

2024 IT Priorities and Challenges: Insights from the Field

With 2024 on the horizon and economic uncertainty in mind, we sought insights from IT leaders on the strategies and obstacles that will shape their IT organizations in the new year.

Customer experience takes precedence as the primary focus for IT departments in 2024

IT leaders anticipate their top talent-related obstacles will be skill gaps, retention, and recruitment challenges

Nearly all respondents express confidence in their IT department's role in organizational success for 2024

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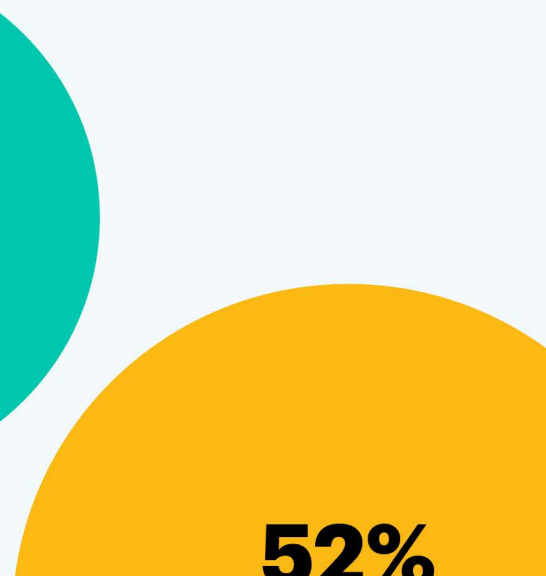
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Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

The results of this summary are representative of the respondents that participated in the survey. It is not market representative.

Data collection: Sep 15 2023 - Oct 9, 2023

Respondents: 200 IT leaders [Director, Senior Director, VP, C-suite]



Customer experience is top strategic priority

Improving the customer experience stands out as the primary focus, with over half of respondents (52%) selecting it as one of the top priorities for their IT department.

Based on your personal knowledge of your IT department's goals, what are most likely to be your department's top three strategic priorities for 2024? Select three.

Implement generative AI **28%** | Optimize IT operations **28%** | Strengthen information security **23%** | Ensure business continuity and resilience **16%** | Increase employee productivity **15%** | Reduce technical debt **14%** | Ensure legal and regulatory compliance **13%** | Reduce enterprise risks **13%** | Enhance IT sustainability **12%** | Other* **1%** | None of these **0%**

*Other includes: ERP transformations, Improve software quality

“Customer experience and security are key pillars in IT strategy every year. Add in cost controls and it is always challenging.”

