

# 7 Trends Reshaping IT



salesforce

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# The Terrain Has Changed

Rapid digital transformation. Remote and hybrid work. Collaborative technology launches. These efforts became our new normal, and now, they're just normal. And in the aftermath of it all, IT leaders are now managing an enormous digital terrain. How are they navigating the data security complexities and pushing forward on their digital transformation goals? What are their winning strategies for retaining talent and resources? How do they drive innovation across their verticals?

Pulse and Salesforce surveyed 500 IT leaders across the globe to find out. Follow along as we explore the strategies IT leaders use to thrive in today's most challenging digital landscapes. We'll share key findings and best practices that can shape your approach to customer success.



## Secure Your Data

Digital transformation is no longer the most significant pain point for IT leaders. **Data security now tops the list** of challenges due to accelerated digital transformation driven by the pandemic. With an ever-increasing terrain for bad actors to exploit, data security has become the new enabler of digital transformation.

## Nurture Your Resources

The Great Resignation hit IT teams harder than expected. **Due to skill shortages, many fell short of their digital transformation goals.** Those who could achieve their objectives supplemented their staff with outsourced services. They also reprioritized goals, realigned resources, and upskilled their team.

## Evolve Your KPIs and Shift Your Spend

As IT leaders navigate expanded digital landscapes, success depends on the right priorities and resources. **Data governance is now the number one KPI** for digital transformation success. IT executives are also looking toward the future by prioritizing investments in virtual reality, augmented reality, and predictive AI.

## Embrace an Innovation Toolkit: AI, Automation, and Low Code

**Sixty-three percent of respondents plan to invest in AI/automation** solutions to maximize innovation and productivity. And **72% of surveyed leaders say they use low-code** tools to drive efficiency and speed to market. These trends fuel significant IT innovation growth across multiple industries this year, with regulated sectors leading the way.



# Secure IT to Stay Resilient

The need to support remote and hybrid work continued to accelerate digital transformation in 2021. But new ways of working have also increased organizations' digital footprints, which has created even more loopholes for bad actors to exploit. And IT leaders are struggling to manage the resulting data security and privacy challenges. Consequently, they expect security breaches to pose the biggest threat to digital innovation.

Please rank what you perceive to be the top three threats to accelerating digital innovation within your industry in 2022.

Increased security breaches

1

Existing technical debt

2

Lack of technology investments

3

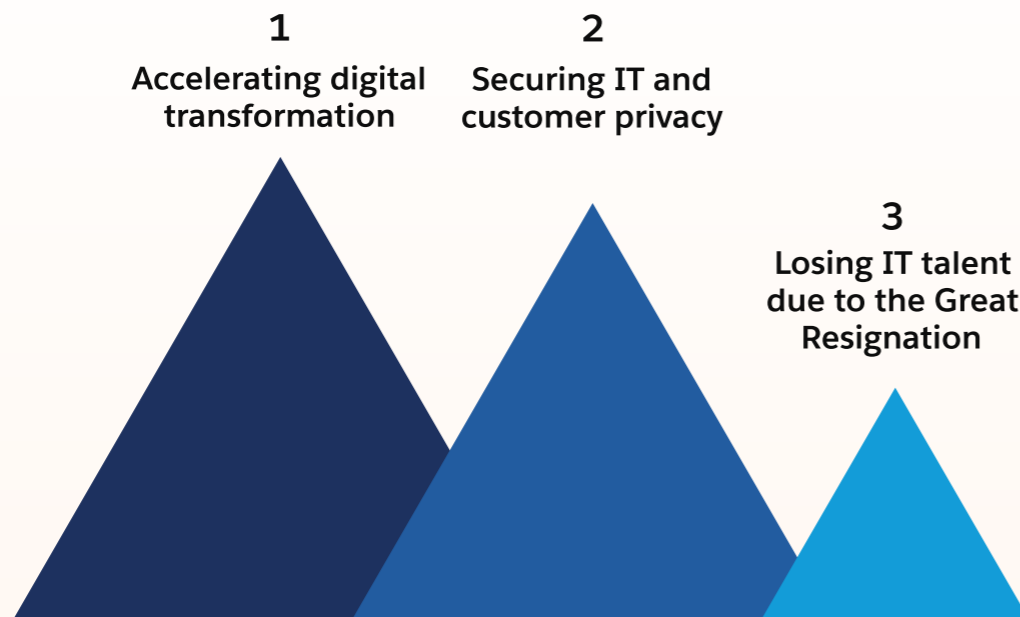
**“ This year we have prioritized security. We have focused change management efforts towards security projects that impact users.”**

