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# 2022 CXO Tech Agenda

*April 2022*

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# Study Overview

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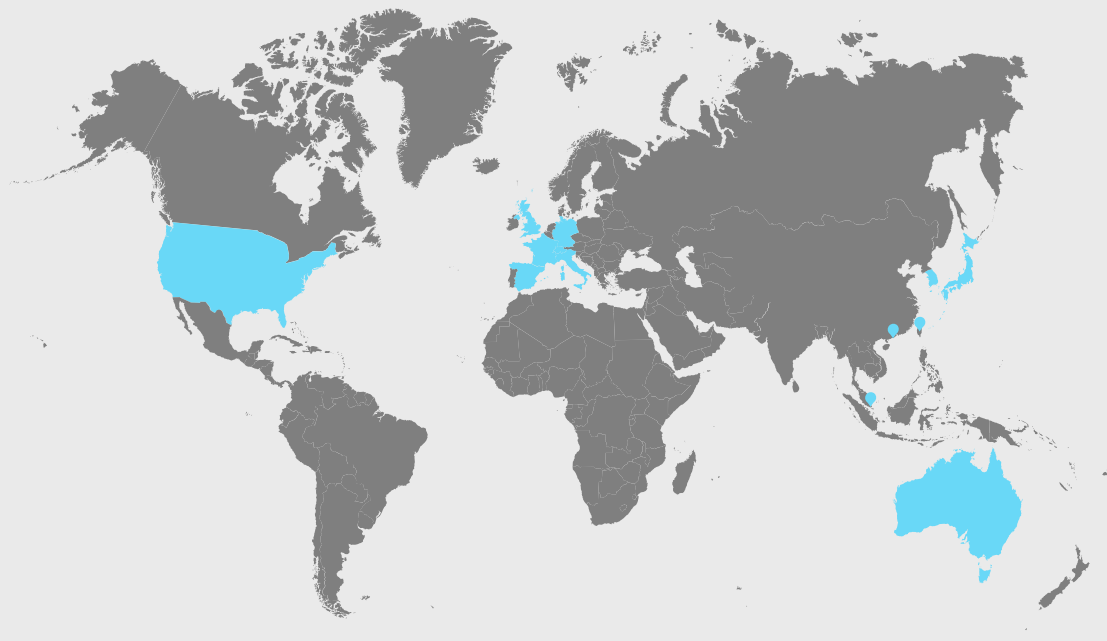
The 2022 CXO Tech Agenda is the fifth in a series of surveys conducted globally among CEOs & CIOs that examines the dynamic between these two executives roles and what type of technologies firms are prioritizing in order to remain competitive and grow their businesses.

While the 2021 iteration focused on the impact of the COVID-19 pandemic and the rise of remote work, this iteration returns to a more tech-focused approach and examines changes in budgets, prioritization of emerging technologies (AI, ML, cloud computing) as well as environmental sustainability.

# Methodology & Geo Breakdown

Online quantitative survey of n=2,000 respondents from 13 different regions

REGION	n=CEOs	n=CIOs	n=Total
<b>UNITED STATES</b>	<b>500</b>	<b>500</b>	<b>1,000</b>
<b>EUROPE</b>	<b>250</b>	<b>250</b>	<b>500</b>
France	42	42	84
Germany	42	42	84
Italy	42	42	84
Spain	41	41	82
Switzerland	41	41	82
United Kingdom	42	42	84
<b>ASIA</b>	<b>250</b>	<b>250</b>	<b>500</b>
Australia	42	42	84
Hong Kong	42	42	84
Japan	42	42	84
Singapore	42	42	84
South Korea	41	41	82
Taiwan	41	41	82
<b>TOTAL</b>	<b>1,000</b>	<b>1,000</b>	<b>2,000</b>



# Respondent Profile

Skews toward technology, financial services & manufacturing, mid-market & enterprise

## Company Size

1 - 99	3%
100 - 999	36%
1,000 +	61%

## Company Revenue

Less than \$10 Million	3%
\$10-\$99 Million	7%
\$100-\$999 Million	60%
\$1 Billion or More	30%

