



2022 Digital Trends

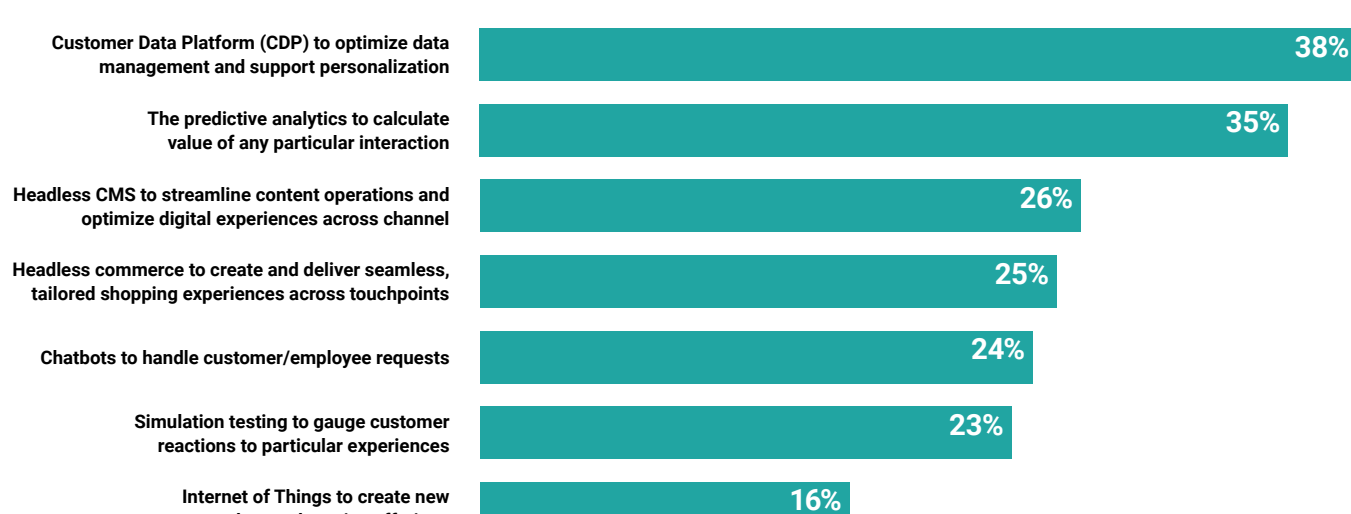
IT in Focus

As part of the 2022 Digital Trends survey, Econsultancy captured the insights of over 2,000 IT executives in partnership with Adobe. By level of seniority, 34% are at senior director level or above (defined as 'Senior IT executives'), with the remaining 66% at director level or lower ('Practitioners').

Fielded from November 11, 2021, to January 6, 2022, the survey explored the tactics and strategies that IT and technology teams will be deploying to achieve digital customer experience excellence in 2022.

1. Enterprises have more technology choices to make than ever before

To better achieve customer experience (CX) advantages, enterprises have an ever-widening choice of technology options. These have become ever more accessible, thanks to improved tech standards, growing availability of "as a service" solutions, and increasing cloud foundations.