C-Suite, Finance (10,000+ employees)

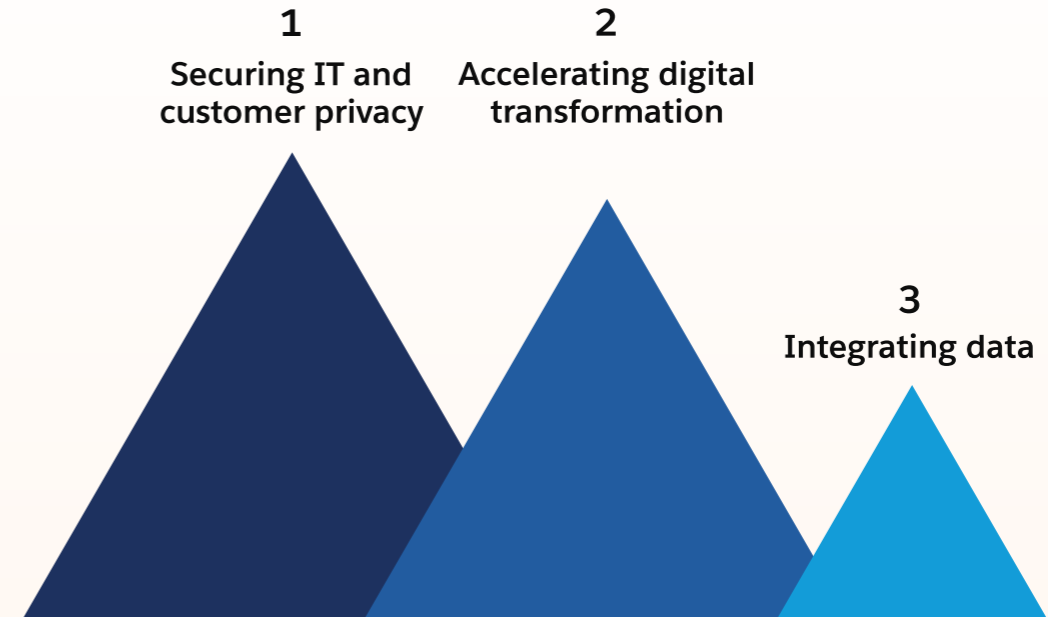


## What were your top IT challenges in 2021, and what do you expect to be your top challenges in 2022?

### 2021 Challenges



### 2022 Challenges



# Automate, Upskill, and Prioritize to Weather the Great Resignation

While losing IT talent just barely missed the top two IT challenges of 2021, the Great Resignation was a major theme in our data. Many IT leaders indicated it was a primary reason for falling short of their digital transformation and security goals. Those who weathered the storm reported numerous strategies for success. They included:

- Automating business processes and putting scalable solutions in place
- Upskilling employees by launching new training programs
- Using managed services and outsourcing to close the skill gap
- Prioritizing IT resources and spend
- Focusing on the most impactful digital transformation efforts

**“The Great Resignation has put a big dent in both our competence and budgets.”**

VP, Manufacturing (10,001+ employees)

**“We are focusing on automation, streamlining processes, and extending our digital transformation to ease the pain of losing resources.”**