## Top Industries

Technology	24%
Financial Services	10%
Manufacturing/Industry	8%
Construction/Infrastructure	8%
Retail/Wholesale	6%
Healthcare	5%

# Key Findings

1. **CXOs consider advancements in technology to be the biggest driver in company transformation** and because of this, new tech adoption has risen to the top of many company's priorities
2. Companies remain in COVID-recovery mode, & that coupled with new tech adoption has driven **2022 budgets higher across an array of products & services, including AI, IoT, cloud, collab tech & cybersecurity.**
3. **Many CXOs have become more ESG conscious** and are trying to find balance between increasing revenue and adopting environmentally friendly practices
4. New vendor consideration is influenced by a number of different factors - **CXOs turn to brand advertising, events, case studies & thought leadership to learn about prospective tech partners**

# *Main Findings*

# New Tech Integration is the **#1 Initiative** For CXOs

55%

say it's a priority for the future, **ranking 1st among 16 initiatives** & ahead of  
financial growth (49%) & supply chain optimization (41%)



## Profit & Revenue Generation Are Top Drivers for Tech Adoption

3 in 4 CXOs consider impact on profit, competitiveness, and revenue growth when thinking about which technologies to invest in, highlighting new technology's impact on all aspects of the business

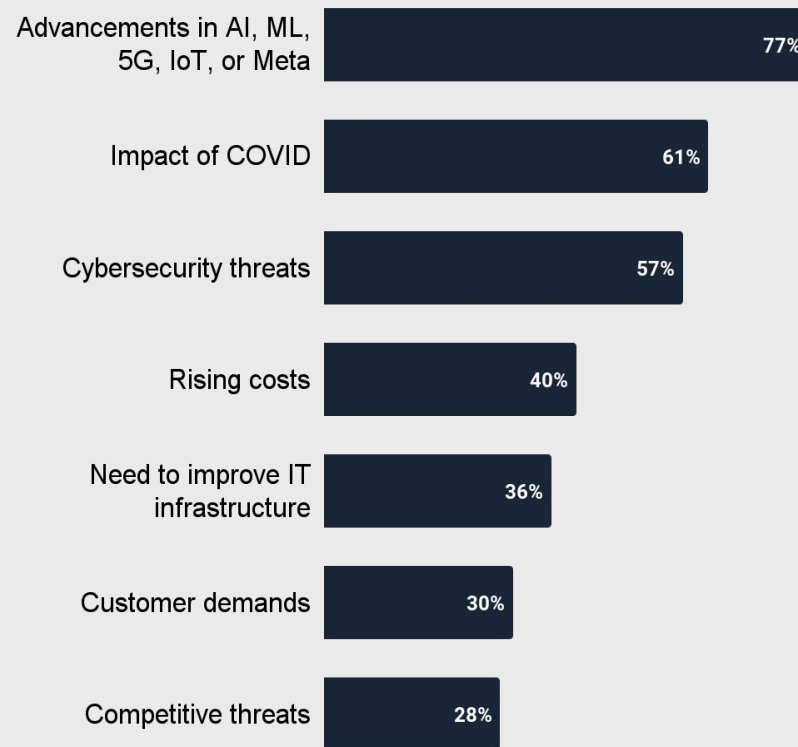
Leading Drivers for Tech Adoption  
(% Moderate / Strong Consideration)



## Emerging Tech Is Expected to Trigger Transformation Initiatives

While over 3 in 4 say tech advancements have triggered organizational transformation, this has occurred in tandem with responding to the impact of COVID