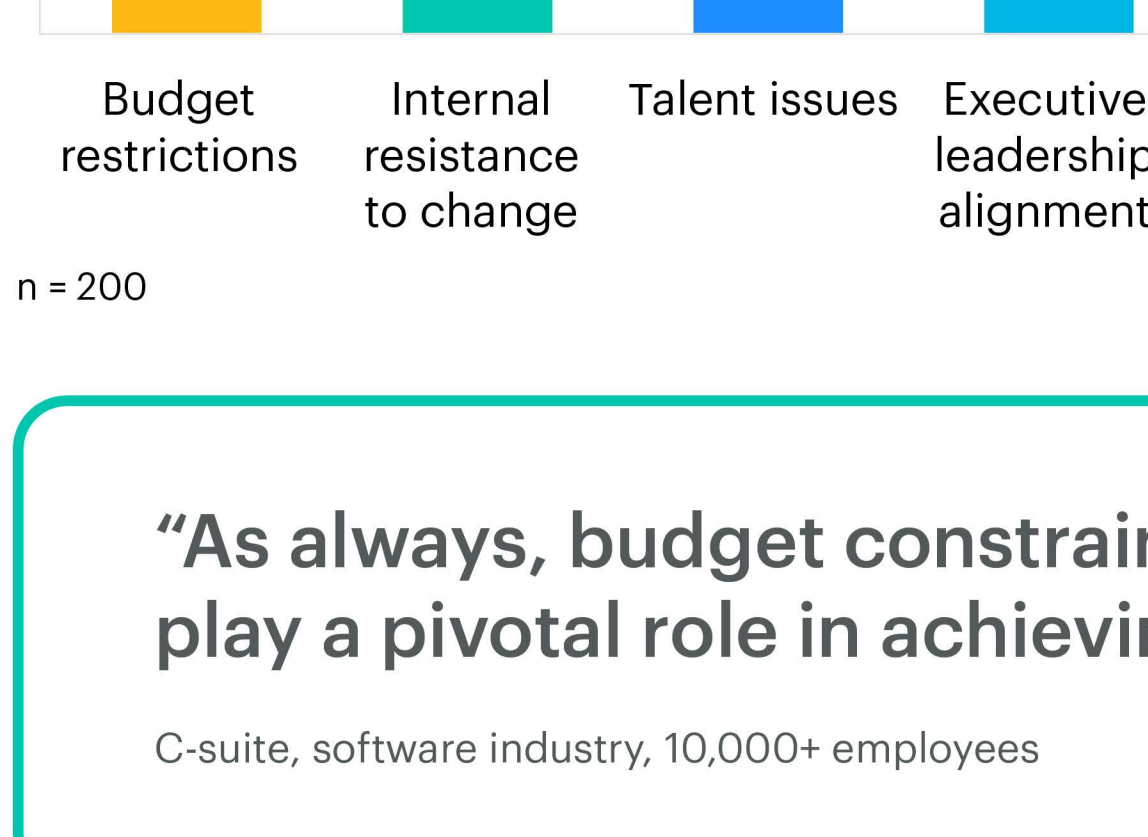
C-suite, retail industry, 1,000 - 5,000 employees

Question: Do you have any final thoughts to share on your personal opinions about your IT department's priorities and planning for 2024?

“Cybersecurity, improving customer experience and data are going to be top priorities. These would be key for helping the business to meet customer expectations and improve experience while securing the customer and the organisational data.”

C-suite, utilities industry, 10,000+ employees

Budget and talent among top barriers



n = 200

Respondents say the **top three challenges that could pose obstacles** for achieving their IT department's strategic priorities in 2024 include **budget restrictions (56%)**, **internal resistance to change (51%)**, and **talent issues (44%)**.

What challenges do you personally think could pose the most significant obstacles to achieving your IT department's top three strategic priorities in 2024? Select all that apply.

Technical debt **31%** | Geopolitical uncertainty **30%** | Regulatory changes **27%** | Wider economic issues **18%** | Team morale **13%** | Supply chain disruptions **11%** | None of these **1%** | Other* **1%**

*Other includes: Post acquisition integration activities

“As always, budget constraints and talent [continue] to play a pivotal role in achieving our objectives.”

C-suite, software industry, 10,000+ employees

Question: Do you have any final thoughts to share on your personal opinions about your IT department's priorities and planning for 2024?

Skills, retention, and recruitment among top talent-related obstacles

Most cite **skill gaps and training needs (64%)**, **talent retention and turnover (63%)**, or **talent attraction and recruitment (60%)** as the most significant talent-related hurdles to achieving 2024 IT priorities.