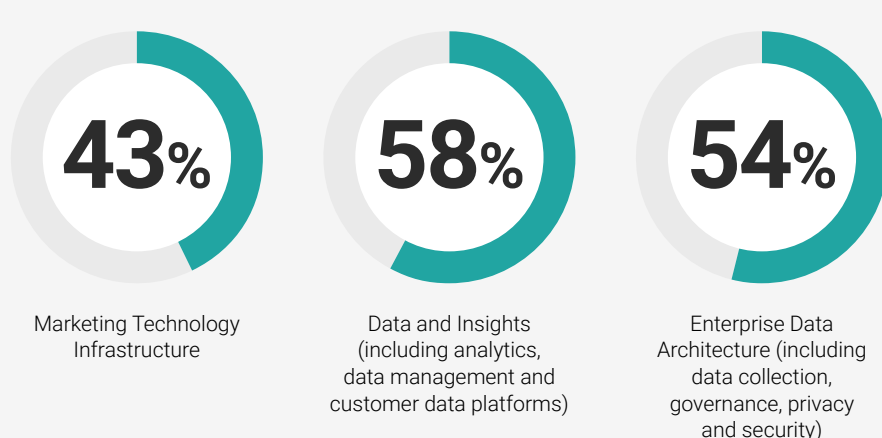


Sample size = 1,794 IT respondents

2. Senior IT executives' top tech priorities

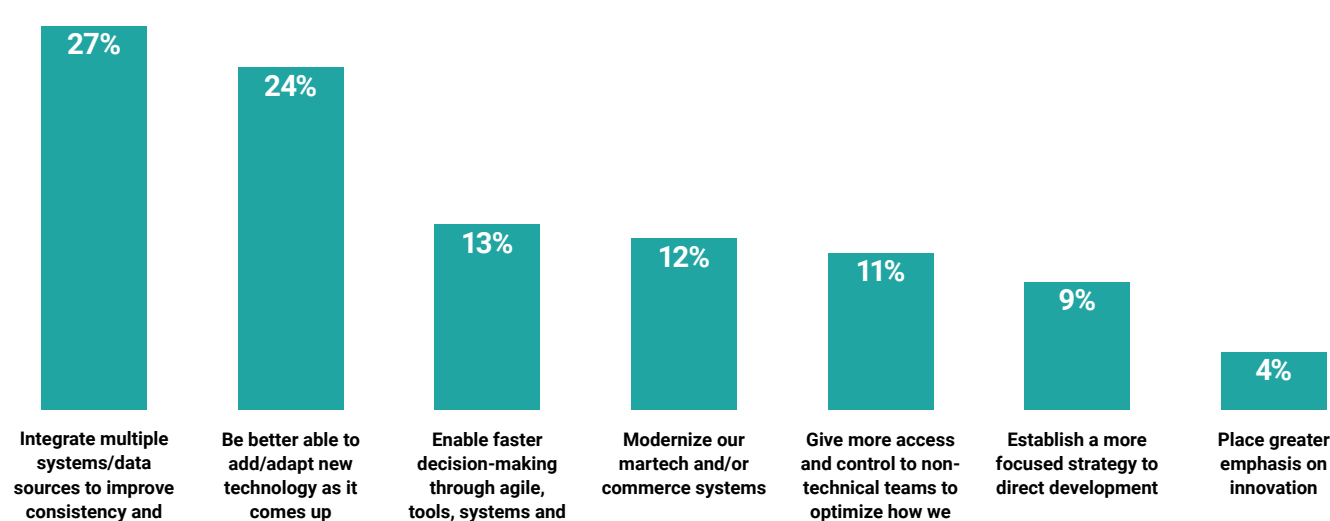
Truly differentiated CX depends on the organization's ability to customize every layer of the technology architecture.

In 2022, IT executives will be focused on building the necessary tech foundations and strategies to fully adapt and take advantage of the abundance of choice.



3. The quest to become an adaptive enterprise

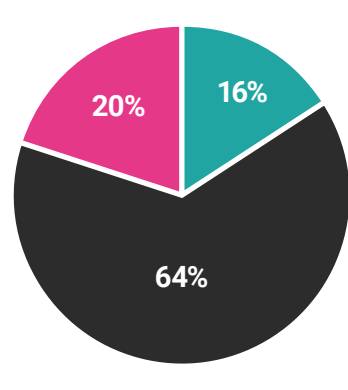
More broadly, IT executives are focused on the fundamentals, such as integrating multiple systems and data sources (27%). Their primary goal - to empower teams to accomplish the tasks and use cases they need without requiring unnecessary effort from IT teams (11%). Allowing IT to focus on higher-value workstreams will better enable adaptive enterprises of the future.



