e c o s y s t m

The Top 5 Trends for the Intelligent Enterprise in 2023

From Automation to Intelligence

Organisations will continue their quest to become digital and data-first in 2023. Business process automation will be a priority for the majority; but many will look at their data strategically to derive better business value.

Organisations will focus equally on Automation and Strategic AI in 2023

45%
have Data & AI strategy as a key tech priority

62%
will increase investments in Data & AI

57%
will increase investments in process automation

41%
will focus on process automation to improve employee productivity

Source: Ecosystm Digital Enterprise Study, 2022

Ecosystm analysts present the top 5 trends for the Intelligent Enterprise in 2023.

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#1 Cloud Will Be Replaced by AI as the Right Transformation Goal

Cloud computing and mobility have dominated transformation agendas for years. But the job is not done. Flushed with the fatigue of difficult service and technology makeovers, what many organisations are failing to understand is that cloud computing and mobile adoption projects are not end-states in and of themselves. They are simply precursors to AI and 21st century service delivery.

AI is basically outsourcing to machines. In preparing the business for this outcome, all cloud and mobility projects are not created equal. You can run old apps in the cloud, and you can run mobile services on legacy infrastructure, but both are sub-optimal for AI. That is because the survival of these operational conditions ultimately means less data, and that means lesser capability, efficiency, productivity, fidelity, innovation, and ultimately less AI. Without a strategic roadmap with AI-enabled services as the goal, slow moving, large companies doing busy work with cloud transformations will lose ground to small and emerging companies going straight to the cloud. AI is the right inflection point. Cloud-enabled mobility in the hands of customers and employees is just the fastest path.

> In future decades, we will reflect on the rise of mobility and cloud computing as simply being transition states on the roadmap to AI.

Peter Carr
**Principal Advisor,
Strategy & Technology Advisory**

#2 Adoption of Data Platform Architecture Will See an Uptick

Data is the raw material organisations use to deliver economic value – a raw material source rapidly expanding with the volumes of data that IoT and edge computing are generating, and that AI and machine learning consume in models. But a significant constraint on using data is the difficulty of extracting it from existing technologies. When introducing any new product, migrating or integrating existing data is often the most difficult and time-consuming activity.

To facilitate the mining of this raw material, organisations will develop a data platform that frees the organisation from the constraints of operational technologies.

For many organisations this will be a long-term strategy; but a target data platform architecture is needed by all organisations.

Establishing a single, holistic version of the truth – independent from the demands of a specific technology – will increase the opportunities for using data across AI models, improve the quality of the data, and reduce bias by increasing visibility.

Alan Hesketh
Principal Advisor,
CIO Advisory & Digital Strategy

#3 Tech Teams Will Finally Focus on Internal Efficiency

This might sound like old wine in a new bottle – we have been predicting an uptick in AIOps for the last two years. The unfortunate truth is that we have not seen mainstream adoption yet. And our conversations with CIOs through the year reveal that the biggest stumbling block is that technology teams are not good at asking for budget to improve their internal efficiency.

But the last few years have seen a close alliance between technology and business teams. This means that tech teams are delivering on business outcomes – it also means that business leaders have a better understanding of the challenges faced by tech teams.

Tech teams will ask for and get budget for enterprise data fabric/mesh for simplified data exchange across the organisation; DataOps solutions to manage the data fabric; SecOps for a dashboard view and management of security tools; FinOps to manage technology costs – the list continues.

As tools, business solutions, and applications proliferate, tech teams will increase investments in visibility, monitoring, intelligence, and automation to manage their entire data lifecycle.

Sash Mukherjee
VP Content & Principal Analyst, Industry Research

#4 Data Retention/Deletion and Records Management Will Be Top Priority

As more governments across Asia Pacific turn their focus to the way businesses use, manage, and delete data, we expect an increase in the regulation of customer data. Security measures aren't enough to protect customer data – we need improved data governance to prevent intruders from accessing much or any confidential data. Data, which has been considered a significant business asset (and it still is!), will also start to accrue risk. Confidential, private, identifying data, and all types of financial, health, and medical data need to be managed and governed to manage that risk. We are beginning to witness a strong link forming between data and security – the more data an organisation has, the more security it needs. This needs to be applied to data governance and management too.

Records management is an often-overlooked practice – even when governments have regulations about the management or deletion of records, many businesses or departments aren't compliant (only 60% of government agencies we interviewed are confident their records are managed in compliance with regulations!). But with the threat of significant fines, we expect more businesses will take new regulations seriously.

Having data in lakes, warehouses, and data marts used to be considered an asset; now the more copies of a record, the greater the risk.

Tim Sheedy
Principal Advisor, Cloud & AI

#5 AI Will Replace Entire Human Jobs

Until now, most organisations have maintained that AI was not going to take employees' jobs – it would just free their time to focus on higher value tasks. This is a great sentiment when economies are growing, and unemployment is at a low. But with an economic slowdown underway (or forecast in many economies) there will be continued pressure on businesses to deliver growth and/or profit to owners and shareholders.

In 2023, we will see many organisations consider the opportunity of removing humans from entire processes – from robotic warehouses to automated factories, drone delivery to product design and improvement, marketing campaign design and execution to brand improvement and personalisation. We might see a day when a product purchased through an automated campaign is created in an automated factory, shipped by driverless transport to a warehouse, where a robot picks and packs the product and hands it to a drone for delivery to your door!

When the stakes are high, moral principles concerning the use of AI in augmenting humans will be abandoned for the mighty dollar and the holy share price.
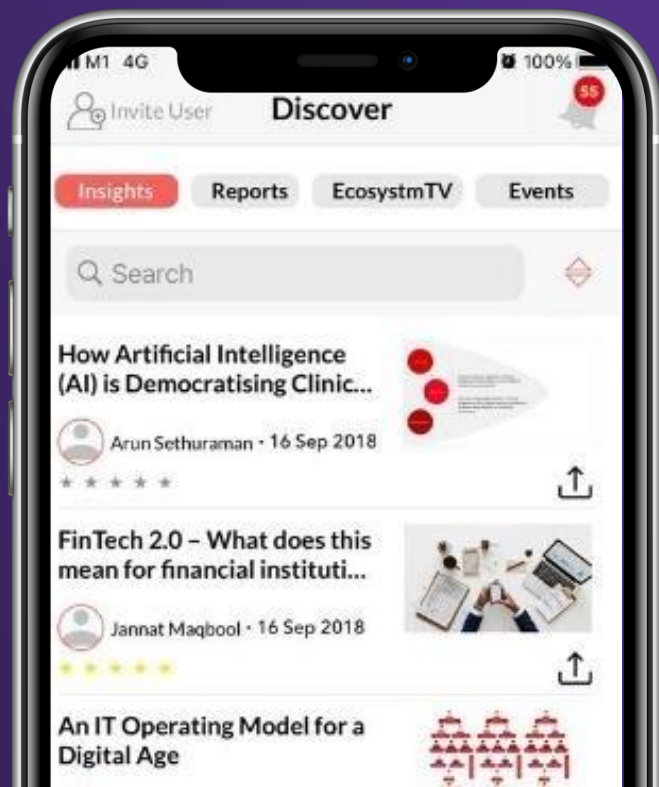
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