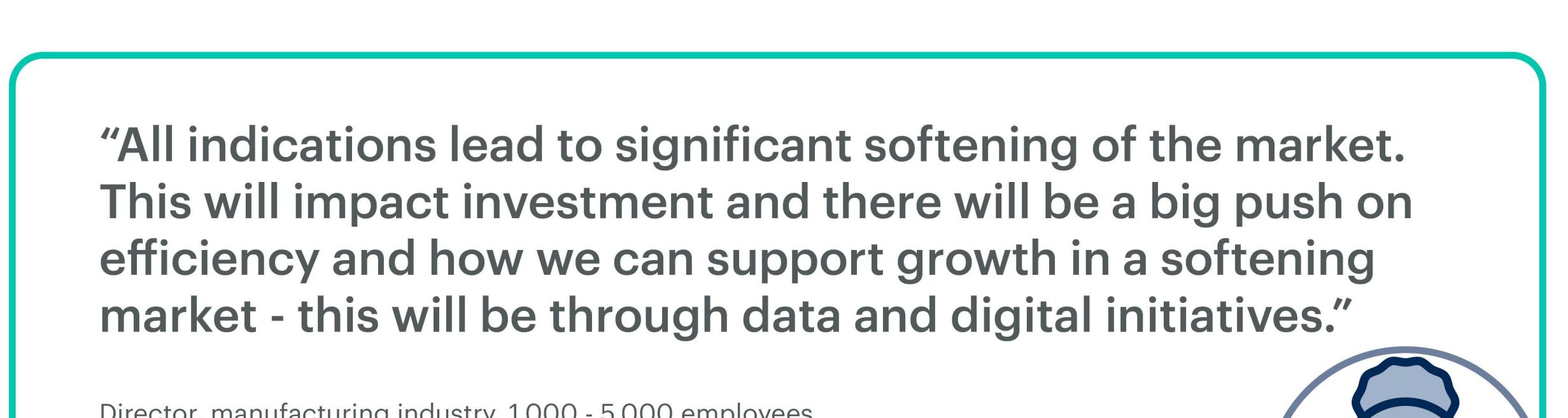
Which talent-related issues, if any, do you personally think could pose the most significant obstacles to achieving your IT department's top three strategic priorities in 2024? Select all that apply.

Employee engagement and motivation **30%** | Succession planning and leadership development **26%** | Adjustment to in-office working requirements **17%** | Team diversity and inclusion **15%** | Other* **1%** | None - I don't foresee any talent-related obstacles **4%**

*Other includes: Post acquisition talent retention

Outlook split on 2024 economic impact

How do you think the anticipated state of the global economy will impact your organization's operations and strategies in 2024, if at all?



n = 200

Note: May not add up to 100% due to rounding

“All indications lead to significant softening of the market. This will impact investment and there will be a big push on efficiency and how we can support growth in a softening market - this will be through data and digital initiatives.”

Director, manufacturing industry, 1,000 - 5,000 employees

“Much depends on the economic outlook for the coming 6 to 9 months.”

VP, arts and entertainment industry, 1,000 - 5,000 employees

“Much uncertainty exists regarding the economy and the political environment - it is a guessing game on many levels.”

C-suite, software industry, 10,000+ employees

Question: Do you have any final thoughts to share on your personal opinions about your IT department's priorities and planning for 2024?