Sample Size = 1,668 IT respondents

4. Merely keeping pace with customer experience (CX) isn't an option

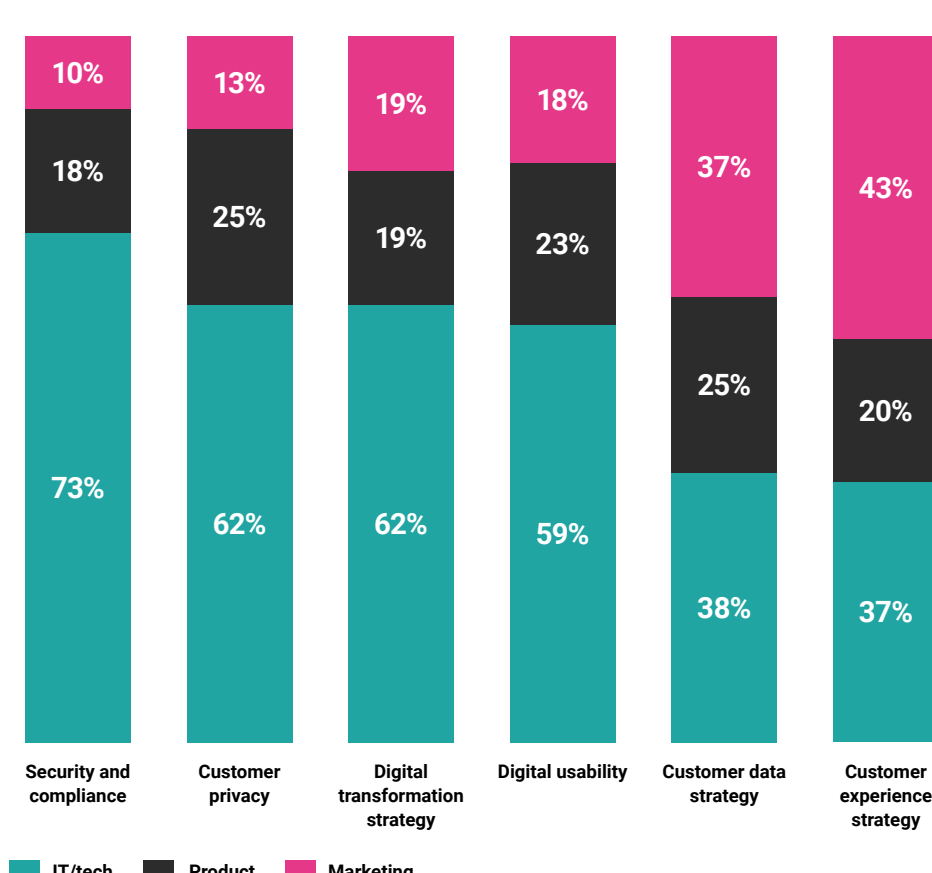
Customers' rapidly changing digital CX demands mean that organizations can no longer 'keep pace' to guarantee survival in today's hyper-competitive marketplaces. This puts increasing pressure on enterprises to leverage new tech quickly and effectively as soon as it comes on-stream.