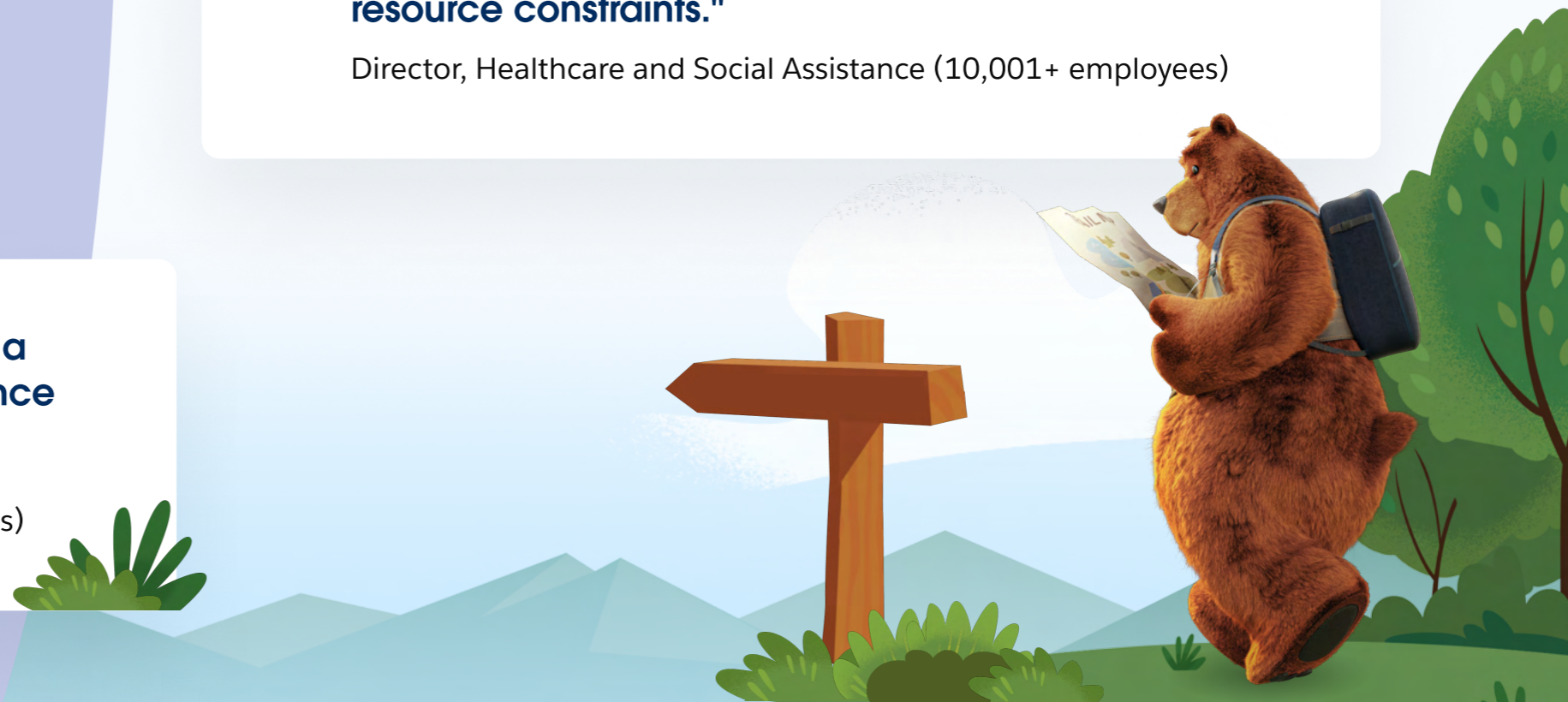
C-Suite, Manufacturing (1,001–5,000 employees)

**“We are addressing our organizational challenges by controlling our resources as efficiently as possible.”**

C-Suite, Manufacturing (5,001–10,000 employees)

**“We are seeking to leverage greater use of automation and third-party services to help offset resource constraints.”**

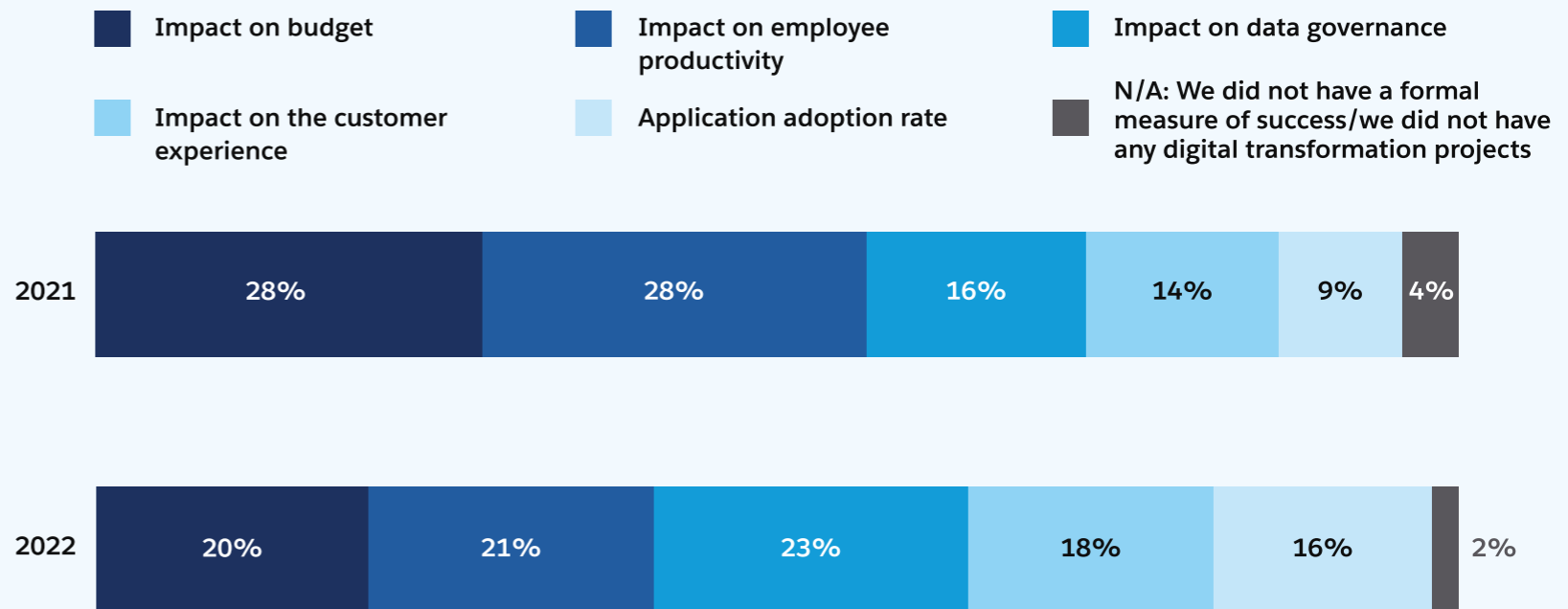
Director, Healthcare and Social Assistance (10,001+ employees)



