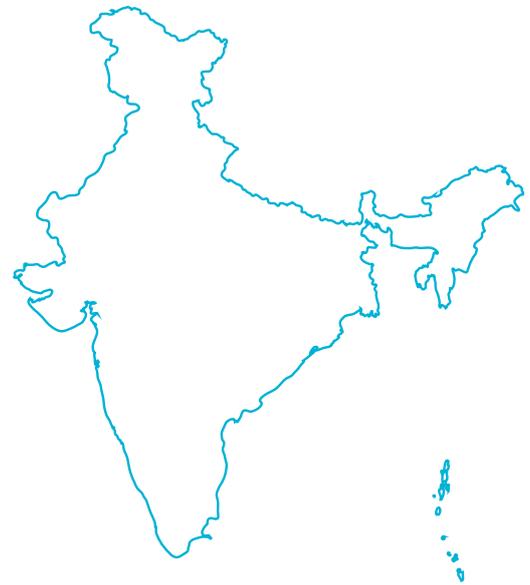
Top priorities for German IT leaders in 2022 are adopting new technologies to improve day-to-day operations, delivering digital transformation and making employees more productive.

Spending

Some technologies have seen an increase in German spend over the last year. Over half (52%) say they have invested more in security tools, while 47% say there was an increase in cloud infrastructure: IaaS spending. Over four in ten say there was an increase in spending on SaaS applications (45%). Other areas of investment include cloud services: PaaS (45%), hardware (43%) and on-premises or private cloud software (43%). German IT leaders do feel challenged by increasing technology adoption. 81% agree emerging technologies no longer fit neatly into on-premises or cloud — they need new processes and teams to manage them.

INDIA

Indian and American IT leaders were most often aligned in their responses. Indian IT leaders are more likely than those from the other countries to say there has been increased use of all the technologies listed (with the exception of collaboration tools).



How has your organization's technology use changed over the past 12 months?

	Total	U.S.	U.K.	Germany	Australia	India
Increased use of cloud services (i.e., Amazon Web Services, Microsoft Azure, Google Cloud Platform, etc.)	61%	63%	50%	56%	55%	82%
Increased use of communications software (i.e., Slack, Microsoft Teams, Google Chat, etc.)	60%	60%	58%	58%	55%	71%
Increased use of video conferencing (i.e., Zoom, Cisco WebEx, GoToMeeting, etc.)	57%	56%	58%	50%	53%	67%
Increased use of specialty software (i.e., Autodesk, Adobe, Workday, Salesforce, etc.)	47%	46%	50%	36%	45%	58%
Increased use of enterprise software (i.e., IBM, SAP, Oracle, etc.)	46%	47%	44%	33%	40%	65%
Increased use of collaboration tools (i.e., Asana, Trello, Jira, etc.)	37%	34%	34%	36%	39%	37%
None of the above	1%	1%	2%	1%	1%	0%

Top Priorities

Similar to other geographies, top priorities for Indian IT leaders next year are adopting new technology to improve day-to-day operations, driving innovation for competitive advantage and improving customer service and satisfaction.

Spending

In the past year, 87% say there was an increase in investment for security tools, 84% spent more on cloud infrastructure: IaaS, and four in five said there was an increase for cloud services: PaaS (81%), SaaS applications (81%), managed services (80%) and hardware (80%). Over three-quarters (78%) increased spend on-premises or private cloud software and 74% say there was more investment in on-premises software.

Looking ahead, IT leaders in India are more likely than those in the other surveyed geographies to say they will be making a larger investment in hybrid cloud and AI next year.

UNITED STATES

Like the other geographies, IT leaders in the U.S. are focused on digital transformation. While 95% say the pace of digital transformation has dramatically increased at their organization over the past year, 94% say they need more help from business leaders to move digital transformation forward faster.

As part of their digital transformation, 14% of American IT leaders say the most important component is moving away from legacy technologies such as data centers and on-prem software. Other digital transformation priorities include: changing processes to move faster and more efficiently (13%) and embracing new technologies such as cloud and SaaS (12%). 11% are focused on integrating data across the entire organization.



Top Priorities

Top priorities for IT leaders in the U.S. in 2022 are improving customer service and satisfaction, reducing IT costs and delivering digital transformation.

Spending

Our survey found that IT leaders in the U.S. are significantly more likely than those from the other countries to make a larger investment in containers and serverless computing in the upcoming year. The area where most say they are planning “larger investments” is AI technology.

Compared to last year, in which technologies will your organization make a larger investment over the next year?