### Main Triggers Driving Organizational Transformation



## CXOs Look to **AI & 5G** as Biggest Drivers of Disruption

### Top Five Technologies Expected to Drive Disruption

**24%** AI / ML

**15%** 5G

**12%** The Metaverse

**11%** Big Data / Data Mining

**10%** The Internet of Things

# AI Prioritization Stems From Confidence in **Both** Internal & External Use Cases

## Top Reasons for AI Adoption



**62%**

Improve data analysis capabilities



**58%**

Increase automation of repetitive tasks



**49%**

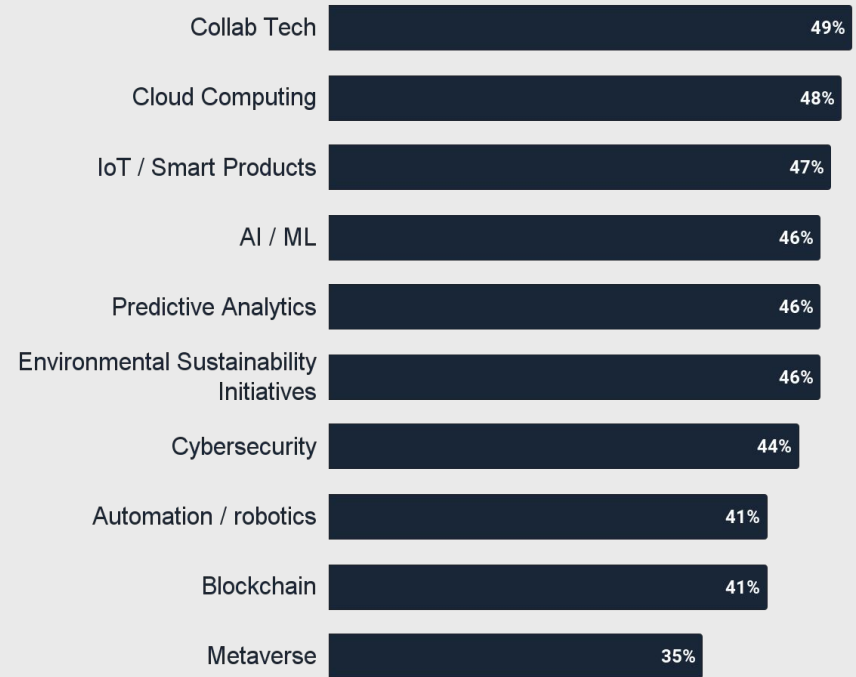
Introduce new lines of revenue

# 61% Consider COVID a Trigger for Transformation, +20 Pts vs. 2021

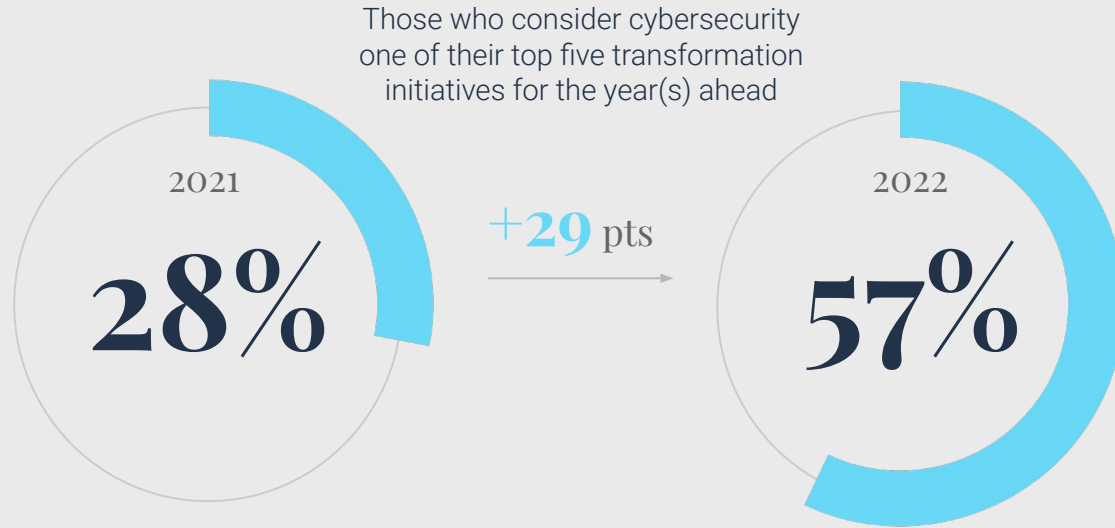
This is reflected in technological investment - **collab tech, cloud & cybersecurity** rank towards the top in current **prioritization**.