# Go the Distance with Good Data Governance

IT leaders manage a more extensive digital terrain than ever before – making data governance paramount. As companies accelerate their digital transformation, success depends on prioritizing and streamlining data governance processes. And IT executives are evolving KPIs to reflect this new imperative.

## Which of the following was the most important measure of success for digital transformation projects at your organization in 2021, and which will be most important in 2022?



### Industry Insights

IT leaders in healthcare say employee productivity is their top measure of success for 2022.



# Soar to Success with the Right IT Investments

Along with KPIs, IT spend is also evolving. According to our findings, IT leaders report spending more on low code/no code, collaboration, workflow automation, and security solutions in 2021 compared to 2020.

Such investments kept their operations afloat during the pandemic in 2021. But this year, IT executives are focusing on getting ahead and setting their organizations apart. They're prioritizing investments in **virtual reality, augmented reality, and predictive AI** to do just that.

**Low-code/no-code** platforms experienced significant investment in 2021 and will continue to be a budget priority again in 2022.



Please rank the top three emerging technology investments you are planning to prioritize over the next 12 months.

Virtual reality (VR)/augmented reality (AR)

1

Smart AI devices and apps

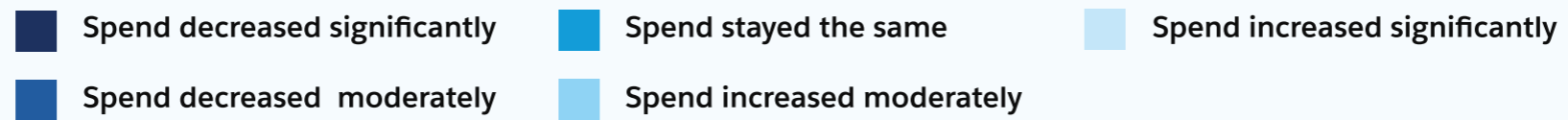
2

Low-code/no-code platforms

3



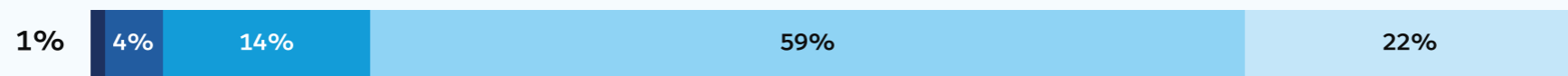
## How would you describe your IT budget spend on the following technologies in 2021 compared to 2022?



