



Key Findings: 2023 Telarus Tech Trends Report

Exclusive insights from leading IT decision makers to help you navigate growth opportunities in emerging technologies.



About This Report

Cutting-edge technology in the post-pandemic era is advancing at a dizzying speed. You want your innovation investments to deliver short- and long-term benefits for your customers and employees, all while supporting your revenue and productivity goals. But where is the ideal starting point for maximum impact and success?

As you plan your IT roadmap for the year ahead, consider the findings we pulled from Telarus' newly released Tech Trends Report. While you may find that many of these trends already validate your planned investments, you'll likely discover a few surprises that could have additional impact on your organization's success.

- See what's driving leading IT decision-makers' investments over the next five years.
- Understand the top emerging technology trends and how to bolster your capabilities with cutting-edge solutions.
- Learn where and how IT leaders are addressing AI experimentation, governance, and implementation.

Telarus is a technology services distribution ally for our team. They equip us with unparalleled insights and access to expert resources designed to further our clients' success and growth in turbulent technology marketplaces. Telarus engaged Constellation Research, a top-tier technology consulting and analyst firm, to conduct and analyze original survey data from nearly 100 enterprise-level IT decision-makers. Approximately 70% are US-based and 30% EMEA-based. The study was administered in June 2023.

We look forward to discussing these findings with you and helping you achieve your digital transformation goals for 2024 and beyond!





Key Findings

- 1 Only 6% of enterprise IT leaders reported cost-cutting as one of their top three business issues driving technology investments.**

Despite an uncertain economy, decision-makers recognize that investment in tech innovation is more essential than ever. IT leaders are taking a hard look at outdated software and costly legacy technologies, and re-allocating those dollars toward emerging technologies that can better meet the needs of remote workers and growing digital-first customer experience expectations.

The Telarus study revealed that digital innovation – the creation of new digital products, solutions, or business models that did not previously exist – is a primary driver behind large IT purchasing decisions. Investing in digital innovation is no longer just an exploratory endeavor; it aims to establish a robust foundation to support growth both now and in the future.

Tech Tip

Companies have learned from past economic cycles that if they press pause on transformational projects, it is difficult to regain momentum. Prioritize cutting-edge technologies that preserve innovation and give you a competitive edge in the new digital workplace.

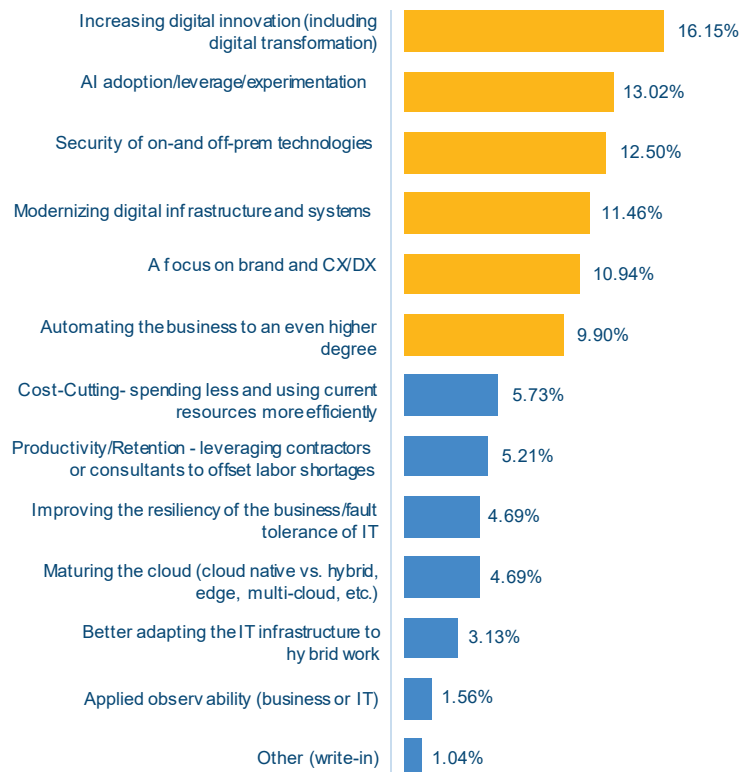
2. The top business issues driving IT buying decisions are digital innovation, cybersecurity, AI, and DX.