	Total	U.S.	U.K.	Germany	Australia	India
Hybrid cloud	50%	51%	47%	41%	47%	61%
Artificial Intelligence	49%	55%	45%	42%	39%	66%
Internet of Things (IoT)	47%	59%	44%	35%	41%	55%
Private cloud	43%	47%	42%	35%	40%	51%
Machine learning	43%	47%	48%	34%	32%	54%
Public cloud	42%	46%	41%	37%	43%	45%
Edge computing	41%	49%	37%	32%	40%	45%
Serverless computing	38%	50%	37%	26%	35%	45%
Containers (i.e. Docker, Kubernetes)	34%	49%	30%	26%	29%	36%

American IT leaders are concerned about how well they are able to manage their technology environment. 91% say business units are procuring far more cloud and SaaS than IT knows about; 88% say emerging technologies no longer fit neatly into on-premises or cloud – they need new processes and teams to manage them; and 76% say their organization is slow to adopt new technologies.

Then there is the continued push to the cloud. Almost three in ten U.S. IT leaders (28%) have mandated and optimized cloud software, 22% have deployed cloud software, across the organization and 22% are either systemically or opportunistically adopting cloud software. Just 10% have no plans to adopt cloud software at all.

UNITED KINGDOM

In the U.K., IT leaders are also focused on digital transformation and believe the most important components include: creating better customer experiences with digital technology (24%); enabling employees to do their jobs better with digital technology (19%); and embracing new technologies such as cloud and SaaS (17%).

Top Priorities

Top priorities for IT leaders in the U.K. are related to the bottom line — reducing IT costs, delivering digital transformation and making employees more productive.

Spending

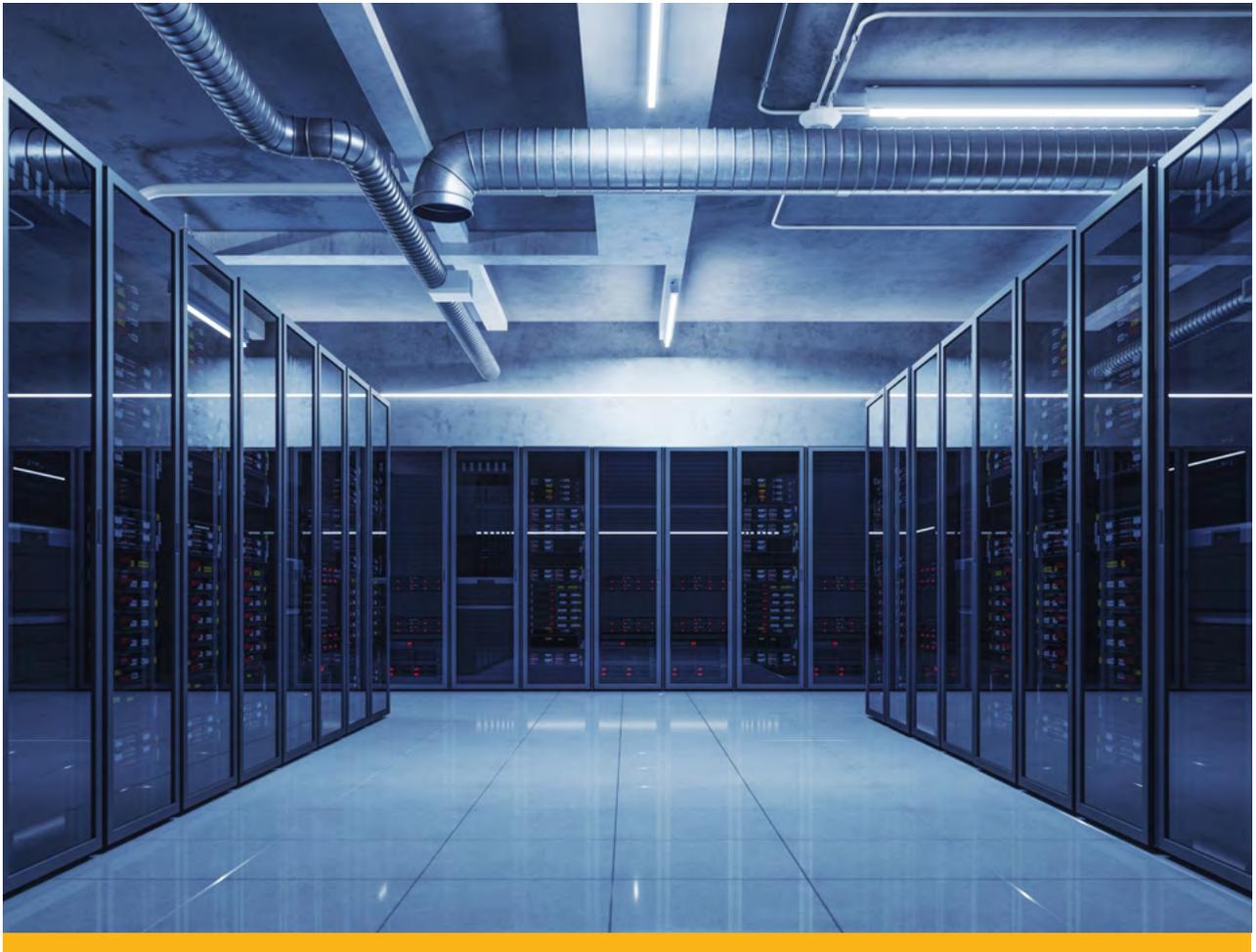
Will U.K. leaders have the budget for what they plan to do? 79% say their budget for IT services will increase next year, 78% say their budget for emerging technologies will increase and, when it comes to staffing, 70% say their budget for IT practitioners will increase and 66% say their budget for IT leadership will increase.