### Low-Code/No-Code Platforms



### Security Solutions



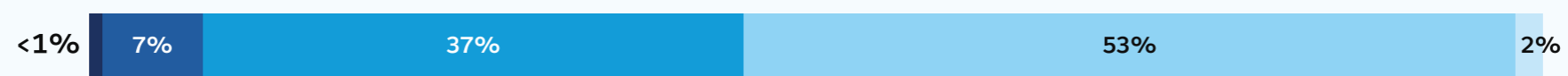
### Collaboration Solutions



### Data Analytics



### Workflow Automation tools



### AI/ML



### CRM Platforms



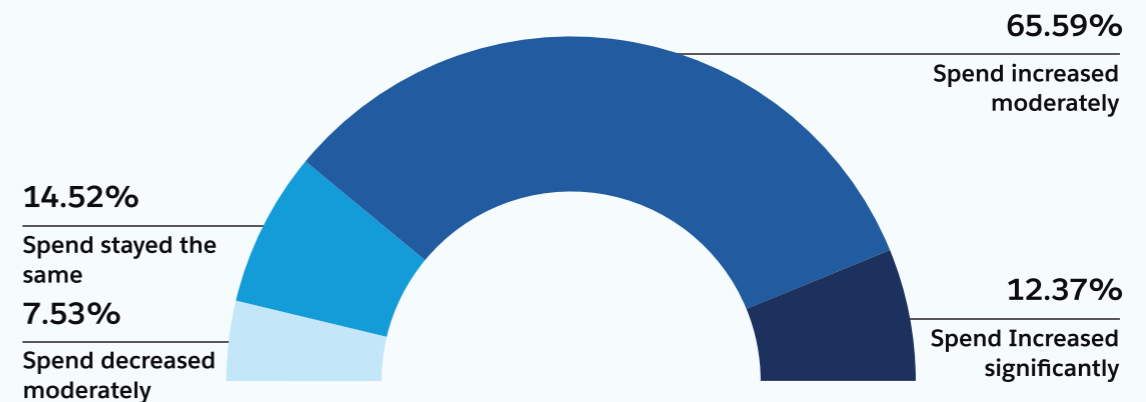
# Manufacturing Climbs Higher into IT Budgets

IT executives report key differences in their budgetary spend across industries. And those differences align with the challenges their verticals face. **Eighty-seven percent of manufacturers surveyed say their security spend increased** in 2021. Given recent supply chain instability and cyberattacks, such investments will minimize risks moving forward. Manufacturing executives are also making the largest investment leaps on low-code/no-code solutions. Fifty-two percent note an increase in spending last year, reflecting their need to ship apps faster to streamline supply chain operations.

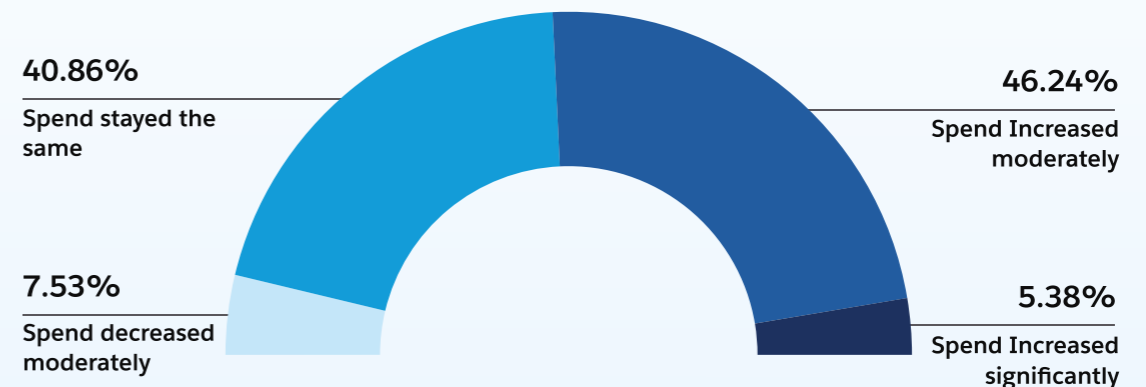
How would you describe our IT budget spend on the following technologies in 2021 compared to 2022?



Manufacturing: Security Solutions (n = 186)



Manufacturing: Low-Code/No-Code Platforms (n = 186)