# New Tech Integrations Coupled With COVID Response Lead to Wide Net in 2022 Priorities

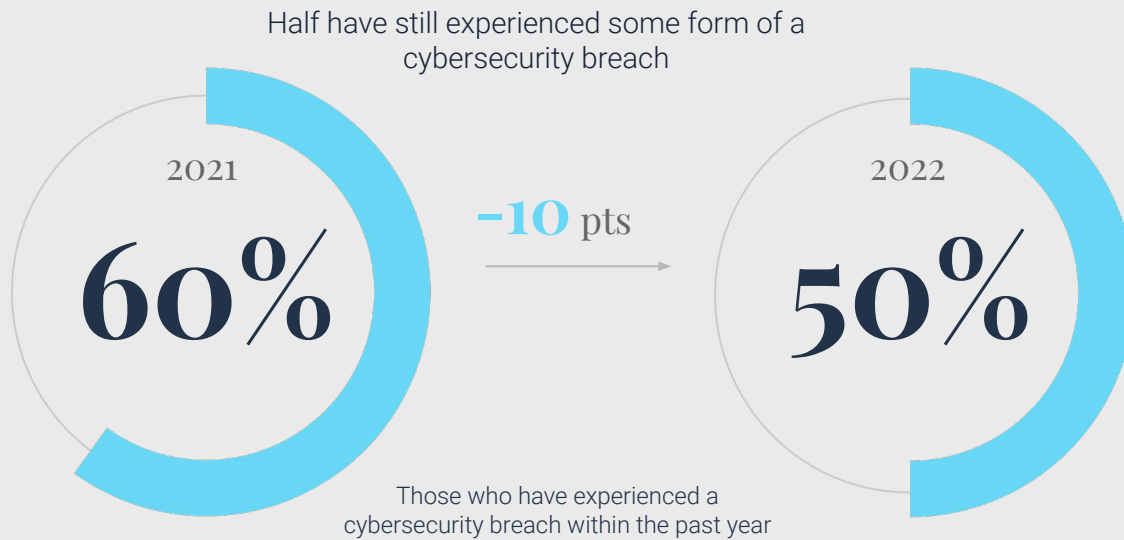
## Top Tech Priorities for 2022



# Cybersecurity As Trigger For Organizational Transformation Has More Than Doubled Since 2021



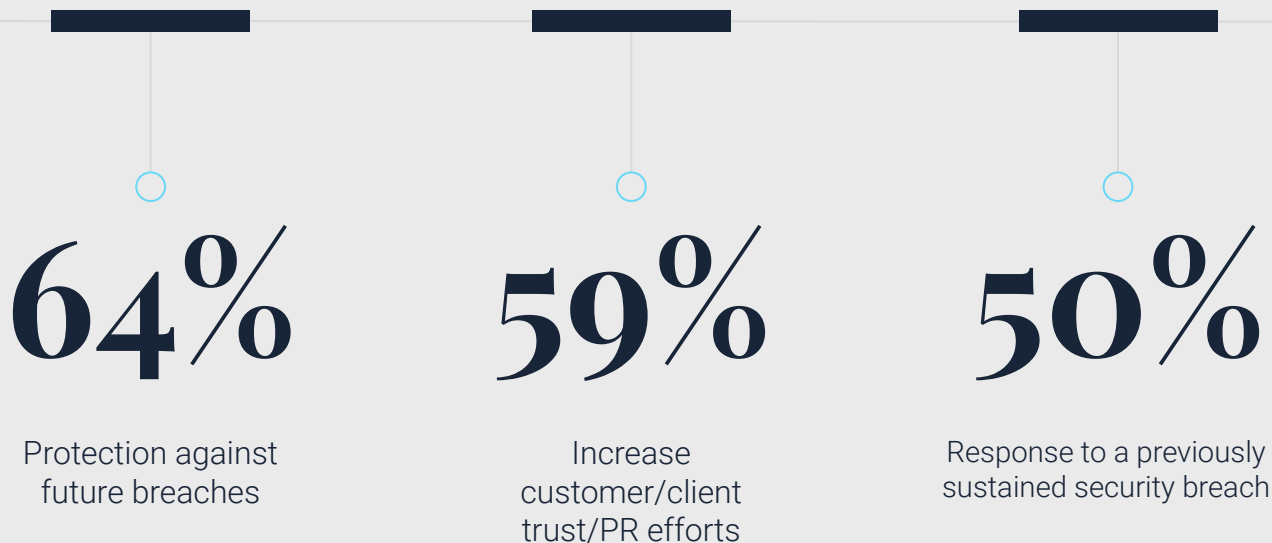
# Increased Focus on Cybersecurity Lead to Dip in Breaches, But Threats Remain