Over the next five years, 60% of leaders say their organization will be using more of Internet of Things (IoT) than they are this year, while 50% say they will be using more hybrid cloud and 43% believe they will be using more AI. 40% of leaders say they will be using more private cloud in five years, and over one-third say their organization will be using more machine learning (38%) and public cloud (37%).



Chapter 7

What is Technology Intelligence?



In this report, we referenced the term “technology intelligence.” What exactly is technology intelligence, and how can it support today’s increasingly complex technology environment? When organizations achieve complete visibility and manageability of all their technology resources, IT leaders have the power to make more informed and strategic decisions that, in turn, improve agility and drive growth and innovation. This holistic approach — managing what technology is purchased, used or accessed — is technology intelligence.

Gaining a complete understanding of what technology is used in your organization, however, is incredibly difficult. Consider the landscape most businesses face today:

- **Many applications and cloud services can be purchased and deployed in minutes by anyone with a credit card, regardless if they are a member of IT**
- **Software licenses can easily be overstretched or underused, risking significant fees from vendors during renewal periods**
- **While the overall cost of a laptop or portable device is relatively cheap these days, it is important to track and secure the data on those devices, as mandated by many data privacy regulations**

Overall, the technology landscape that many enterprises, public agencies, universities and even nonprofits face is increasingly complex and, in many cases, costly. In the last 12 months alone, 69% of IT leaders responded that their organization’s investment in SaaS applications has increased or increased significantly.

This landscape continuously changes as more technologies enter the mainstream every day. Visibility across all these assets – software, hardware, SaaS and cloud – has never been more critical. Technology intelligence is how IT leaders successfully adapt to the evolving landscape and ensure they are getting the most out of their investments.

The Role of Technology Intelligence in Advancing 2022 Priorities



Now more than ever, the responses in this report show that forward-thinking organizations are placing IT at the center of their organization in order to effectively advance strategy and improve operations. But, here's an essential question for IT leaders: are you running your technology investments, or are they running you?

Today, your technology environment — from architecture to applications to user management — is the least complex it will ever be. It's only going to grow in complexity.

In the year to come, as IT plans for more rather than less change over the status quo, how can your data drive more actionable insights? How can your current technology reliance inform future priorities, plans and budgets?

Currently, there's a disconnect within organizations on how to turn data into action. The datasphere continues to multiply, and while IT leaders have plenty of data at hand and think they know how to use it, they're still feeling overwhelmed. 72% of IT leaders are unsure about how to get meaningful insights out of the wealth of data at their fingertips. 93% say IT must invest in tools and technologies to extract value from their data and turn it into actionable intelligence.

This is why technology intelligence is critical to modern organizations. Leaders need full visibility into their technology investments to fuel further innovation and maintain control over their sprawling technology estate. 2022 will bring increased IT budgets and a heightened appetite for innovation. IT leaders must prioritize achieving technology intelligence by investing in the tools and technologies that will help them gain visibility and, ultimately, increase agility.

Appendix

Methodology

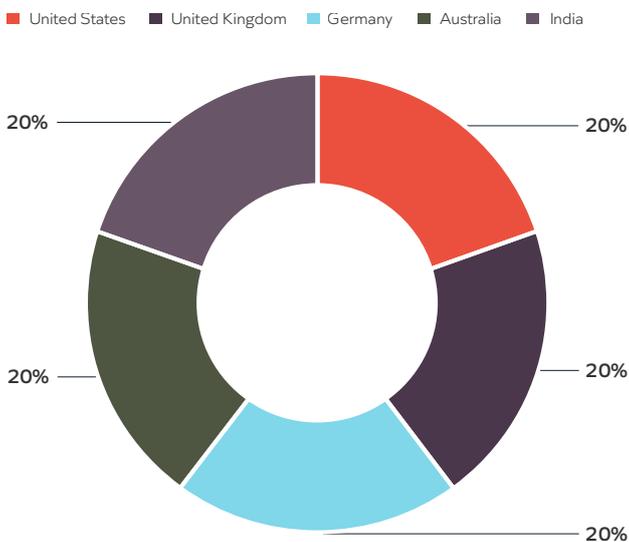
Snow Software commissioned Regina Corso Consulting to conduct a survey of IT decision-makers in the U.S., U.K., Germany, Australia and India to understand how they feel about the current digital experience and digital potential. This survey was conducted among 1,008 IT leaders from companies with at least 100 employees in October 2021.