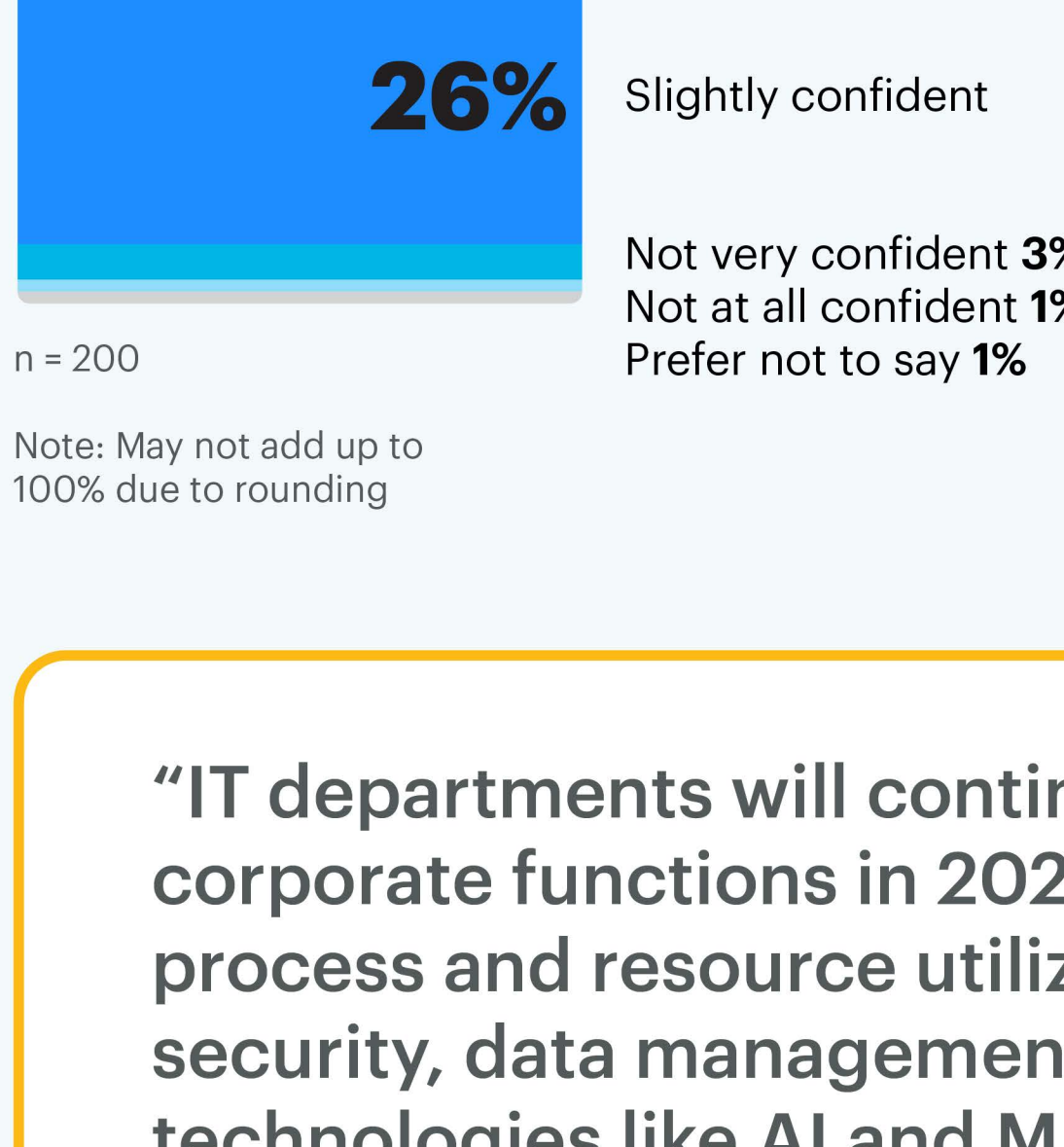
“Macroeconomic headwinds will continue to put stress on our budget and strategic priorities.”

Senior Director, software industry, 10,000+ employees

“Overall the economy is tough so we are focusing on efficiency and fiscal responsibility.”

C-suite, healthcare industry, 1,000 - 5,000 employees

High confidence in IT department's 2024 role in organizational success



n = 200

Note: May not add up to 100% due to rounding

Nearly all respondents (96%) are **confident their IT department will play a crucial role in their organization's success in 2024**, with 34% very confident, 36% moderately confident, and 26% slightly confident. Only a small minority (4%) expressed lower confidence levels.

How confident, or not confident, are you that your IT department will play a pivotal role in your organization's success in 2024?

“IT will play a key role in 2024. Budgets will be tight and we will have to do more with less.”

Senior Director, telecommunications industry, 5,000 - 10,000 employees

“IT departments will continue to play a pivotal role in corporate functions in 2024. The main focus will be around process and resource utilization optimization, information security, data management, and usage of emerging technologies like AI and ML.”

Senior Director, manufacturing industry, 10,000+ employees

Question: Do you have any final thoughts to share on your personal opinions about your IT department's priorities and planning for 2024?

In their own words...

“2024 will be a wild ride. We need to do whatever we can to be ready.”

C-suite, telecommunications industry, 1,000 - 5,000 employees

“It is going to be a challenging year but hopefully staff retention will increase.”