Sample Size = 1,220 IT practitioners

5. Elevating the role of IT

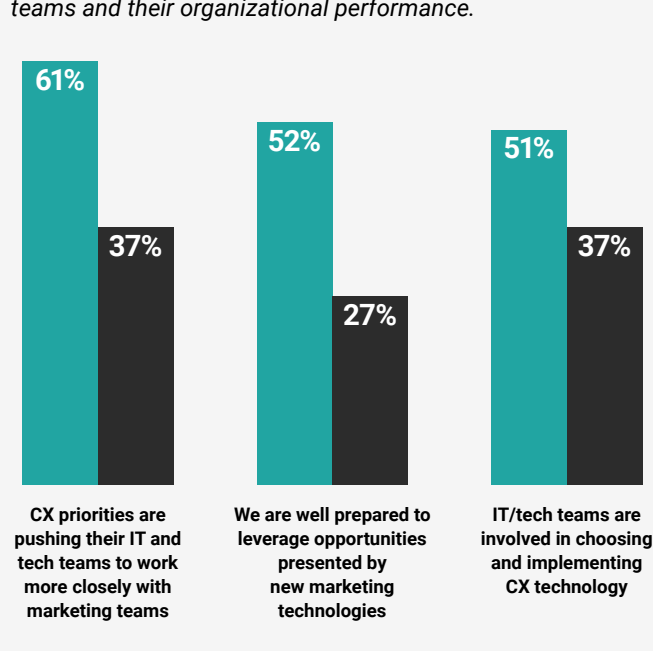
The objective is to help IT have an ecosystem of collaborators to better concentrate on overarching business strategy from security and compliance to customer privacy and digital transformation strategy and beyond.



Sample Size = 1,728 IT respondents

6. How leading organizations are leveraging IT versus the mainstream

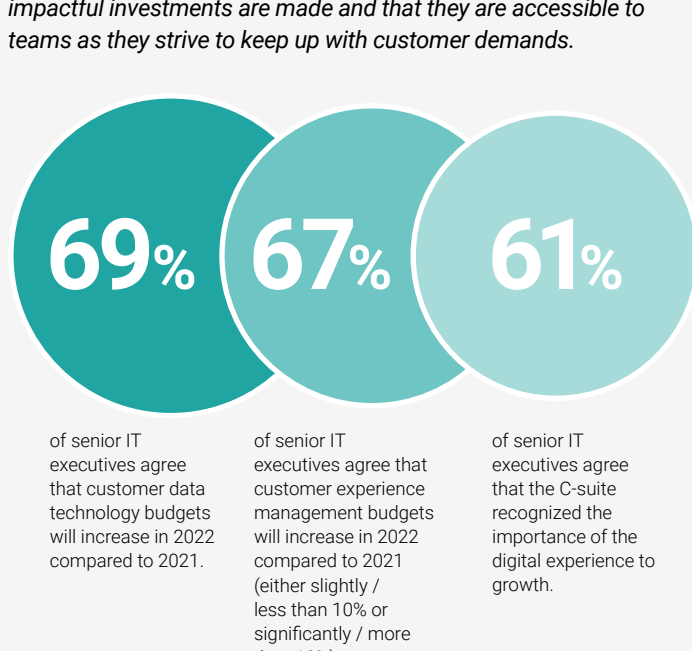
Our analysis of the differences between IT practitioners working at leading organizations, versus the mainstream (see methodology below) demonstrates a direct correlation between the collaboration levels of marketing and IT/tech teams and their organizational performance.



Sample size = 1,601 IT respondents

7. Greater CIO/CMO collaboration is critical to seize new business opportunities in 2022

Far from reigning in budgets to keep up with continuous change, senior IT executives expect budgets for technology to go up in 2022. The time is now for IT and other experience teams to collaborate more closely. Doing so will ensure that the most impactful investments are made and that they are accessible to teams as they strive to keep up with customer demands.



Sample size = 662 Senior IT executives

Source: Adobe/Econsultancy Digital Trends Survey, Q4 2021

Methodology

Introducing the Marketing Organization Performance Index:

To explore the characteristics of IT respondents working at leading and mainstream companies, we developed an index based on a practitioner-level survey question asking respondents to rate their marketing organization on a 10-point scale along with five performance indicators that all businesses should be continually benchmarking against: Agility, Innovation, Collaboration, Talent and Diversity.

For more information, please see this year's 2022 Digital Trends Report, available via this link.

Customer experience isn't a nice-to-have. It's critical to your business, which makes it a top priority for IT. You drive the best customer that makes the transformation experience a reality. We can help.

To explore Adobe's IT resources in more detail [please click here](#).

