Top Enterprise Tech Trends in 2023

Cut Through the Noise and Discover the Trends that Matter

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Introduction

With many trials and errors in the past few years, the world has been on the path to recovery from COVID-19, bringing along new ways of working that have reshaped people's expectations in the workplace. But further disruptions are on the way.

Navigating through an inevitable economic downturn and unstable political climates while forging ahead of the competition is no easy feat for any ambitious business. Having your finger on the pulse of what's going on both within and outside your organization is critical to its stability and success.

The same is true when it comes to your technology. With tech evolving at breakneck speeds, how are you keeping pace with it all? And which ones are relevant to your business?

To help you cut through the noise, we've put together a summary of the year's five biggest enterprise tech trends that matter, the challenges they aim to tackle, and practical steps you can take for a great 2023 start.

More Challenges on the Horizon

Taking it easy just doesn't seem to be in the cards right now as current events are making way for various challenges in the year ahead. Here are just a few of them:

Succeeding with the Hybrid Working Model

What started as a temporary response to the pandemic has become one of the most impactful shifts in the workplace – and it's here to stay. Numerous studies done on the topic in the past couple of years have revealed that remote and hybrid working benefits businesses and their people. According to an ONS survey, 78% of those that were able to work from home felt they had an improved work-life balance.[1] Employers also benefit from lower turnover and cost, saving an average of $11,000 per year for every part-time remote worker.[2]

But ensuring a successful hybrid working model is no walk in the park. How can you support employees and provide them with the tools needed to excel in their work, wherever they are? How can you avoid a workplace divide between those who spend most of their time in the office and those who work remotely frequently? What structures do you have in place to minimize proximity bias and provide everyone with equal opportunities?

The Battle for Talent Continues

In the wake of massive labor trends such as the 'Great Resignation/Reshuffling' and 'quiet quitting', many companies are experiencing severe talent shortages. Initially held back from leaving their jobs due to the uncertainties of the pandemic, people quit in droves as if reaching a boiling point. Employee dissatisfaction caused by burnout and stagnant wages was evident across the globe, causing employees to look elsewhere for job opportunities or become demotivated in developing their careers in their current workplace.

On the other end of the spectrum, news of massive layoffs from some of the largest tech companies has shocked many, reminding the workforce that job stability is never permanent. This only adds to the anxieties felt by employees, especially those in the tech industry, as their jobs could also be on the line.

But whichever of these your organization is faced with, the challenge for many businesses remains to be improving the employee experience, growing or attracting much-needed talent, and decreasing employee turnover. These are age-old questions but having the right people on board remains to be a key priority for business success.

[1] ONS: Is hybrid working here to stay?
[2] Global Workplace Analytics: Telework in the 21st Century

Managing Uncertainties

Adding to the mix of challenges is having to navigate through the unknown. Everyone is anticipating an economic downturn but for how long? What steps can organizations take to ride through the waves and prevent themselves from being swept away? How can they provide reassurance to both employees and customers that the business is a steady anchor they can rely on?

Figuring out the answers to these questions while staying on track with business goals and getting ahead of the competition is a mammoth task that companies must prepare for the coming year.
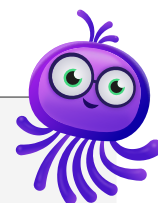
Where Employee Experience Comes In

With these hurdles in the way, organizations can't afford to sleep on enhancing the employee experience (EX). The EX within a company can make or break the business's success and, when done right, helps them overcome the various challenges on their path.

How can the following trends impact the employee experience and why does it matter? Discover the role of employee experience and how you can elevate it within your organization.

Read article.

5 Biggest Tech Trends in 2023 You Need to Know

#1 Strengthening Your Digital Immune System

Organizations deal with business risks on the daily – IT is no different. As business-critical operations become increasingly dependent on technology, ensuring you have a robust IT infrastructure is paramount. In addition, end-user expectations have changed, with people expecting a smoother, more intuitive user experience when it comes to the tools they use. The old ways of doing things are no longer sufficient in meeting these requirements, as they're either too slow or inefficient in their approach.

Having a strong digital immune system plays a key role in tackling these challenges and this will become a priority for many businesses this year.

According to Gartner, "a digital immune system (DIS) combines practices and technologies for software design, development, operations, and analytics to mitigate business risks".[3] Gartner predicts that, by 2025, organizations that invest in strengthening their digital immunity can decrease system downtimes by 80%, thereby increasing customer satisfaction.

#2 Distributed Cloud Infrastructure

Today's tech solutions are becoming available on the cloud, taking advantage of the accessibility, agility, and flexibility this environment offers. Many organizations have already seen these gains after implementing cloud solutions across different departments to optimize their key processes – and it looks like the trend will only continue from here. 86% of organizations are already using more than one public cloud infrastructure service provider, according to Enterprise Strategy Group's latest research.[4]

With numerous applications in multiple locations and cloud instances, learning how to manage them effectively will be an important task for IT teams.

#3 Scaling Zero Trust Security

Security threats are becoming increasingly sophisticated and advanced more than ever. And as your business grows, malicious cybercriminals will continue to probe your IT infrastructure for vulnerabilities. As an organization's IT ecosystem grows in complexity, involving numerous assets that are accessible from anywhere at any time, governance, compliance, and cybersecurity should be top priorities where technology is involved.

To this end, organizations are opting for the principle of zero trust when it comes to developing their cybersecurity strategy. In 2022, 80% of organizations have already adopted or are planning to adopt a zero-trust IT strategy, a Statista survey found.[5] And with the average data breach costing $4.24 million[6], it's an area that organizations can't afford to disregard.

