



**ECOSYSTEM PREDICTS**

# The Top 5 Trends for the Distributed Enterprise in 2023

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# Empowering a Seamless Distributed Enterprise

In 2023, organisations will continue to reinvent themselves to remain relevant to their customers, engage their employees and be efficient and profitable.

## ORGANISATIONS WILL INCREASE SPEND ON



Digital workplace technologies

**57%**



Enterprise software upgrades

**56%**



Mobile applications

**56%**



Infrastructure & data centres

**55%**



Hybrid cloud management

**54%**

*Source: Ecosystem Digital Enterprise Study, 2022*

**Ecosystem analysts present the top 5 trends for the Distributed Enterprise in 2023.**



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# #1 Deskless Workers Will Become Modern Professionals

Driven by labour shortages, higher inflation, rising capital costs, and geo-political uncertainty, the economic landscape of the last 30 years has fundamentally changed. Companies are now seeking to disaggregate supply chains, and the labour that underpins them, in an attempt to return to the macro-economic stability first generated by the emergence of cost-efficient overseas manpower in the '80s and '90s.

To get there, new forms of innovation must be found. Enter the deskless workforce. Despite deskless employees representing around 80% of the world's total workforce, in the history of enterprise computing they have been largely ignored or forgotten. The digitisation of physical assets through the adoption of solutions including simulation, automation and machine-mate technologies like AR and VR, has brought the deskless worker in from the cold. For the first time in the history of modern enterprise computing, deskless workers have more innovative potential and will receive more investment attention than their corporate counterparts.

**With the inversion of the employee demographic pyramid, companies can generate significant innovative value beyond the traditional domains of branch office employees. It will bring profound changes to whole supply chains and systems and redefine how we think about the modern professional workforce.**



**Peter Carr**

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#2

## Need for Cost Efficiency Will Stimulate the Use of Waste Metrics in Public Cloud

Organisations of all sizes are spending significantly on public cloud. Studies have found that organisations end up wasting more than 30% of their cloud spending. In 2023, enterprises will finally start to track how much wastage they have in public cloud usage, driven by budget constraints, sustainability, and regulatory control pressures.

Metrics for measurement of cloud waste that are already under discussion include a Cloud Waste Indicator (CWI), a Cloud Utilisation Score (CUS) for Azure, and Cloud Waste Points for categorising usage of virtual machines. Last year, Google introduced their carbon-intelligent computing platform for reducing environmental impact and moving to greener sources of computing power.

Cloud resources can be better managed through a coordinated effort with multi-disciplinary technical and business teams making decisions around deployment and resource allocation.



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#3

## The Climate & Energy Crisis Will Change the Cloud Equation

For enterprises attempting to reduce their IT carbon intensity, cloud plays a critical role. The largest cloud providers have signed renewable power purchase agreements and achieved low data centre power usage effectiveness ratios (PUEs) that most enterprises lack the scale for themselves. This year, the need to reach sustainability goals became tangible when several cloud outages were caused by cooling failures during a London heatwave. Compounding the issue are the record high energy prices that will result in growing costs for enterprises, whether they operate their own data centres or opt for cloud. Several data centre providers even filed for bankruptcy due to rising energy costs or the inability to gain connection to the grid.

Profitable energy companies are already under scrutiny. Major electricity consumers will be next with calls for moratoriums on data centre construction and stricter regulations on wasteful power usage.

**Enterprises will need to consider rising prices and supply constraints as they conduct their capacity planning for the next few years.**



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## #4 Industry Cloud Will Further Accelerate Business Innovation

The dizzying array of IaaS and PaaS capabilities on the hyperscale cloud platforms has allowed businesses to create innovative new capabilities at pace. But this often requires the significant configuration, integration and orchestration of services – with partners and/or cloud engineers working on building the capability to offer differentiated services.

A number of cloud providers are helping organisations further accelerate the time to value by offering industry-specific cloud capabilities. Through the combination of infrastructure, platform and application-level capabilities, businesses can quickly adopt many of the core processes and capabilities required for their industry. The challenge with industry clouds is that many of them need to be tailored for specific regulatory environments and geographies.

Cloud solution creators will cede some power to their partners - as they are the ones that really know the customer.

**While industry cloud might be the macro-change we begin to see in 2023, the real change will be the growing importance of cloud platform partners, who are building the unique capabilities that will help businesses survive and thrive.**



**Tim Sheedy**  
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## #5 The SASE Piece Will Fall in Place

The sharp uptick in cloud adoption and work-from-home policies have proven to be persistent. This has driven SD-WAN into the mainstream and triggered providers to develop remote access options for the distributed workforce. While SD-WAN has rapidly matured, the dream of unifying networking with security has only slowly unfolded.

The adoption of Secure Access Service Edge (SASE) will accelerate in 2023. While economic uncertainty and high interest rates will delay major acquisitions, smaller providers with limited capital will seek the safety of a larger parent. Partnerships will play a greater role until the market fully consolidates. Managed service providers, already delivering separate network and security as a service, will begin demanding vendors work together, even if it means allying with a future SASE competitor.

**SD-WAN providers – who typically have pedigree in either networking or security, but not both – will grow their portfolios through acquisitions and partnerships.**



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