# Cybersecurity a Priority to Ward Off Future Breaches & Bolster Trust

## Top Reasons for Cybersecurity Prioritization



# With Cybersecurity a Top Priority, Companies Look to Bolster Their Current Capabilities

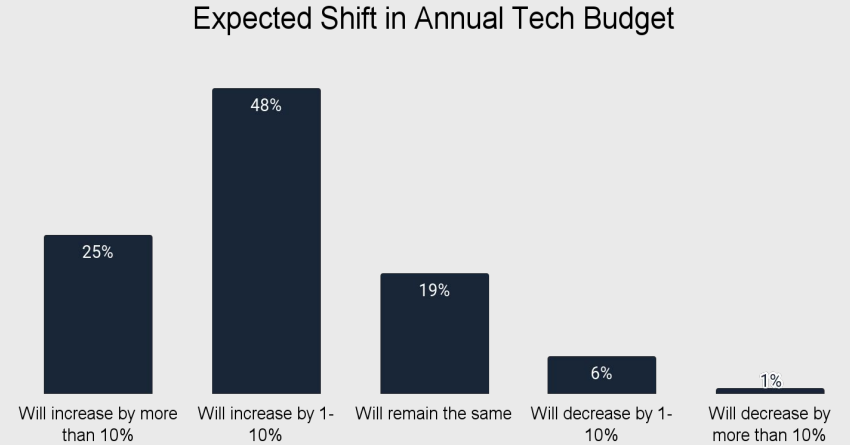
**\$146BN**

Projected spending on cybersecurity in 2022

**+\$29BN**

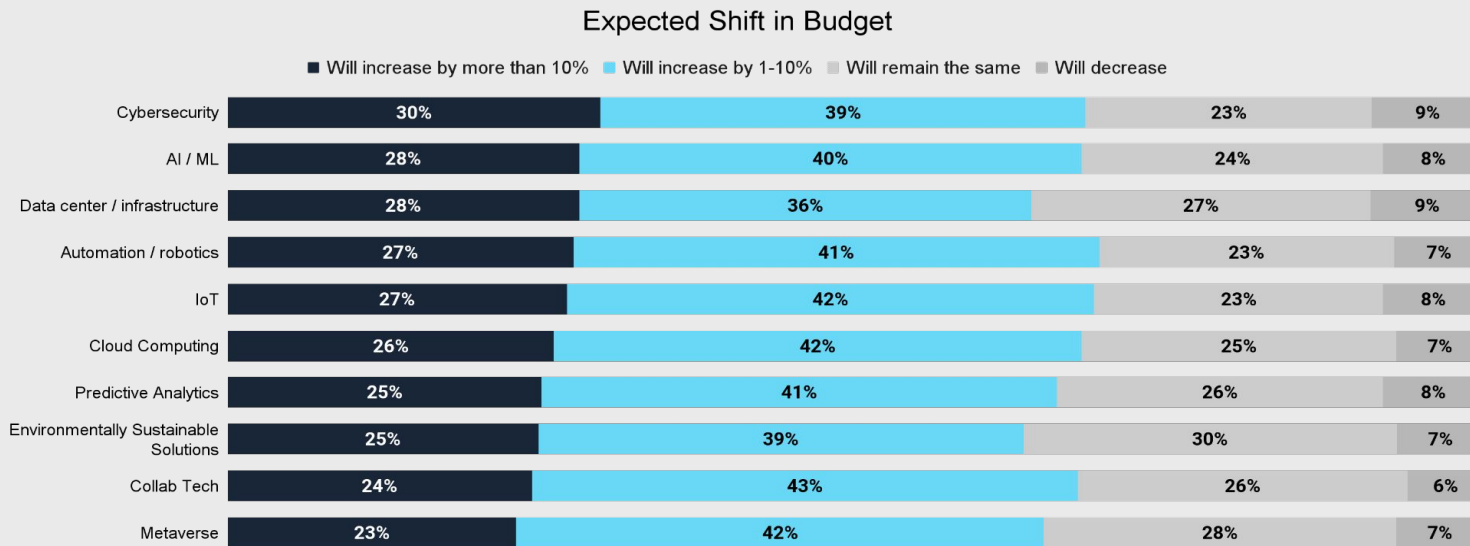
Expected increase in cybersecurity spending by 2024, to \$175BN