As businesses expand into virtual domains, respondents indicated digital innovation is a primary issue driving their investments for 2023 and beyond. Consequently, companies will need robust cybersecurity plans to protect their people and investments from increasingly complex security threats and intruders. AI experimentation, especially in customer-facing departments, presents game-changing opportunities to enhance digital experience (DX) and brand affiliation.

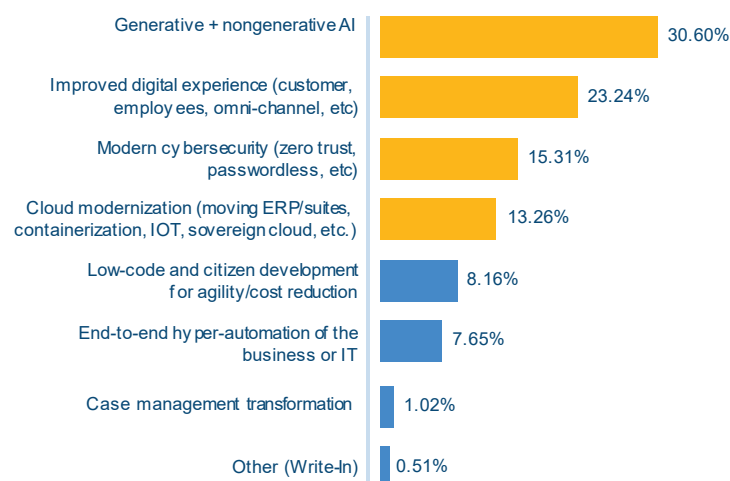
Not surprisingly, the study revealed that many of the issues driving purchasing decisions also led the emerging technology categories IT leaders are seeing the most interest in across their organization:

- **Generative** (ChatGPT, OpenAI, chatbots, etc) & non-generative AI (predictive modeling, analytics, automated ML, etc)
- **Improved digital experience** (across all channels)
- **Modern cybersecurity** (zero trust, passwordless, etc)
- **Cloud modernization** (i.e., building and managing apps and infrastructure in the cloud)

What are the top business issues driving your C-suite buying decisions as it pertains to technology?



In which categories are you seeing the most new/emerging technologies for your organization?



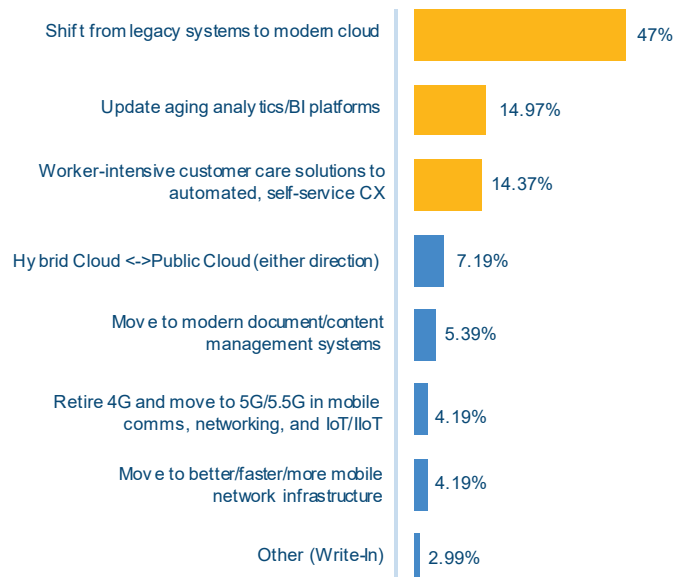
✓ Tech Tip

As the lines continue to blur across these categories, it's important to think about how to implement them in your organization holistically. With our ecosystem of subject matter experts and best-in-class suppliers for emerging tech, we can help you define the best strategy for your needs.

3. Nearly half of respondents plan to shift all legacy technologies to the cloud within 2-5 years to maximize the full benefits of cloud-native environments.