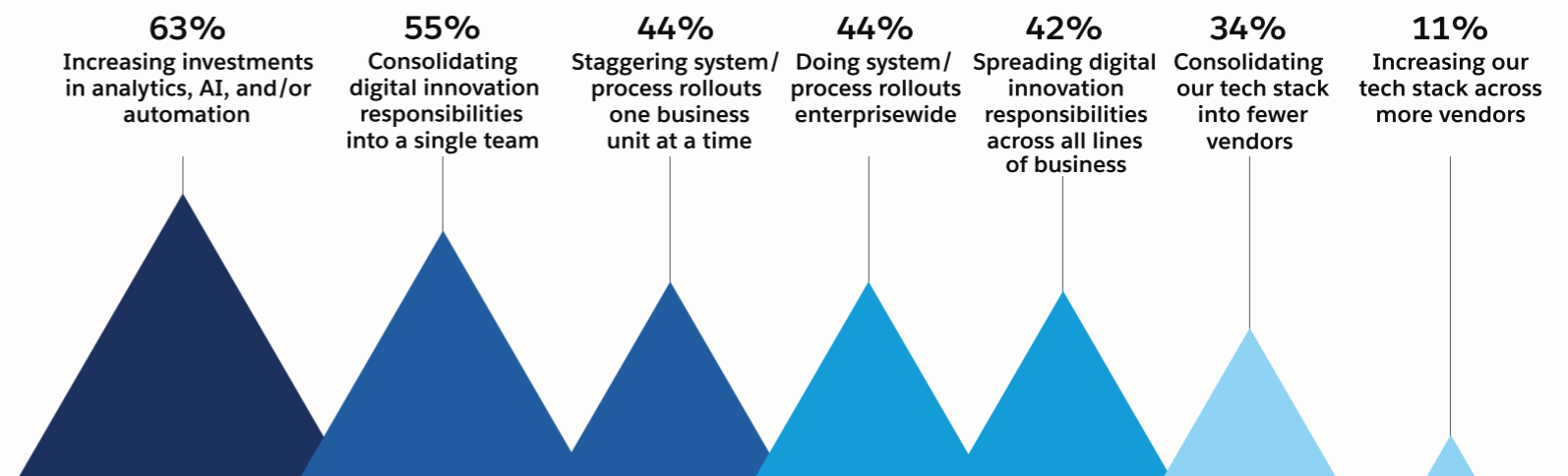


# Discover New Efficiencies with AI/Automation

With 88% of IT leaders seeing increased workloads over the past year, teams are increasingly looking for the right tools to create new workflows and automations rapidly. They also need ways to identify and predict ongoing issues, such as supply chain bottlenecks. Given these trends, it's no wonder **63% of respondents plan to invest in AI/automation** solutions to maximize innovation and productivity.



## How do you plan on scaling efforts to maximize digital innovation success at your organization?



### Industry Insights

Manufacturing leaders had the highest proportion of respondents leaning into AI and automation. Over 70% say it will be vital to scaling digital transformation.



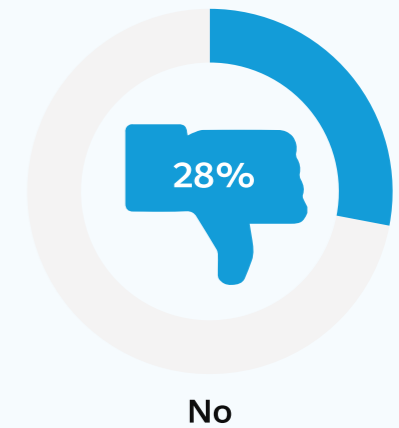
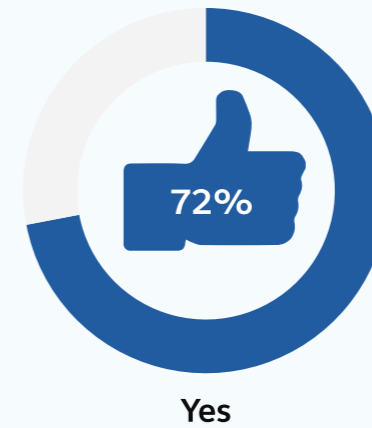
# Build Faster with Low Code

To stay competitive in a digital-first world, organizations must innovate anywhere, automate anything, scale everything, and, most importantly, empower everyone. Most IT leaders are using low code to achieve these goals and get their apps to market fast. And the evolution is increasingly reaching all teams, regardless of their technical know-how.

### Efficiency Tip:

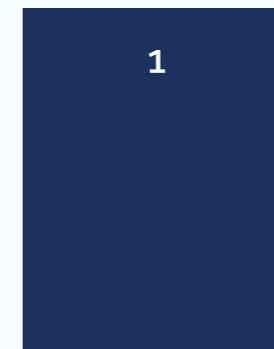
Launching a successful app typically leads to requests to re-create or expand the app to other teams. Planning ahead can help you get ahead of these requests. Look for ways to make your low-code application scalable to other similar initiatives at the outset of the app build.

Does your organization use low-code app development tools?