Notes for reading charts and tables: percentages may not add up to 100% due to rounding or because the question was a multiple-response-allowed item. Unless otherwise indicated, bases for all slides are of the total of 1,008 IT leaders.

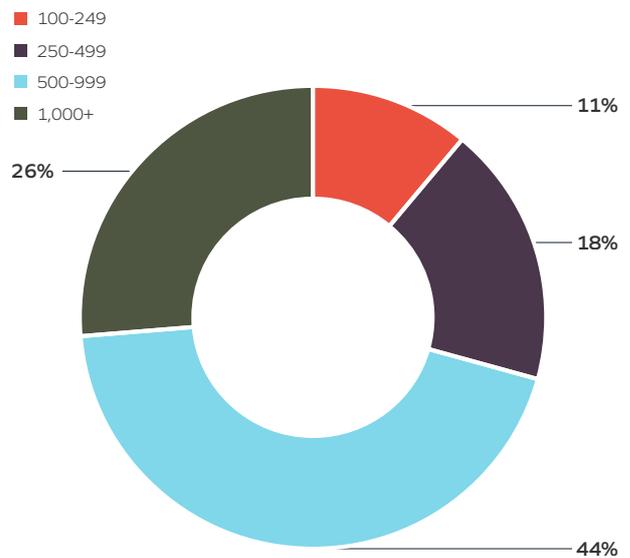
Where possible, trends from the [2021 IT Priorities Report](#) are shown. One thing to keep in mind is last year's survey included only four countries. India was added to the survey this year.

IT Leader Demographics

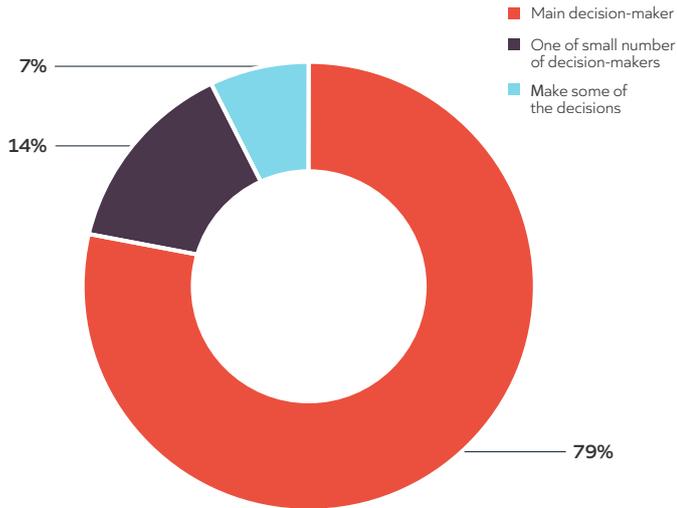
Location



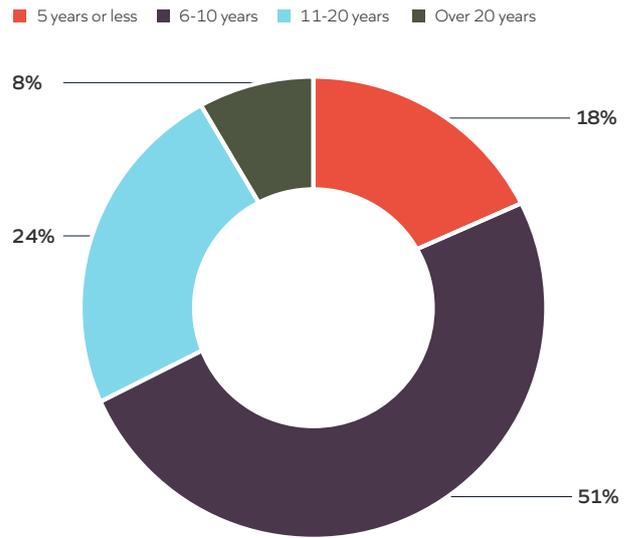
Company Size



Role in Purchasing Decisions



Years of IT Experience



Industry