According to Constellation Research, 70% of back-office IT workloads are still on-premises and far from cloud-ready. Respondents indicated that cloud modernization will dominate advanced solutions sales over the next five years as organizations work to create more scalable, secure infrastructure tailored to the new digital workplace. While many companies joined the “lift and shift” movement in 2020 to quickly get critical remote work and customer-facing apps up in the cloud, they are looking to reset strategy, recalibrate cost, and secure their perimeter by realizing the full benefits of multi-cloud environments.

Where are you planning a rebalance/sunsetting of your technology portfolio in the next 2-5 years?



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There has always been a big focus on the hyperscalers, mainly Microsoft Azure and AWS [public cloud], because they are the fastest and easiest platforms to access. However, we see huge private and hybrid cloud growth as new players step in with more product sets to support full cloud modernization for better cost optimization and security. Utilizing a hybrid IT team management approach that includes the client's internal teams combined with MSPs that bring additional resources and expertise will be the answer for many businesses trying to keep pace with remote work and ensuring their digital transformation projects stay on track.

- Koby Phillips
VP of Cloud
Telarus



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✓ Tech Tip

Regardless of where you are in your cloud migration journey, now is an ideal time to consider how new players in private, public, and hybrid cloud solutions can enhance productivity and optimize costs across your business.

4. Companies are optimistic about the future of AI, but proceed with caution as they navigate new governance and policy needs.

AI is no longer just a glimpse on the horizon. While most businesses have yet to implement organization-wide AI implementation strategies, early adopters are proceeding with focused pilots.

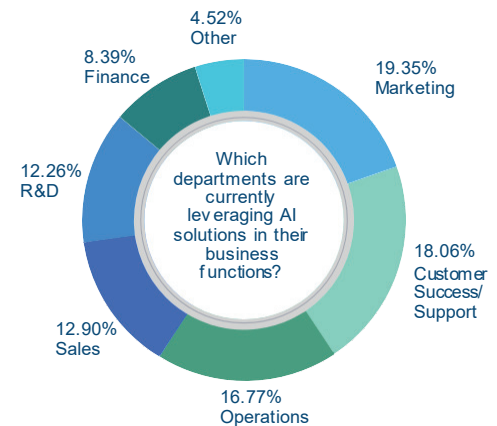
Approaches to AI implementation strategy:

- Over 30% are proceeding with implementation via focused pilots
- Nearly 25% have a thorough implementation and compliance strategy in place
- Nearly 25% are taking a watch-and-learn approach until 2024

Of the respondents that have existing platforms that offer new AI add-ons, experimentation is underway:

- Over 40% are testing or enabling capabilities as they become available, particularly in customer-facing departments where solutions can have an immediate impact on ROI
- One-third have assembled a formal team to explore AI feature set adoption in their organization
- However, nearly a quarter are pausing new AI feature sets to existing IT systems until further guidance on privacy and security standards becomes available

Customer-facing departments are paving the way for AI



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We are at a tipping point with CX where more and more interactions are falling under a holistic digital experience (DX). Customers from virtually any industry can take traditional on-premises systems and make them cutting-edge by adding ancillary solutions to their original tech stacks. This trend transcends well beyond the contact center. More sales and marketing leaders are asking what tools they can leverage to scale their efforts and improve the overall customer and employee experience. CX applications like chatbots, AR interfaces, and AI-driven insights redefine how businesses can connect, engage, and win customers profoundly.

- Samantha Nelson
VP of Contact Center
Telarus

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✓ Tech Tip

AI is now within reach for companies of any size. Customer-facing departments like the contact center, marketing, and sales are proven areas to get started to realize near immediate time- and cost-saving benefits. We can help you navigate AI-driven CX implementations safely and effectively with the leading providers in this space – think ChatGPT, conversational bots, real-time agent assistants, and reporting analytics that instantly uncover performance recommendations.



About Bluewave Technology Group

Bluewave is an advisory and sourcing partner transforming how companies acquire and manage technology solutions. Our team of technology experts and analysts, leveraging our proven approach, guides businesses of all sizes to make well-informed technology decisions. Specializing in modernizing the IT and telecom infrastructure, Bluewave partners with proven cloud, colocation, network, mobility, security, and CX providers to develop the best solution while maximizing technology investments and ensuring long-term success. To learn more, visit www.bluewave.net or contact us at ☎ 800-962-7752 ✉ inquiries@bluewave.net.



About Telarus

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