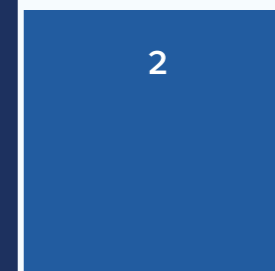


What are the top three benefits of using a low-code solution at your organization? (n = 362)

Empowers everyone to innovate



Accelerates productivity

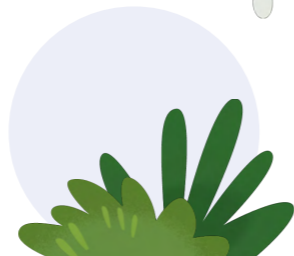


Speeds time to market



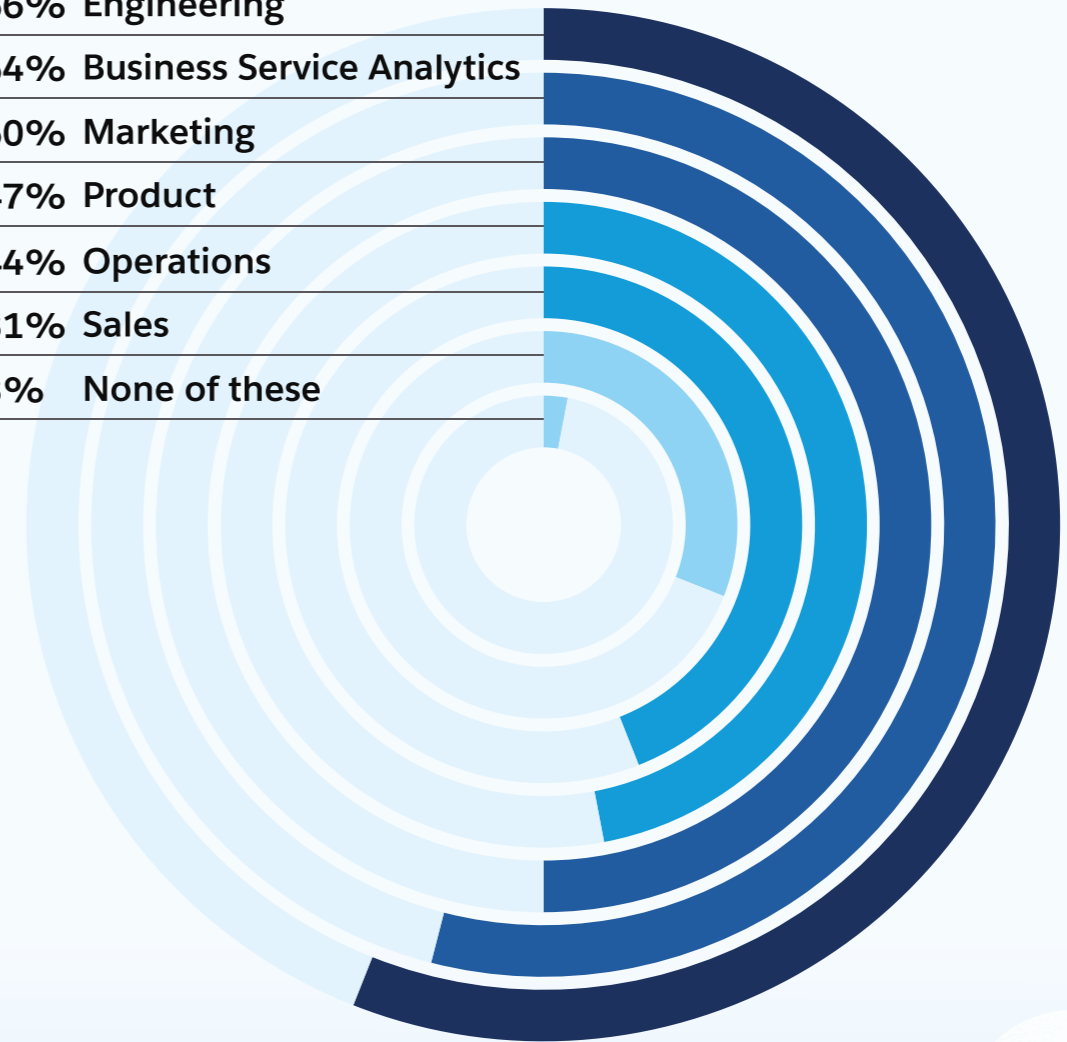
## Industry Insights

84% of IT executives in the manufacturing industry (n = 186) say they use low-code/no-code solutions.



**Outside of the IT/InfoSec teams, what lines of business have become digital creators over the past year due to availability of low-code development tools? (n = 362)**

- 56% Engineering
- 54% Business Service Analytics
- 50% Marketing
- 47% Product
- 44% Operations
- 31% Sales
- 3% None of these



# Be Optimistic About Innovation

Ongoing data security challenges are not hampering IT leaders' overall optimism about 2022. Despite (or perhaps because of) an increasingly complex security environment, many expect significant IT innovation across multiple industries over the next 12 months, with regulated sectors leading the way. And they're aligning their spend to realize this innovation.