# 3 in 4 Respondents Expect Tech Budgets to Increase, Averaging \$3.5MM



# Cybersecurity, AI/ML Biggest Beneficiaries of Rising Budgets

Companies expect to balance their budgets across emerging tech investment & maintenance of existing technologies like cybersecurity & cloud



Source: The Wall Street Journal | Barron's Group Intelligence 2022 CXO Tech Agenda. Base: Total CEOs n=1,000; Total CIOs n=1,000. Q. Please indicate your range of investment in each of the following legacy technologies for 2022 as compared to your 2021 budgets:

# CXOs See Telecommunications & Marketing Potential in Metaverse

## Top Reasons for Metaverse Adoption



66%

Internal organizational use cases like teleconferencing, telecommuting, distance education, and/or social relations

59%

Use as an additional channel for marketing/advertising

42%

Introduce new lines of revenue

# Multiple Stakeholders are Pushing Companies to Adopt Sustainable Practices

Customers (63%), regulators (50%), investors (46%) and employees (41%) are **driving increased investment in sustainability.**

# Most CXOs Are ESG Conscious & Believe Balance Can Be Achieved Between Sustainability & Profit



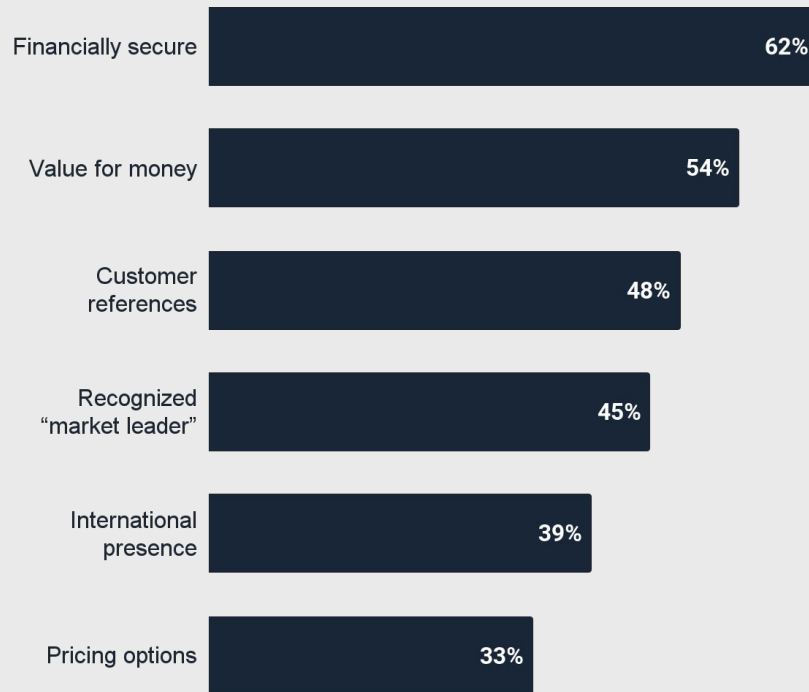
# While CXOs Search for New Tech Solutions, They Turn to a **Variety of Content** to Stay Informed

Over **80%** of CXOs try to keep up with **technological developments** and **enjoy reading about new technologies**



