

# Cautious Optimism Amid Disruption – 2023 Key Issues, Enterprise IT Perspective

March 2023: Complimentary Abstract / Table of Contents



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# Introduction

## Background of the research

With the looming macroeconomic uncertainties, 2023 is expected to be the year of cautious optimism driving growth in the age of disruption. Despite the cost pressures, organizations are expecting to bolster investments in advancing their IT transformation and growth. They will be prioritizing their IT spend toward value-generating levers such as the cloud to maximize value in this era of RoI scrutiny. The report highlights enterprises' growth sentiments, key priorities, challenges, and initiatives from a global sourcing perspective, with a deep dive into IT stakeholder groups.

## Methodology

Our global services market Key Issues research is based on annual surveys that capture the pulse of the market on key aspects of the global sourcing industry. This report presents the results of a study we conducted in October and November of 2022 with senior stakeholders from global enterprises across multiple departments such as procurement, IT, and Global Business Services (GBS) to understand their thoughts as they undertook planning for 2023, with a focus on IT stakeholder groups.

## Report focus

- Outlook and priorities for 2023
- Key challenges within IT
- Talent priorities
- Key themes defining the IT services market

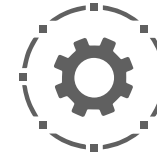
### Scope of this report



**Geography**  
Global



**Industry**  
Cross-industry



**Services**  
IT and business  
process services  
with a focus on IT

## Overview and abbreviated summary of key messages

The market sentiment for 2023 is driven by the fear of macroeconomic uncertainties, but enterprises remain optimistic about growth through IT transformation. They will prioritize cloud computing and re-evaluate their technology investments. In this report, we provide a comprehensive view of the trends that are expected to drive decision-making in 2023. It will cover various aspects such as key technology bets, the cooling talent war, and expected changes to the sourcing ecosystem.

**Some of the findings in this report, among others, are:**

### RoI under enhanced scrutiny

- With the looming macroeconomic uncertainties, the Return on Investment (RoI) of digital transformation will be placed under enhanced scrutiny
- Enterprises should explore avenues to plug in cost leakages and maximize the value gained through cost optimization and value-based innovation

### Key technology bets

- Despite the cost pressures, enterprises seem optimistic about driving their digital transformation initiatives
- They will be investing in key technology bets and value-generating levers such as cloud and cybersecurity

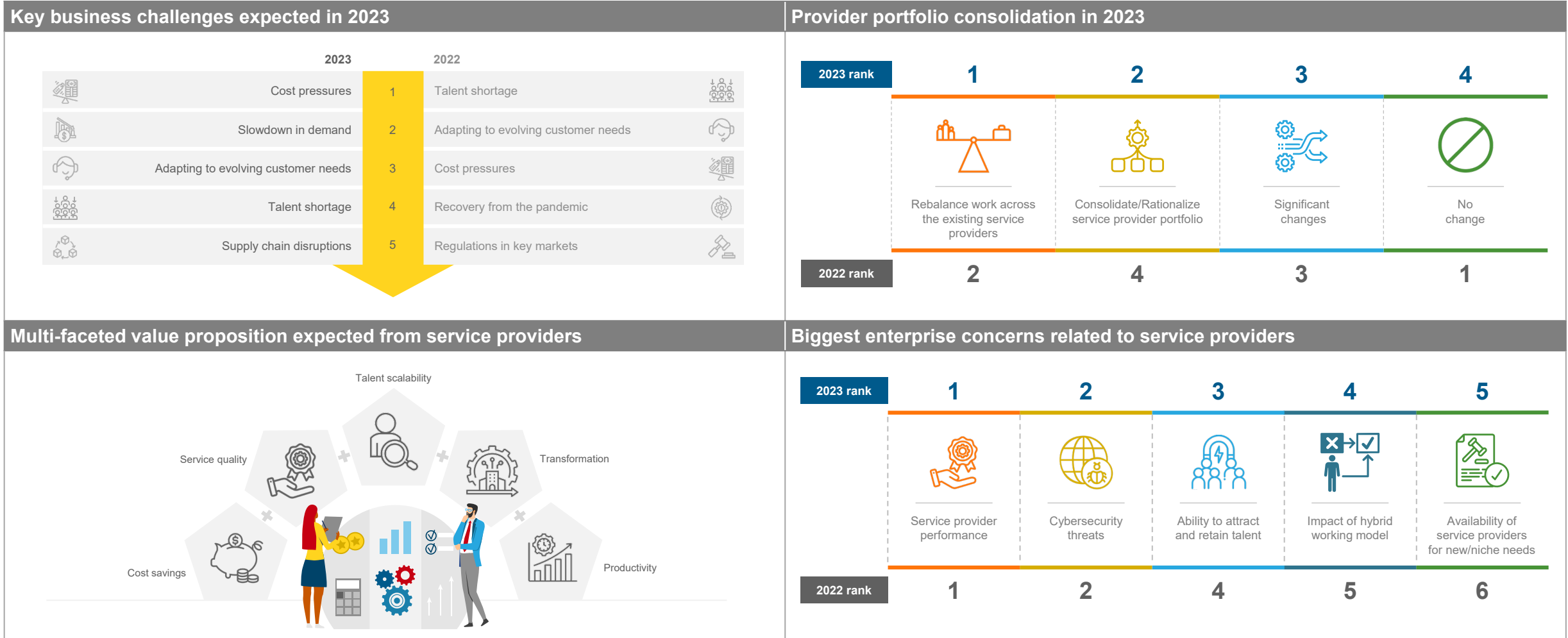
### Cooling talent war

- In contrast to the hypercompetitive talent market of 2022, organizations plan to curtail their aggressive hiring plans in 2023
- Enterprises should invest to strengthen their employee culture in the new work-from-home setup

### Vendor landscape

- Enterprises are aiming to rationalize their vendor landscape in 2023
- They will prioritize strategic partnership, talent management capabilities, and the value being delivered as key performance indicators for selecting service providers

# This report puts forth the key issues the IT services market is likely to face in the year 2023; below are four charts to illustrate the depth of the report





# Research calendar

## Cross IT

Published Planned Current release

Reports title	Release date
System Integration (SI) Capabilities on Google Cloud Platform (GCP) PEAK Matrix® Assessment 2022	October 2022
Future of Investment Banking – Data and Digital Driving Disruption and Disintermediation	October 2022
Decentralized Clinical Trial Platforms PEAK Matrix® Assessment 2023	November 2022
Cloud Services State of the Market: Maximizing Value from Cloud – North America and Europe	December 2022
Network Transformation Services PEAK Matrix® Assessment 2022 – Communication Services Providers (CSPs) 2023	December 2022
Managed Detection and Response (MDR) Services PEAK Matrix® Assessment 2023	December 2022
Application Services – Future of Enterprise Quality	January 2023
Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2023	February 2023
<b>Cautious Optimism Amid Disruption – 2023 Key Issues, Enterprise IT Perspective</b>	<b>March 2023</b>
Differentiating to Win through Artificial Intelligence	Q1 2023
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Amazon Web Services (AWS) State of the Market 2023	Q2 2023
Sustainability in Software – Paving the Way for a Greener IT Landscape	Q2 2023
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