Please rank the top five industries you think will see the most IT innovation over the next 12 months.



1

Finance, banking &amp; insurance



2

Healthcare



3

Educational services



4

Government



5

Manufacturing

**“ We are building out and budgeting for technology roadmaps and have implemented technology working groups throughout our lines of business to focus on technology needs and challenges.”**

C-Suite, Finance, Banking & Insurance  
(1,000–5,000 employees)



# 4 Winning Strategies for IT in 2022

2022 embraces the aftermath of rapid digital transformation and the continuing Great Resignation. Success is all about building on what we've learned to push forward. If the pandemic taught the business world anything, it's that agility enables organizations to navigate any terrain and weather any storm. Here are four winning strategies to stay agile and accelerate into the challenges ahead.

## Secure Your Data

Preventative measures lessen the impact of a cyberattack on your budget and reputation. Prioritize data security and governance first to ensure the success of your digital transformation and business.

## Rethink Your Spend and Processes

The enormity of today's digital terrain and cyber threats means IT leaders need to think differently. Proactively monitoring your budget and KPIs will increase your agility to respond rapidly to changing business demands.

## Invest in AI/Automation

With continued shortages in IT skills, these technologies can help you gain new efficiencies and avoid employee burnout. Take full advantage of these technologies to close resource and skills gaps. Additionally, keep IT on everyone's radar. Build IT roadmaps with business stakeholders and communicate these plans across the enterprise to help everyone stay aligned as business needs evolve.

## Build Faster with Low Code

The demand for great experiences shows no signs of slowing down. Professional and business developers need workflows, automation, and apps to help them build fast. Low code empowers customers, partners, and employees to build business-critical apps while freeing your IT team to focus on digital transformation imperatives.



## The Salesforce IT Trends Study

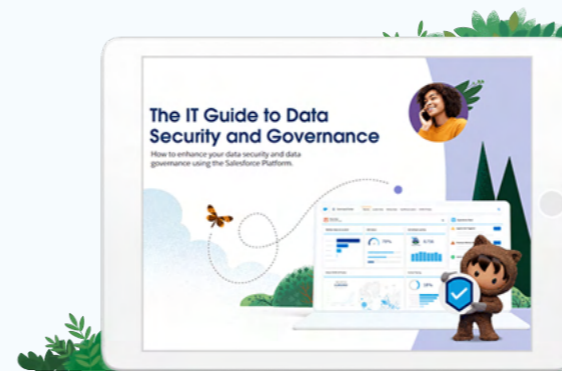
Salesforce ran a study on trends in data security in Pulse's community of verified technology decision makers. The 500 respondents surveyed between November 19, 2021, and January 7, 2022, included C-suite Infosec and IT executives across the globe at organizations with more than 1,000 employees.

## More About Pulse

Pulse is a social research platform trusted by technology leaders around the world. These executives rely on the community to make connections, share knowledge, get advice, and stay on top of current trends in the technology space. The questions, polls, and surveys posted in Pulse's platform are curated into insight reports that reflect what matters most to technology leaders right now.

Learn more about Pulse at [pulse.qa](https://pulse.qa) or reach out to [hello@pulse.qa](mailto:hello@pulse.qa).

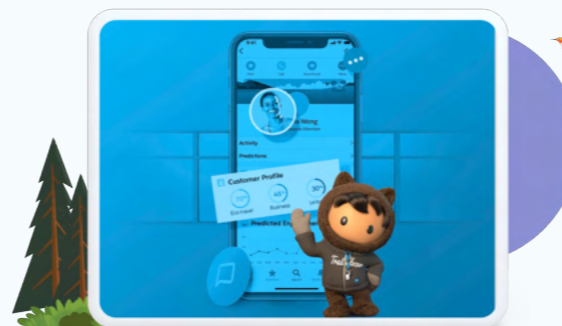
# Learn how to Drive Innovation & Efficiency Securely and at Scale



## The IT Guide to Data Security and Governance

Discover how to enhance your data security and governance using the Salesforce Platform.

[Learn More](#)



## The Low-Code App Development Playbook

See how low-code platforms empower everyone across your enterprise to build secure apps fast.

[Learn More](#)



## Ready to Automate Workflows? Here's Where to Start

Learn how to prioritize which business processes are the best candidates for automation.

[Learn More](#)





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