#4 End-to-end Service Experience

With the past couple of years reshaping how we work, expectations of what great service looks like are drastically being redefined. This has led to the need for organizations to transform their processes to keep up and manage the changes happening around them. How can organizations deliver great service experiences despite continuous uncertainties? How can companies sustainably maintain customer satisfaction during big shifts in their industries? With everyone facing a cost-of-living crisis, significant socio-economic pressures, and a constantly shifting labor market, people are experiencing a lot of anxiety and customers wonder what this means for them.

In this regard, the role of Enterprise Service Management (ESM) can't be further stressed. Companies need to consider not just the customer experience but also the employee experience, and how these two are interlinked. Business processes are

[3] Gartner: What Is a Digital Immune System and Why Does It Matter?
[4] Enterprise Strategy Group: ESG Complete Survey Results: Distributed Cloud Series: Application Infrastructure Modernization Trends

[5] Statista: Is adopting a zero trust model a priority for your organization?
[6] IBM: Cost of a data breach 2022

being redefined to connect these two to establish a great end-to-end service experience. Extending IT service management best practices beyond IT through ESM – connecting employees and customers, and one business department to another – provides organizations the ability to move fast and respond to ever-changing needs of their industry.

By equipping the workforce with the right tools and processes that optimize their experience and engagement and breaking down silos, businesses can be better prepared to enhance customer satisfaction while navigating through various challenges. This won't be a one-day job and will require an iterative process, taking the time to set up the right foundations from the start, and collaborating with subject experts to truly grasp the needs of the different areas of the business.

#5   Agile Digital Transformation

You might consider digital transformation as an overplayed phrase at this point, but COVID-19 has demonstrated that it's not just a nice-to-have, but a need to maintain business continuity during unprecedented times. The global spending for digital transformation is forecasted to reach $3.4 trillion.[7] But despite its continuous importance, many digital transformation initiatives still fail.

How can organizations guarantee the success of digital transformation projects then? And with ongoing economic pressures, getting a handle on IT spending is paramount. How can companies get the balance right in ensuring costs are down without throttling digital transformation progress? Due to these challenges alongside fast changes in their industry's landscapes, businesses are opting for a leaner, more agile approach to their digital transformation.

Implementing tech solutions that are designed to provide data fast or can be quickly adapted or changed in the future are the go-to options that many enterprises are considering. Expanding automation capabilities continues to be a top priority as well, with companies exploring all areas where it can deliver efficiencies. Without businesses adopting an agile approach, they become vulnerable to the risks posed by fast-changing landscapes and can very quickly fall behind competitors that have.

"Organizations are opting for the principle of zero trust when it comes to developing their cybersecurity strategy. With the average data breach costing $4.24 million[6], it's an area that organizations can't afford to disregard"

[7] Statista: Spending on digital transformation technologies and services worldwide from 2017 to 2026

Kickstart the Year Right with these 5 Essential Tasks

With these new developments on the way, 2023 is looking to be a great challenge indeed. But it doesn't have to be doom and gloom. These incoming trends offer a lot of potential in helping organizations build better and more resilient foundations for their success. To kickstart the year right, we've put together this practical action plan to get you going.

1. Perform a Digital Health Check

What's the state of your IT ecosystem? Which processes are already digitized and automated? How do your incident and problem management processes work? Any improvement plan starts with understanding current strengths and weaknesses. The beginning of the year is always a great time to look at your digital capabilities with a fresh eye.

2. Update/Build Your IT Asset Management Strategy

Is your IT asset management strategy still fit for purpose? Ensuring all your assets, whether on the cloud or on-premise, are accounted for and where they are in the asset lifecycle is crucial if you want to maximize their value. Getting the tools that make asset discovery easier and building a comprehensive CMDB will be advantageous in supporting your IT asset management.

3. Put Security at the Heart of Your Culture

Security isn't a one-man job. It's a collective effort from everyone in the organization. Continually educating your people about its importance and embedding security best practices into the culture are essential to mitigate ever-increasing risks. The new year and similar holidays are prime times for cyber threats, so you should remind everyone to keep a lookout and practice zero trust when it comes to unknown/unfamiliar digital interactions.

4. Pinpoint Your Service Experience 'Quick Wins'

Set off on the right foot by identifying the path of least resistance to an improved service experience. It can be overwhelming to figure out where to get started in optimizing your service delivery/quality. Take advantage of the data you already have and start identifying areas where you can start making small positive adjustments. Realizing wins in a short amount of time is an effective way to spark motivation and build the momentum needed to tackle bigger projects.

5. Reassess Digital Transformation Priorities

Digital transformation is a huge undertaking. Increase the rate of success by having another look at your current digital transformation roadmap and reassessing changing priorities. What are the urgent projects that need attention? Which initiatives would deliver the biggest impact on your organization? Are they still in line with business objectives? Having a clear understanding of where you're at in your digital transformation journey can give you a more targeted view of how best to implement your projects.
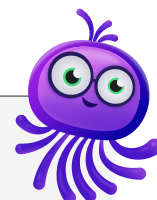
A Solid Start with IFS assyst

Want to make these tasks easier? Ensure a solid start to the year with IFS assyst!

By using ITSM best practices, IFS assyst helps organizations take service management beyond IT, eliminating team silos and enhancing the service delivery experience. With its low-code technology, non-technical teams can create their own workflows and design solutions without relying on IT or external developers. And its simple licensing model empowers organizations to take advantage of assyst's ITOM, ITSM, and ESM capabilities under a single enterprise-wide license – no barriers to expansion across the business.

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Our process automation takes the boring out of everyday tasks, allowing you to focus on work that matters.

Everyday we assyst!

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