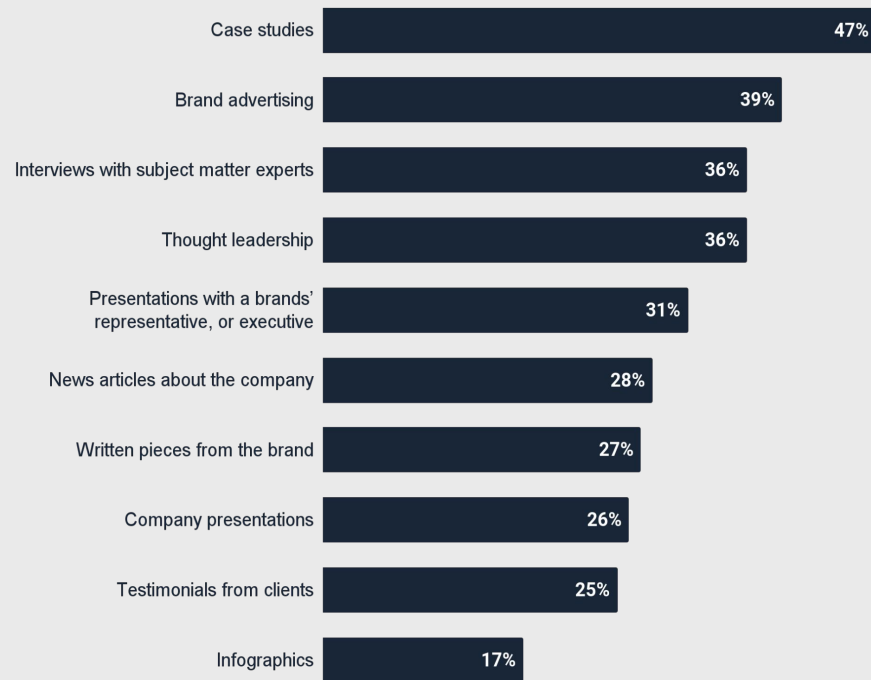
# CXOs Consider Financial Stability, Value & Reputation When Evaluating Tech Vendors

## Biggest Factors When Considering Tech Vendors



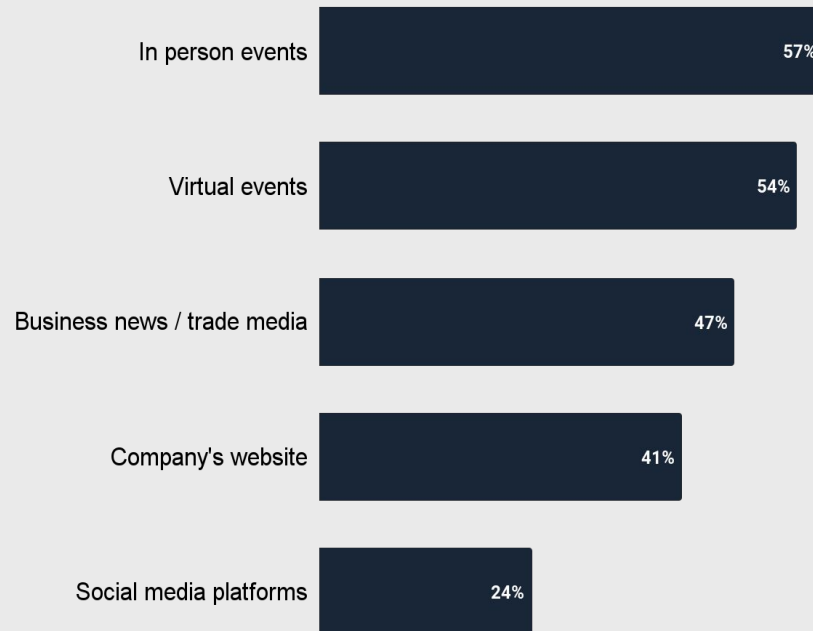
# Case Studies, Brand Ads & Thought Leadership Key When Evaluating Tech Vendors

Preferred Content Types For Evaluating Brands



## Respondents Prefer to Learn About Brands Via Events & Business News/Trade Media

### Top Content Channels to Learn About Vendors



# WSJ Leads in Credibility Among Both Business & Tech Leadership

#1

THE WALL STREET JOURNAL.