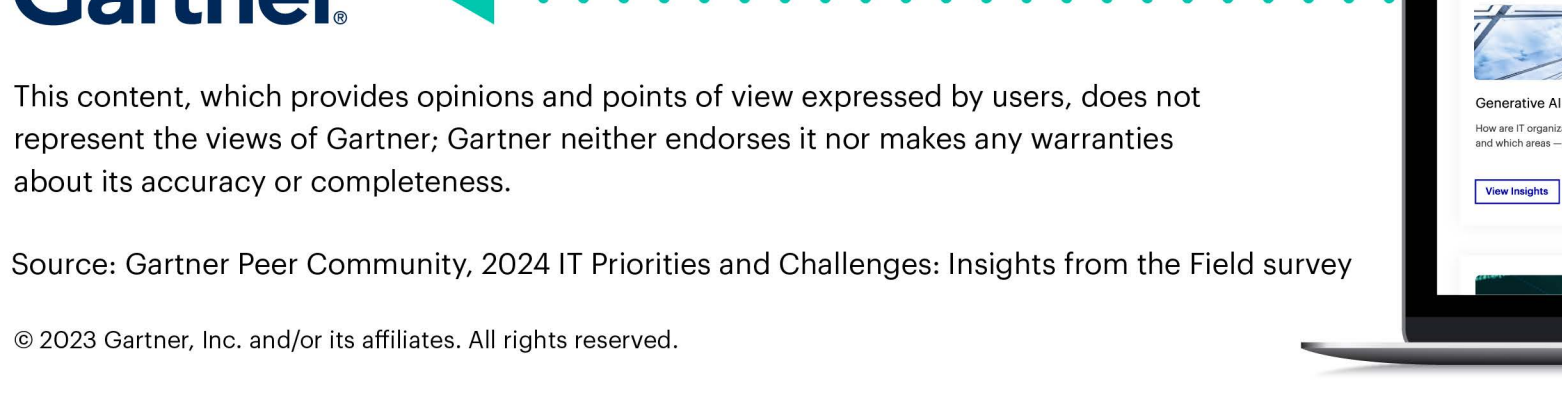
VP, arts and entertainment industry, 10,000+ employees

“We are aiming to complete our cloud migration in 2024, therefore the priority is to enhance the IT capability with a cost efficient cloud environment.”

Director, finance industry, 10,000+ employees

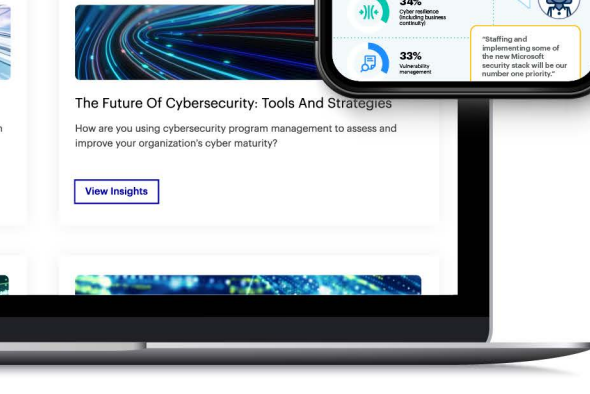
Respondent Breakdown

Region

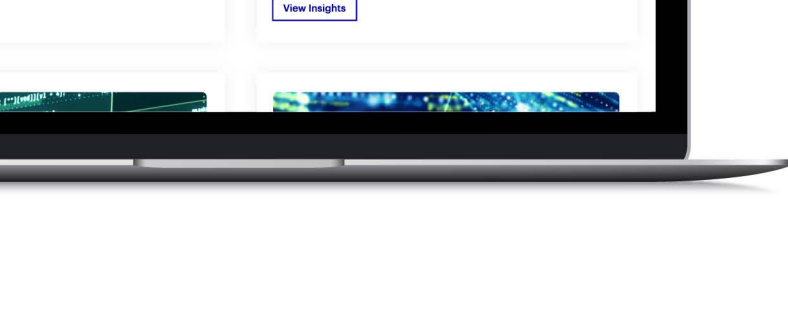


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Job Level



Company Size



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Source: Gartner Peer Community, 2024 IT Priorities and Challenges: Insights from the Field survey

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