64% of CEOs

63% of CIOs

consider WSJ credible

ahead of

The New York Times

The Washington Post

Bloomberg

FORTUNE

Forbes

The Economist

# Implications

1. **AI, Collab Tech, Cloud, & Cybersecurity are overall top of mind technologies** & warrant proactive external messaging to stimulate discussion.
2. **ESG initiatives & emerging technologies like Metaverse, Automation are also gaining traction** in the C-Suite & marketers in these arenas could benefit from educating company leaders.
3. Messaging that highlights **reputation, price efficiency/value & competency/testimonials resonates with CXOs** when considering new vendors.
4. CXOs engage with a variety of tools in vendor discovery, with **case studies, brand advertising, SME interviews & thought leadership most influential**. Use these resources when marketing to them.

# *Brand Perceptions*

## Also Available: Brand Perception Evaluation

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An additional section of this study involved gauging CXO perceptions of a variety of technology-focused companies. Respondents were asked to rate brands on level of **awareness** & **innovation**.

Number of measured companies per region:

U.S.: 59

Asia/Pacific: 44

Europe: 48

# Innovation Is At The Crossroads Of Business & Tech

3 in 4 CXOs Say That **Tech Drives Their Innovation** Efforts



# Measured Companies: U.S.

**Accenture**

Adobe

Amazon Business

**Amazon Web Services (AWS)**

Analog Devices (ADI)

AT&T Business

Atlassian

**Blue Yonder**

**BMC**

c3.ai

**Capgemini**

Carbonite

Cisco WebEx

**Citrix**

**Cognizant**

Comcast Business

Coupa

**Dell Technologies**

**Deloitte**

**DXC Technologies**

Dynatrace

**Ernst & Young (EY)**

**FujiFilm**

**Google Workspace**

**Hitachi**

**Hewlett Packard Enterprise**

**Huawei**

**IBM**

**Juniper Networks**

Knightscope

**Lenovo**

Lumen

**Meta (Facebook) for Business**

**Microsoft Azure**

**NEC**

**NetApp**

**NETSCOUT**

**NTT**

**Oracle**

Palantir

Palo Alto Networks

RedHat

**Salesforce**

**Samsung**

**SAP**

SAS Institute

ServiceNow

Slack

**SoftBank Group**

Splunk

Supermicro

**Tech Mahindra**

T-Mobile for Business

Unisys

Verizon

**VMware**

**Workday**

**Xerox**

Zoom

# Measured Companies: **Asia**

**Accenture**

**Amazon Web Services (AWS)**

**Blue Yonder**

**British Telecom**

**CA Technologies**

**Canon**

**Citrix**

**Cognizant**

**Dell Technologies**

**Deloitte**

**DXC Technologies**

**Ernst & Young (EY)**

**FujiFilm**

**Fujitsu**

**Google Workspace**

**Hitachi**

**Huawei**

**IBM**

Infosys

**Juniper Networks**

**Kaspersky Labs**

Kyocera

**Lenovo**

**LG**

**Meta (Facebook) for Business**

**Microsoft Azure**

**NEC**

**NetApp**

**Nikon**

**NTT**

**Oracle**

Panasonic

**Salesforce**

**Samsung**

**SAP**

Seiko Epson

**SoftBank Group**

Tata Consultancy Services

**Tech Mahindra**

Telstra

**VMware**

**Workday**

**Xerox**

Yokogawa

# Measured Companies: Europe

ABB

**Accenture**

**Amazon Web Services (AWS)**

Arqit

Bitdefender

**Blue Yonder**

**British Telecom**

**CA Technologies**

**Canon**

Capgemini

**Citrix**

**Cognizant**

**Darktrace**

**Dell Technologies**

**Deloitte**

**DXC Technologies**

**Ernst & Young**

Fujifilm

Fujitsu

**Google Workspace**

**Hewlett Packard**

**Hitachi**

**Huawei**

**IBM**

**Juniper Networks**

**Kaspersky Labs**

KPMG

**LG**

**Meta (Facebook) for Business**

**Microsoft Azure**

**NEC**

**NetApp**

**Neustar**

**Nikon**

**NTT**

**Oracle**

Peak

PwC

**Salesforce**

**Samsung**

**SAP**

**Softbank Group**

Tata Communications

**Tech Mahindra**

**VMware**

**Workday**

**Xerox**

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*THANK YOU*